

3.0

RE:WORK IV

Social Media Tips for the Modern Work World



Steal My Notes



No shorthand skills
needed for this
presentation...
steal my notes!

makeitbetter.net/stealme

You'll leave here today with:



An understanding of the growing impact social media has on getting hired



A quick-start action plan for creating brand “you”

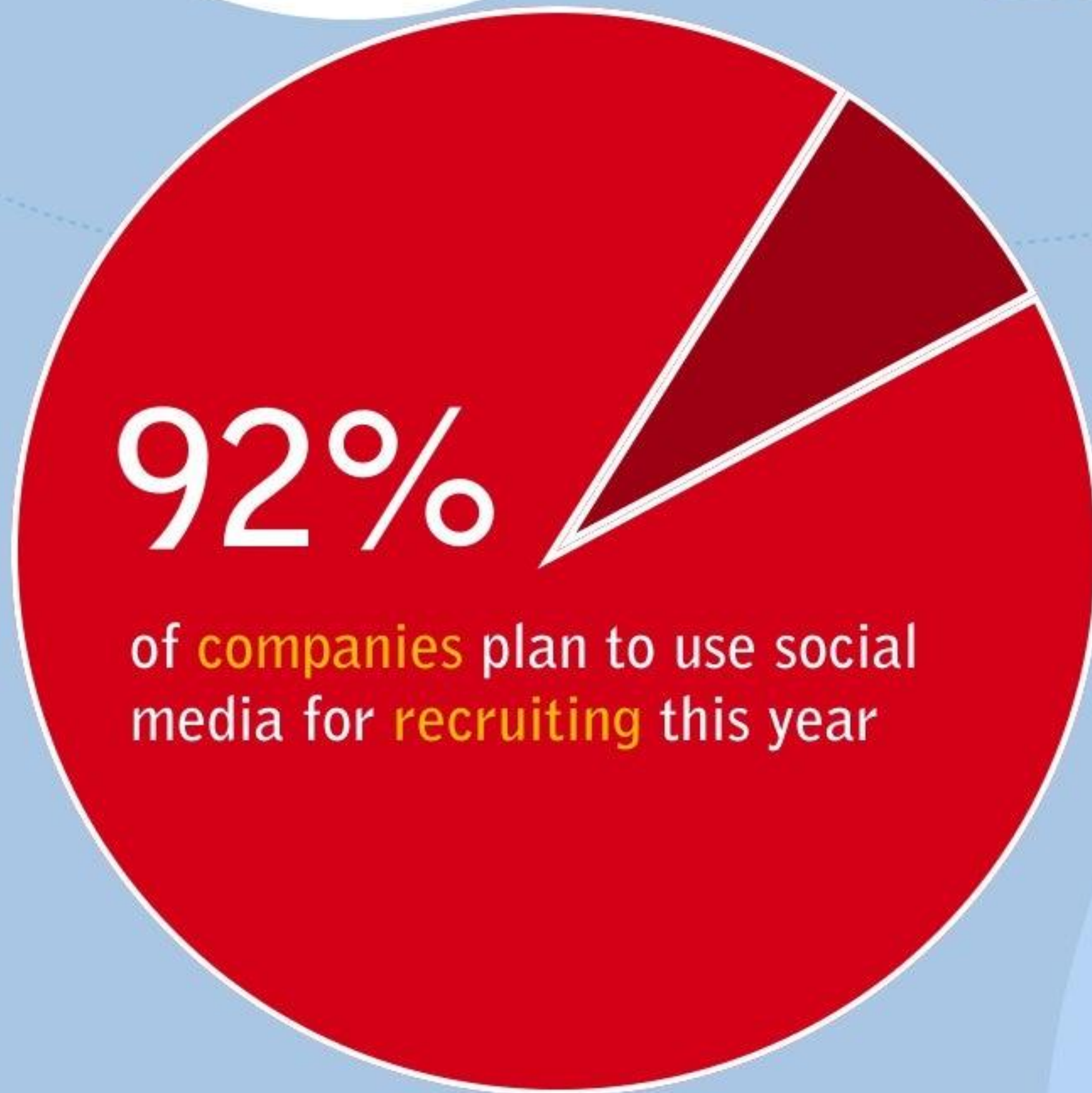


A research and intelligence toolbox for the job hunt AND the career that follows

Social Media is changing the
way we find work...
and how work finds us.

