



Social Media Workshop

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Agenda

- 1:00 – 1:25 Welcome and Introductions
- 1:25 – 1:50 Why use Social Media?
- 1:50 – 2:30 Facebook
- 2:30 – 2:45 Break
- 2:45 – 3:15 Twitter
- 3:15 – 3:35 Other Social Media Tools
- 3:35 – 3:50 Success Strategies
- 3:50 – 4:00 Wrap-Up

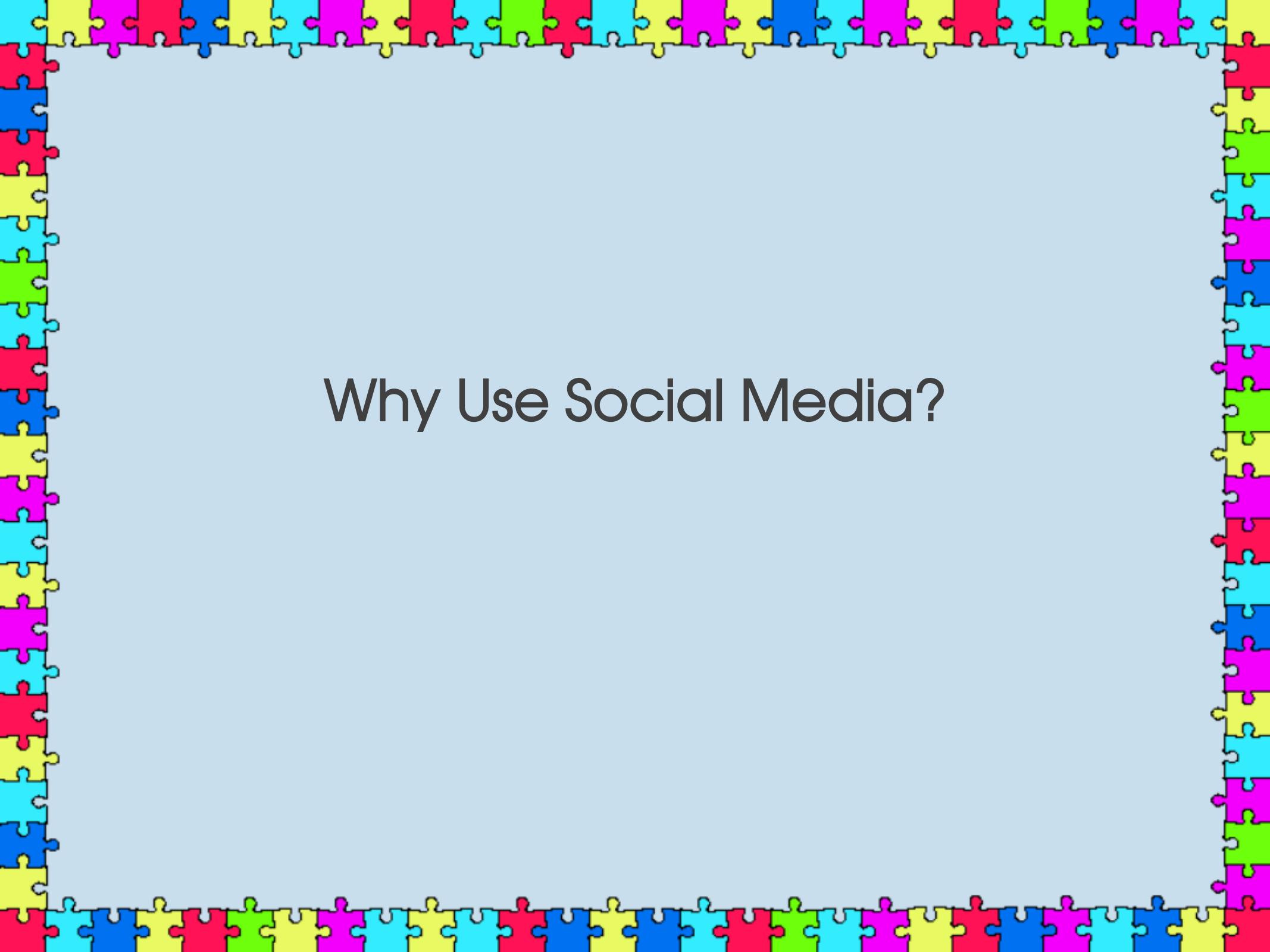
Welcome

- Logistics
 - Cell phones – silent mode
 - ProMatch – Safe Environment
- Introductions – 15 seconds
 - Name
 - Title
 - What do you find challenging in using Social Media?



Get Noticed

- Google video resume
 - <http://www.youtube.com/watch?v=HRHFEDyHIsC>
- Matthew Epstein lands his dream job
 - <http://www.youtube.com/watch?v=Zks4JmOk96g>



Why Use Social Media?

