

# Webinar: Using Social Media for Career Development

August 20<sup>th</sup>, 2015

Jen Dalton

92%  
of companies use  
social media for recruiting



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# Topics for today



- ☐ Which platforms to use — and how to get the most from them
- ☐ How to create and maintain a professional online profile
- ☐ Strategies for connecting with hiring managers and headhunters
- ☐ Using social media to find and screen candidates
- ☐ How your existing network can help you reach decision makers

# 5 Step Process



# Know Story to Promote It





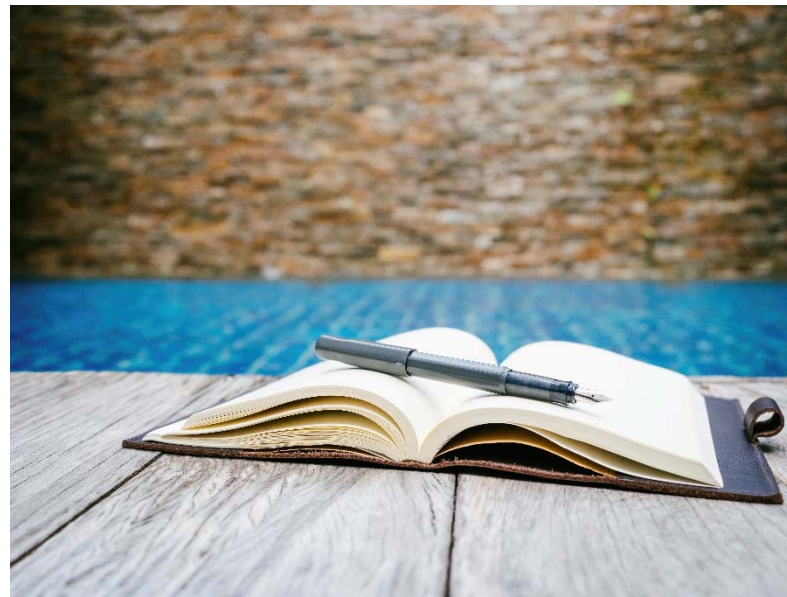
# Your personal brand is your story.