You read that correctly.

How work finds us.



1 in 3

Employers dismiss applicants based on something they find (or don't find) about them online



92%

of **actively hiring companies** used
social media to **recruit** talent



Of these...



94%

Use LinkedIn



65%

Use Facebook



60%

Use Twitter



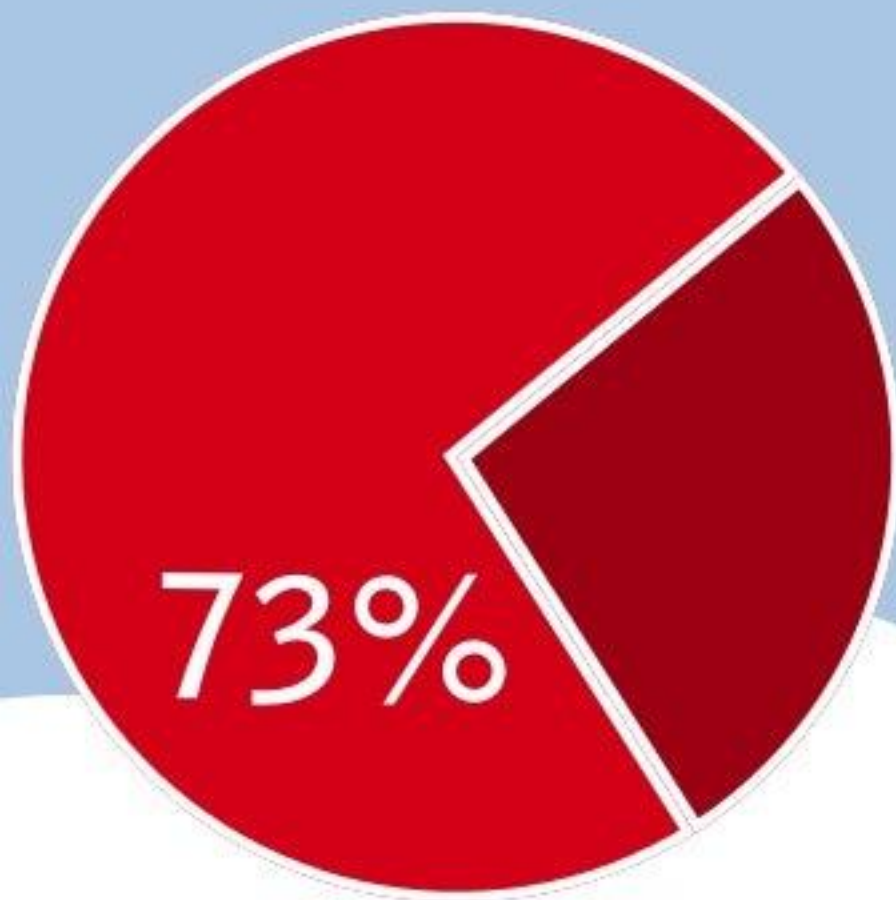
18%

Use Google+

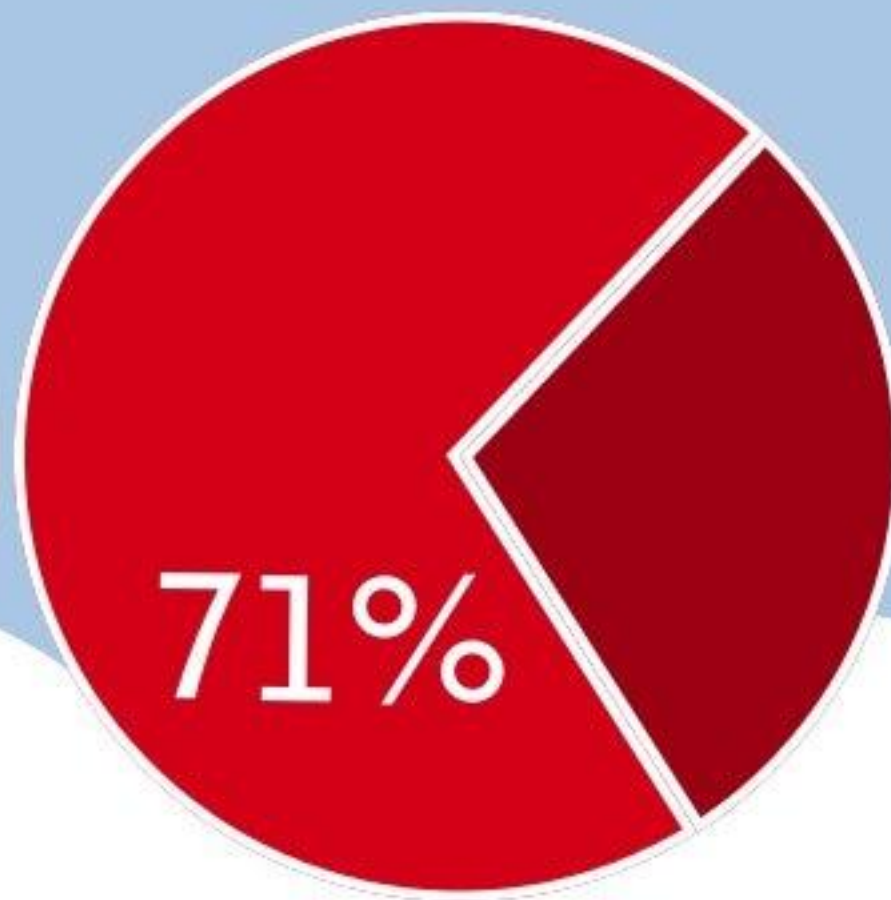


15%

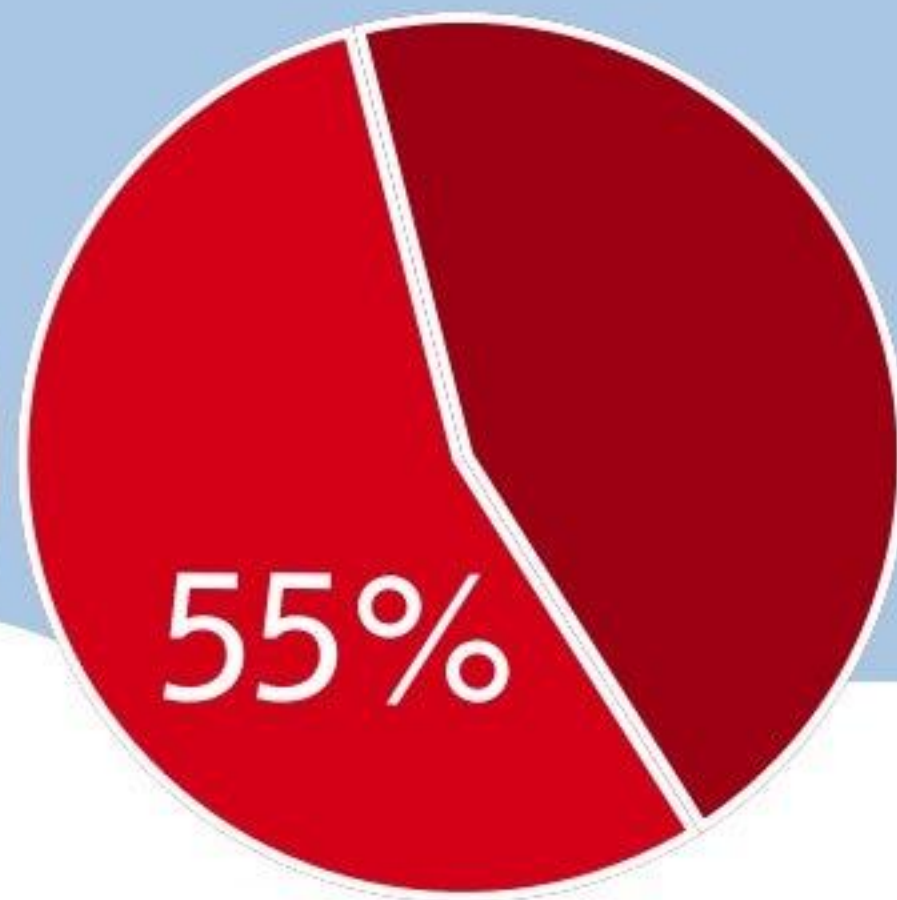
Use YouTube



Companies that have successfully **hired** via social media



HR Professionals that use social media to **source** candidates



Companies that intend to invest more in social **recruiting** this year



2 in 5

employers used social media to
research candidates

Of these...



80%

Used LinkedIn



50%

Used Facebook



45%

Used Twitter

79%



of **hiring managers** review online information about candidates before **making a final hiring decision**

70%

reported a **negative decision** based on information about a candidate online

61% Provocative or inappropriate info

47% Drinking or drug use

35% Bad-mouthing others

54% Grammar & spelling

26% Discriminatory comments

24% Lied about qualifications

20% Leaked confidential info from previous job

Trends in the social job space

- Less job board, more network
- More hand-picking recruits
- More self-service research
- Less time
- More automation

Are you ready?

