



EMPLOYMENT SEARCH USING SOCIAL MEDIA

Using Social Media

Tools to Help You Find a Job



e-Media SERVICES™
www.e-mediaservices.com

Agenda

EMPLOYMENT SEARCH USING SOCIAL MEDIA

- Defining Social Media
- The Employment Picture
- Social Media Outlets:
 - Facebook, Twitter, LinkedIn, and Blogs
- Suggestions for Getting That Job
- Using Google to Get Found
- Conclusion

e-Media SERVICES™
www.e-mediaservices.com

Defining Social Media

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Social Media is a suite of online services that facilitates two-way communication and content sharing.

These services can enhance your online visibility, strengthen relationships with others, and expand word-of-mouth advertising, a.k.a “**networking**”, which is the most effective strategy.



The Employment Picture

EMPLOYMENT SEARCH USING SOCIAL MEDIA

- In 2008, there were 1.2 million job losses. Unemployment is currently 7.5%, and the largest companies are shedding as much as 10% of their workforces.
- One in five hiring managers and one in ten college admissions officers conduct background checks using Facebook.
- The new trend suggests you should use traditional methods of job hunting 10% of the time, and the other 90% should be concentrated on using social media.



Social Media Outlets

EMPLOYMENT SEARCH USING SOCIAL MEDIA

	Facebook: Personal site for connecting with friends & family. www.facebook.com
	Twitter: Real-time communication with short updates. www.twitter.com
	LinkedIn: Business-to-Business communication. www.linkedin.com
	Blogger: Interactive communication on a given subject. www.blogger.com
	YouTube: Upload videos for personal & business use. www.youtube.com
	Google: Internet search engine for research on any subject. www.google.com


www.e-mediaservices.com

Social Media Outlets - Facebook


EMPLOYMENT SEARCH USING SOCIAL MEDIA

FACEBOOK

(Statistics from Facebook press office)

Facebook is the largest social networking site with over 1.06 billion users (as of January 2013). Facebook connects people with friends, and those who work and live around them.

- More than 150 million people engage with Facebook on external websites every month.
- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People spend over 500 billion minutes per month on Facebook.




www.e-mediaservices.com

Social Media Outlets - Twitter

EMPLOYMENT SEARCH USING SOCIAL MEDIA

TWITTER (Statistics from Twitter and the Chirp Conference)



Twitter is a microblogging social networking service, with messages, or tweets, that are no more than 140 characters. Twitter helps connect businesses more meaningfully with the right audience at the right time.

- There are 1.11 billion users of Twitter's services.
- 500 million Twitter users are in the U.S. (as of June 2012)
- 60% of users access Twitter via their mobile phone.



www.e-mediaservices.com

Social Media Outlets – LinkedIn

EMPLOYMENT SEARCH USING SOCIAL MEDIA

LINKEDIN (Statistics from LinkedIn press center and SysComm Intl)



LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

- More than 200 million users worldwide (as of January 2013).
- Over 90% of companies use LinkedIn as a recruitment tool.
- Executives from Fortune 500 companies are on LinkedIn.
- Recruiters account for 1-in-20 LinkedIn profiles.



www.e-mediaservices.com

Suggestions for Getting That Job

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Clean Up Your Online Image

- Make sure your online image is Google-ready. Google yourself and see what comes up.
- Remove questionable photos of yourself, and untag yourself in photos if you can't remove them from the public eye.
- Make sure that content a potential employer can access is appropriate.
- In your posts, refrain from complaining about a current or former employer, using foul or lewd language, criticizing others, or making caustic political or religious statements.
- Your reputation matters, always keep in mind that everything and anything you say and do directly affects your reputation.



Suggestions for Getting That Job

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Make Yourself Findable

- Create a LinkedIn profile, a Facebook page, and join Twitter and any relevant professional networks or communities in your field.

Build Contacts

- Networking or building valuable relationships is at the core of all social media platforms.
- Participate in company blogs by leaving comments in order to create that visibility among recruiters.
- Engage with your contacts frequently, build trust and then reveal your job seeking intentions in a subtle manner.
- Ask for recommendations from those who know your work well.



Suggestions for Getting That Job


EMPLOYMENT SEARCH USING SOCIAL MEDIA

Be an Expert

- Consider starting a blog to highlight your field of knowledge.
 - Participate in message boards and forums that are frequented by prospective employers and answer questions, post articles, start discussion, etc. Share your ideas, best practices, relevant articles and other information that prove you are in the know and have up to date skills to share.

Be Proactive on Twitter

- Twitter is the ultimate utility to connect directly with recruiters and employees at companies you want to work for.



www.e-mediaservices.com

Suggestions for Getting That Job


EMPLOYMENT SEARCH USING SOCIAL MEDIA

Capitalize on LinkedIn

- Recruiters are starting to use LinkedIn as the main place for sourcing candidates.
- Use of keywords are important: e.g. job search, career search, linkedin, social networking, finding a job. Also use keywords that relate to your skills and type of job you are looking for.

Construct a video resume and upload it to YouTube

- A good video is short, describes the value you can contribute to a given position, explains why you're the best person for the job and talks about your background in a story-like format.
- This format requires that the job seeker has an outgoing personality, or this format may not suit the goal to be accomplished.



www.e-mediaservices.com

Suggestions for Getting That Job

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Subscribe to blogs that have job listings

Start with the Google search engine and type “employment search blogs” in the search bar. A few of the more popular blogging sites include:

- <http://jobs.problogger.net>
- <http://www.careerhubblog.com>
- <http://www.linkup.com>
- <http://guerrillajobhunting.typepad.com>
- <http://MonsterWorking.com>



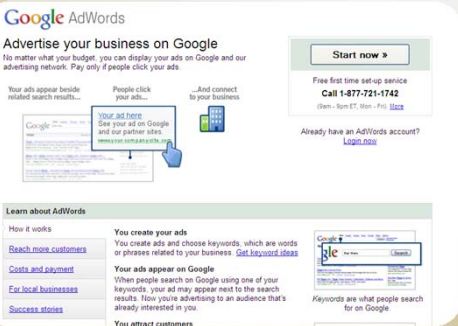
www.e-mediaservices.com

Using Google to Get Found

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Advertise your brand using AdWords and Facebook Social Ads





Google AdWords
Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Your ads appear beside related search results... People click your ads... And connect to your business.

Start now >

Free first time set-up service
Call 1-877-721-1742
(Mon - Sun 9 AM - 5 PM) [Sign up](#)

Already have an AdWords account? [Log in](#)

Learn about AdWords

How it works

Reach more customers

Costs and payment

For local businesses

Success stories

You create your ads
You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)


Your ads appear on Google
When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

Keywords are what people search for on Google

Google AdWords

<http://www.google.com/ads/adwords2> offers cost-per-click and cost-per-impression pricing for ads. If you have a website or blog, use the resume page to display through advertising, because recruiters can see that single resume page.



www.e-mediaservices.com

Conclusion

EMPLOYMENT SEARCH USING SOCIAL MEDIA

Facts about social media:

- It can become an enormous siphon of your time. The average time spent on Facebook is more than 8 hours per day.
- Short term profits are rare.
- Social media is a long-term marketing and networking commitment.
- Face-to-face networking opportunities are still as important as using social media.

e-Media
SERVICES™
www.e-mediaservices.com