

A white icon of a staircase with three steps, positioned to the left of the text.

**Future
Learn**

Employability in the Digital Age



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Did you know... ?

Digital marketing principles can also be applied to ourselves to attract potential employers.

For example, creative videos produced by candidates now play an important role in the job application process.

As do blogging, tweeting and participating in relevant online communities such as LinkedIn.

30 million students and recent graduates are now on LinkedIn, its fastest-growing demographic.

Why should you care?

A standard CV is no longer sufficient to stand out from the crowd in a global and rapidly evolving job market.

"We are currently preparing students for jobs that don't yet exist, using technologies that haven't been invented, in order to solve problems we don't even know are problems yet."

Karl Fisch, "Did You Know"

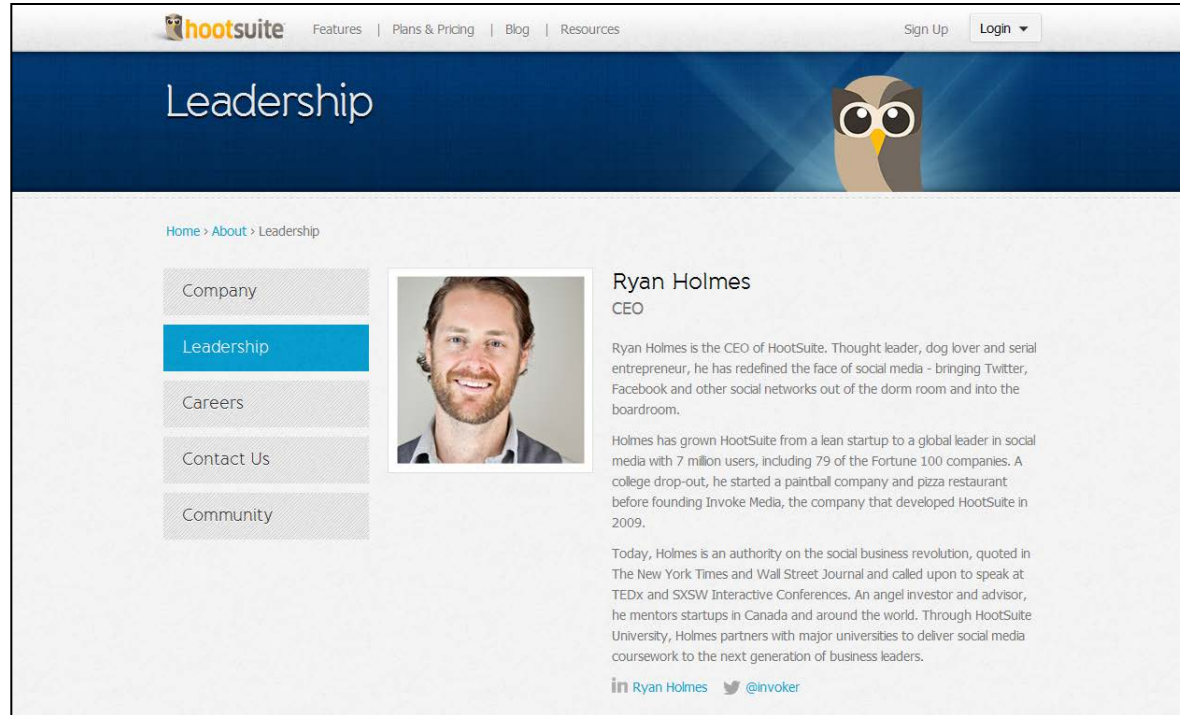
http://www.youtube.com/watch?v=YmwwrGV_aiE

(46 seconds in)

So what are employers doing?

- 70% of recruiters have rejected potential employees based on information found online.
- 50% say a strong online reputation positively influences hiring decisions.
- The best candidates might not be actively looking for a new job (up to 90% of the workforce).
- Social media can identify the best talent , encourage conversation and build relationships with them.
- Enables recruiters to promote their company as "a great place to work".

Social Media management




The screenshot shows the HootSuite website's Leadership page. At the top, the HootSuite logo is on the left, and navigation links for 'Features', 'Plans & Pricing', 'Blog', and 'Resources' are in the center. On the right, there are 'Sign Up' and 'Login' buttons. Below the navigation is a dark blue header with the word 'Leadership' in white and a stylized owl logo. The main content area has a breadcrumb trail 'Home > About > Leadership'. On the left is a vertical menu with 'Leadership' highlighted in blue. The main content features a profile for Ryan Holmes, CEO, including a headshot, a short bio, a longer bio, and social media links for LinkedIn and Twitter.

hootsuite | Features | Plans & Pricing | Blog | Resources | Sign Up | Login

Leadership

Home > About > Leadership

- Company
- Leadership**
- Careers
- Contact Us
- Community

 **Ryan Holmes**
CEO

Ryan Holmes is the CEO of HootSuite. Thought leader, dog lover and serial entrepreneur, he has redefined the face of social media - bringing Twitter, Facebook and other social networks out of the dorm room and into the boardroom.

Holmes has grown HootSuite from a lean startup to a global leader in social media with 7 million users, including 79 of the Fortune 100 companies. A college drop-out, he started a paintball company and pizza restaurant before founding Invoke Media, the company that developed HootSuite in 2009.

Today, Holmes is an authority on the social business revolution, quoted in The New York Times and Wall Street Journal and called upon to speak at TEDx and SXSW Interactive Conferences. An angel investor and advisor, he mentors startups in Canada and around the world. Through HootSuite University, Holmes partners with major universities to deliver social media coursework to the next generation of business leaders.

[in Ryan Holmes](#) [@invoker](#)

hootsuite: <https://hootsuite.com/leadership>

So what should job seekers do?

- Recognise that building an online personal brand is now a critical aspect of career development.
- It boosts our reputation and gives us new skills in communication, creativity and reflective thinking.
- The information we display on social networks should actively encourage rather than discourage potential employers.
- Don't "opt out" - finding NOTHING about a person on a Google search creates a negative impression too.

What are the practicalities?

- It requires a long term strategy to develop a digital "footprint" which demonstrates our skills, and build an appropriate network of contacts.
- The successful author and speaker Chris Brogan talks about "paying it forward" – meaning we should give before we receive.
- The links and exercises provided here will help you to get started with building your online presence.

Chris Brogan

B CHRIS BROGAN NEW HERE? ABOUT CONTACT STORE BLOG SPEAKING

September 9, 2013 / 32 Comments

Sitting In the Stat Seat

In working on [OWNER magazine](#), I'm paying attention to stats really closely so that I can try things, tweak things, and see what works and what doesn't. I feel like [Christopher S Penn](#), but when I say that, please know I'm joking. I'll never be 1/114th as clever as that man.

I'm looking at my bounce rate (how long someone stays on site before they drop off and leave), which is around 65% (not great, but not hideous).

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CHRIS BROGAN
CEO of Human Business Works

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