Take Charge Workshop:
Social Media for Job Seekers

Presented by: Brenda Meller
http://www.linkedin.com/in/brendameller
www.walshcollege.edu/takecharge

Revised April 21, 2010
Times Change....

Window Signs  
Want Ads  
Job Search Sites  
Social Media
Why Social Media for Job Search?

• Edge in your job search
• “Smart” searching
• Generate responses via relationships
• Avoid the bottomless pit…
Using Social Media for Your Job Search

1. LinkedIn: required
2. Facebook: optional
3. Twitter: optional
Using Social Media for Your Job Search

1. LinkedIn: required
2. Facebook: optional
3. Twitter: optional
Remember…

• You are your own BOSS

• Everyone has a different comfort level

• Listen, learn, consider… then decide
LinkedIn

1. Overview

2. Profile Basics

3. Inviting People to Connect

4. Homework

5. Q&A

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What is **LinkedIn**?

- Professional networking site:
  - 65 million members
  - 200 countries
  - Every Fortune 500 company
  - A new member every SECOND!

- Networking Tool: a way to manage professional relationships

- “Connections”

Watch this video:
[http://press.linkedin.com/about](http://press.linkedin.com/about)

[http://www.linkedin.com/in/brendameller](http://www.linkedin.com/in/brendameller)
Why Should You Join LinkedIn?

- Professional “Website”
- Find a Job
- Q&A – Your Expertise
- Get Connected
- Groups
- Virtual Business Card Holder
- Public Recommendations
Create a FREE Account

Over 65 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

Join LinkedIn Today

- First Name:
- Last Name:
- Email:
- Password: 6 or more characters

Join Now *
Already on LinkedIn? Sign in.
<table>
<thead>
<tr>
<th>Checklist Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your current job title. Be specific.</td>
</tr>
<tr>
<td>Status update (every 3-5 days)</td>
</tr>
<tr>
<td>Simplified URL</td>
</tr>
<tr>
<td>Recommendations from 2+ different connections</td>
</tr>
<tr>
<td>Groups</td>
</tr>
<tr>
<td>Summary statement: written similar as a job description</td>
</tr>
<tr>
<td>&gt;10 connections shows me you are active</td>
</tr>
<tr>
<td>Photo</td>
</tr>
<tr>
<td>Professional (no baseball caps, sunglasses, etc)</td>
</tr>
<tr>
<td>Pleasant / smiling</td>
</tr>
<tr>
<td>Head &amp; shoulders</td>
</tr>
<tr>
<td>Links: your company website, blog, Twitter</td>
</tr>
</tbody>
</table>
You are the CENTER of Your Network

You are at the center of your network. Your connections can introduce you to 6,278,500+ professionals — here's how your network breaks down:

<table>
<thead>
<tr>
<th>Your Connections</th>
<th>6,278,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Connections</td>
<td>1,019</td>
</tr>
<tr>
<td>Two degrees away</td>
<td>132,400+</td>
</tr>
<tr>
<td>Three degrees away</td>
<td>6,145,100+</td>
</tr>
<tr>
<td>Total users you can contact through an Introduction</td>
<td>6,278,500+</td>
</tr>
</tbody>
</table>

18,436 new people in your network since April 19

Via Connections
Jobs in our Area – as of April 21, 2010

Area Sales Manager-New Media
AT&T Advertising Solutions - Southfield - Apr 21, 2010
Find people in your network at AT&T Advertising Solutions

Director of Marketing & Communications
LLamasoft, Inc. - Greater Detroit Area - Apr 21, 2010
Find people in your network at LLamasoft, Inc.

4 people in your network work at LLamasoft, Inc.

 Merchandise/Apparel Buyer
Confidential - Detroit Metropolitan Area - Apr 21, 2010
Find people in your network at Confidential

Application Services Specialists
IBM Global Services - Detroit, MI - Apr 21, 2010
Find people in your network at IBM Global Services

 Sales Director - Automotive
Sika Corporation - Madison Heights, MI - Apr 20, 2010
Find people in your network at Sika Corporation

Payment Consultant
Avid Payment Solutions - Greater Detroit Area - Apr 20, 2010
See people in your network who can help you get this job

Account Executive Business Development
FedEx Services - Michigan - Apr 20, 2010
Find people in your network at FedEx Services
You Need Something… Let them Know!

