



## How Hashtags Can Help Your Job Search

Hashtags are a useful tool for networking, finding job opportunities, and sharing your own job search to get noticed by employers who are using social media to recruit.

How do hashtags work, and what's the best way to use them? If you use platforms like LinkedIn, Twitter, Facebook, or Instagram, you are probably familiar with hashtags. A hashtag is the pound sign (#) followed by a word or phrase.

the posts on the platform that have included that hashtag. It is a way to identify and group messages on a similar topic.

Learn the do's and don'ts of using hashtags to job search. If you use hashtags in a creative and thoughtful way, you can give your job search a boost and impress hiring managers.

## Tips for Using Hashtags for Job Searching

### Find Available Jobs

Many employers use LinkedIn, Twitter, Facebook, and even Instagram to post jobs. Often, they will include various hashtags related to the position or the job search in these posts. Search on social media sites for particular hashtags related to job listings (including #jobs and #jobsearch).

You can also search for these hashtags on [LinkedIn](#), which now has searchable hashtags. When employers post articles on LinkedIn about job openings, they sometimes use relevant hashtags.

### Promote Your Job Search

Help recruiters find you on your social media and LinkedIn pages by using hashtags that promote your job search. For example, if you are posting something related to your job search (such as a message about your work experience, or a link to your resume), you can include a relevant hashtag, such as #jobhunt, #employment, or #resume.

You can add #readytowork to your Indeed Resume to alert employers that you're available for immediate openings.

**Use hashtags that are already common.** Don't create new hashtags and hope that people start to use them. Make sure to use hashtags that are already popular among the groups you are interested in getting to know. To know which hashtags are popular, check out what influential people in your

industry are using on their social media platforms. Ask colleagues which hashtags they use or follow, and whether they participate in any Twitter chats.

**Be careful which hashtags you use.** Similarly, make sure you use hashtags that are not only in use, but are used by people you want to be associated with.

For example, if you include the hashtag #hunt to try and convey that you are job searching, you will link your post with hunting enthusiasts rather than employment recruiters! Before adding a hashtag, do a quick search to see who else tends to use the hashtag.

**Use hashtags to share professional content.** Make sure that, when you include a hashtag related to your job search on a social media post, your post is professional. Do not include a hashtag like #jobsearching on a post about your pets, for example. Keep both your hashtags and your content professional.

**Use hashtags sparingly.** While hashtags are a useful new tool for job seeking, don't go overboard. You don't want to include dozens of hashtags in every LinkedIn article you post or every tweet you write. Select two or three hashtags that will be particularly useful for your specific job search needs. Similarly, remember to continue to use more **traditional job search methods** (such as using **job search engines** and participating in face-to-face **networking events**).

## Best Hashtags for a Job Search

Here are some popular hashtags that you might consider either using in your own social media posts, or searching for on your various social media platforms.

Hashtags for Job Searching	Hashtags for Recruiting	Hashtags for Career Advice
#Jobs #JobSearch #JobSearching #JobSearchTips #Resume #HireMe	#JobOpening #Hiring #HiringNow #JoinOurTeam #NowHiring #Recruiting #Remote #RemoteJob #Employment	#Careers #CareerSuccess #PersonalBranding #PersonalDevelopment #ResumeTips