Promise

Reason to Say YES

Experience

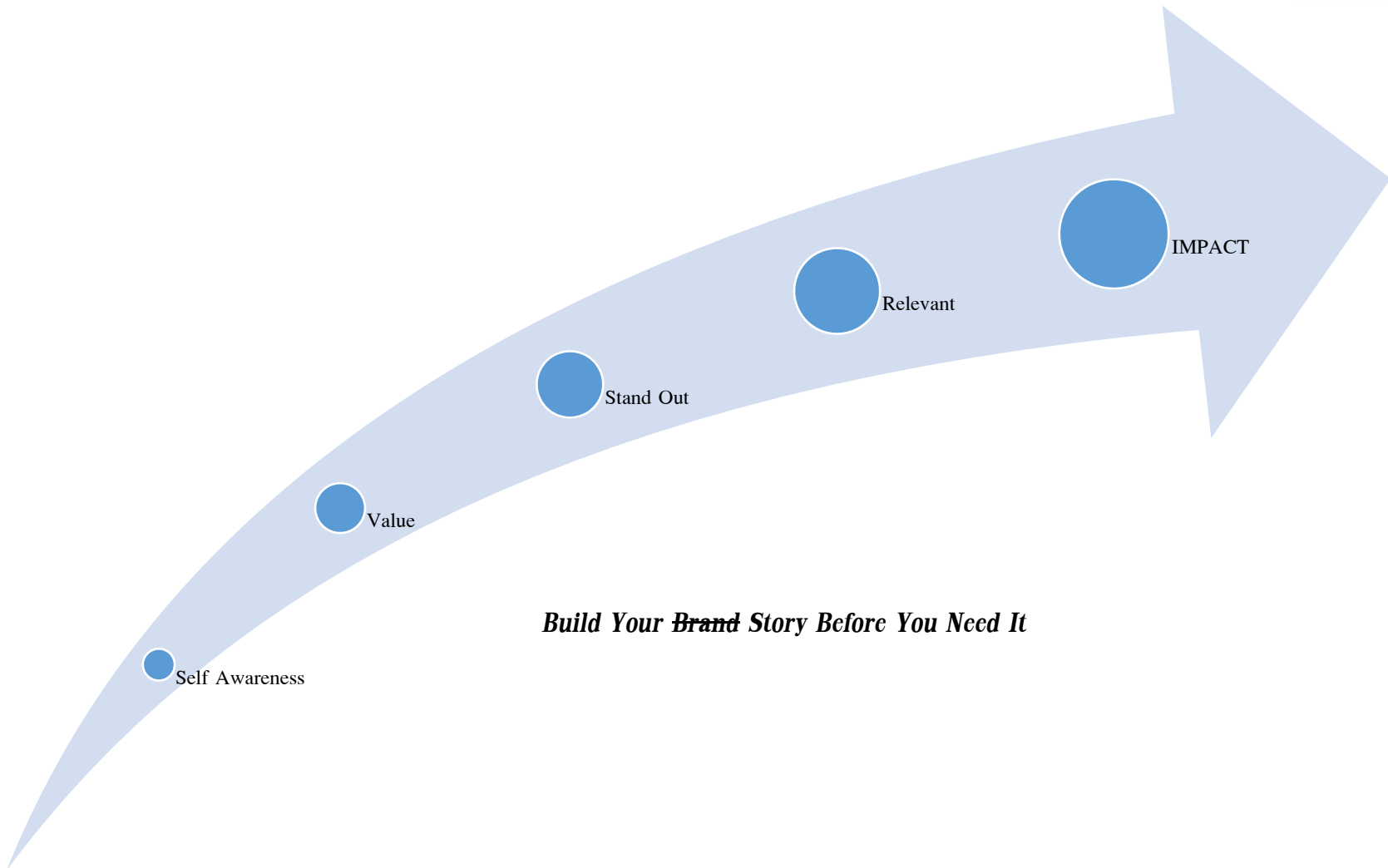


Calling Card

Emotional Connection

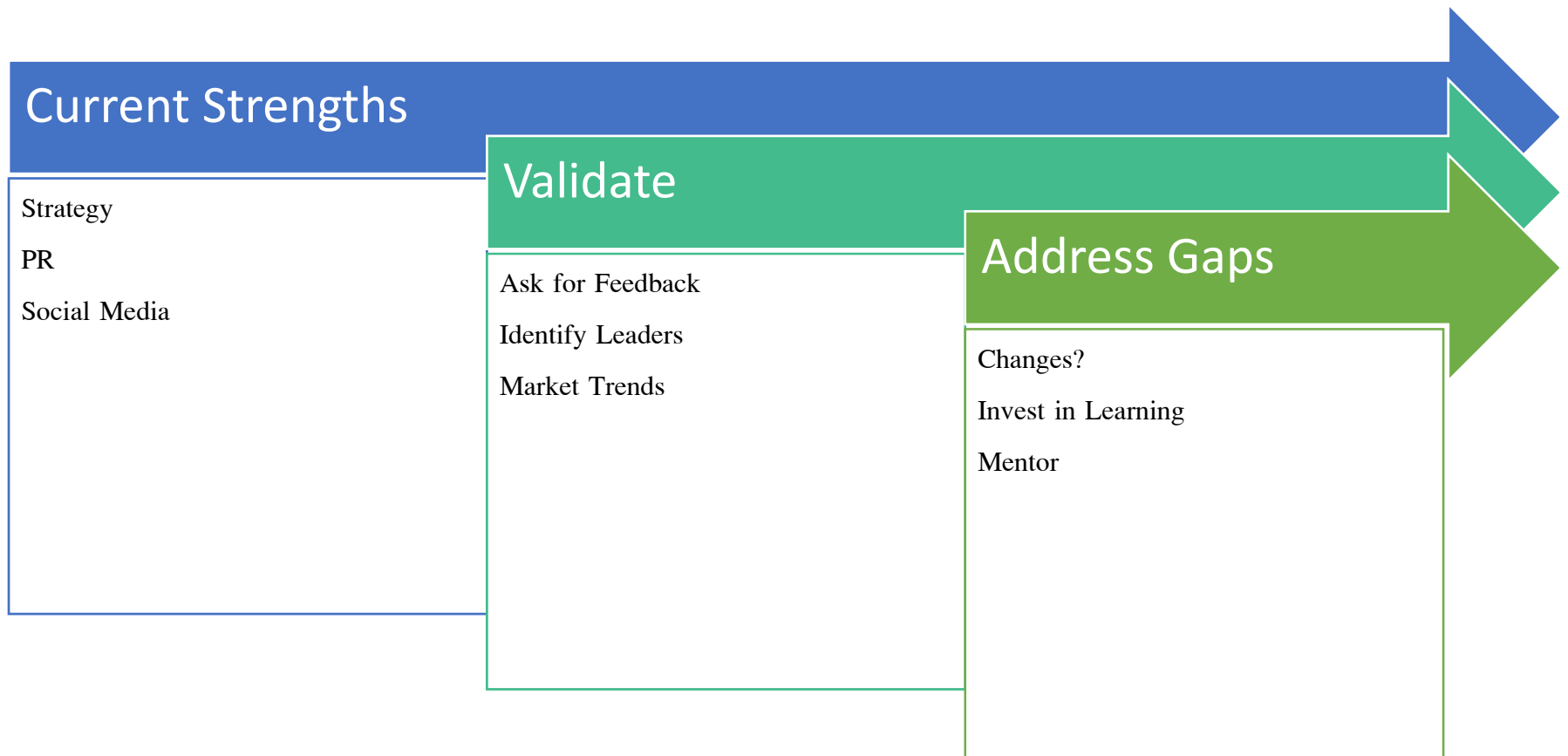
Reputation

# 5 Reasons You Need a Personal Brand



*Build Your ~~Brand~~ Story Before You Need It*

# Identify your top 3 Strengths

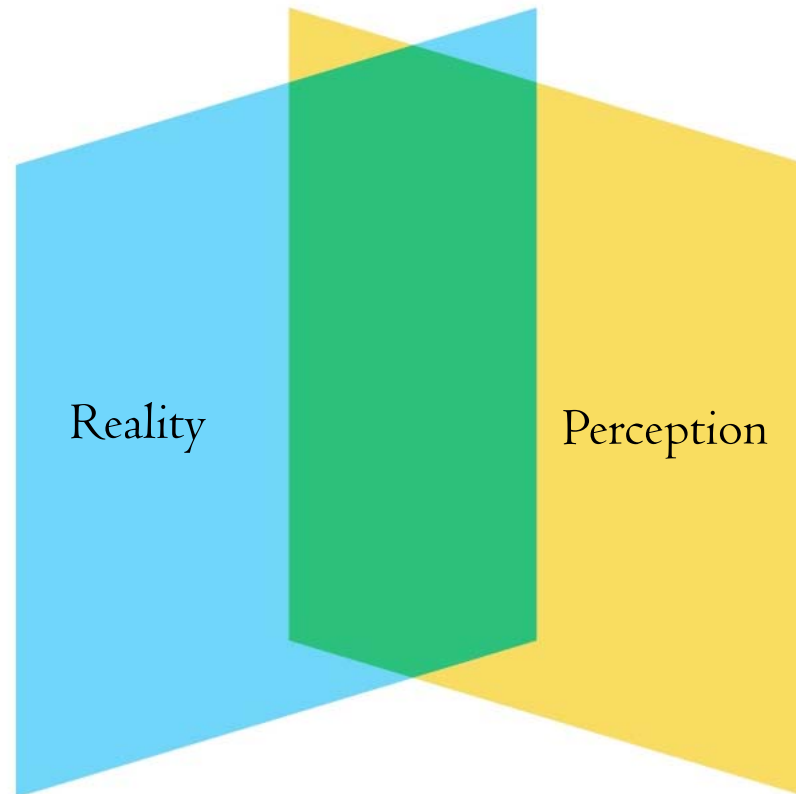




# Perception is Reality.

How do you see  
yourself?