Give a Recommendation…. …and Receive a Recommendation

"Mary Ann is an active networker during career transition. We met at the Inforum "Moxie" event and have remained in contact at other networking events. Mary Ann has moxie! She is pleasant, personable, and assertive. These skills that will make her valuable to any employer in a future position." March 12, 2009

Brenda Meller (Zawacki), CC, Marketing Manager, Walsh College was with another company when working with Mary Ann at In transition

"Brenda is a very competent Marketing Manager at Walsh who has successfully worked to bring the professional women's organization, Inforum, to the Troy area. This has helped me in my own personal career transition to increase my networking opportunities as I have met some key folks who are more than willing to help. Mary Ann Tindall" March 12, 2009

Mary Ann Tindall, Global Business Technology Renewal Manager, Ford Motor Company was with another company when working with Brenda at Walsh College

Remember Former Managers, Vendors, Clients, Co-workers, etc. etc.

1. Give someone in your network a recommendation.
2. Request recommendations. Aim for 2-3 minimum.
Showcase Your Professional Affiliations

<table>
<thead>
<tr>
<th>My Groups (21)</th>
<th>Walsh College</th>
<th>Toastmasters District 26</th>
<th>Women In a Career Transition</th>
<th>Inforum, A Professional Women's Alliance</th>
<th>M.I.T.T.E.N. (Michiganders In Touch To End Negativity)</th>
<th>Twittering</th>
<th>Pitney Bowes Network</th>
<th>Alpha Kappa Psi</th>
<th>LI Detroit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Discussions</td>
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<td>Share</td>
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1. Join groups where you have professional memberships.

2. Join college, alumni groups, former employers.

3. Join professional interest groups to network with like-minded professionals in your industry.
Personalize EVERY Invitation

Blah, blah, blah….Who???

Oh, a nice note from Brenda!
Ask Questions, Offer Answers, Build Credibility

1. Answer a question.
2. Ask a question and rank the top response.
Become an Expert…
AIM LOW

Open networkers
Asked by Matthew Baker 2nd | 3 months ago in Using LinkedIn | Closed

Your answer was selected as Best Answer

Your public answer:
“From what I’ve learned, there are two schools of thought on how (my preference): connect with people you know and trust, or set up a connection (you both attended a networking event, spoke at a workshop, connected through a mutual connection, etc.). 2 (LION example, Networker which you mention above): connect with anyone who is in touch with you, regardless if you know each other or not. The thought is

#walshsocialmedia
@brendameller
How are You Spending Time on LinkedIn?

Build My Profile?

Grow My Network?
Building Your Profile…
…always a Work In Progress

TIP!
don’t worry about 100%...
Growing Your Network

Step 1: Connect

Step 2: Review their Contacts

Step 3: Connect with “known” (and repeat)

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FAQs on LinkedIn

- How do I invite someone to connect?
- LI Etiquette: Do’s and Don’ts
- You’re unemployed. Current employer?
- Status updates: status feeds, email
- How to use LinkedIn in your email signature
- What about applications?
- How much time????

http://www.linkedin.com/in/brendameller

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Inviting Someone to Connect

Search for their Name

Click to “Add…”
Inviting Someone to Connect

How do you know Molly?
- Colleague
- Classmate
- We’ve done business together
- Friend
- Groups
- Other
- I don’t know Molly

Include a personal note: (optional)
I'd like to add you to my professional network on LinkedIn.
- Brenda Meller (Zawacki), CC

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel

http://www.linkedin.com/in/brendameller
What NOT to Do…
## Etiquette on LinkedIn

<table>
<thead>
<tr>
<th>DON’T</th>
<th>…but DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be one-sided</td>
<td>Help your connections</td>
</tr>
<tr>
<td>Have a static profile</td>
<td>Update your profile regularly (especially “Status” updates)</td>
</tr>
<tr>
<td>Select “I don’t know this person” (if you do know them)</td>
<td>Accept --- or, “Archive” their invitation</td>
</tr>
<tr>
<td>Send your résumé to all your connections</td>
<td>Send your résumé ONLY when someone requests it</td>
</tr>
</tbody>
</table>

http://www.linkedin.com/in/brendameller
## Etiquette on LinkedIn

<table>
<thead>
<tr>
<th>DON’T</th>
<th>…but DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel obligated to connect</td>
<td>Know others associate you with your connections</td>
</tr>
<tr>
<td>Only “sell” in your status updates</td>
<td>Share events, business needs, and let your network know how they can help you</td>
</tr>
<tr>
<td>Forget that LinkedIn is not about YOU</td>
<td>Remember that it’s about your relationships with your connection</td>
</tr>
<tr>
<td>Connect and forget</td>
<td>Check in with your connections periodically (me, too!)</td>
</tr>
</tbody>
</table>

[http://www.linkedin.com/in/brendameller](http://www.linkedin.com/in/brendameller)
Unemployed and on LinkedIn?
Remember.. You are not alone!

