BAIT & HOOK YOUR NEXT EMPLOYER ONLINE

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Social Media is...

VIRAL

It took radio 38 years to reach an audience of 50 Million. It took Facebook two years.*

A CONNECTOR

In 2009, one question on Twitter helped over 1,000 people find jobs ...

RETRO

A return to hunting & gathering. The “tribe” is big again.

Source, “Did You Know?” Video, Karl Fisch, Scott McLeod, & Jeff Brenman

Land a Job You Love.
Why Social Media Is Sexy

- Social Media is Interactive
  Lean In Versus Lean Back
  New Media = Active Engagement/Response
  Traditional Media = Passive (TV)

- Social Media Transcends Boundaries
  You can have global reach with peers, thought leaders and influencers in your industry.

- You Become Real:
  You can put a voice behind your resume.
Agenda

- How to build a presence on three social media platforms – LinkedIn, Twitter, & Facebook
- How to attract leads and employers through these platforms.
- How to optimize your exposure.
Social Media & Your Job Search
300 Million users, 100 million of whom login everyday.

Started as an online version of the “college facebook,” the fastest growing user demographic is 55 and over.

A relatively inexpensive site for employers to advertise job leads.
Hiring managers and recruiters don’t want to be your friend. You can be:

- A fan of an organization
- A group member
- An active participant in “Wall discussions”

Fact:
Employers frequently check Facebook profiles before hiring. Monitor personal information.
Grow community through “friend finder.”
Join groups, participate in wall discussions.
Share information, resources with friends.

It’s appropriate to disclose employment status in your profile and status updates…if you are currently seeking full-time work and not actively employed.
Creating an account is simple: www.facebook.com

- Include a profile picture (ok to be social one, use one appropriate for employer view)

- Features multiple levels of privacy settings, but “good judgment” still most important.

- Most appropriate for > personal connections with friends.
Over 55 million users, growing at the rate of one per second.

Based on idea of “three degrees” of trusted connections – who you know plus those who know people you know.

The hands-down “most popular” employer favorite for scouting new talent. Up to 95% of small to mid-size businesses use it.
Connecting with Trust

- Described as “Facebook” for business
- Invite people you know to join your network.
- Join in discussion forums through groups and Q & A.
- Don’t send blind invites to connect.

Expand your network through groups and thoughtful deliberate outreach.
Participate in group forums.

Engage in Q & A: Search out expertise from others and show what you know through Q & A features. Peer rankings of answers help you demonstrate your expertise.

Forge connections. Search your expanded network reach. Request introductions and follow-up thoughtfully.

“Seek first to understand, then to be understood”: When networking, ask others about themselves first. How can you help?
Complete your profile. Employers scout for candidates by industry, keywords, and location.

Be ruthless about spelling and grammar.

Monitor leads: Site includes job listings & announcements in status updates.

Seek out an inside hook. Downloadable JobsInsider Tool connects job board postings (e.g. Indeed.com) with who you know inside organizations.

Use LinkedIn URL in e-mail signature to bait employers.
Over 55 million professionals use LinkedIn to exchange information, ideas and opportunities.

Stay informed about your contacts and industry
Find the people & knowledge you need to achieve your goals
Control your professional identity online

Join LinkedIn Today

First Name: Jane
Last Name: Smith
Email: smith.globalization@gmail.com
Password: ***********

Join Now
Already on LinkedIn? Sign in

Best Fit Forward
Your Career in Context. Land a Job You Love.
Let's get your professional profile started

I am currently: A student

* Education: United States
  - New Hampshire
  - Dartmouth College

* Dates attended: 2008 to 2010

* Field of interest: International Affairs

* Country: United States

* ZIP Code: 03755 (Only your region will be public, not your ZIP code)

Knowing where you live helps us deliver the right people, events, and opportunities around you.

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LinkedIn Sign-Up

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

- Yahoo!
- Windows Live Hotmail
- Gmail
- AOL
- Other

Username: jane.smith.globalization@gmail.com
Password: *********

Find Contacts

We will not store your password or email anyone without permission.

Skip this step »
Picture, Summary, Specialties are especially important. (Google Profiles count). Recommendations can add credence.
See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

- Yahoo!
- Windows Live Hotmail
- Gmail
- AOL
- Other

Username: jane.smith.globalization@gmail.com
Password: ************

Find Contacts

We will not store your password or email anyone without permission.

Skip this step »
Update Your Headline to Attract Attention.

Write Your Summary Statement in First Person.

Showcase your interests: Here is what I study, this is what I read...and what keeps me up at night.
Creating an account takes time: [www.linkedin.com](http://www.linkedin.com)

- **Complete your profile.** Employers search summary and specialty fields—you get 2,000 characters to describe your skills and interests.