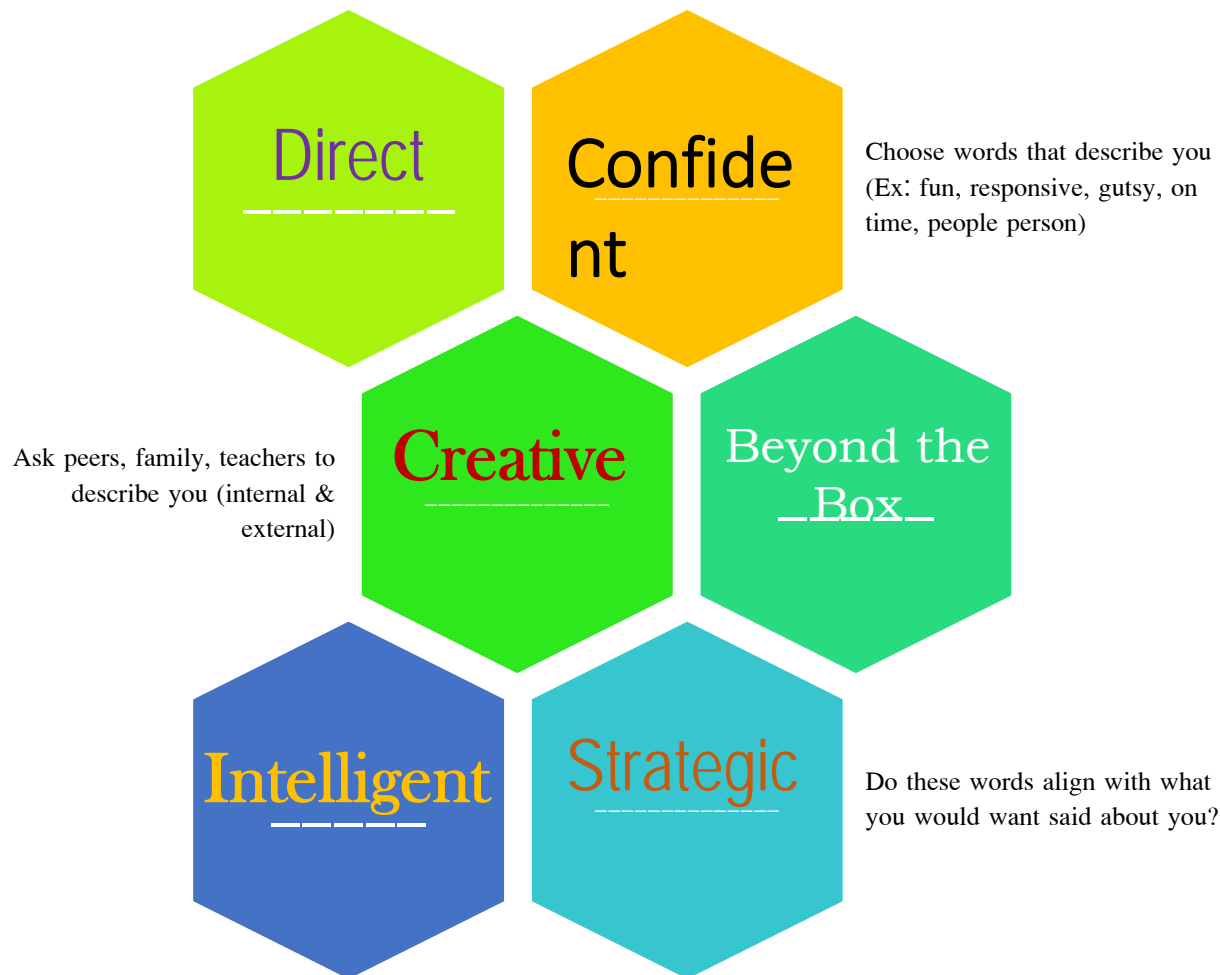
Google



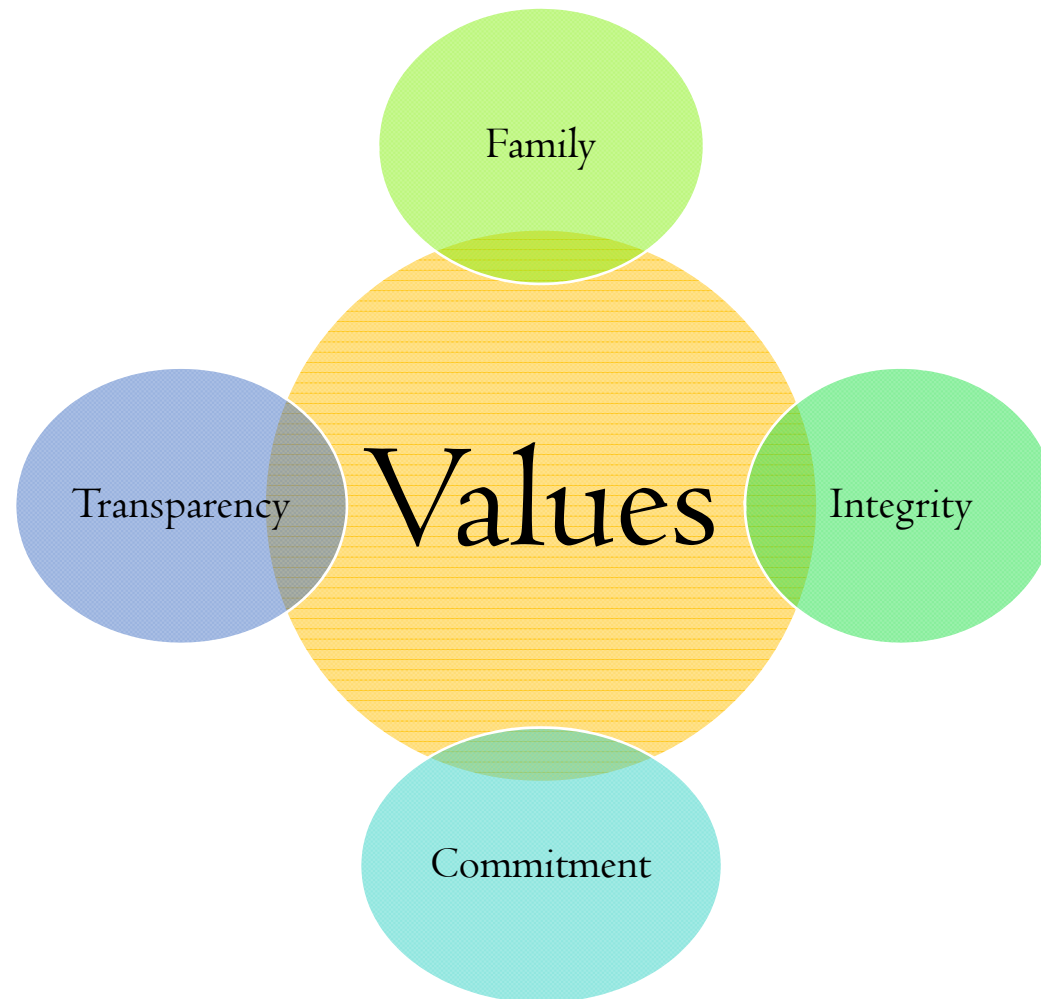
## Audiences

- Friends
- Peers
- Network
- PR Community
- Community
- Alumni
- Family
- Future employers

