Three Top Tips for Building Your Professional Social Media Presence

Building a professional social media presence doesn't have to be complicated. Whether you're an electrical student, apprentice or just starting out in your career, a few simple steps can help you showcase your skills, build your network and get noticed by the right people in the industry.

From creating a professional profile to taking better photos of your work and connecting with industry professionals, here are three simple tips to help you make the most of social media.

1. Get the basics right

Think of your social media profile as your **digital CV**. If an employer found your profile today, would they know what you do and what you're working towards?

Profile photo

Use a clear, good-quality photo where you're easy to recognise. If appropriate, showing yourself on the job can be a great way to give people an insight into your trade and the work you're doing.

Your bio

Keep your bio short and make it clear:

- What you're studying or training in
- Your apprenticeship level or year
- Any qualifications or achievements you already have

Show your progress

Your social media can also be a great way to document your development. Share qualifications and training you've completed, celebrate new skills and milestones, and show that you're committed to learning and developing.

2. Take better photos of your work

Great work deserves a great photo. You don't need an expensive camera or professional equipment - just an extra couple of minutes to get the shot right can make a big difference.

Before you post:

- **Tidy up** - remove clutter where possible.
- **Get closer** - show the detail of your work rather than relying on zoom.
- **Use natural light** - where possible, this will usually give you a clearer image.
- **Take several angles** - take a few photos and choose the best one afterwards.
- **Check the background** - make sure customer information, addresses, paperwork or other private details aren't visible, and always get permission before photographing or sharing work where necessary.

A good photo can help show the quality of your work and the pride you take in what you do.

3. Start networking now

Don't wait until you're looking for a job to start building professional relationships.

Social media can be a great way to connect with people across the electrical industry, learn from experienced professionals and start building your network.

You could:

- Follow electricians and industry professionals you admire
- Follow companies you'd like to work for
- Comment positively on industry posts
- Congratulate people on qualifications, projects and achievements
- Connect with people you meet at college, training and industry events
- Share useful industry content that interests you

You don't need to post every day or become a social media expert. Simply being active, professional and interested in your industry can help you build valuable connections over time.

Start building your professional presence today

Your apprenticeship or training is the start of your career journey, so it's never too early to think about how you present yourself professionally online.

Show your progress, take pride in your work and start making industry connections now. You never know where your next opportunity could come from.

"Think of your profile as your digital CV."

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