# A Virtual Jobs Fair Guide

## What is a virtual jobs fair?

A virtual jobs fair is similar to a traditional jobs fair. It is an event that happens at a specified time, allows job seekers and employers to come together and interact. Each fair is different, some fairs are spaces for employers to advertise roles. Others are a structured day with guest speakers or interactive sessions with a range of people.

People participate in virtual jobs fair online, usually through social media (Twitter, Facebook etc.). On some occasions online meeting software, like Teams or Zoom may be used. Each fair will be different and normally participants will be told in advance how it will be run.

## Advertising Jobs

Typically, a jobs fair that advertises jobs might consist of multiple social media posts from employers to advertise vacancies. These will often be jobs yet to be advertised anywhere else. In other words, you can have the opportunity to find and apply for a role you otherwise wouldn't get to see.

Depending upon the size/duration of the fair, there might be many posts. For example, a fair may last a single hour, with up to 100 job posts being published.

## Structured Event

Structured events typically consist of one or more presentations, meetings or webinars. Each session has a speaker, a topic and you might be invited to listen or interact as a 'virtual audience member'. The organiser will publish a schedule for the event and you can choose which session you would most benefit from to attend. Topics might include what it's like working for 'X' company or doing 'Y' job, specific careers advice or education/qualification support.

As well as the schedule, the organiser will provide you with instructions for joining a session. This may be a link, or a web form to register etc. It is important that you are familiar with the technology being used and that you have the time and space to attend your session/s.

## The advantages of a virtual job fair

A jobs fair is a great way for an employer to advertise their job vacancies. It can help them find the right people for the job. If you are looking for work, virtual job fairs present the opportunity to find and apply for jobs that might not be advertised anywhere else (yet). You can also get a sense of which job sectors are currently highest in demand.

**Nearly 60% of jobs are now only advertised through social media.**

Running a jobs fair online (as opposed to hosting a face-to-face event at a venue) has many advantages:

- You can attend from your own home, saving time and cost on having to travel to a location.
- You can interact with employers directly.
- You can learn/discover useful information to help you in your career.
- You can quickly find jobs AND apply immediately (if you want).
- You can share job vacancies or interesting articles within your network.

- Everything posted to a jobs fair will remain online. This means if you miss it, you still have the opportunity to catch up later.

Due to the recent restrictions caused by Covid-19, more and more organisations and employers are now running their fairs/programmes online. If you are job seeking, it is important that you feel confident using this new technology so that you are able to easily access alternative methods of looking for work.

## What do you need to have beforehand?

This guide will be focusing on virtual jobs fairs run through social media platforms such as Twitter and Facebook. For one of these you will need:

1. Access to the internet: We would recommend using a laptop or tablet, as this will make it easier to apply for any vacancies you are interested in.
2. For presentations/webinars you need to keep note of the time to attend, make sure you have the technology and quiet space required.
3. Your CV, in a Word or PDF format: You may find that you need to send or upload your CV, so ensure you know where this is located before attending the job fair.
4. Digital skills: You need to be confident in using websites, clicking on links, filling in forms online and uploading documents (like a CV).
5. A Twitter/Facebook account: If you already have accounts, but would prefer to keep these for personal use, you could always create new accounts for work related activities. Please note, to do this you will need an alternative email address to create a separate account. If you need support in creating a Twitter or Facebook account, please see the end of this guide for step-by-step instructions.
6. You will need to be comfortable using **Hashtags**: These are words that use the hash symbol, for example: **#jobsfair**. If you aren't already familiar, don't worry, as the section below covers this.

> *If you need help with your CV, or if you would like to improve your digital skills, call the National Career Service on 020 3714 8350 and we can support you. You can access our online services, including webinars and videos, at* ***https://careersinspiration.co.uk/London/Support-Zone-London***

**Managing Your Accounts**

Now that you have your social media account/s (that you will be using to help you find work), there are some things to consider when using them. The most important thing to remember is **everything you say and do is public**. Every picture you share, every comment you make can be seen by other people. This may include potential employers, who often scan social media profiles when learning about potential employees. For this reason, here are some basic Dos and Don'ts when it comes to being professional on social media.

## Do

**Upload an appropriate profile picture –** Employers are much more likely to engage if they can see the person they are talking to. Ask yourself, if an employer saw your photograph, what would they think?

Ideally the picture should be clear, show your face and not include any other people or objects. Consider your dress, your location and what you are doing in the image.

**Be polite and courteous with your interactions and comments** – Everything you write can be seen (and potentially can stay online). Before you write something, ask yourself: would this be appropriate in the workplace? Would this be something I would be happy for my boss to see?