As far as current employer - here is what LinkedIn suggests if you are in transition / unemployed:

http://tinyurl.com/LIunemployed

• Mention your status in your summary statement, or in your status
• Uncheck “I currently work here” for your last employer

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TIP: Update Your Status Frequently…

Network Activity

Brian Pilarski

John Fruner is participating in a Small Business Simulation executive development exercise as part of the Shifting Gears program. April 21-23.

Mark Joyce is looking forward to presenting our team proposal to LTU engineering and purchasing panel on Thursday.

1. Update your status NOW.
2. Update your status once per week.

http://www.linkedin.com/in/brendameller

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...and your network receives updates.

http://www.linkedin.com/in/brendameller
Use Your Email Signature to “Invite” Connections

HOW TO ADD LINK?
1. Go into your email and find the link to adjust your account settings. Typically this is referred to as “Email Signature”

2. Add the logo with hyperlink to your LinkedIn URL – or simply the text. Ex: www.linkedin.com/in/brendameller

http://www.linkedin.com/in/brendameller
Enhance Your Profile with Applications

1. Find and attend a FREE networking event.
2. Add one application to your profile. My favorite: “Reading List.”

http://www.linkedin.com/in/brendameller
How Much Time?

• 15 minutes a day to start

• Everyday

• Don’t be overwhelmed

• Even when you’ve found your next job
Your Homework for Week 1

1. Get on LinkedIn
2. Invite me to connect with you
3. Connect to at least one person from this class
4. Join the “Walsh College” Group on LinkedIn
5. Practice 4 words: ARE YOU ON LINKEDIN?
6. Answer 1 question
7. Personalize ALL invitations
8. Request / give at least one recommendation
9. Add your LinkedIn address to your email and résumé
10. OPTIONAL: send me your LinkedIn URL (via LinkedIn message to me) if you want to be featured next week
Using Social Media for Your Job Search

1. LinkedIn: required

2. Facebook: optional

3. Twitter: optional
What is Facebook?

- Social networking site*:
  - More than 400 million active users
  - 50% log on at least once each day
  - Fastest growing demographic is those 35+
  - Networking Tool: a way to manage professional and social relationships
  - “Friends”

*Source: www.facebook.com

Why Should You Join Facebook?

- Reconnect
- Find a Job
- Help Your Friends
- Sharing
- Fun
- “Like” Companies
- News
Create a FREE Account
The Basics

Your Name, Photo (maiden name, too)

Status, Thoughts

Who are you?

Friends

Discussion w/friends
Facebook for Job Seekers

- People care, but… WIFM?
  - Status updates: updating, commenting (you<them)
  - Communicating w/ your network
  - Friends could be future referrals. Be genuine, but be professional.

- Things to do RIGHT NOW

- Kudos to You! (Facebooking FOR Job Search)
Things to do RIGHT NOW
(If You’re on Facebook)

1. Tell all your friends you are job searching… be specific!
2. Search companies you are targeting, and “LIKE” them (previously “Become a FAN”)
3. Be “Professionally Social” on Facebook
   - Acknowledge that even if you are NOT using Facebook for job search, it could still be seen by recruiters or referrals.
   - Update your personal statement on Facebook if it’s not professional
   - Change or delete your info if it is not professional (if you have to ask… it’s not)
   - Adjust your PRIVACY settings
Want to Work There? “LIKE” them.
Join a Group

- **Friends of Crain's Detroit Business**
  - 1,243 members
  - New Event

- **Princess Scholarship Program**
  - 381 members

- **Second Life for Educators**
  - 3,495 members
  - 1 Link

- **Karma Experiment - Pay it Forward**
  - 1,171,306 members
  - 1 Photo, 1 Board Topic, 3 Links

- **MAD MEN**
  - 2,071 members
After logging in, look in the “Account” dropdown and select “Privacy Settings”
Privacy

• Change settings to “ONLY FRIENDS”
San Antonio is quite a city. Nice to not wear a coat and smell the earth and the trees. ;-) Stopped in Detroit for a very nice graduation of my niece from Walsh College and finally sat myself down on my own couch for the first time in a week. Great friends and family this week. I'm pretty lucky for both.