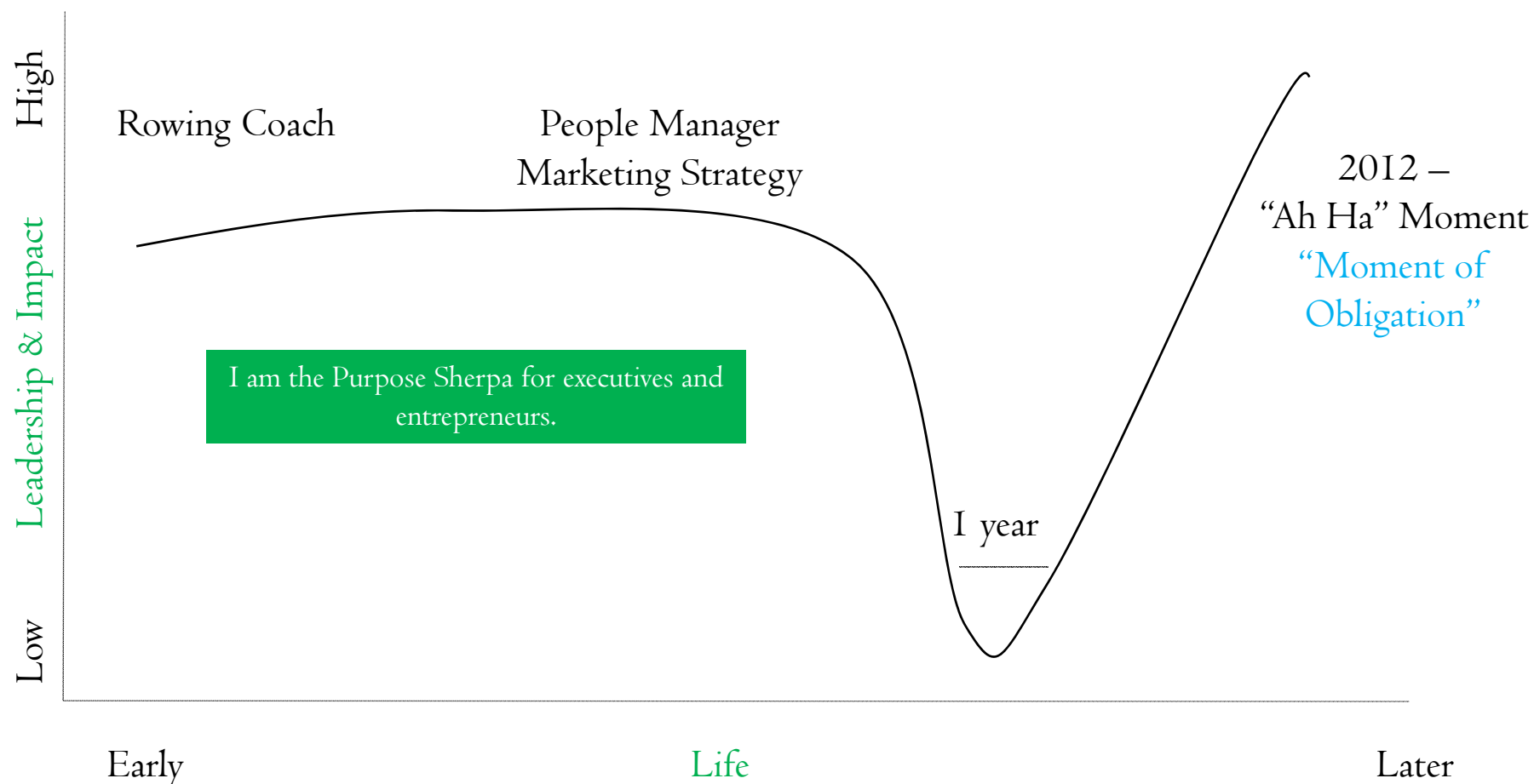
# Asking is a powerful tool



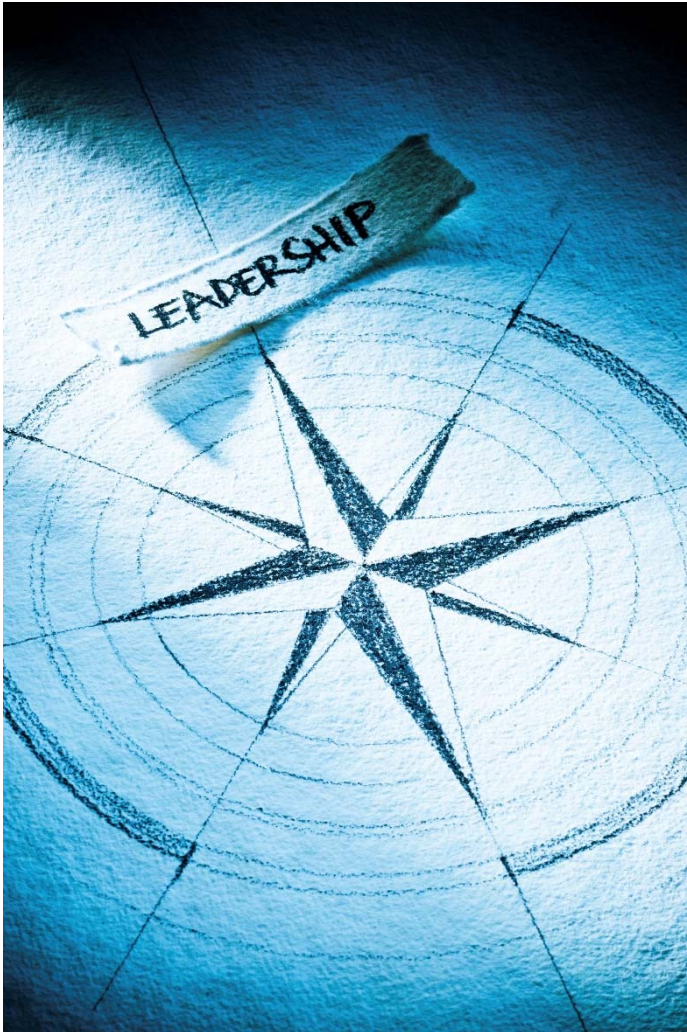
# Which values matter?



# What moments matter the most?



# What is your leadership purpose stmt?



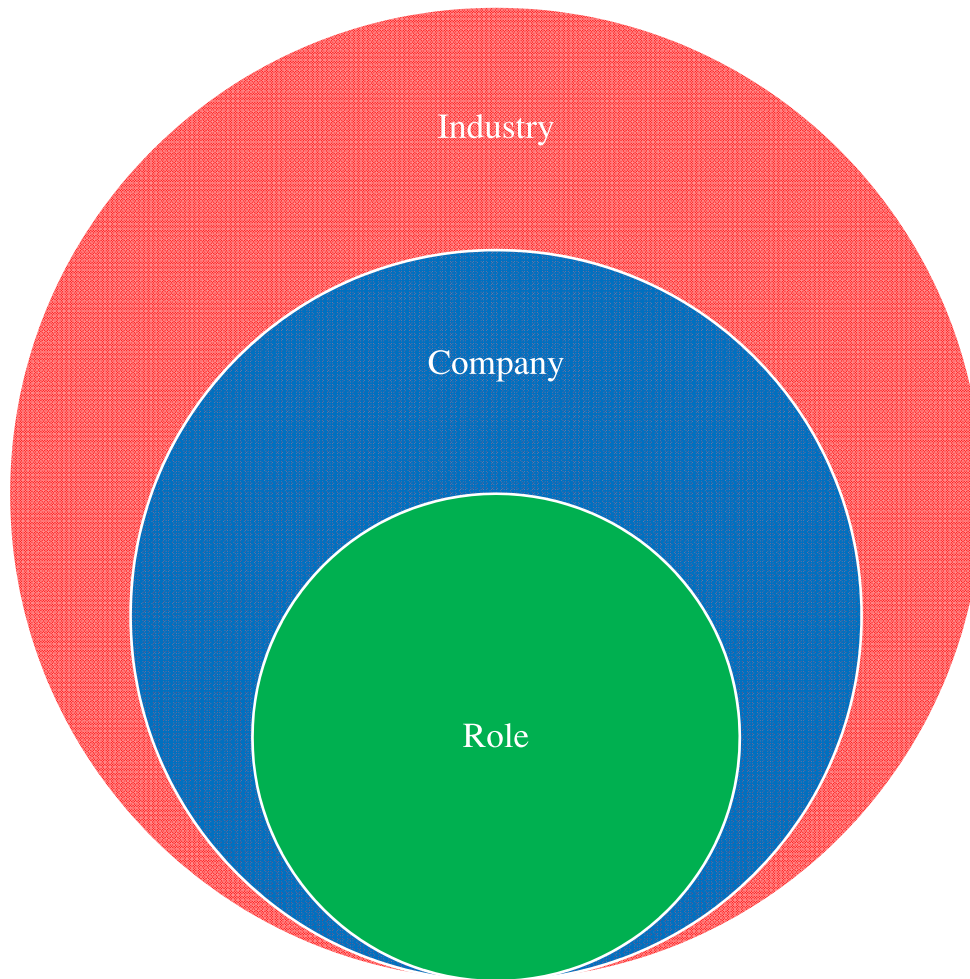
I am a \_\_\_\_\_ leader  
who is committed to doing  
\_\_\_\_\_ by  
leveraging my key  
skills: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

# Know Story to Promote It





# Choose on purpose, don't just freefall.

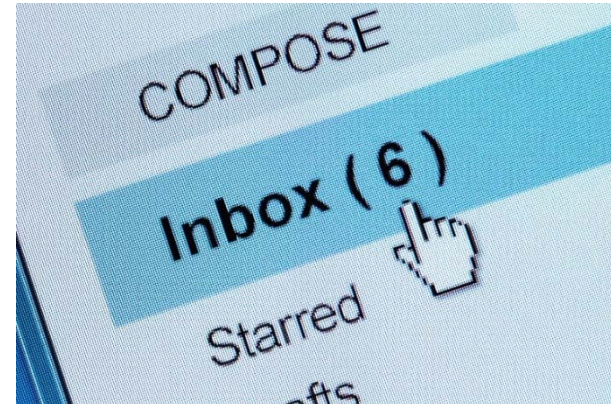


Question: What do I find most interesting?

Question: What company has the right culture and values that align with mine?

Question: What unique skills and experiences can I bring to this role?

