Take Charge Workshop: Social Media for Job Seekers

Week 2: Tuesday, April 29, 2010

Presented by: Brenda Meller

http://www.linkedin.com/in/brendameller
www.walshcollege.edu/takecharge
Week 2 Agenda

- Review of LinkedIn, Facebook, Twitter homework: week 1
- Week 2 homework
- Presentations by today’s panelists, then Q&A
- Photo opportunity
Using Social Media for Your Job Search

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

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Why Social Media for Job Search?

- Edge in your job search
- “Smart” searching
- Generate responses via relationships
- Avoid the bottomless pit…
Are you an ACTIVE Job Seeker?

stay

ACTIVE

ACTIVE

ACTIVE
Enthusiasm is contagious. It’s difficult to remain neutral or indifferent in the presence of a positive thinker.

# Your Homework from 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
1. Update your status every 3-5 days. Yes, every 3-5 days. Remember: “ACTIVE” job seeking!

2. Connect with 2+ classmates on LinkedIn

3. Search for “JOBS” on LinkedIn. Request introductions from your network

4. Bring business cards wherever you go, and ask “Are You On LinkedIn?”

5. Set up at least one informational interview within your network

6. Respond to status updates from your connections

7. Send me “THE NOTE” when you have found a new job!
Your Homework from 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
Your Homework from 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
David Benjamin is the Recruiting Manager for The Sales Matrix, a Michigan based Sales consulting firm. For almost a decade, David has been implementing social networking techniques for his business as a recruiter and social media consultant. He is regularly asked to speak for Associations, Universities, and Rotary Clubs on the topic of Social Media and Resume/Interview tips.

In addition, David will be the Social Media Director for a new company looking to launch early next year. This company will help educate sales professionals, executives, and others via an e-learning platform. For more information, feel free to visit www.DavideBenjamin.com or www.TheSalesMatrix.com

http://www.linkedin.com/in/dbenjamin
http://twitter.com/DaveBenjamin
Carrie Roeder is an Ideation & Solutions Specialist at Set The Page LLC, a Michigan based digital design company offering custom web site design, logo design, print collateral, and brand identity consulting solutions. Her company focuses on small to medium-sized businesses that need to build their existing brand or create a new brand identity.

By leveraging social media Carrie has been able to start and build a successful new business, Set The Page LLC. Social media allows Carrie to stay current in her community; share insights with other web designers and continue to build her network.

www.linkedin.com/in/ideationista
twitter.com/Ideationista
Dave Murray works in Social Web Communications at re:group, which educates clients in the ethics and practices of Social Media.

A digital communications and online community strategist, David carries extensive experience in online community management, social media, product development and projects that require creative solutions.

Living by the mantra, "leave no regrets", he chose to return to Michigan where he founded the Social Media Club Detroit chapter and is one of the co-chairs for FutureMidwest. He's been quoted in the Wall Street Journal Online, selected to be a member of the Detroit Chevy 2010 South by Southwest Team and has been featured in David Meerman Scott’s blog, Web Ink Now, and his book, The New Rules of Marketing and PR.

www.linkedin.com/in/davemurr
twitter.com/davemurr
Molly Sly

Molly Sly is the Founder at Hire Logic, LLC a new startup venture.

Molly has over ten years of experience as a Technical Recruiter and is eager to continue working with and placing people who are passionate about digital/interactive, technology and social media. She is a big advocate of social media and will continue to be a student of it, as things there are changing daily.

Her specialties include searching, sourcing, screening and qualifying candidates, as well as developing long-standing relationships. She also prides herself on staying ahead of the curve in relation to new ways of recruiting (Social Media).

www.linkedin.com/in/mollysly
twitter.com/mollysly
Social Media for Job Seekers
Class Homework Examples

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Walsh College
April 2010
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A Gracious Reply…plus Offer to Help a New Connection

http://www.linkedin.com/in/barbarajack
Status Update + Tweet

Barbara Jack [LION] Attended Walsh College ‘Social Media for Job Seekers’ session 1 at MCCC today. Very informative - Check out @BrendaMeller - she gave a great presentation. Look forward to session 2 next week.

6 hours ago · Comment · Reply privately · See all activity »

Current
- Volunteer Speaker at Career Ministries

Past
- Senior Trainer / Instructor at In Transition
- Lead Trainer / Customer Program Management at GM WHQ (TekSystems)
- Technical Solutions Consultant/Trainer at Powerway, Inc.

