Weaving your way into a job...

with a winning web presence
Facebook

• Facebook has more than 1.39 billion active daily users
• Users spend over 40 minutes per day on Facebook

LinkedIn

• Has more than 332 million members
• Assists in connecting to a broader network of professionals

Twitter

• Has more than 288 million monthly users
• An average of 500 million tweets are written per day
“Social media is about giving valuable, insightful, smart, or interesting information to readers who are not just your friends but also potential employers”

- Rachel Daniel, President of Synergy Marketing Strategy and Research Inc.
Employers Speak...

93% of recruiters will review a candidate’s social profile before making a hiring decision.

Q. What do you look for in a candidate on social networks?

- Professional experience: 97%
- Length of professional tenure: 96%
- Industry-related posts: 88%
- Mutual connections: 93%
- Specific hard skills: 95%
- Cultural fit: 80%
- Examples of written or design work: 83%
55% of recruiters have reconsidered a candidate based on their social profile, with 61% of those reconsiderations being negative.

<table>
<thead>
<tr>
<th></th>
<th>POSITIVE</th>
<th>NEUTRAL</th>
<th>NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profanity</td>
<td>5%</td>
<td>22%</td>
<td>63%</td>
</tr>
<tr>
<td>Spelling/grammar</td>
<td>3%</td>
<td>24%</td>
<td>66%</td>
</tr>
<tr>
<td>Illegal drug references</td>
<td>2%</td>
<td>7%</td>
<td>83%</td>
</tr>
<tr>
<td>Sexual posts</td>
<td>1%</td>
<td>17%</td>
<td>70%</td>
</tr>
<tr>
<td>Volunteering/donations to charity</td>
<td>65%</td>
<td>25%</td>
<td>2%</td>
</tr>
<tr>
<td>Political affiliation</td>
<td>2%</td>
<td>69%</td>
<td>17%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>2%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Guns</td>
<td>2%</td>
<td>32%</td>
<td>51%</td>
</tr>
</tbody>
</table>
73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?

- LinkedIn: 79%
- Facebook: 26%
- Twitter: 14%
- Candidate blog: 7%
Q. Which of the following tactics do you use for recruiting on social networks?

LinkedIn:
- Search for candidates: 95%
- Contact candidates: 95%
- Keep tabs on potential candidates: 93%
- Vet candidates pre-interview: 93%
- Post jobs: 92%

Facebook:
- Showcase employer brand: 59%
- Generate employee referrals: 51%
- Post jobs: 48%
- Vet candidates pre-interview: 32%
- Vet candidates post-interview: 35%

Twitter:
- Showcase employer brand: 44%
- Post jobs: 39%
- Generate employee referrals: 32%
- Search for candidates: 17%
- Vet candidates post-interview: 18%

Jobvite: 2014
Recruits are Listening. Jobvite 2014.

46% of job seekers have modified their privacy settings and recruiters are looking.

93% of recruiters are likely to look at a candidate’s social profile.

42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative re-assessments.

Job seekers are as likely to delete their account completely as they are to remove specific content from their profiles.

Percentage of job seekers for whom the following applies to a recent job search:

- 40% have modified their social media presence in some way.
- 17% have deleted specific content.
- 17% have deleted their account.
- 12% have untagged themselves from pictures.
Fortune 500 active on Social Media

Fortune 500 Corporate Social Media Usage (2012 - 2014)

- UMass Dartmouth
Van Allen runs a company that recruits job candidates for hospitals and clinics across the country.

With physicians in short supply, he was happy to come across the resume of a well-qualified young female psychiatrist.

As part of a due diligence check, Allen looked her up on Facebook.

He found information that made him think twice: “Pictures of her taking off her shirt at parties not just on one occasion, but on multiple occasions.”

Concerned about the pictures, he called the candidate and asked for an explanation.

She didn’t get the job.
MARK ZUKERBERG
Public Figure

Wall

MARK ZUKERBERG
Check out some of the first grants made from Startup: Education.
5 NJ Schools Get Grants From $100M Facebook Gift
abnews.gov.com
5 NJ Schools Get Grants From $100M Facebook Gift

19 hours ago · Share

7,872 people like this.
View all 1,583 comments

MARK ZUKERBERG
Had a lot of fun on Saturday Night Live tonight! You can check out the clip here:
http://www.rbc.com/saturday-night-live/video/jesse-eisenberg

January 30 at 12:30am via Phone

20,991 people like this.
View all 23,041 comments

You and Mark Zuckerberg
19 friends like this.