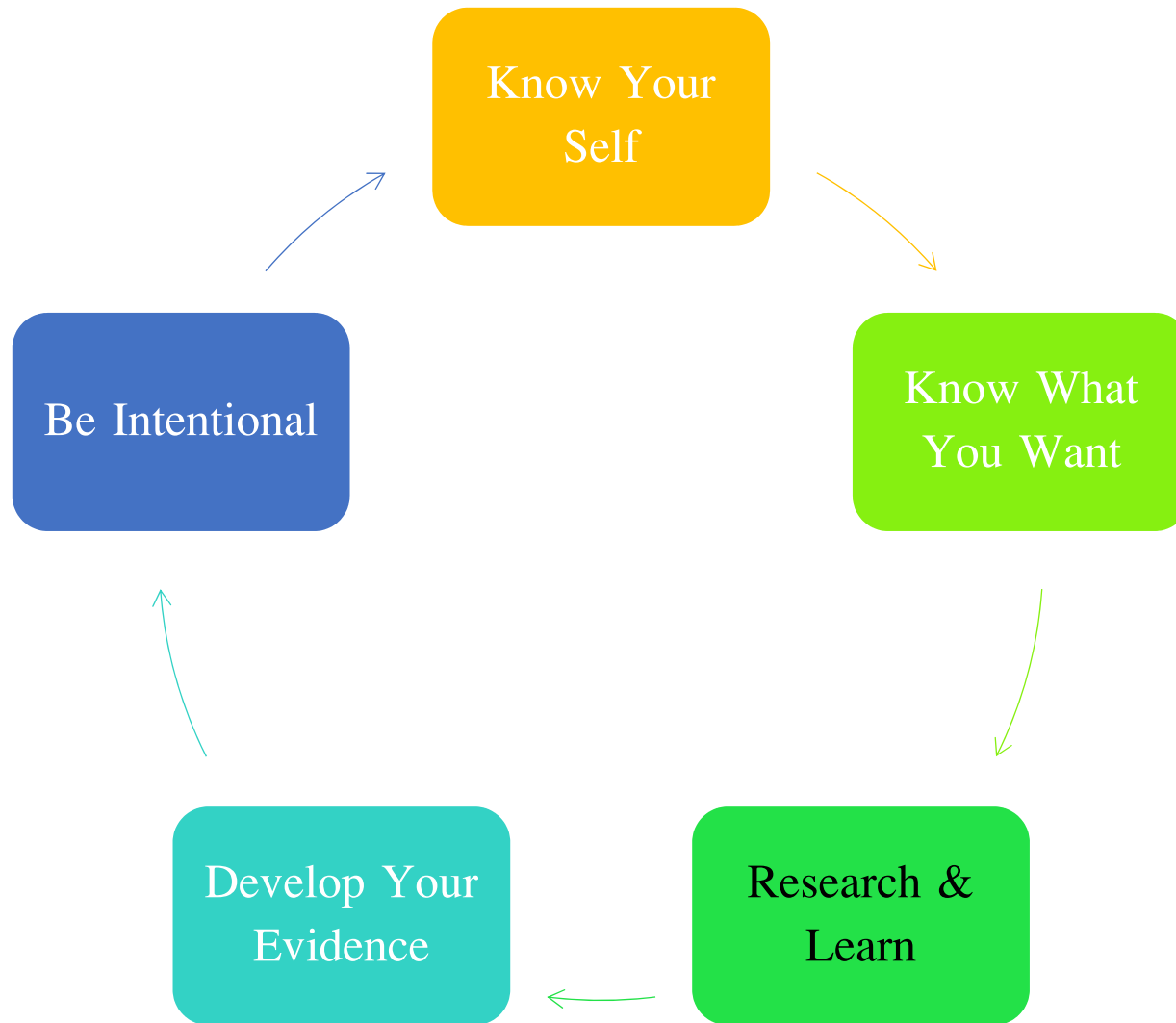
# First Digital Impression



# First Face to Face Impression

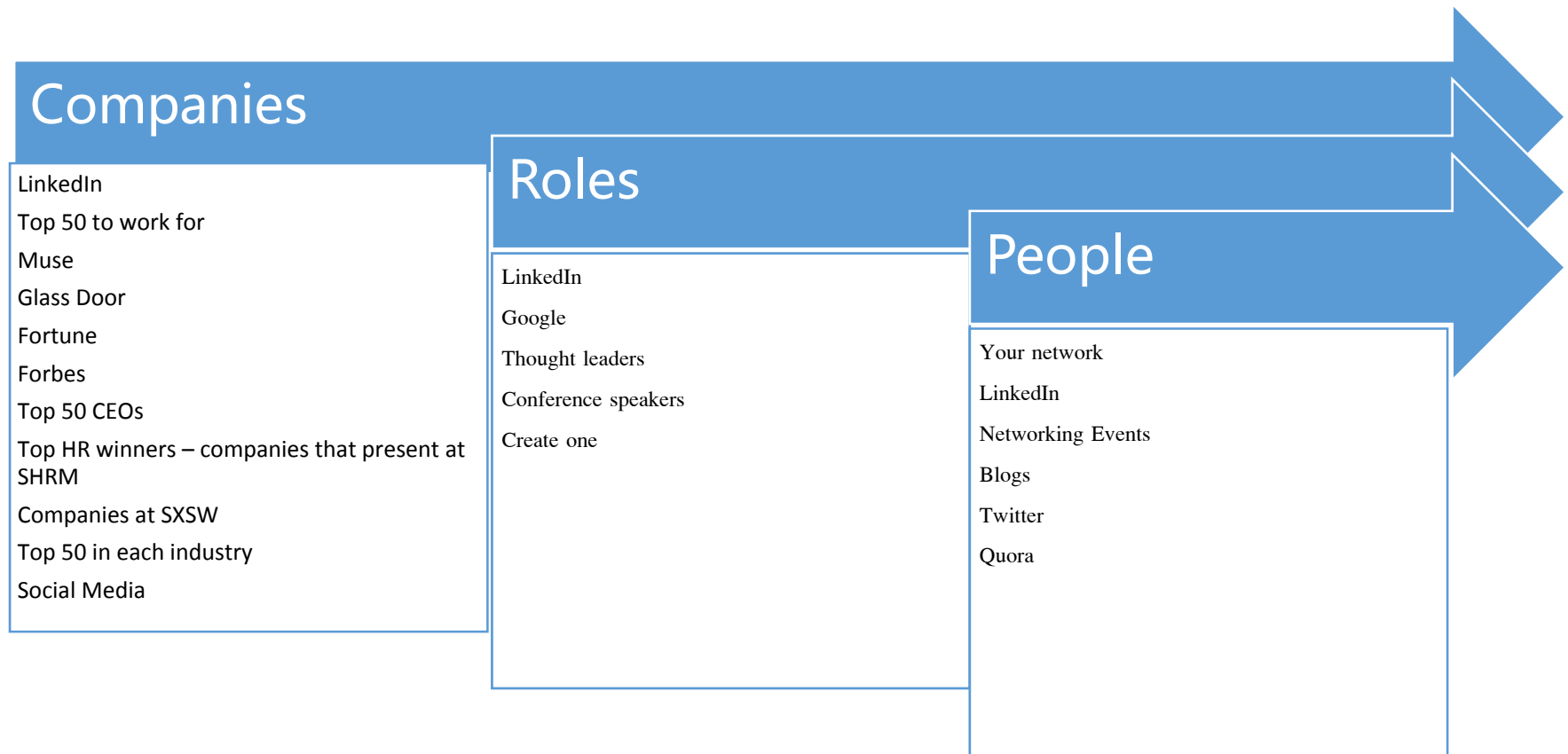


# 5 Step Process

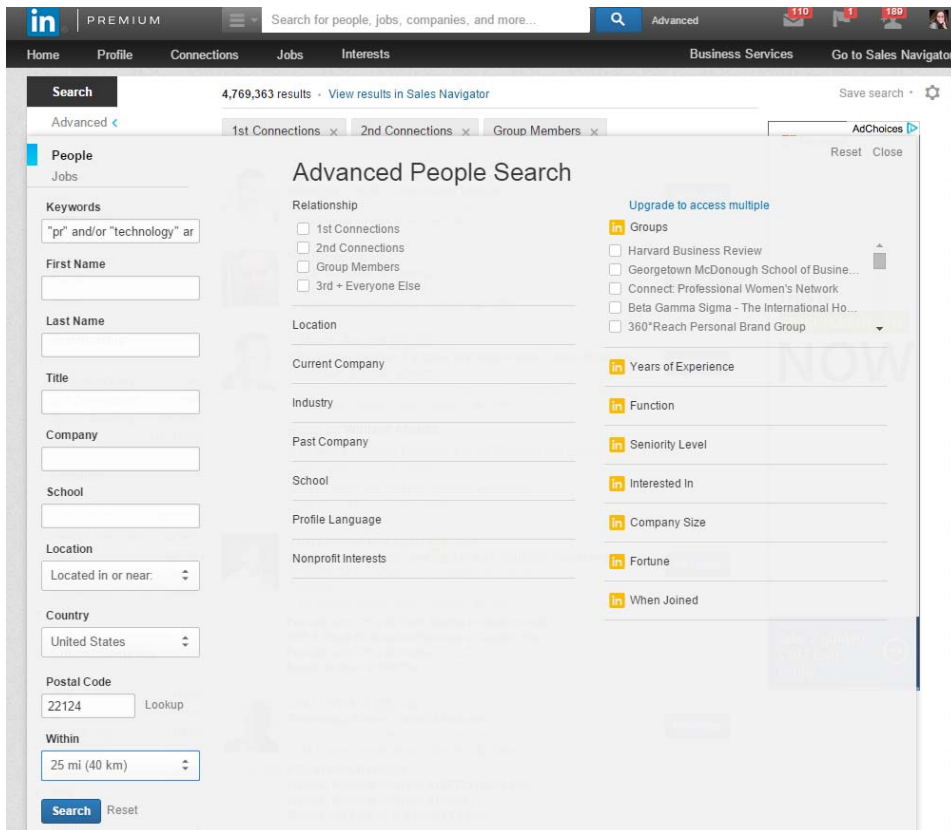




# Getting started is as easy as 1, 2, 3



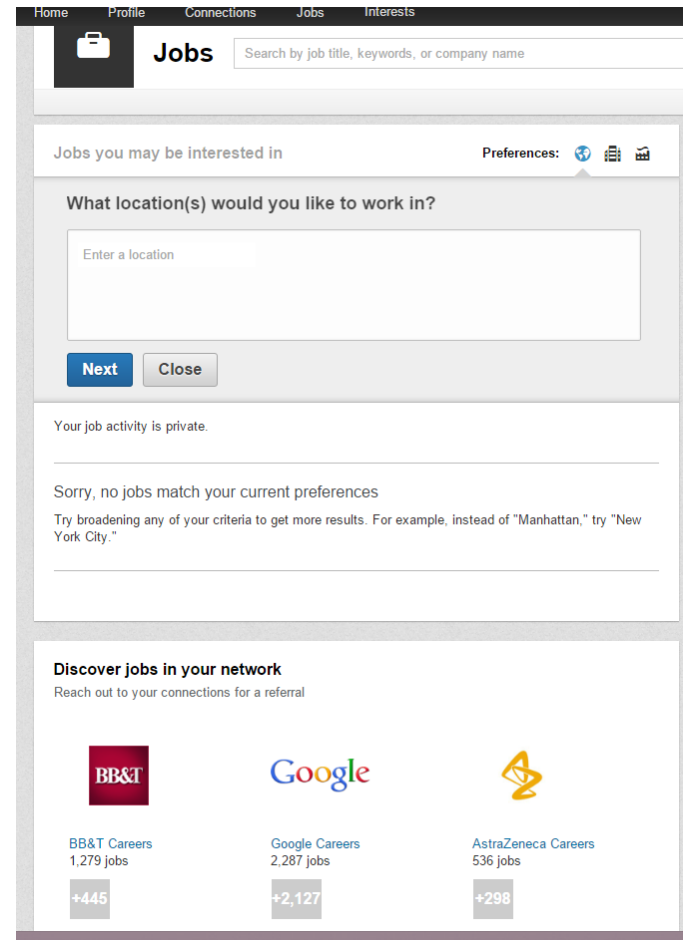
# LinkedIn Queries...



LinkedIn Premium search interface showing "Advanced People Search" with 4,769,363 results. The search criteria include:

- Keywords:** "pr" and/or "technology" ar
- Relationship:** 1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else
- Location:** Located in or near: [dropdown]
- Country:** United States
- Postal Code:** 22124
- Within:** 25 mi (40 km)

Filters on the right include Groups, Years of Experience, Function, Seniority Level, Interested In, Company Size, Fortune, and When Joined.



LinkedIn Jobs interface showing "Jobs you may be interested in". The search criteria include:

- What location(s) would you like to work in?** [text input]

Buttons: Next, Close

Message: Your job activity is private.

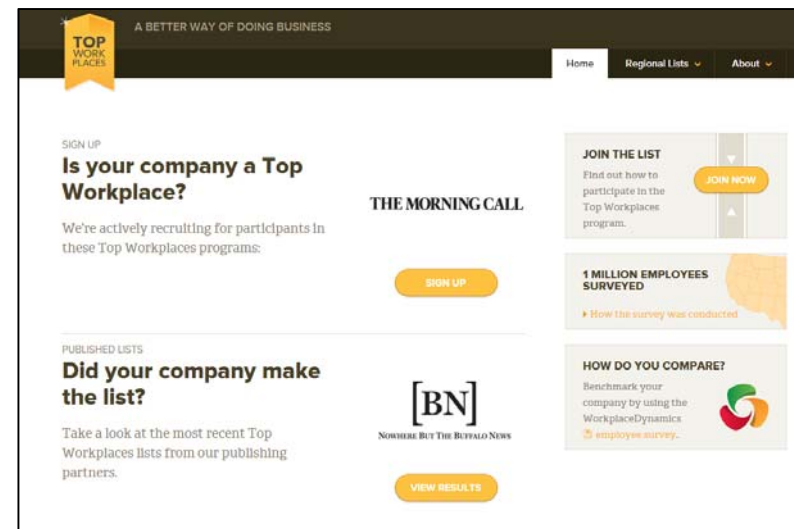
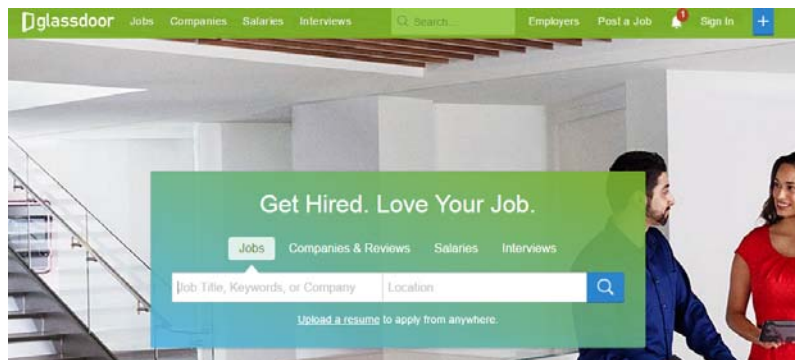
