

Sports Media

**The media is a fast-paced and evolving industry.
The opportunities are limitless and constantly changing.**

From multiple platforms - print, digital, radio or television - to broader communication roles, working in sports media can be thrilling and can take you closer to the action, and the athletes, at the world's biggest sporting events.

Social Media

Research shows that 43% of recruiters check the digital profiles of employees often.

Other surveys show the vast majority, upwards of 80%, look at least once at your social media account if you have applied for a job with them.

Top Tip

Is there anything you would not like your mum and dad to see on your social media accounts? Get rid of anything that does not pass that test!

List five job titles that you think might exist within sports media

- 1.
- 2.
- 3.
- 4.
- 5.

Create a professional Twitter account. Consider your Twitter name, profile description, image and use keywords in your bio.

- Follow five job/career accounts
- Follow 10 accounts in your preferred career area, e.g. sports coaching @_UKCoaching
- Follow people at your dream companies
- Use the hashtag search function, e.g. #jobs #sportsjobs #coaching #jobsinsport