Let's talk about a quick-start
action plan for brand **YOU**

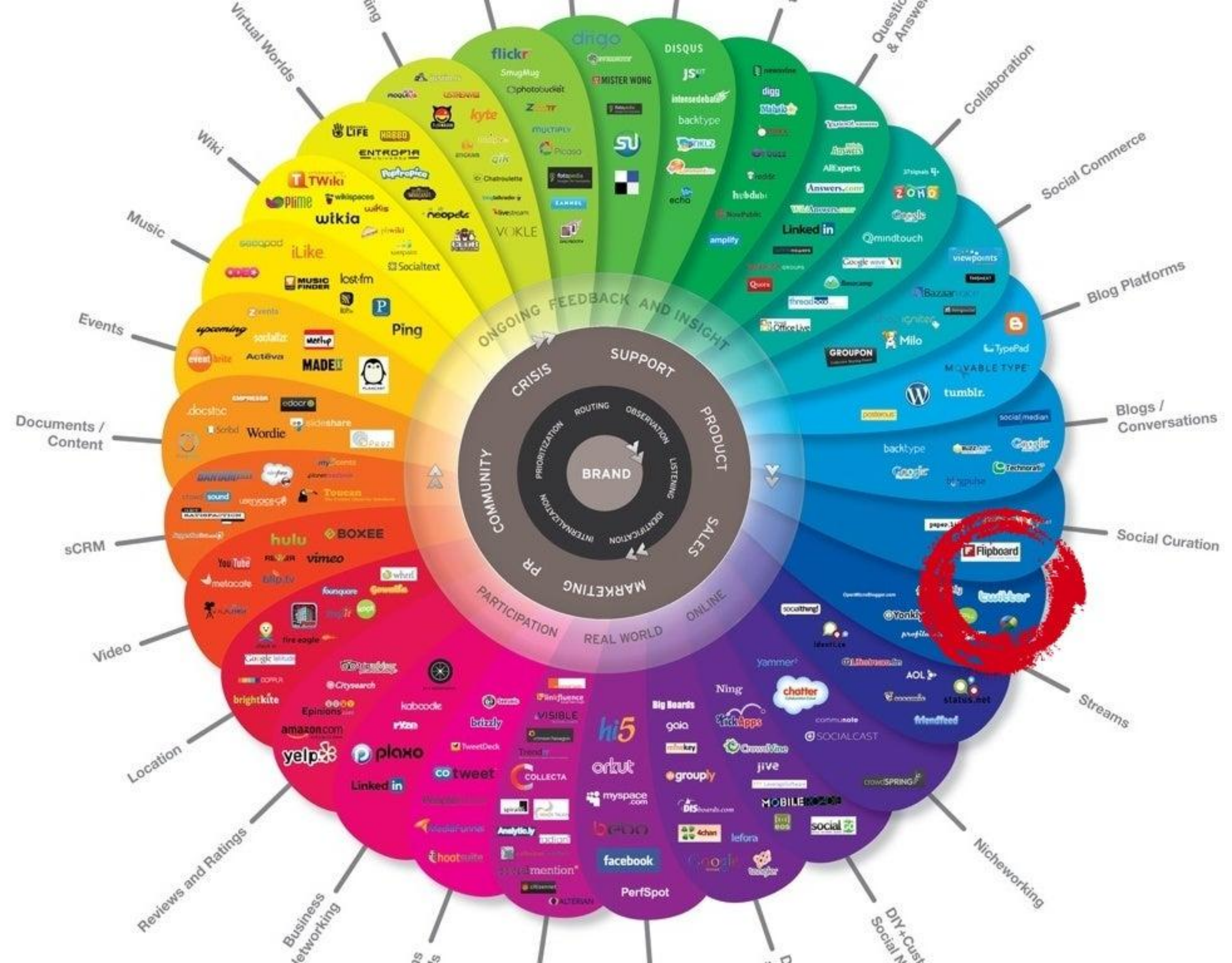
Your Social Media Quick-Start Action Plan