Message: Sorry, no jobs match your current preferences. Try broadening any of your criteria to get more results. For example, instead of "Manhattan," try "New York City."

**Discover jobs in your network**  
Reach out to your connections for a referral

Company	Careers	Jobs
BB&T	BB&T Careers	1,279 jobs
Google	Google Careers	2,287 jobs
AstraZeneca	AstraZeneca Careers	536 jobs



# Ways to search (industry, topic, reviews)



Indeed

SimplyHired

# Build & Prioritize Ideal Opportunity List



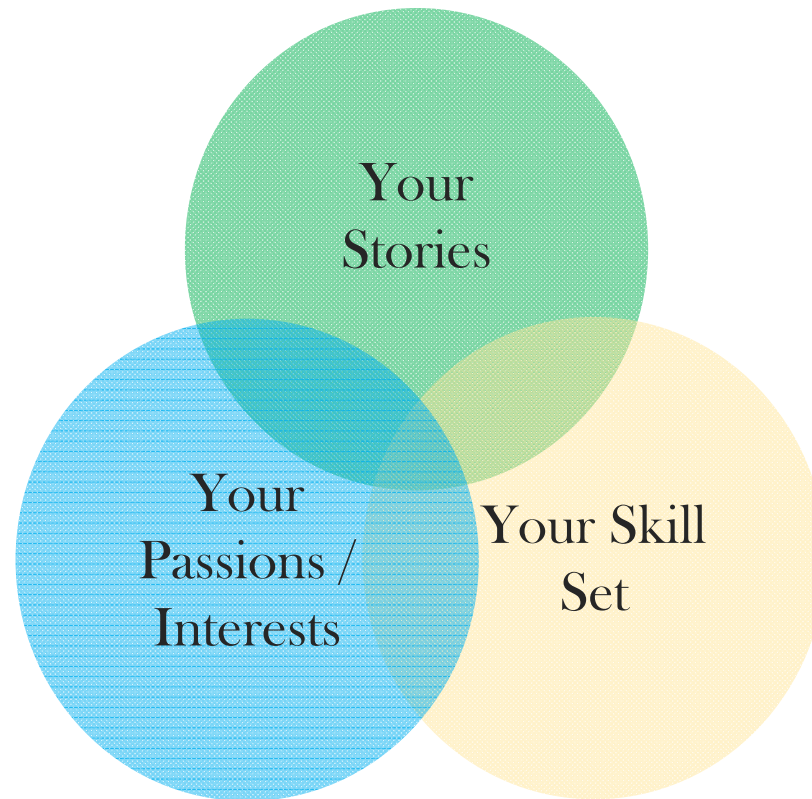
Company	Role	Hiring Mgr	Connections	Cultural Fit
Nike	Sustainability / PR	Look on LinkedIn	Scott V.	High
Association	Director of PR	Jane G.	Need to establish	Medium
Capital One	Corporate Communications	Research	Nancy W.	Not sure
Every Child Fed	PR, Marketing, Outreach	Rachael	Jen D.	High

45% of Fortune 500 have social media links on their career page - follow them and share content (stay up to date)

# 5 Step Process



# What makes you unique & original?





In a recent Jobvite survey, 55% of recruiters change their mind about a candidate once they see their social media profile.



