Social Media
Success Guide
For
Employment

“A Simple Resource Guide Tailored to Dual Career Center Professionals & Job Seekers”

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Social Buzz Media
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Did You Know?

- According to the Wall Street Journal, 90% of jobs are filled through employee referrals or networking connections.
- 90% of recruiting firms do a Google search on candidates.
- According to a study ran by Microsoft, 79% of employers now conduct an online search of applicants.
- 85% of hiring managers use social networking sites like LinkedIn to look for potential candidates who have been referred by other professionals.
- 70% say they have turned down applicants by what they found online. Ironically, only 7 percent of job applicants were concerned about their online reputations.
- The top 28% of search engine results are social media sites (social networking, blogs).
- One study reported that an average of 300 job seekers apply to any given job posting online.
Top Online Employment Tools & Resources

LinkedIn: A LinkedIn professional profile is extremely important because it takes into account everything a recruiter would desire from an applicant: cover letter, references list and resume.

Twitter: The Twitter stream can be a huge asset on one’s social media resume because it’s easy to update and job tweets can be searched/followed as well.

- http://tinyurl.com/twitterjobsfollow
- http://search.twitter.com - follow these trends:
  #jobsearch #resume #jobs #interview #jobtips
  #jobhunting #employment #jobhunt #career #jobadvice
  #findajob #hiring
- http://www.twitjobsearch.com
- http://tweetmyjobs.com

YouTube: Storing your videos (resume) on YouTube makes a lot of sense because it’s easy to embed on your site, or create a channel.

Google Alerts: Get notified every time a certain keywords/phrase (job titles, companies, your name) is picked up by Google (blogs, news, real-time, discussions, etc.)

Facebook BranchOut: (facebook.com/branchoutapp) - Connects people with friends and others who work, study and live around them, on the most popular social networking site.

LinkUp.com: One of the purest job search engines on the web. Find and apply to job openings found directly on company websites
Social Media Path for Career Seeker

1. **Check yourself out.** Google yourself! Around 90% of HR and hiring managers are doing it. Know what’s out there. Check out: google.com, socialmention.com

2. **Create a game plan.** What’s your mission? What at your top five companies? Whom do you want to connect with? Where are they hanging out? Which tools do you want to use? How much time?

3. **Be at the top.** The top 28% of search engine results are social media sites – like LinkedIn, Facebook, Blogs, YouTube videos.

4. **Get Linked In.** Complete your LinkedIn Profile, build your network, and network! More companies are advertising and searching for employees on the core social networks (LinkedIn, Facebook, Twitter).

5. **Meet your free research assistants.** Set up Google Alerts & Twilerts to be notified when a certain job opportunity, company, or your name comes up online.
   Sites: google.com/alerts, twilert.com, twitjobsearch.com

6. **Be studious.** Use this transition time to be a student of your industry & craft. Follow interesting people on Twitter (twellow.com), read industry-expert’s blogs, join LinkedIn groups. You might even decide to start blogging.

7. **Stay faithful, finish strong.** Follow through & follow up. Connect online, **meet/network offline.**
10.5 Secrets to a Successful LinkedIn Profile

LinkedIn is the trusted business social networking site of 100+ million users (65,000 new professionals every week) – including executives from all Fortune 500 Companies. The average experience level for members is 15 years, while the mean annual household income is $130,000.

Additionally, LinkedIn is the most effective networking site for building your personal brand and connecting with people and career opportunities. Further, when an individual maintains a complete profile, their reputation is strengthened – while an incomplete profile might hinder their brand.

Follow the advice below to make your profile stand out. The examples & suggestions below are based on the LinkedIn culture.

If you have any questions during this process, feel free to contact me at b@socialbuzzmedia.com (Subject: LinkedIn for Dual Career Center) or via LinkedIn.

#1 Content is King
Write your profile in a format that you are talking to the reader – less like a resume and more like a marketing brochure. Also, feel free to type your profile sections in a word document, for the spell check (unless you use a Firefox Browser).

#2 The Heading
This section is how people search for you in LinkedIn – VERY IMPORTANT so you get found. People choose whom they look at in the search results, based on this information. 110 characters
*Make sure to have a professional headshot picture

Example:
Bethany Spilde
Social Media Strategist | Social Media Trainer | Positive Influencer | b@socialbuzzmedia.com
#3 Own Your Profile

Remember to:

- Include your Web Site - Customize the label for your Web Site (Choose “Other” then fill in a description for the website = more keywords)
- Change/Customize your Public Profile URL

#4 Summary is Crucial – Make it good!