**Ask questions** – If you have a question about a job vacancy or an article posted online, just ask! Employers are typically happy to answer, especially if you are showing an interest in their role.

**Help other people** – For example, if you see a question you know the answer to, why not answer it yourself? Helpful interaction not only helps someone else; it also gets **YOU** noticed as someone who is willing to interact, share their expertise and support others. These are things that would attract an employer.

**Monitor your accounts regularly** – If you engage with employers, ask questions, share posts, apply for jobs online etc. Don't forget to then check your accounts for any important responses or messages. Remember, things can move quickly on social media; it is one of the advantages.

**Stay safe online** – Internet safety is critical. If you're not sure how to protect yourself, the Government has advice in making sure your internet usage keeps you safe: https://www.ncsc.gov.uk/cyberaware/home. You will need to make sure you understand the privacy settings of your social media accounts. What can be viewed publicly? Can your details or content be searched on Google? Is your location or private information available?

**Be upfront about what you want** – If you are looking for a specific role, or hoping to contact a specific employer, then be honest! Most people will appreciate you being candid, and it will save time later. Remember, it is easier for somebody to help you if you **ask** for it.

## Don't

**Post anything inappropriate or potentially offensive –** If you intend to use your social media account for employment activities, then it may be more appropriate to use a separate account for your personal views. For example, politics, controversial religious views, illegal or antisocial behaviour, offensive language or images etc. These should **never** be posted from a work-related account. A good rule of thumb: **if you're not sure, don't post.**

**Over share –** This includes personal information, bank details, current location or information relating to your friends and family. Staying safe on the internet is important. Everything you post can be seen, and potentially used by strangers engaging in spamming, fraud and identity theft. For example, if your address is public and you have announced you are on holiday, strangers now know your address may be vacant!

**Over post/Spam/Harass** – Anything you post must be relevant to your job searching activities. Social chat is acceptable (when building networks), but only if it is clearly a mutual conversation. Employers will not appreciate receiving multiple messages if they have indicated that they are either not interested or have not responded. Remember, uninterested people may simply not respond at all – and some don't check their social media accounts regularly. If you have not received a response by the first or second attempt, you should consider looking elsewhere.

**Be disheartened** – Finding the right job or getting through to the correct person may not happen straight away. It may take some time, so expect setbacks and keep persevering! Eventually you will find what you are looking for.

**Attending a Jobs Fair**

Depending upon the instructions given by the host of the fair, you might access a jobs fair in different ways. Typically (if using Twitter) you will be given a hashtag (or multiple hashtags) to follow, and a time when the fair will take place. For example:

*"The June National Careers Service jobs fair will start at 1pm on 12th June and use the following hashtags: #JobsHour #LondonJobs #London #Job #AskNationalCareers"*

**What is posted at a fair?**

Most fairs consist of multiple posts, made by either the service hosting the fair and/or anyone else invited to contribute (such as employers, agencies, training providers etc.). Take the following example on Twitter:



Above is an example tweet, advertising a job in a recent virtual jobs fair. Each post tells you: who made the post, what the job is, where to go to find out more and what hashtags were used. This example also includes an image to help support the advert.

In this example, the post was made by the National Careers Service LDN (London). It is advertising a Nursery Practitioner job. It has included a link (bit.ly/2zlK7zN) for you to find out more. It has used the following hashtags: #JobsHour #LondonJobs #London #Hammersmith #Fulham #Job #AskNationalCareers

**What is a Hashtag?**

A Hashtag is a way of searching for content on social media. Every time someone creates a post, uploads a job advert or an image, they have the choice to tag it with any word/s that they want. For those who then want to search for that word, the post may appear in their search results. It is similar to looking up a word or phrase in Google.

Taking the above example and using the Twitter search feature to look for #LondonJobs, then you will be presented with every tweet that uses that hashtag – including this post. This example uses more than one hashtag, so it will appear in the results for anyone searching for either #JobsHour #LondonJobs #London #Hammersmith #Fulham #Job or #AskNationalCareers

By regularly searching the correct hashtags (advertised by the organiser), you can see all the posts associated with the fair. This way, you can keep track of posts/job adverts during the fair.

Don't forget, every advert will remain AFTER the fair has finished. This means if you were to miss the event, you can still search and find adverts later.

**Finding/Sharing a Job**

As we have seen, by searching the correct hashtag, you will be given a list of every post (in Twitter or Facebook) contributing to the jobs fair. This will include jobs postings, course adverts and any other content posted as part of the fair. By scrolling down through the search results, you will start to see all the job adverts available. Remember, an advert may come from the organizer (like in this example) or other accounts, such as employers and agencies.