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# Think before you act. You cannot take it back.

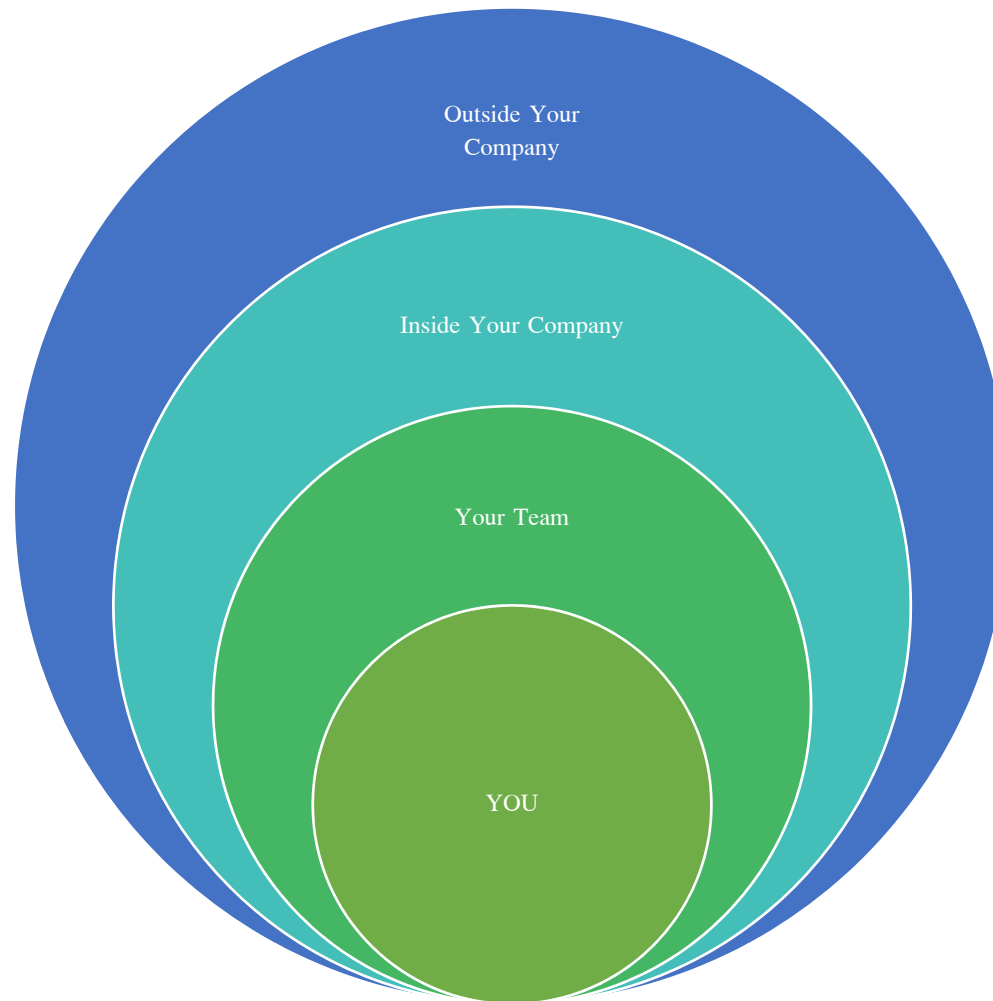




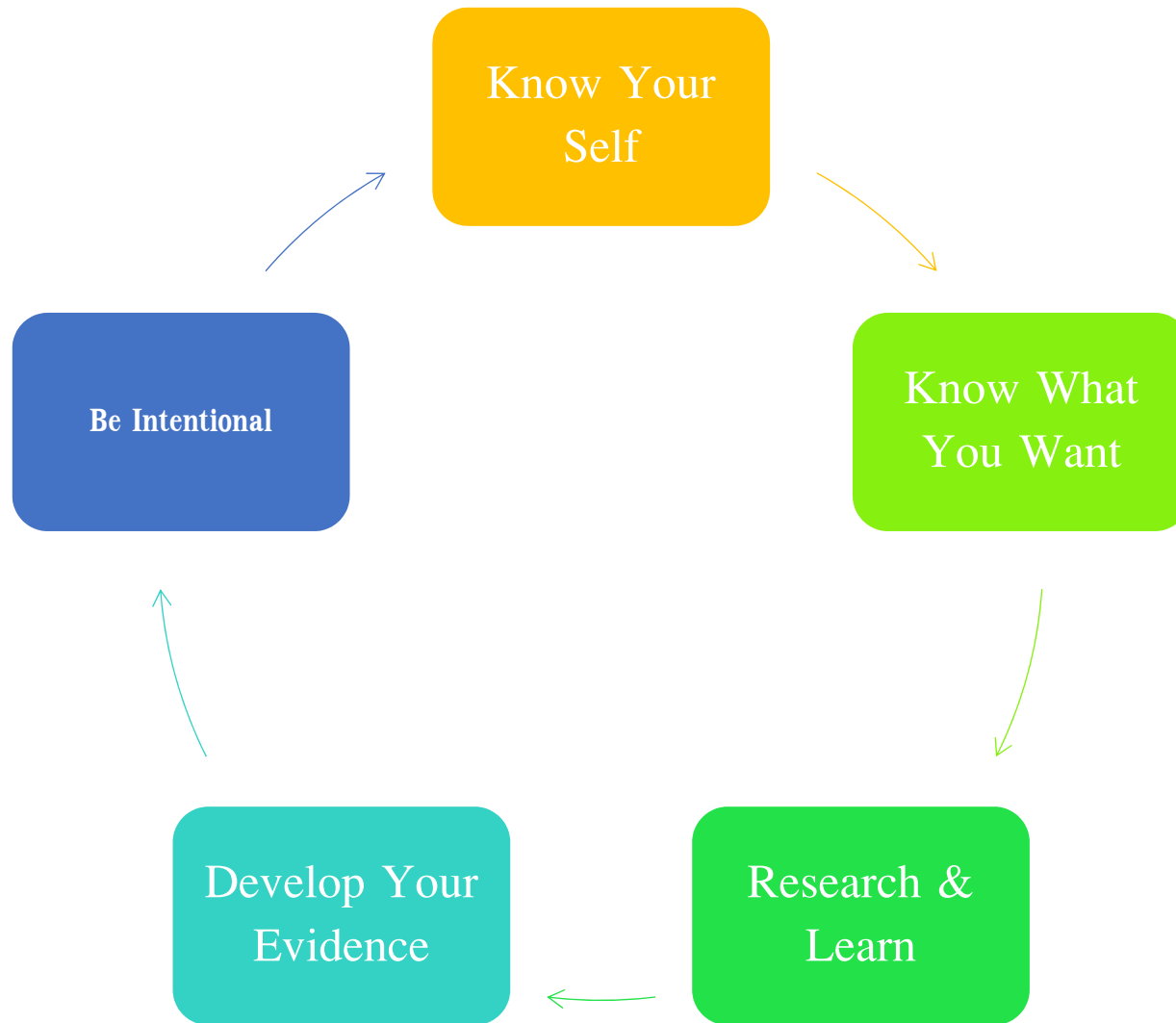
# We have a Show & Tell Culture



# Increasing your relevance and visibility



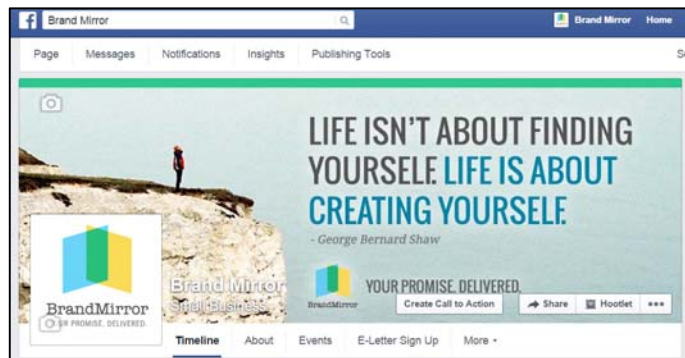
# 5 Step Process



# Be Intentional with Your Story



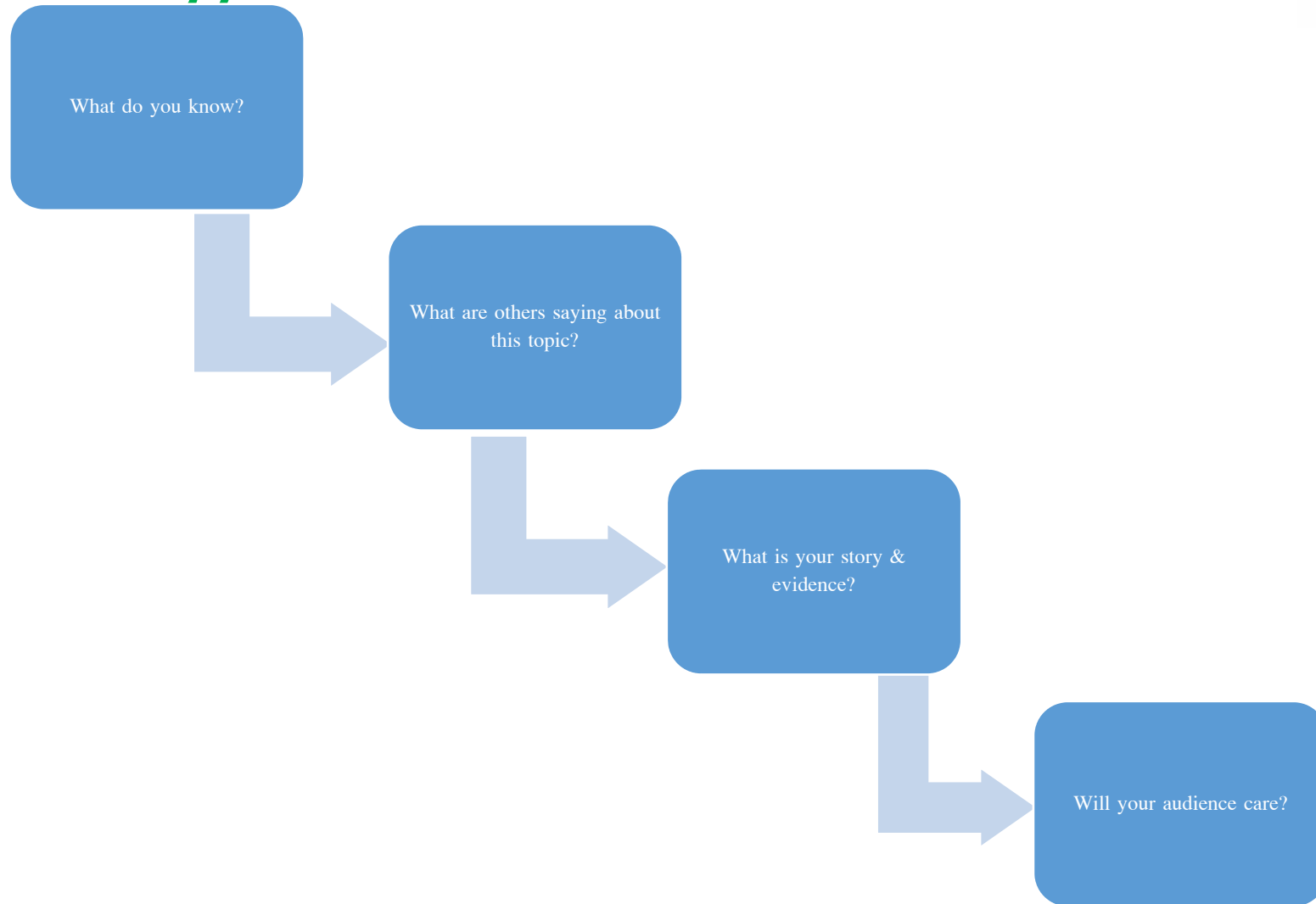
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# Develop your own “visibility” strategy



# Choose the Channel that Works for You



Tip: Pick 1-2 and do them well

Tip: Align with your brand & your opportunities

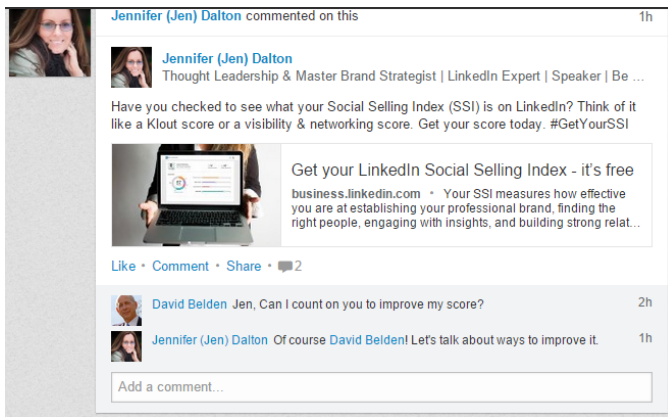
\*LinkedIn is tablestakes



# Be interested to be interesting.



- Engage online
- Follow, comment, reply, share
- Pick your top 10-30 people and get on their radar screen
- Always reply, tag & hashtag intentionally



# 4 I's That Are Not About You

- Inform
- Inspire
- Influence
- Ignite

Published by Jennifer (Jen) (24)

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# What should your plan look like?



Actions	August	September	October	November
Keep	<ul style="list-style-type: none"> <li>What do you do now that you like?</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn</li> <li>Twitter</li> <li>Facebook</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn</li> <li>Twitter</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn</li> <li>Twitter</li> </ul>
Start	<ul style="list-style-type: none"> <li>Identify 3 topics you want to talk about</li> <li>Use HootSuite or BufferApp</li> <li>Content tools (BuzzSumo, ContentGems, Feedly)</li> </ul>	<ul style="list-style-type: none"> <li>Topic 1</li> </ul>	<ul style="list-style-type: none"> <li>Topic 2</li> <li>My own site – branded.me</li> </ul>	<ul style="list-style-type: none"> <li>Topic 3</li> </ul>
