Maximizing Social Media to Proactively Manage Your Career

Career Services Center
http://careercenter.waldenu.edu
careerservices@waldenu.edu
Objectives

• Trends, facts and figures
• Recruiters’ perspectives on social media’s importance to your career
• Managing your online presence
Dr. Amy Puderbaugh, SPHR, GPHR

- Faculty, Masters of Human Resource Mgmt Program and the Masters in Business Administration programs.
- Faculty advisor, Student SHRM chapter.
- Experience as an HR generalist covering recruiting, benefits, worker’s compensation, policies and procedures, and performance management.
- Has taught at Walden eight years.
Trends, Facts, Figures

• 77% of organizations are using social networking sites to recruit
• 80% of organizations that use social media in recruiting say they primarily appreciate the chance they have to find passive candidates
Get LinkedIn

If you use only one social network, LinkedIn is where you need to have a professional presence.
LinkedIn Facts

• Most users have **between 500 and 1000 connections**

• Almost **9 out of 10** users have joined Groups on LinkedIn

• 70% say that **“who’s viewed your profile” is the most helpful feature**

• 76% use LinkedIn **to research information on people and companies**

(www.wesocialmedia.gr/portrait-of-an-average-LinkedIn-user/)
Jessi Howard, Recruitment Manager
RedBrick Health

- Industry experience in Technology, Healthcare, Retail and Education
- Masters of Human Development
- HR Experience in Recruitment, Employee Services, Program/System Management, Training & Social Media
Social Media Stats

1.28 billion monthly active users

187 million monthly active users (300 million total users)
http://press.LinkedIn.com/about

255 million monthly active users (1 billion total users)
http://Twitter.com/about

40 million monthly active users (70 million total users)
http://pinterest.com/about/

540 million monthly active users (1.6 billion total users)

1 billion total users
http://www.youtube.com/t/about_youtube
How Recruiters Used LinkedIn

• Corporate Pages
• Company Career Groups
• ‘LinkedIn Recruiter’ – Sourcing tool
• Job Postings
LinkedIn Recruiter

- Job Posting Slots
- Inmails
- Advanced Searching by:
  - Keyword
  - Location
  - Company
  - Industry
  - School
  - Degree
  - Field of Study

**Did you know?**
LinkedIn estimates you’re up to 40X more likely to turn up in a search if your profile is complete.
LinkedIn Tips

• Use all fields/options available in profile
• Keywords in your Name, Headline, Company Name, Job Title and Skills rank higher in the search results
• Think about which search terms are most important and relevant for your business/career
• Always include commentary when sending an invite to connect
• Add email/phone to be easily contacted
Twitter for Job Search
How Recruiters Use Twitter

• Share jobs & company news
• Conduct searches
• Build relationships
• Follow/participate in chat groups
• Source from chat groups

(http://www.statisticbrain.com/Twitter-statistics/)
YouTube in Job Search

• Research company ‘channels’

• Watch for video contests by employer/company

• Promote yourself, provide information

• Post and hope
How Companies Use Facebook
Why HR Uses Social Media for Recruitment

- Scalability is beyond traditional recruitment processes & real-time
- Increase chances of finding passive candidates
- Targeted recruitment marketing – reach audience that is relevant
- Helps to build and strengthen employment brand
- Allow company to tell story in human way
But Is Social Media Really Used for Job Search?

Left office 20 mins ago, made it less than a mile, almost 30 miles left. I can't do this anymore. Anyone want an amazing proj/risk manager?

Do you live any closer to Reston? We've got an office there

Thanks for the link! At a glance it looks pretty interesting, still commuting but will review closer when home for sure.

Any one know of any jobs in the DC area??

Hi, thanks for the query. We donot have any SAP Basis positions open as of now

Thank you so much...and is there any other facilities for MCA from 2011 batch having experience in networking??????

As of now no, thanks
Dr. David Porter, PHR

• Current: HR Manager
• Past:
  – Manager of Organizational Development
  – Manager of Recruitment and Benefits
• Education:
  – DBA – Walden University
  – MBA – Liberty University
  – M.A. – Liberty University
  – B.S. – Southeastern University
Building Your Brand and Value

• If actively looking, do not appear desperate
  – Spamming inboxes
  – Posting feeds in search of employment
  – There are exceptions – High demand jobs/skills
    • Ex. NERC CIP experts, software engineers, etc.

• Grow your network!!!
  – Employers are increasingly using existing employees for recruitment
  – Tap into these networks through groups and employers – ex. LinkedIn
Understand Your Industry

• What is the “space” of your peers?
  – What blogs do they follow?
  – What groups do they tend to join?
    • Hint: Groups are the best gateways to make distant connections 1st connections for sites like LinkedIn
  – Are there “hot” Twitter feeds
    • HR - @suemeisinger – former CEO of SHRM
    • Education - @wendykopp – CEO of Teach for All
  – It’s not what you know ...
    • Use all social connections to make strategic connections – each connection is a gateway
Get Noticed | Achieve Separation

• Understand the importance of keywords
  – Page “crawling” used by search engines
    • Number of hits
    • Importance of pages – thick connections
    • Placement of keywords
  – Be specific; avoid broad terms
    • Poor: Software Development
    • Superior: Agile Development

• Link your online content
  – Blogs, Facebook, Twitter account, email signatures
Get Noticed | Achieve Separation cont.

• Sales professionals are not ashamed to ask for the sale – Ask for positive referrals

• Photos in social media ... stay professional
  – LinkedIn is not Facebook
  – Even Facebook should be “tempered”

• It is better to not have a social presence at all than to have one and abandon it
  – Last Twitter feed was 6 months ago
  – LinkedIn profile has 15 connections
Understand Potential Employers

• Most employers have social media presence
  – Research, research, research!
• We hire to build solutions or solve problems!
• How do I find those problems?
  – Some can be found through social media or online
    • Glassdoor.com – read reviews
  *note: usually not blogs, feeds, etc. due to content restrictions and proprietary information
• Design your presentation with problems/solutions in mind
  – Do you have work samples? Make these public and linked
My Experience as a Recruiter

• My best hires were found through active social media hunting
  – I controlled the search and fit
• LinkedIn was my premiere tool
• Openly published resumes (Indeed, etc.) were rarely valuable
  – Too much rough to find the diamond
• An active social media presence was a factor in our hiring decision
  – Were you passionate about your profession?
Connect with Career Services!

Join our Career Services LinkedIn Group

Follow us on Twitter

Follow us on Facebook

Read Walden student successes on our blog

Visit OptimalResume

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail:
careerservices@waldenu.edu
Additional Resources


Connect with the Student SHRM Chapter

Walden Student Chapter Advisor: Amy Puderbaugh
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Final Thoughts

“Proper social media use highlights your strengths that may not shine through in an interview or application and gives the world a broader view of who you are. Use it wisely.”

-Amy Jo Martin

“Smart phones and social media expand our universe. We can connect with others or collect information easier and faster than ever.”

-Daniel Goleman
Thank You for Participating!