Yesterday at 9:28pm · View Feedback (2)
Beware….

- Inappropriate polls
- Inappropriate pictures (remove tags)
- Politics and religion
- Comments about your current or past employers
- Facebooking during working hours… when Facebook is NOT part of your job
"yup, employers google and check out social networking because it's a simple way to find out info that an a potential employee would never tell you.

When you have 100 applicants for one job right now, they've got to find new ways to narrow down the list quicker.

It's simple on FB, if you make sure your privacy settings are on, they can't see. It might not be politically correct, but it's reality. If something is in the news, people read it and get an impression - it might not be the right one, but it's public. If you post public pics of you doing a hit off a bong and stating how you never sleep cuz you just gotta party party party. I ain't interviewing you..... "
• Career or professional polls
• Photos of professional or networking events you’ve attended
• Support of causes, non-profits, businesses
• Joining groups or selecting “LIKE” for businesses, associations (showing your networking skills)
• Be personable and appropriate
How Much Time?

Set a Limit
Your Homework for Week 1

1. Optional: Join Facebook
2. Make sure Facebook represents your persona. Be “Professionally Social.”
3. Tell your friends you are looking for work. Be specific.
4. “LIKE” your targeted companies
5. “LIKE” Walsh College
   www.facebook.com/walshcollegefanpage 😊
6. Respond first (them>you)
7. Adjust your privacy settings
Using Social Media for Your Job Search

1. LinkedIn: required

2. Facebook: optional

3. Twitter: optional
What is **twitter**?

- 140 characters or less
- Short messaging services and microblogging site:
  - 10% of users dominate Twitter**
  - 80% of users have <10 followers***
  - Largest age group is 35-49
- Networking Tool: a way to share information and network virtually
  - “Followers”

How to Use Twitter video:
http://help.twitter.com/portal

* www.nielson.com
** www.foxnews.com/story/0,2933,525227,00.html
*** www.techcrunch.com/2009/06/06/on-twitter-most-people-are-sheep-80-percent-of-accounts-have-fewer-than-10-follower/
How Can You Use Twitter?

Listen & Learn

Demonstrate Savvy & Networking Prowess

Be a Celebrity and Paparazzi

Spread the Word

#walshsocialmedia
@brendameller
Go Ahead…Take a Peek
(you don’t need an account to search)
Sign up for your FREE Account

Join the Conversation

- Full name
- Username
- Password
- Email

Already on Twitter? Sign in.
Your Twitter Profile

Your Name, Location

Your one-liner

“Tweets”

Web: Blog, LinkedIn

Who you’re following, who’s following you

#walshsocialmedia
The Language of Twitter

- Twitter = the site
- Tweet = (n) a post, or (v) the action of posting on twitter
- RT = retweet
- Use @ to make a response trackable
- Use a hashtag # to categorize tweets
- DM = direct message
From my Twitter Network
Twitter

• The Power of Twitter
  – People care about themselves, and maybe you if you’ve got something great to share
  – People love helping you
  – Status updates: updating, commenting (you<them)
  – Be “FOUND”

• Make it more manageable:
  – Use applications like Tweetdeck.com, Hootsuite.com, etc.
  – Search.twitter.com – search for keywords, your name, etc.
  – Twollow.com – auto follow your followers

• Follow, Follow, Follow… and be Followed
Twitter for Your Job Search

http://www.twitip.com/leverage-twitter-for-your-job-search/

What Can Twitter Do For You?

• Get informed by following industry leaders. Great information to leverage for your search.

• Provide exposure and credibility as well as personal and professional relationships when you connect to others in your industry.

• Demonstrate your expertise and share information in quick bursts of wisdom. Perfect if you don’t have the time or energy to create a blog.
Unique Aspects of Twitter

http://www.twitip.com/leverage-twitter-for-your-job-search/

• **Casual, immediate**, and a great place to “meet” informally.

• **Variety of people** on Twitter, including CEOs, top-level executives, hiring managers, recruiters, etc.