Get Noticed



Create your Personal Brand



Engage with Like-Minded People



Keep up with Industry Trends

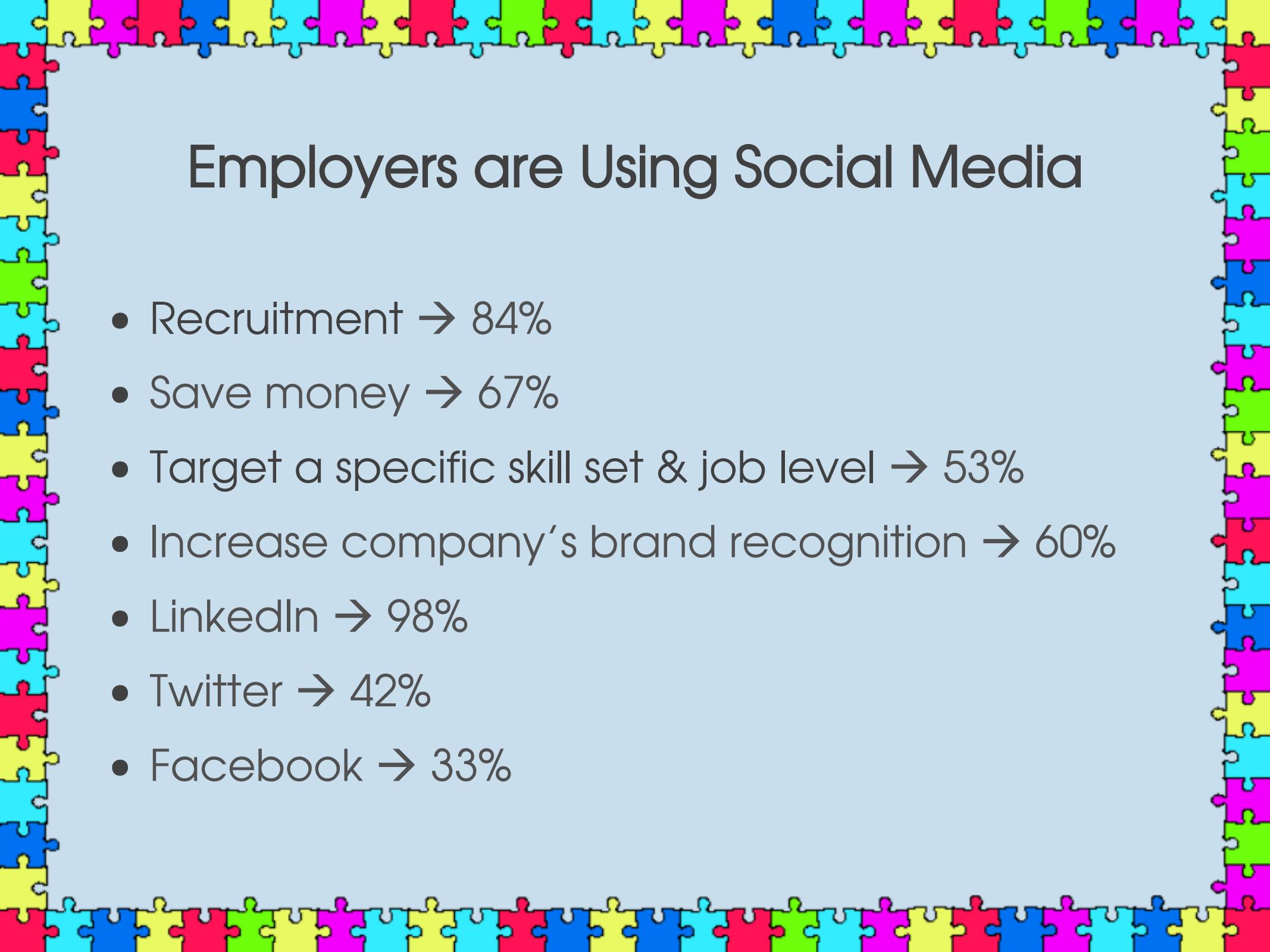


Develop Expertise



Powerful Addition to F2F Networking





Employers are Using Social Media

- Recruitment → 84%
- Save money → 67%
- Target a specific skill set & job level → 53%
- Increase company's brand recognition → 60%
- LinkedIn → 98%
- Twitter → 42%
- Facebook → 33%

Social Media Tools

facebook

You Tube



LinkedIn

Google



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook



PAY
ATTENTION
WHILE
WALKING

YOUR FACEBOOK
STATUS UPDATE
CAN WAIT.



Why Use Facebook?

- 33% of Employers search Facebook for talent
- Your target companies are on Facebook
- Over 800 million active users and growing
- Third-party applications analyze and highlight important connections

Researching on FB

- “Like” → follow target companies
- Look for jobs
- Research companies

Simply Hired Integration

- Using your Facebook connections to find jobs at their companies
- Simply Hired Integration Video:
<http://blog.simplyhired.com/2010/07/simply-hired-video-series-facebook-integration.html>