Previous Status Updates

Jared Davis I took a page out of my PCEM book and this is what came about. I took a look at... See More

Jared Davis Just got done havin a great convo with my Dean, I will say this to the day I die... See More

Sponsored
From Addict To Soved
christianonlineeducation.com

Become a Christian Substance Abuse Counselor and help people make the change. Request info here.
You control the users with whom you share that information through privacy settings on the Privacy page.

Therefore we cannot and do not guarantee that user content you post on the site will not be viewed by unauthorized persons.

Keep in mind if you disclose personal information in your profile...photos, videos...or other items, this may become publicly available.
PHOTOS

Is your reputation at stake?
Photo/Video Tips....

• **Privacy, Privacy, Privacy!** - control who can tag and see photos/albums/videos.

• **Think Grandma Mode before upload** - before posting a profile picture or album, consider what your grandmother would think of the photos/videos?

• **Think Beyond College** - College is fun but before you pose for a picture and decide to post it, think of the damage it could do to your future job/Internship search.
Would you hire this person?

<table>
<thead>
<tr>
<th>Personal Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activities:</strong></td>
</tr>
<tr>
<td><strong>Favorite Music:</strong></td>
</tr>
<tr>
<td><strong>Favorite TV Shows:</strong></td>
</tr>
<tr>
<td><strong>Favorite Movies:</strong></td>
</tr>
<tr>
<td><strong>Favorite Books:</strong></td>
</tr>
</tbody>
</table>
Would you hire this person?

June 9 at 10:57pm · ฆ

I love pissing ppl off and getting under their skin....be valid and have actual facts talking to me please other wise imma have u mad and on ur ass pissed....lmao guess I ruined ur night huh while I'm stilling here chillin with my glass of wine lmao!!!!! Hahahaha 😄😄😄

Like · Comment · Share

5 people like this.
### Personal Information

**Activities:**
Boating; skiing; working out; home renovations; teaching dance classes; hiking with our dog

### Contact Information

**Email:**

### Education and Work

**Grad Schools:**
Case Western Reserve University '11  
MBA, Org Behavior and Leadership  
Kent State University '04  
M.Ed., Higher Ed. and Student Personnel

**College:**
Kent State '02  
Communications

**High School:**
Perry High School '98

**Employer:**
Case Western Reserve University

**Position:**
Associate Director, Educational Enhancement Programs and Director, New Student and Parent Programs

**Time Period:**
April 2004 - Present

**Location:**
Cleveland, OH

### Groups

**Member of:**
CWRU Habitat for Humanity, Vote Kim and Alex (Team LiveCLEVELAND) on GotCity GAME!, PHS Alumni (Lake County, Ohio), Case Western Reserve University Class of 2013, Remembering Missy Dudich, Parents/Family of CWRU Class of 2013, Kent State Chi Omega Alumni
Profile Tips...

• Accept privacy settings as your friend - determine who can and who can’t see your Facebook profile and Tweets

• See the bigger picture - when setting up your profile and tweeting, keep in mind potential employers/references that may make their way to your page

• First impressions are everything - does your profile represent you well?
  - Wall posts from Friends?
  - Applications & Quizzes?
  - Profile Pictures?
  - Damaging Tweets
  - Sharing links on Facebook & Twitter
Friend Tips...

• **Who is this?** - try to be as selective as possible regarding who you accept as a friend

• **Utilize the lists** - via settings, you can organize your friends into lists that can control who sees what

• **“So & so posted a comment on your wall”** - Monitor your friend’s wall posts and picture comments, including tagged pictures
Powerful Impression Tips

• Keep your future career goals in mind

• Periodically update your security settings

• Join professional organizations

• Display well-roundedness

• Embed content you’ve created – videos, photos etc… http://embed.ly/providers

• Get involved in advocacy projects

• Become a friend/fan of employer prospects
Twitter-Jobs search engines

Free job search engines created specifically for Twitter. Recruiters are feeding their jobs through these search engines to make job hunting via Twitter easier and more efficient.
Check these out...

Tweetajob
Real People, Real Jobs, Real Connections.

TwitJobSearch
A job search done on the fly.

Featured Companies
Learn about jobs first - even on your phone.

Questions?
Learn more on our wiki.
Twitter Tips…

• **Write an Employer-Focused “160 “character Twitter profile** - Give readers a taste of the return-on-investment they’ll receive from hiring you: “New grad marketed 12 programs successfully over 200 in attendance”

• **Remember the photo** - Leaving out a photo in your Twitter profile is an invitation for people to immediately dismiss you. Choose a photo that looks as good as you would going to an interview. Greater connection when each can see what the other looks like.