- **Be a snoop:** Look at other people’s profiles before completing your own. (Use “Advanced Search” to find people with similar backgrounds, experience levels to your own.)
Use a “sexy” headline for yourself: If not currently employed, say what you do best in your title. Example: I specialize in _____________. How can I help you?

Use a non-sexy picture. Include a professional headshot or picture of yourself. If you don’t have one, use a headshot in business or professional attire.
Started in March 2006 as a side project. 
44 million users, 80% of whom are over 25. 
All communications limited to “tweets,” or status updates of 140 characters. 
“Tweet” selected as the word of the year for 2009 by American Dialect Society. 
Employers are increasingly turning to Twitter to list positions—over 300,000 posted by Tweet MyJobs.com in December 2009.
Unlike LinkedIn or Facebook, Twitter does not require a reciprocal relationship for connecting.

*Unless a profile is blocked, you can follow anyone you want and anyone can follow you.*

- **Following** = People You’d Like To Know & Read Postings. (Click Follow on Profile Page)
- **Follower** = People Who Want to Know You. (They Click on Follow On Your Profile Account or on Your Status Updates to Learn More About You.)
Twitter has been described as a way to create your own tribe – you can search for and find discussions of interest globally.

You can also follow individual companies, job boards and list of employers.

Through Twitter’s Search Engine (search.twitter.com), you can create keyword searches for positions.
Directories

Wefollow.com and Twellow.com are directories you can use to identify users with similar interests to your own.

Lists

Through Twitter lists, you can create and subscribe to feeds of interests – without following individual users. (listorious.com)
Create a bio for yourself that includes your interests and skill set. You are allowed 160 characters.

Engage in active discussions with others, and share (or retweet) items of importance. Ask open-ended questions.

Comment on trends in your field. Share links to online info, including articles and blog posts.
Research employer and recruiter profiles to discover what’s important to them (including hobbies). Talk about common interests.

Use #symbols (known as hashtags) in discussions on common threads. This will allow your contributions to be found.

Don’t just talk about work. Be interesting, and “real.”
Use Settings Menu to Create Bio, Insert Picture, & Customize
Creating an account is simple: www.twitter.com

- Complete your profile.
  - 160 character bio: Include both professional and personal interests.
  - Use your real name, and include profession in username if desired.
  - Link to a website that provides more information about you—you can list your LinkedIn and Google profiles if relevant.

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Account Tips

- Customize background settings.
- Watch how others “tweet” before you start posting updates. Use search.twitter.com to find discussions on keywords and observe first.
- When you are ready to start posting, generate 10-12 updates before you start following others.

Then they will have the opportunity to learn about you.
The Laws of Attraction

“He catches the best *fish* who angles with a golden *hook*”. – Latin Proverb

- Share what you know on topics that others care about.
- Keep your information concise & interesting.
- Ask questions, share information. Don’t be afraid to be a contrarian in a debate.
“If you want to catch more fish, use more hooks.” – George Allen, NFL Coach

- Develop a presence across platforms from Facebook and LinkedIn to Twitter.
- Keep your information current, participate actively.
- Take online relationships off-line: live conversation best way to “close a deal.”
Don’t Be a Seagull

5. Share leads with others. It’s good karma!
5 Ways to Use Social Media in Your Job Search

1. Let your friends know of your interests and what you are looking for. (Facebook)
2. Showcase your skills and areas of expertise. Extra credit – start a blog! (LinkedIn & Twitter)
3. Engage in discussions. Spark dialogue. (Facebook, LinkedIn, and Twitter).
4. Monitor job postings and what’s important to employers. (LinkedIn and Twitter)
Be active on more than one platform (e.g. don’t just go on LinkedIn)
Streamline your presence across platforms by using a consistent username on sites.
Speak in your own voice, but use buzzwords that employers use when seeking candidates.
Pay attention to trends in your field. If you industry has a social network of its own—join!
• List your Social Media accounts on your e-mail signature.
Have Fun and Allow Opportunities for Serendipity & Humanity

“Chance is always powerful. Let your hook always be cast; in the pool where you least expect it, there will be fish.” – Ovid

Humanity: Be yourself, talk about what you care about and show others you care about them.

Serendipity: Your presence across social media platforms makes you visible.
Don’t Get Overwhelmed

- Participate at your own pace.

- You can do this. You’ve proven yourself to be creative, resourceful and fill a need in the past—and you can do it again.

- Go with your gut – and get someone to help you.
Suggested Resources for Follow-up

- Kodak Social Media Guide: www.kodak.com/go/followus
- ChrisBrogan.com
  www.chrisbrogan.com/free-ebook-on-personal-branding/
  http://www.chrisbrogan.com/free-ebook-using-the-social-web-to-find-work
- View career tips from contributors to the Twitter Job Search Guide: http://twitter.com/chandlee
- Connect with me on Twitter: http://twitter.com/chandlee