



# What works for you?

## Social Media and Hiring

Thanks to Dee Reinhardt – Time2Mrkt.com

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This video by Eric Qualman explains how important social media is.



[http://youtu.be/QUCfFchw1w?list=PL0Ik\\_3tB7fnMUerbrDdMMN-VsRoQQivPK](http://youtu.be/QUCfFchw1w?list=PL0Ik_3tB7fnMUerbrDdMMN-VsRoQQivPK)



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## Why Use Social Media

- Build awareness
- Provide thought leadership
- Generate contacts/leads
- Customer support/advocacy

Demonstrate  
your company  
brand & culture  
when hiring!



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## What platforms are best for you to find potential employees?

- LinkedIn
- Facebook
- Twitter
- Google+
- YouTube



## Business Owners: Looking for Good Employees?

Here are some steps to follow:

1. Create a job posting on your website.
2. Share the job posting link on your social media platforms.
3. Ask your employees to share it to their network.
4. Create a discussion in groups about your job posting.
5. Participate in social media to build your company brand.
6. Post items that will provide job seekers an idea of your corporate values and culture.
7. Use social media to "check" applicants' work history.

**WE'RE  
HIRING!**



## Need to Train Existing Employees

- Training
  - Watch news feeds to discover new workshops or classes.
  - Follow groups to find free or low-cost training sessions.
  - Use forums to answer questions and research resources.



## Bloggng

“Blog” is short for “web log.” People write blogs to express opinions and share subject matter expertise. How can a blog help you hire the right people?

### Get Started

1. If possible, add a blog to your existing website. If not, use a service like Blogger.
2. Write about your products and services, AND your company culture and employees accomplishments.

### Writing

1. Write articles that express your opinions on your products and services, company culture, and success stories/case studies.
2. Share your articles on other social media outlets. Ask for opinions from readers.
3. Feature others. Guest bloggers can share different opinions and could be a potential employee!
4. Watch feeds/keywords to see if anyone is writing about best practices that could be a potential hire.

### Search

- Search industry blogs, share articles, and write comments with a link back to your blog.



## Facebook

Facebook is the largest social media network. The average Facebook user spends 20 minutes per day on the site. How can you use it to hire new employees?

### Get Started

1. Create a company page.
2. Brand any images you use to match the rest of your company marketing materials.

### Status Updates

1. Share information about your company and employee culture along with information about your products and services.
2. Create a job posting on your website. Share it on the company page.
3. Share the post on your personal page and ask other employees to share it with their friends.
4. Boost a post for job openings and set specific demographics.
5. Create an event if you host a job fair or participate in one.

Apps – List your jobs in the job search apps in Facebook to help your recruitment efforts.

Groups – Share your job postings in industry groups.

Ads – Target ads to users by keyword and demographic.



## Google+

Google+ is similar to Facebook in terms of connecting and posting. It is associated with the largest search engine on the Internet. How can you use it to help your recruitment efforts?

### Get Started

1. A Gmail account automatically provides a Google+ account, but you must create a business profile.
2. Continue branding your company with images.
3. Claim a custom URL. e.g.: <http://plus.google.com/+IllinoisworkNet>

### Status Updates

1. Include notices about your job postings.
2. Search trending topics to find candidates who might not be actively seeking employment.
3. Take note of people who share your company status updates. They could be potential employees.

Communities – Find industry-related groups to start discussions and share job opening information.

Events – Hold a job fair and post it as an event on Google+.

Hangouts – Video chat with up to 10 people at a time. Use the tool to hold a screening interview.



## Illinois Virtual Job Club Network

Illinois workNet created this group on LinkedIn to provide a common space for job seekers, workforce professionals, and business owners to share information. Learn more about this tool.

### Get Started

1. Create a LinkedIn Profile.
2. Search for the Illinois Virtual Job Club Network Group.
3. Request to join the group.

### Read

1. Review the current items in the discussion tab.
2. Start a discussion about an industry topic to see who answers the question. They could be a potential recruit.
3. Review the Promotion items in the Promotions tab.
4. Review the Jobs tab. If you have listed a job on LinkedIn, you may want to include it in this group or other groups. If it is posted on your website, share a link to the opening.
5. Review the Members tab. You could find a new connection or employee!

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## LinkedIn

LinkedIn is a professional social media tool used by job seekers and businesses. You can use your LinkedIn profile to:

- Maintain an online resume
- Compile professional contacts

Use industry-related keywords in searches to find recruits.

### Profile –

- Three areas are used in search algorithms:
  - Headline
  - Skills & Expertise
  - Summary

### Status Updates –

- 3-5 times per week to keep your brand in plain sight.