• **Point potential employers to more info about you** - In your Twitter profile, include a link to a site where employers can get more info about you such as [www.linkedin.com](http://www.linkedin.com) or [www.visualcv.com](http://www.visualcv.com)

• **Follow people who you’d like to know you** - Follow companies on your list of target companies, employees in those companies, recruiters, potential networking contacts, etc.

• **Remember the 75-25 rule when tweeting** - If you’re in job-search mode, approx. 75% of your tweets should be professional, while 25% can be more personal.
Benefits of using TWITTER

• Follow and research potential employers
• Take advantage of the growing trend of employers posting job opportunities
• Promote yourself and establish a positive online brand
• Shows that you're current and steady with the pace of technology

How TWITTER can work against you

• Potential employers are watching, unprofessional tweets can be harmful
• Using twitter as a sounding board for EVERY thought
• Some of your tweets have the potential to be negatively taken out of context
• Who you follow can send a negative message
Tweets that WON’T help you get the job...

Interview today at 1 with sleepys. I better get this damn job or im gonna kill someone lol
8:31 AM Nov 13th via Twitter for Android

I have an interview today; I really need the job. I really must remember to behave like a grown up.
#couldbechallenging
5:12 AM Nov 12th via Mobile Web

Interview tmrw for a job for office help. Not really excited bc where its located is difficult to get to when we get snow and I hate snow!
12:28 PM Nov 17th via TweetCaster
LinkedIn
The world’s largest professional network with over 300 million members and growing. It connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

- A new member joins LinkedIn approximately every second
- Half of LinkedIn members are outside of the U.S
- Executives from all Fortune 500 companies are LinkedIn members
While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

Most popular social networks

- Facebook: 83% for recruiters, 65% for job seekers
- LinkedIn: 94% for recruiters, 36% for job seekers
- Twitter: 55% for recruiters, 40% for job seekers
- Google+: 37% for recruiters, 18% for job seekers

While 94% of recruiters are active on LinkedIn, only 36% of job seekers are.
LinkedIn Profile

• Formatted like a Resume

• Focuses on employment history, education and professional affiliations.

• Provides space for a summary of professional experience

• Encourages contacts to “brag” about you

• Less focus on interest and hobbies.
LinkedIn Profile

• Avoid using “Overused” words when creating your profile

• Overused words are no longer “buzzwords”

• They become clichés and will not catch an employer’s attention or impress them

• Stand out by using different words to describe your work ethic and experience

LinkedIn Profile

Top Overused Words of 2013:

Make “Connections”

Connections are equivalent to “friends” on Facebook and there are several ways to get “connected”

First, add Contacts by...

- Uploading your email contacts (yahoo, GMail, AOL)
- Using Colleague search
- Using Classmate search
- Name search
- Advanced search (keywords: name title, company, school, etc)
Network Continued...

The LinkedIn Network is made up of “3 degrees”

1st Degree - Your connections - person’s you know on a personal and professional level

2nd Degree - Friends of friends - your friend’s connections

3rd Degree - Users that you can only reach through a friend, and then one of their friends

### Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 144,200+ professionals — here’s how your network breaks down:

<table>
<thead>
<tr>
<th>Your Connections</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your trusted friends and colleagues</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Two degrees away</th>
<th>1,100+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends of friends; each connected to one of your connections</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Three degrees away</th>
<th>143,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach these users through a friend and one of their friends</td>
<td></td>
</tr>
</tbody>
</table>

**Total users you can contact through an Introduction**: 144,200+

215 new people in your network since February 17

### The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

**Total users you can contact directly — try a search now!**: 60,000,000+
The deal with 2nd and 3rd degree contacts....

Because 1st degree contacts are people you already know, it’s easy to connect to them. However acquiring 2nd and 3rd degree contacts is a tad trickier.

2nd Degree contacts
- Get introduced through a connection you already have.
- Add them to your network.

3rd Degree Contacts
- Get introduced through a connection of one of your connections
- Add them to your network.

2nd & 3rd Degree Contacts
- Acquiring a paid LinkedIn account allows you to send “InMail” to anybody you want without knowing them or having someone to introduce you.
Recommendations

• Once you have “connections” you can solicit them to write recommendations on your behalf.

• Recommendations consist of past employers, teachers, co-workers, and students validating your work ethic so others can see what kind of worker or student you are.