Stop	<ul style="list-style-type: none"> <li>What is not part of your brand? Stop talking about it.</li> </ul>	<ul style="list-style-type: none"> <li>What is not working?</li> </ul>	<ul style="list-style-type: none"> <li>Facebook is too personal – removing it.</li> </ul>	<ul style="list-style-type: none"> <li>What else should you stop?</li> </ul>
Change	<ul style="list-style-type: none"> <li>Double check your profile content</li> </ul>	<ul style="list-style-type: none"> <li>Try Quora</li> <li>Create video</li> <li>Periscope</li> </ul>		

# Create your own website / e-portfolio



The screenshot shows the homepage of branded.me. At the top is a navigation bar with links: Home, Features, Themes, Pricing, Hire a Pro, Domains, Login, and a prominent Sign up button. The main content area features a large image of a person from behind, looking at a computer monitor displaying a cityscape. To the left of the image, the text 'Create Your Brand' is followed by 'Generate a fully customizable personal website in seconds. Get started for free!'. Below this is a 'Sign up via LinkedIn' button with a question mark icon, and a link 'No LinkedIn profile? Sign up with email'. At the bottom, there is a testimonial from Runa Magnus, a quote from TIME magazine, and logos for BUSINESS INSIDER, Inc., and Entrepreneur.



# Practice, Practice, Practice

- Informational Interviews
- Networking
- Interviews
- LinkedIn
- Resume





# 3 Actions from Today



1

2

3

If you find yourself asking yourself  
(and your friends)

"Am I **Really**  
a writer? Am I  
**REALLY** an artist?"  
Chances are  
**you are.**

The counterfeit innovator is  
wildly self.confident.

The real one  
is scared to  
death.

\* Steven Pressfield "the War of Art"

**START WHERE YOU ARE.  
USE WHAT YOU HAVE.  
DO WHAT YOU CAN.**

**- ARTHUR ASHE**

REMEMBER.

EVERYONE  
ELSE IS  
MAKING  
IT UP  
AS THEY  
GO  
ALONG  
TOO.



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*Thank You!*

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