Your Facebook Content

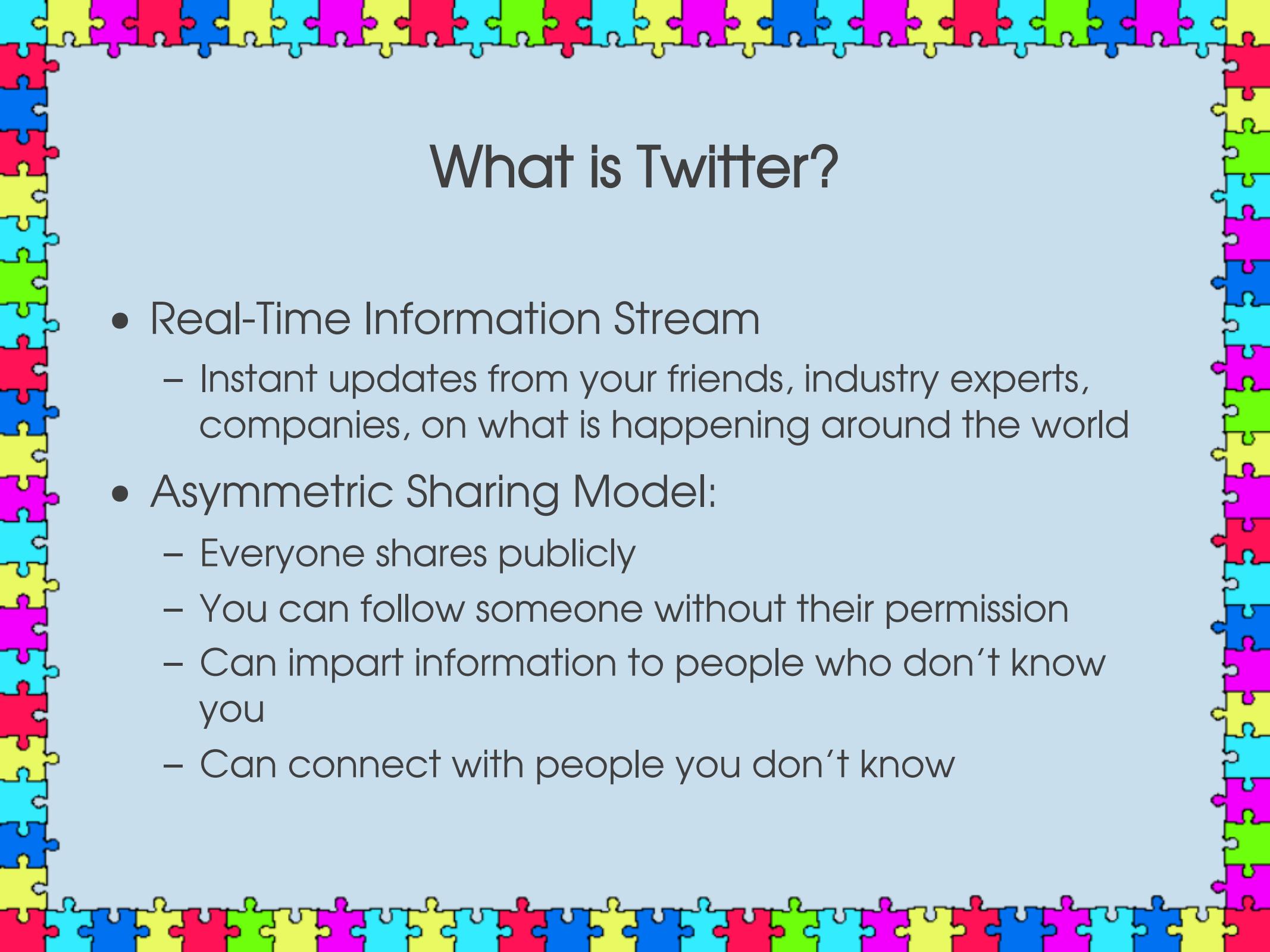
- Status Updates
- Posting Links
- Making Comments
- Your post can be hidden / deleted



Twitter







What is Twitter?

- Real-Time Information Stream
 - Instant updates from your friends, industry experts, companies, on what is happening around the world
- Asymmetric Sharing Model:
 - Everyone shares publicly
 - You can follow someone without their permission
 - Can impart information to people who don't know you
 - Can connect with people you don't know



Info you see WITHOUT a Twitter Account

- Job Listings
- Industry Information
- Industry trends
- Company Information
- Hiring Manager Information

Job Search

- www.youtube.com/watch?v=B0sdTdcM2Ws
- www.search.twitter.com
- www.search.twitter.com/advanced
- www.twitjobsearch.com



Your Twitter Content

- Become expert in your industry by sharing valuable information
- Acknowledge others with a Retweet / Mention
- Participate in conversations with a hashtag (#)
- Contact someone 1-on-1 with a direct message (DM)
- Your tweet can be deleted

Familiar Tools

Google





Google Alerts

- www.google.com/alerts
 - Set alerts for a specific job title
 - Set alert to come in weekly
 - Remove alert



LinkedIn

- Integration with simplyhired.com
 - <http://blog.simplyhired.com/2010/01/simply-hired-launches-expanded-linkedin-integration-.html>
- Turn LinkedIn button to ON (right hand corner)
 - Enter your LinkedIn password
 - Now simplyhired is connected with your LinkedIn account
 - Unlink anytime by turning LinkedIn button to OFF

More Tools?



Your Success Strategies



Summary





Summary

- Get noticed
- Create your personal brand
- Engage with like-minded people
- Keep up with industry trends
- Develop expertise
- Powerful addition to F2F networking



Evaluations

Thank you for coming!!