The summary section is super important. You’ll want to share a summary of your overall background/work experience. Paint a picture for the reader of who you are and what you aspire to do.

Briefly tell what you can do to help others and what they can do to help you. Keep the paragraphs simple – no more than 3-4 vertical lines when completed. Split up any larger paragraphs. You have 2,000 characters to work with (2/3 of a printed page) and most of it should be filled.

Utilize Symbols to make your profile easier to read: ◊ ↔ • ► ○ ◆

Other paragraphs you could include: Why you’re on LinkedIn, Who you want to Connect With

#5 Specialties = Keywords!

This is where your keywords go. Come up with a list and think of alternatives. LinkedIn looks for EXACT matches in searches – so be sure to include the variants of the words too (ex. development, developer, develop). No sentences, just words/key phrases. 500 characters

#6 Experience (Past)

The general format for information is: what the company does, who you served, where your customers are located, what your role was. Keep statistics to a minimum (not like resume & more brief than summary).

#7 Education

Do this process for every educational experience you have had including non-college training. If you attended a school for a brief period, put it in. This makes you a Classmate in LinkedIn with others. LinkedIn gives you special means to connect with former classmates.
#8 Important Additional Information
This place is for anything else that doesn’t seem to fit above – a nice place to tell a story of something interesting that happened during this time – adds interest for others.

Groups & Associations of Your Profile:
The “Groups and Associations” section on your profile is different from LinkedIn Groups. Gather up a list of groups and associations that you may be involved in. Put in the full spelling as well as the abbreviation.

#9 Call to Action
Make yourself easy to get a hold of – let people know who & how (especially the sales, marketing, recruiting folks).

Example: Contact Settings
I'm an open networker and love helping companies with their social media strategies. Please feel free to contact me anytime at b@socialbuzzmedia.com.

#10 Review it
Don’t forget to proof and edit your profile as others see it. Click on the tab – “View My Profile.”

#10.5 Profile Updates & Status
Make updates to your profile when you change companies/positions, offer a new service, receive an award, etc. Also, keep your network up-to-date on what projects you're working on, any advice (as expert), an article link, etc. Provide value to your network to stay top of mind!

** For a profile to be 100% complete, you need three recommendations. First, call or email the person (both need to be connected on LI) and ask for recommendation, then send the request via LinkedIn.
Building Your Network – Strategies

Depending on your role and networking style, you and your colleagues may have different networking practices on LinkedIn. LinkedIn does recommend connecting only to the people you know. Below are cases for each method – Quality Connections versus Quantity.

A Case for Quantity...
- Sales and Marketing Professionals, Recruiters
- Having 500+ connections gives you high visibility
- More prospects to choose from

A Case for Quality...
- Top Executives at Large Companies, Very Passive LinkedIn users, “Shy” networkers
- Qualify those connected to
- Smaller networks leads to fewer opportunities

Now, here are a few strategies for building your network:
- Add your Outlook Contacts to LinkedIn. You’ll want to create a CSV file of your Outlook contacts, clean that file up, and then import that list to LinkedIn. From LinkedIn, you should only invite those who are already on LinkedIn (noted by the LinkedIn icon).
- Target certain types of professionals (CEO’s, CFO’s, developers, etc.) or contacts from adjacent industries (they most likely have contacts in your target industry)
- Connect with people by geographic areas
- Search for those who went to your alma mater
- Ask for introductions from your 1st degree connections
- Join Groups and network with the most members
- Seek out recruiters
- Review who your current connections are connected to
People Search vs Job Search

Search will soon be your best friend. And “Search” will be where you hang out quite a bit.

List some keywords your target segment would have in their profile, including position/role, company, industry, interests, associations, etc. Go into the Advanced People Search page and do various searches using advanced search strings.

It is recommended that you do not use the Basic Search Feature, as the Advanced Search will give you better results.

