Face It!
Social Media With Intention
Online Presence 101

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The “Household” Name Game: Look Who’s Winning!

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

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<th>Audience of 50 Million</th>
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<td>Radio</td>
<td>38 Years</td>
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<td>TV</td>
<td>13 Years</td>
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<td>Internet</td>
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<td>iPod</td>
<td>3 Years</td>
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<td>Facebook</td>
<td>2 Years</td>
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Social Media Growth

Twitter
LinkedIn
Facebook

- 2007
- 2008
- 2009
Quick Stats

- There are over 300 million users on Facebook. 100 million login everyday.
- Each second a new user joins LinkedIn.
- Up to 3,000 jobs are posted every minute on Twitter.
How Employers Use Social Media

- Cheaper and Faster than a Job Board. More in-depth than a Resume.
- Some sites are a virtual resume database—for minimal cost!
- Social media goes beyond “what the law allows” — you can learn more about candidates from writing style to strength of connections.
78% of organizations say they have used social media as part of their recruiting strategy.
86% of executive recruiters say they conduct background research on candidates.
Five Ways Employers Will Find You

- “Googling You.” Background checks and “for curiosity.”
- Deliberately. Through Scouting for Specific Skills & Keywords online.
- Through social media platforms
- Through online tracking systems. When you apply for jobs.
- Through your network. Your friends.
Managing Your Online Rep
"Lean Back" vs. "Lean In"
LEAN BACK: Traditional Media

- Passive Experience
- You are an Observer.
- You Apply for Jobs Online, You Wait to Hear Back
LEAN IN: New Media

- Active Experience
- You are a Participant. You Help Employers Find You.
- The Game is Mandatory.
- You Determine Your Level of Involvement
Keys for Managing Your Online Identity: LEAN IN.

1. Know your Google search results.
2. Summarize your skills in terms that can be understood.
3. Plant information about you that can be found online—LinkedIn, Google Profiles, Zoom.
The Online Presence Pyramid

- Distinct
- Presence
- Reputation Management

Best Fit Forward
Your Career in Context.
Land a Job You Love.
Reputation Management 101

The basics are the same for job hunters & currently occupied (employed)

- Know how you will be found.
- Define your boundaries.
- Decide how you want to be known & influence results.
Reputation Management

- Start with an “Ego Search.” Establish a Google News Alert on Your Own Name.
- Get a baseline of your online presence:
  www.onlineidcalculator.com

(This is also your homework.)
Deep Background Research

- Pippl.com: Your vitals.
- ZoomInfo: Spider results, professional
- Get a baseline of your online presence: www.spokeo.com
- Control how much information is about you.
  www.whois.com
It Almost Goes Without Saying

The naughty list...

- Party pics with excess consumption evidence (no beer cans, pipes, or too much skin)
- Tucker Max. Or anything that would offend your mom.
Developing a Presence

- Proactive use of Social Media.
- Distinctive Personal Brand not goal.
- Pick selected sites to be active (i.e. LinkedIn, Zoom, Plaxo)
- Ensure accuracy of information, ability to be “found.”
Quick Ways to Influence

- Strong LinkedIn Profile
- Create a Google Profile
- Update Zoom Info
- Extra Credit: Visual CV
Digital Distinction

A core message defined and communicated consistently across social media platforms and in person.

Strangers should “get” message within 30 seconds or less.
Before You Venture Out, See How Others Do It
Research on Best Practices
LinkedIn, Facebook, & Twitter.

How Should Job Seekers Use Web 2.0 Platforms?

- Surveyed LinkedIn Users via “Q&A” Feature
- Focus Groups with NYC Job Seekers
- Discussions with Clients & CMA Colleagues
Findings

BEST FOR BUSINESS/PROFESSIONAL

- High Alexa # (Good Search Engine Bang)
- Full Features > View How Others Present Skills > Grow Online Presence > Connect
- Active Use by Employers and Job Hunters
- Highest Number of Job Leads
HOW I USE IT

- Strategic Approach to Network Building
- Know Well before Connect
- Questions & Answers (Discussions)
- Database of “Career Summaries” > Research
- Creation of “Future-Focused” Profiles
- Encourage Recommendations for “What You Want to Be Known For.”
Findings

BEST FOR FRIENDS/PERSONAL

- Recruiters primarily use it as a “screen out.”
- Employers may place ads, but aren’t generally scouting for talent.
- You can protect accounts, but know that privacy in network is “safe as a postcard”
HOW I USE IT

- Catch up with friends.
- Plan and promote events: “college reunion dinner.”
- Groups.
- Share status updates with personal contacts.
Findings: Twitter

MOST MISUNDERSTOOD

- Requires Observation before Participation
- Dance between Professional & Personal Information Sharing
- Strong Community of Career Professionals
- Growing Resources for Job Seekers
HOW I USE IT: Twitter

- Create my own diverse community—people w/shared interests worldwide. New friends.
- Tool for sharing info, blog posts
- “Stream” of Information; read selected “bites” via lists
- To disseminate career advice and job leads.
Findings: LinkedIn, Facebook, & Twitter.

- Monitoring Online Presence is Essential; “Personal Branding” Is Optional

- Fear of Digital Dirt is a Stress Factor

- Strategic Use of Social Media Can Help You

- For Best Results, Communicate Consistently Across Platforms
Social Media Use is About Safety & Personal Choice

Use it the way it fits you best.
Social Media: Viral & Contagious

• Avoiding social media almost impossible.

• Requires “lean in” to monitor safety of online reputation.

• Decision on how much to engage is a personal choice.
Next Workshop

How to Build & Grow Your Presence

LinkedIn & Twitter
SUMMARY

You Can Do This.

Know Trends.

Be Diligent.

Connect.

Have Fun.

Best Fit Forward
Your Career in Context.
Land a Job You Love.