• Unlike Facebook, it’s **acceptable (and expected)** to follow people on Twitter because another friend or colleague does.

• **Forces you to be brief.** 140 characters or less per tweet. 120 is better!
## Twitter Superstars

### The Twitterholic.com Top 100 Twitterholics based on Followers

<table>
<thead>
<tr>
<th>#</th>
<th>Name (Screen Name)</th>
<th>Location</th>
<th>URL</th>
<th>Followers</th>
<th>Friends</th>
<th>Updates</th>
<th>Joined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ashton kutcher (aplusk)</td>
<td>here</td>
<td><a href="http://blahgirls.com">http://blahgirls.com</a></td>
<td>2,125,052</td>
<td>167</td>
<td>2,479</td>
<td>5 months ago</td>
</tr>
<tr>
<td>2.</td>
<td>Ellen DeGeneres (TheEllenShow)</td>
<td></td>
<td><a href="http://www.ellentv.com">http://www.ellentv.com</a></td>
<td>1,863,406</td>
<td>25</td>
<td>263</td>
<td></td>
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<tr>
<td>5.</td>
<td>Oprah Winfrey (oprah)</td>
<td></td>
<td><a href="http://www.oprah.com">http://www.oprah.com</a></td>
<td>1,402,212</td>
<td>14</td>
<td>51</td>
<td></td>
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<td>7.</td>
<td>Twitter (twitter)</td>
<td>San Francisco, CA</td>
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<td>1,362,553</td>
<td>54</td>
<td>386</td>
<td>28 months ago</td>
</tr>
<tr>
<td>8.</td>
<td>John Mayer (johncmayer)</td>
<td></td>
<td><a href="http://www.johnmayer.com">http://www.johnmayer.com</a></td>
<td>1,268,578</td>
<td>50</td>
<td>1,200</td>
<td>4 months ago</td>
</tr>
<tr>
<td>10.</td>
<td>THE_REAL_SHAQ (THE_REAL_SHAQ)</td>
<td>PHOENIX/EVERYWHERE</td>
<td></td>
<td>1,212,793</td>
<td>524</td>
<td>1,695</td>
<td>7 months ago</td>
</tr>
</tbody>
</table>

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#walshsocialmedia 66

**LIVE. BREATHE. BUSINESS.**
Check Out Yourself…

http://tweetcloud.com/
http://tweetstats.com

TweetCloud for brendameller (Tweet This!)

Did you know you’ve had 8 twooshes?
What’s a twoosh? Why it’s a 140-character tweet!

Don’t like the TweetCloud?
Well then, go make a Wordle! (no @’s)

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#walshsocialmedia 67
...or a Connection, Company, etc.

http://tweetcloud.com/
http://tweetstats.com

TweetCloud for walshcollege (Tweet This!)

Your top five words: walshcollege, walsh, www, edu, college. (Tell your tweeps)

Did you know you've had 1 twooshes?
What's a twoosh? Why it's a 140-character tweet!

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#walshsocialmedia 68
Your Homework for Week 1

1. Optional: Get on Twitter
2. Tweet with our hashtag: #walshsocialmedia
3. Mention me (@brendameller) in a Tweet. Share something you learned from this workshop.
4. Search for and follow experts in your industry
5. Tweet at least once per day for a week
6. Check out your tweetcloud
7. Follow people of interest
8. Help your followers: answer questions and retweet
Q&A
From the class.

Need a profile photo?
We’ll take a digital photo at end of class.

Panel Discussion
Follow me on Twitter to see who will be on the panel.
About Walsh College

Founded in 1922, Walsh College is the area’s only all-business college. The College offers upper-division undergraduate and graduate business and technology degree and certificate programs to 4,600 students at campuses in Troy, Novi, Clinton Township, Harper Woods, and Port Huron, as well as online.

Our mission is to deliver a business education that integrates application and theory to prepare graduates for successful careers. The faculty are experienced professionals as well as being dedicated teachers, while the administrative staff ensures each student receives personalized service in a professional learning environment.

As a leader in our local business community, Walsh College partners with many local businesses and corporations to offer a variety of resources to our students and alumni. This includes exclusive access to career services tools and information, including our bi-annual Career Fairs, Job Listings in our eRecruiting database, and individual career advising assistance.

Walsh College is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools and the International Assembly for Collegiate Business Education (IACBE).