Here are some other ways to utilize your friend, “Search”: 

- Find new people, departments, divisions
- Look up former employees and co-workers
- Use the “Located In or Near” feature with Zip Code for area
- Note the professional associations of the bigger users you find
- Search based on companies (your hot list)

Joining Groups – Networking

“The only difference from where you are right now, and where you’ll be one year from now, are the books you read and the people you meet.” - Charlie Jones

Join Groups where your audience is, or where their contacts are. Participate in Group Discussions, but more importantly, browse through Group members to look for contacts to add to your network and communicate with. Send Group Members In-mail messages with clear, concise messaging — focus on the relationship, but let them know why you want to connect and what you have in mind.
Status Updates – Ideas

Status updates are an underused, yet valuable way to stay top of mind with your network. It is recommended that you update your status (the white box on the home page) once a day, or every other day. If you go a day without an update, you become invisible, since “Network Activity” is one of the first sections people see upon signing in.

Now, some might fall out of their seat after reading that, or might be staring at that white box wondering what to update their network with. Below are some suggestions to get your brain juices flowing.

- Announce an event
- A favorite quote
- Questions or Link to “Answers”
- Link to white paper, article, or video
- Thank and promote others
- What project you’re working on

Remember: You get 140 characters for your “professional billboard.” If you make a mistake when you publish the comment, you can delete it (hover over the upper right-hand corner of update and click the x). So, no worries.

Warning: If you utilize Twitter, please do not bring your Twitter updates into LinkedIn (gets to be too much & usually unprofessional).

Privacy settings: Now you can assign privacy settings that allow you to decide who gets to see your LinkedIn updates (everyone, only your network, specific groups you belong to, or an individual)

Additional Thoughts

Click “Network Updates” on your “Home” page - You’ll see a long list of updates from your network. Pick five people in your network and send them a message; either privately or publicly. Share something of value with them—links to articles in their industry, your latest blog post, etc.

Add a bit of pizzazz to your profile – Add LinkedIn applications to your profile at: http://www.linkedin.com/applications. A few to check out: Reading List by Amazon, WordPress (if you have a blog), SlideShare (can add video!), Events, Company Buzz (monitor keywords, your name, company, etc.)
What Recruiters Look For Online

LinkedIn
1. Genuine recommendations from peers, managers & colleagues
2. A more complete profile, with picture; Larger network
3. Member of groups relevant to their respective field
4. Lists interests, hobbies and other info related to life outside of work
5. Participates and highlights their involvement in volunteer/community work
6. Updates their status more often
7. Asks and answers questions
8. Links to their employer, blog and other projects of interest

On a Blog
1. Interesting things to say about their respective profession & industry
2. Provides glimpses into their life outside of work – family, hobbies, etc.
3. Doesn’t bad-mouth their current or previous employer
4. Provides links to their other social networking profiles; includes blogroll
5. Includes a link to their current resume
6. Updates with new posts regularly
7. Is genuine and honest; Keeps it non-controversial

On Facebook
1. Respects the overlap between their personal and professional lives
2. Updates often
3. Posts pictures of friends and family but keeps them pg-13
4. Keeps it non-controversial – doesn’t take extreme positions on topics that could cause an employer to be wary of hiring
5. Is a member of groups relevant to their profession

On Twitter
1. Tweets often (between 2-10 times per day is considered reasonable)
2. Healthy followers/following ratio
3. Keeps a healthy balance between personal and professional tweets
4. Doesn’t just update, but also responds to others

When Googled
1. Doesn’t lead to something controversial
2. Leads to profession-related discussions & commentary on social media sites
3. Leads to their online blog, webpage or social media profiles
4. Doesn’t come up blank

- Original by Boris Epstein, modified by Bethany Spilde
Resources

Websites: (see pg. 5)
http://linkup.com – Search job openings from company websites
http://twithire.com – Search & post jobs on Twitter
http://recruiting.com – What’s out there for recruiters to find (resume)
http://www.traineone.com – LinkedIn Resource
http://learn.linkedin.com – LinkedIn Powerhouse of tutorials, etc.
http://blog.linkedin.com – The latest LinkedIn news & features
http://mashable.com/2008/12/16/find-jobs/ - Toolbox of job resources

Books:
“Crush It” – Gary Vaynerchuk
“LinkedWorking,” - Lewis Howes
“I’m on LinkedIn, Now What” – Jason Alba

Human:
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*Available for Social Media Training, Consulting, Social Media Planning/Strategy.