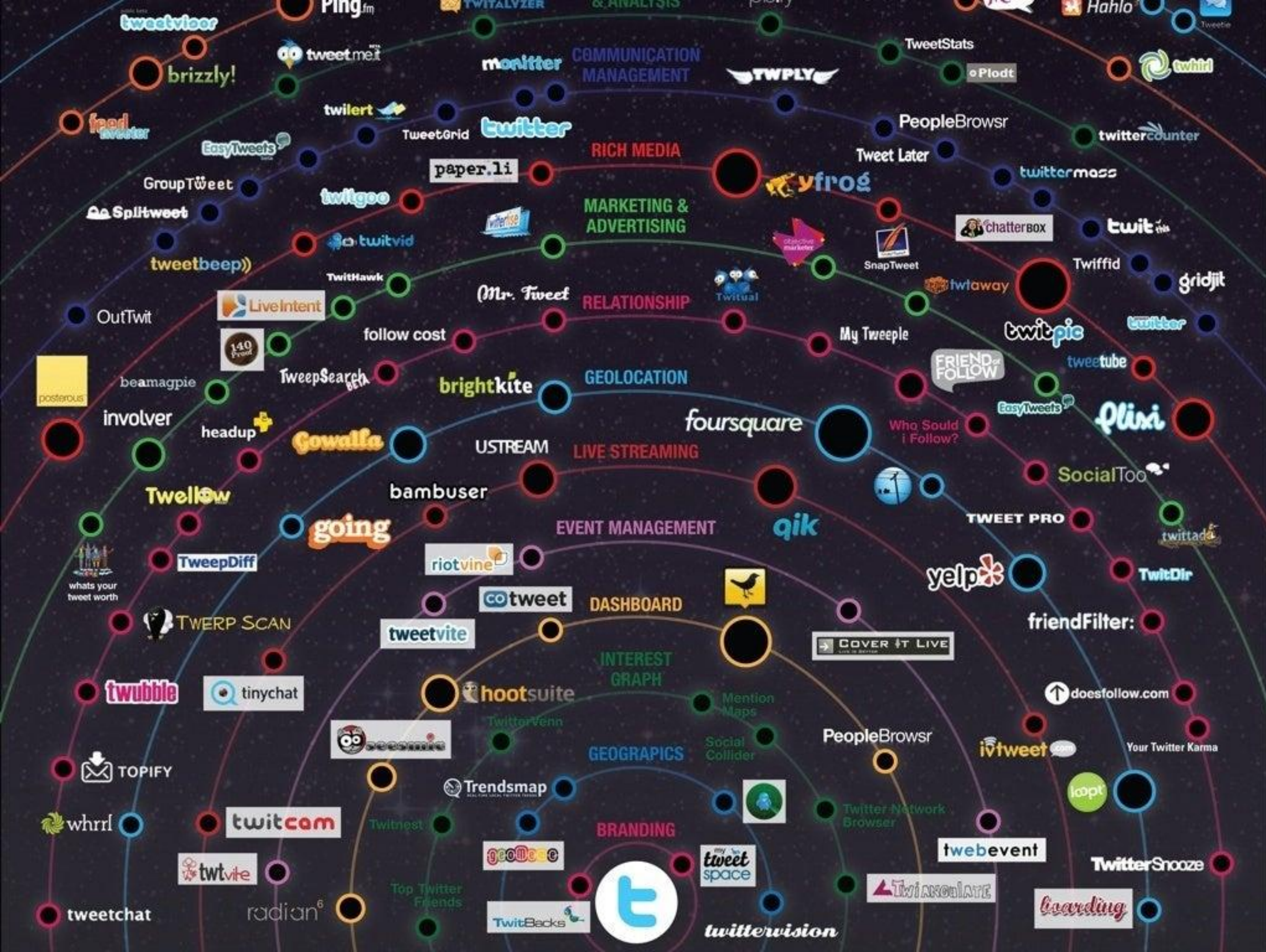
1. Be findable
2. Create value
3. Build your network

Be Findable.

Create a **base camp** & extend
your reach with **outposts**.

The social media
universe is enormous





Step 1: Base Camp @ LinkedIn

Create your LinkedIn profile



.....

This is your **modern resume** and
your chance to show employers
what you can do for them.

LinkedIn Starter Tips

1. Use a professional photo
2. Create a clever headline
3. Intro is your elevator pitch
4. Don't miss tags & projects
5. Be human
6. makeitbetter.net/anatomy



Zac Pessin

1st

President & CEO at Distributed Capital Group

Greater New York City Area | Financial Services

Current **President & CEO at Distributed Capital Group**

Past Vice President, Capital Structure Advisory Solutions at JPMorgan Chase

Sr. Associate at J
Associate/Director
[see all](#)

Education InterUniversity Ce
Yale University
Stanford University
[see all](#)

Recommendations **1** person has reco

Connections **463** connections



Urooj Kazi

Freelance Content and Copy Writer

Mumbai Area, India | Online Media

Current Freelance Writer at Elance

Previous Enigma Interactive Private Limited, Mexus
Education Pvt Ltd

Education BSc (Hons), Lifescience and Biochemistry at
St. Xavier's College



Gieriet (Sullivan) Bowen

1st

High Energy Connector of People, Businesses
and Ideas; Marketer to (Chicago) Moms

Chicago, Illinois | Internet

Previous Plum District, Jones Lang LaSalle, Scribcor

Education MBA, Marketing at Northwestern University -
Kellogg School of Management

[Send a message](#)

500+

connections

www.linkedin.com/pub/gieriet-bowen/2a/7/73b

[Contact Info](#)

Edit

124

connections

[Contact Info](#)

s and contractors globally
ent I have written in my career
ensive array of content needs.
research, press releases, ebooks,