### Connect –

- A minimum of 500 connections to make the network function properly. Personalize your invitations.

### Groups –

- Join up to 50 groups. Share job postings in industry and job search groups.

### Companies –

- Investigate competing companies for current and former employees.

### Advanced Search –

- Use more than one keyword search term to narrow search results for recruits.

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## Pinterest

Pinterest is the online version of a bulletin board on your wall. It is a place where you can store important articles, images, and videos.

### Profile

1. Use consistent brand imagery.
2. Connect to your Twitter account.
3. Create Career and Product "Boards."

### Updates

1. Pin images that represent your product AND company culture.
2. Pin images in blog posts that you write.
3. Look for boards that show off individuals' skills and expertise or resume.
4. Watch for individuals who share your company's posts. They could be potential candidates.
5. Post links to job postings. When possible, include an image on the posting to make it more visually interesting.



## Twitter

Twitter is a platform that uses 140 characters at a time. How can you use it to help recruit employees?

### Profile

1. Consistent branding with the rest of your marketing materials.
2. Consider a product handle and a hiring handle.

### Updates

1. Connect Facebook to Twitter to share in both places.
2. Tweet links to job postings.
3. Use # hashtags like #jobs, #jobopenings, or other industry words like #manufacturingjobs that others might target who are in job search.

Learn – participate in Tweetchats (virtual conversations) to find potential recruits working to stay current in your industry.

Hashtags – use and search for them by industry when posting.



## YouTube

YouTube is the second most searched tool on the internet. While not a search engine, people use it to search for answers to questions. How can you use it to help your recruiting efforts?

### Profile

- Create a profile at YouTube or set it up through your Gmail account.
- Use the same profile image for your icon as the one you use for other social media.

### Updates

1. Create a Channel to store all of your recordings.
2. Add useful videos to Playlists for reference.
3. Search for video resumes of job seekers.
4. Create videos about your company culture as well as products and services.

### Search –

- Search by tag, industry, or keyword for videos.

## OK, so now what?

- Share
- Participate
- Engage
- Be consistent
- Build your presence





## Industry News & Trade Organizations

- Find news in your industry.
  - Post your openings in e-newsletters for Trade Organizations.
  - Watch for individuals who share your company posts or who tag your company on social media platforms.



## Conferences or trade shows

- Attend a conference or trade show.
  - Collect business cards from other attendees or vendors.
  - Connect with attendees on social media.
  - Referrals are usually good sources for valuable employees.



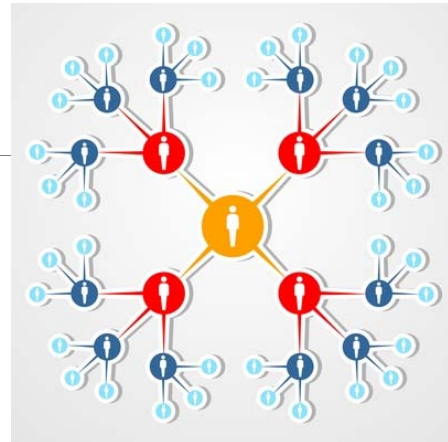
## Become a Mentor

- Use social media to engage in industry discussions.
- Enlist the guidance of the participating experts.
- Build a mentor/mentee relationship to foster a potential recruit.



## Network

- Social media is all network, all the time.
- When looking for employees, contact your network.
- Invite everyone you meet to connect on LinkedIn.
- Follow others on all social media.



It's not about  
 who you know,  
 but who they know.



## Social Media and Your Job Search

Follow the tips in this presentation to help you build your personal brand:

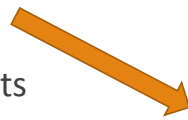
- Create a presence on social media platforms.
- Use the networks to reach out to soft leads.
- Find and follow "Industry" news and organizations.
- Use social media to broadcast and connect during trade shows or conferences.
- Find mentees on social media and build a relationship.
- Network using your new social media presence.



## More Resources

Visit our website

- Social Media Guide
- Social media handouts





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Facebook – <https://www.facebook.com/illinois.worknet>



Google+ - <http://gplus.to/IllinoisworkNet>



LinkedIn - <https://www.linkedin.com/company/illinois-worknet>



LinkedIn group - <http://www.linkedin.com/groups/Illinois-Virtual-Job-Club-Network-4794123>



Pinterest - <http://www.pinterest.com/illinoisworknet/>



Twitter - <http://twitter.com/ILworknet>



YouTube - <http://www.youtube.com/user/illinoisworknet>

<http://www2.illinoisworknet.com> Email: [info@illinoisworknet.com](mailto:info@illinoisworknet.com)

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