



Pros and Cons of Posting Your Resume on TikTok

TikTok is great for passing the time now and then, but did you know you can leverage it to land a new job? Like other social media platforms, you can use TikTok to get hired in your dream job - however, there are pros and cons. So before you post your resume to TikTok, be sure to think through the potential outcomes and if it's the right move to help you get hired.



PROS

You Can Better Highlight Your Skills

Unlike a standard resume, posting it as a video allows you to showcase your personality and do a deeper dive into your skills and experience. You'll be able to speak to what's on your traditional resume better than someone who's just reviewing it. You'll also be able to speak to any gaps in your resume that need an explanation.

Being able to put your resume in video form is a great way to show potential employers who you are and allows you to walk hiring managers through who you are as a candidate.



It Can be Fun and Creative

If you enjoy watching TikToks, it can be a fun and creative way to showcase your skills and experience. Creating an account and posting videos to TikTok is relatively easy, and just about anyone can do it. Many features within the platform can help your video stand out, like utilizing hashtags, "duet-ing," and interacting with others in the comments.

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Is Attention-grabbing and Out of the Box

Whenever you post something to social media, there's always the chance it will go viral. Posting your resume on TikTok is no different. You can definitely stand out from other candidates if you're posting your resume in video form. When you post your resume on TikTok, you can utilize hashtags to target the companies your dream of working for and try to get it in front of the eyes of the hiring managers at those companies.



CONS

Opens You to Potential Bias

When you submit a traditional resume, the hiring manager theoretically has no idea who you are in real life - which helps mitigate some of the potential for bias. However, if employers come across your resume in video form, they can see you from the get-go. While this shouldn't be the case, unfortunately, this allows room for conscious or unconscious bias on the part of hiring managers—the way you look could then be a factor in whether or not employers reach out.



Your Post May Never Even be Seen

There are millions of users on TikTok, so there's a good chance you do all the work to create an attention-grabbing video that showcases your skills and experience only for it to never be seen by a hiring manager. TikTok is a very saturated space, so don't be surprised if your video doesn't make it to the eyes of hiring managers or decision-makers at the companies you'd want to work for.

Another thing to keep in mind is that not every industry will see posting your resume on TikTok as professional. If you're looking for a position in medicine, finance, or law, it's best to avoid TikTok and stick to more traditional job search methods.

TikTok has taken the world by storm, and it's not going to slow down anytime soon. Learning to harness the power of social media can help you land your dream job. TikTok offers a new and creative way to showcase your resume, but there are pros and cons to using this medium. So before posting your resume on TikTok, weigh the pros and cons to decide if it's the right career move for you.