

Unless Job Seekers Master Social Media Strategies, They Leave Rare Opportunities on the Table

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Job Seekers Lose Out When They Overlook Social Media Strategies

St Ives, Cambs, 7 July 2015 – Job seekers who aren't online are getting overlooked for jobs. Eighty-nine percent of recruiters will recruit in social networks this year, and 64 percent will use two or more social networks for recruiting, according to a recent JobVite survey.

When Ruth Winden looked for ways to help jobseekers compete in the new world of “social media search,” she decided to pursue world-class training through www.TheAcademies.com. Ruth Winden, Director of Careers Enhanced Ltd, took time from her business to join an elite group of career professionals learning the latest on career management and job searching via social media, specifically via LinkedIn, Facebook, Twitter, Google+, Pinterest and Instagram.

Certification classes were led by career author and industry thought leader Barbara Safani, author of *Online Identity & Networking Tools: A Guide to 50+ Social Media Sites*.

A comprehensive curriculum that reveals revolutionary social media strategies to shift job-search clients from being “the hunter” to “the hunted” was completed. To help people land faster, Winden now has even more powerful tools, including:

- Knowing the secrets others have used to leverage LinkedIn, Twitter, Facebook, Google+, Pinterest and Instagram to land job offers.
- Building a personal brand, professional presence, and community on social media platforms.
- Using tools like TweetMyJOBS.com to be the first to hear about job openings on Twitter.
- Creating engaging, keyword-rich, ROI-radiant profiles that attract the attention of recruiters.
- Leveraging the social nuances of Facebook to aid in the job search.
- Finding and connecting with previously inaccessible company insiders, recruiters, and other influential

networking contacts using social media.

“Winden is among the front-runners in the social media job-search space,” noted Susan Whitcomb, founder and CEO of The Academies, Inc. “Job seekers need every advantage they can get, especially when it comes to navigating the social media space.”

“I can offer so much more than the sum of what I learned,” said Winden. “And, I’m excited about helping job seekers access the hidden job market—where 80 percent or more of all new jobs are found—via social networking.”

Winden’s company is Careers Enhanced Ltd. She may be reached at ruthwinden@careersenhanced.com, <http://www.careersenhanced.com>; Tel: +44 (0) 7949 569993.

About Careers Enhanced Ltd

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