If you find an advert that you want to **share,** you can do so by retweeting/reposting/direct sharing in the same way you would any social media post. Similarly, you can post comments or questions underneath a post. This gives the person who posted it the opportunity to publicly answer your question. Don't be afraid to engage!

**Applying for a Job**

Each advert should include instructions for you to find out more about the job. This might be a link to a website or contact information for the individual managing the application process. You need to be prepared for any eventuality such as:

- Sending your CV
- Speaking to a recruiter via email or over the telephone
- Reading and understanding a job advert and its requirements
- Completing an online application form

As with any job-hunting activity, it is important that you fully understand the role and everything it entails. You should familiarise yourself with the employer: What do they do? What are their values? Who are they interested in working with?

Try and complete your application/enquiry as soon as you can. Although there will be a deadline, some employers will prioritise early responses if they have a lot of applications to process.

Make sure to keep a record of everything you apply for. You might also want to take a screenshot of each job advert (if possible) in case you cannot access it at a later stage. This will help you remind yourself about what the role is (and who the company is). It can also help you keep track of the progress of every application you have made.

> *If you have any questions regarding anything you have read in this guide, or if you need further support, call the National Career Service on 020 3714 8350 and we can support you. You can access our online services, including webinars and videos, at*
> *https://careersinspiration.co.uk/London/Support-Zone-London*

**Creating a Twitter account**

If you don't already use Twitter, then you will need to set up an account.

1. Go the twitter website: https://twitter.com
2. In the top right of the website, there is a button to 'sign up'. Click here



3. A box will appear asking you to fill out some basic information. Fill this out (with your own details) and click 'next'.
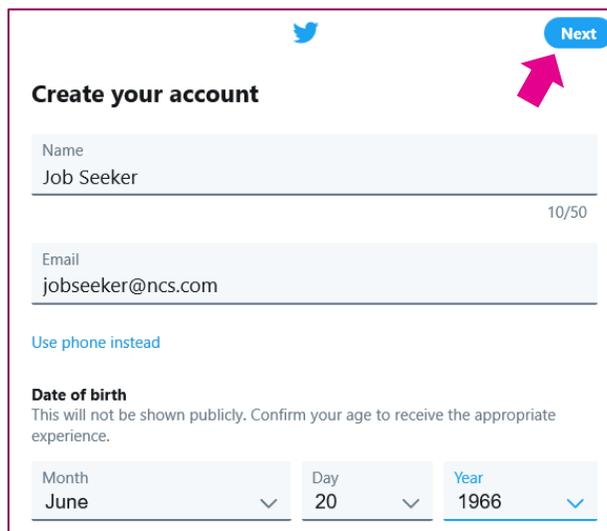
4. The next page will ask you to tick boxes, regarding privacy (adverts, receiving emails from twitter etc.). Make sure you read this carefully before making your selections. Once you have completed this, Click 'next' again.
5. The next page will ask you to confirm your details and ask you to 'sign up'

**Create your account**

Job Seeker

jobseeker@ncs.com

20 Jun 1966

By signing up, you agree to our Terms, [Priv]acy Policy, and Cookie Use.

**Sign up**

6. You should now be sent a text message (if you gave your telephone number) or an email (if you gave your email address). This will contain a verification number, that you will need to enter into the next screen of twitter.

← 🐦 **Next**

## We sent you a code

Enter it below to verify

Verification code
181161

Didn't receive an email?

7. The next screen will ask you to create your Twitter password. Make sure you use a password that **only you know**, and that you keep it secure. Click 'next'.
8. That's it! You now have your Twitter account. There are several other things that you can do at this point (like uploading a picture). You can take your time and do this later.

## Creating a Facebook Account

If you don't already use Facebook, you will need to set up an account.

1. Go to the Facebook website: https://www.facebook.com/
2. The front page of Facebook has an easy form for you to fill in and set up an account. Fill in your details and click the 'sign up' button.

3. Please note, you may be asked to enter a date of birth. This is simply to let them know you are 18 or over, so don't worry about entering your real information.



4. You should now be sent an email (to the email address you provided). This will have a verification number code that you will need to enter into the next page of Facebook. Click 'Continue'.



5. That's it! You now have a Facebook account. From this point onwards there are a lot of things you can do: upload images, add friends, posts etc. You should also familiarise yourself with changing settings (such as privacy settings). Don't worry about doing this all in one go. You can take your time and do this afterwards.