Education
- Macomb Community College

Recommendations
5 people have recommended Barbara

Connections
80 connections

Public Profile
http://www.linkedin.com/in/barbarajack

http://www.linkedin.com/in/barbarajack
Invitation to Connect
How can you turn down an invite like this? 😊

Dave Teeter wants to connect on LinkedIn
From: Dave Teeter
Date: April 22, 2010
To: Brenda Meller (Zawacki), CC
Status: Replied, Archived

Brenda, thank you so much today for part one of social media at MCC. You have a great command of social media and a sparkling delivery! I look forward to improving a lot of details -
- Dave Teeter

http://www.linkedin.com/in/barbarajack
Public Profile

M’Liz Malven
Greater Detroit Area

Connections 81 connections
Industry Information Technology and Services

View M’Liz Malven’s full profile:
• See who you and M’Liz Malven know in common
• Get introduced to M’Liz Malven
• Contact M’Liz Malven directly

Full Profile

M’Liz (Marshall) Malven
Customer Relationship Manager supporting Corporate and Community activities
Greater Detroit Area | Information Technology and Services

Current
• President PTO/PTA Council at Troy School District

Past
• Senior Business Manager at EDS
• Customer Service and Sales Manager at EDS Group
• Customer Service Manager at EDS, an HP company

Education
• Penn State University

Connections 81 connections
Public Profile http://www.linkedin.com/in/mlizmalven

Summary

CUSTOMER SERVICE / RELATIONSHIP MANAGER

Leadership / Problem Solving / Action Driven

QUALIFICATIONS
Results-oriented, high-energy, hands-on professional with a successful record of improving customer satisfaction and increasing business profitability. Leadership experience motivating teams and individuals to increase productivity resulting in problem resolution and implementation of best practice solutions. Decision making and multitasking capabilities during pressure situations in dynamic environments.

• Exceptional customer service to automotive and corporate health care customers
• Project Lead for numerous customer initiatives designed to improve processes and increase productivity resulting in significant cost savings
• Managed teams of employees throughout North America conducting performance reviews, administering salary and bonus reviews with account profit and loss responsibilities
• Successful managing diverse global support teams to collaborate to meet customer requirements and timetables
• Superior organizational, self, and time management skills with strong attention to detail

General Motors - Senior Business Analyst at HP Enterprise Services Public Company - HPO
Example Profile

www.linkedin.com/in/daveteeter

☑️ Descriptive job title
☑️ Profile photo
☑️ Recent status update
☑️ 11 recommendations
☑️ Simplified Public Profile URL
☑️ Summary Statement

Summary
- Marketing and Service Advisor willing to help researching, developing and managing products & services.
- Effective team leadership with analysis, planning, project management and communication skills.
- Able to leverage customer loyalty for repeat and referral business.

Specialties
Example Profile

http://www.linkedin.com/in/michaelborders25

- Descriptive job title
- Profile photo
- Recent status update
- 3 recommendations
- Simplified Public Profile
- URL
- Summary Statement
- Specialties
Reminders for Take Charge Attendees

• **A completed evaluation form** is required to receive a “Take Charge” Certificate. Please sign in at today’s workshop. Email takecharge@walshcollege.edu if you did not complete an evaluation form.

• **Your “Take Charge” Certificate will be emailed to you** upon completion of the final workshop in the series (if multiple sessions).

• **SPECIAL OFFER: Walsh College Application Fee for Summer/Fall 2010 will be waived for all “Take Charge” attendees.** Simply present a copy of your “Take Charge” Certificate to enjoy this discount!
About Walsh College

Founded in 1922, Walsh College is Michigan’s largest graduate 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.

A practical blend of business theory and real-world application defines the Walsh College experience. Our mission is to empower students as successful leaders and professionals in a complex global environment. 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).
Have You Heard About
NO WORKER LEFT BEHIND?

http://www.walshcollege.edu/NWLB

Unemployed? Under-employed?
The State of Michigan and Walsh College can help.
The No Worker Left Behind (NWLB) program can help you acquire the education or training needed to obtain a new job in a high-demand field. Funded by the State of Michigan tuition assistance Michigan, NWLB provides career counseling and up to $5,000 per year for two years to qualified Michigan residents. The NWLB program pays tuition directly to participating educational institutions so that your out-of-pocket costs are minimized. You may also be eligible for additional financial aid through the educational institution in which you enroll. All degree and certificate programs at Walsh College are approved by No Worker Left Behind (NWLB).

Eligibility. You may qualify for the No Worker Left Behind program if you meet the following criteria:
• You are a resident of the State of Michigan, and
• You are currently unemployed, or
• You have received a notice of termination or layoff from employment, or
• You are employed but your family income is $40,000 or less per year.

Additionally, you must:
• Be at least 18 years old.
• NOT have graduated from high school in the last two years.
• We recommend you meet with a Walsh College academic advisor to discuss admissions requirements for your program of interest.
• Final eligibility is determined by your local Michigan Works! Service Center. Visit michiganworks.org or call 1-800-285-WORK to find the location nearest to you.

No Worker Left Behind Process and Walsh College
1. Make an appointment with Walsh College to discuss admission into your program of interest. Email us at admissions@walshcollege.edu or call 248-823-1610 to schedule an appointment at Walsh College.
2. Visit your local Michigan Works! Service Center to determine your eligibility in the program and to enroll.
3. Complete the orientation, career assessment, and counseling sessions as required by the NWLB program at your local Michigan Works! Service Center.
4. Obtain a referral to Walsh College, which is an eligible educational institution, from Michigan Works!
5. Schedule an appointment with Walsh College to complete your application and/or for course planning. Email us at admissions@walshcollege.edu to schedule an appointment at Walsh College.