“Amanda is strong manager and leader. Her ability to set clear objectives and move a team toward those objectives has been demonstrated throughout her career. And her enthusiasm for her work and her organization is contagious. I had the pleasure of working with Amanda to build the Pottery Barn retail concept in a new market, where she was responsible for hiring and training, sales performance and upholding high store presentation and service standards. When I got promoted, I recommended Amanda to replace me, and she raised the bar even higher.” November 24, 2008

Michael Mosca, Director, Store Operations, Williams-Sonoma, Inc.
managed Amanda at Pottery Barn

Write a recommendation for Amanda
## Where they live

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>88,101</td>
</tr>
<tr>
<td>Cleveland/Akron, Ohio Area</td>
<td>37,843</td>
</tr>
<tr>
<td>Canton, Ohio Area</td>
<td>5,589</td>
</tr>
<tr>
<td>Columbus, Ohio Area</td>
<td>4,871</td>
</tr>
<tr>
<td>Youngstown, Ohio Area</td>
<td>3,568</td>
</tr>
<tr>
<td>Greater New York City Area</td>
<td>2,302</td>
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<tr>
<td>Greater Pittsburgh Area</td>
<td>1,908</td>
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<tr>
<td>Washington D.C. Metro Area</td>
<td>1,704</td>
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<tr>
<td>Greater Chicago Area</td>
<td>1,578</td>
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<tr>
<td>Cincinnati Area</td>
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<td>Greater Atlanta Area</td>
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<tr>
<td>Greater Los Angeles Area</td>
<td>1,151</td>
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<tr>
<td>San Francisco Bay Area</td>
<td>987</td>
</tr>
<tr>
<td>Charlotte, North Carolina Area</td>
<td>788</td>
</tr>
<tr>
<td>Phoenix, Arizona Area</td>
<td>746</td>
</tr>
</tbody>
</table>

## Where they work

<table>
<thead>
<tr>
<th>Company</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Cleveland Clinic</td>
<td>844</td>
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<tr>
<td>Progressive Insurance</td>
<td>300</td>
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<tr>
<td>University Hospitals of Cleveland</td>
<td>251</td>
</tr>
<tr>
<td>The University of Akron</td>
<td>224</td>
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<tr>
<td>PNC</td>
<td>181</td>
</tr>
<tr>
<td>KeyBank</td>
<td>175</td>
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<tr>
<td>JPMorgan Chase</td>
<td>173</td>
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<tr>
<td>Case Western Reserve University</td>
<td>159</td>
</tr>
<tr>
<td>Cuyahoga Community College</td>
<td>157</td>
</tr>
<tr>
<td>The Ohio State University</td>
<td>153</td>
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<tr>
<td>Nationwide Insurance</td>
<td>148</td>
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<tr>
<td>Summa Health System</td>
<td>130</td>
</tr>
<tr>
<td>US Army</td>
<td>126</td>
</tr>
<tr>
<td>The Goodyear Tire &amp; Rubber Company</td>
<td>116</td>
</tr>
<tr>
<td>FirstEnergy</td>
<td>116</td>
</tr>
</tbody>
</table>

## What they do

<table>
<thead>
<tr>
<th>Category</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>9,959</td>
</tr>
<tr>
<td>Education</td>
<td>8,834</td>
</tr>
<tr>
<td>Operations</td>
<td>7,925</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>6,187</td>
</tr>
<tr>
<td>Arts and Design</td>
<td>4,995</td>
</tr>
<tr>
<td>Media and Communication</td>
<td>4,830</td>
</tr>
<tr>
<td>Information Technology</td>
<td>4,065</td>
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<tr>
<td>Healthcare Services</td>
<td>4,559</td>
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<tr>
<td>Community and Social Services</td>
<td>4,126</td>
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<tr>
<td>Marketing</td>
<td>3,891</td>
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<tr>
<td>Support</td>
<td>3,856</td>
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<tr>
<td>Finance</td>
<td>3,551</td>
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<tr>
<td>Administrative</td>
<td>3,360</td>
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<tr>
<td>Consulting</td>
<td>3,176</td>
</tr>
<tr>
<td>Engineering</td>
<td>3,170</td>
</tr>
</tbody>
</table>
“Social networking is a great way to make connections with potential job opportunities and promote your personal brand across the Internet. Make sure you are using this resource to your advantage by conveying a professional image and underscoring your qualifications.”

-Rosemary Haefner, VP of Human Resources at CareerBuilder.
So, What are you waiting for?

Get a head start on making your web presence WORK for you today!