

USING SOCIAL MEDIA TO HIRE OR BE HIRED

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How is it used?

- 92% of employers are using or planning to use social media (up from 89%) source: Jobvite
- 73% of recruiters check you out
 - Weeds you out + or –
 - Look for memberships and affiliations
 - Looks for volunteers

Recruiters fish where the fish are

Linked In

- 93% of recruiters using (78% in 2010)
- 89% hired
- Passive candidates

Facebook

- Biggest gains—would be the largest country
- Pages
 - Marriott's
 - <https://www.facebook.com/marriottjobsandcareers>

Twitter

- 54% recruiters use it

Build your on line influence

- Hard skills
- Soft Skills
- Cultural fit

- Measurement
 - Your connections
 - Their connections

Social Media to be hired

- Be on it
- Be active
- Be complete
- Follow companies in which you are interested
- Video
- Your own domain/web page
- Use what you know...
 - process

Resume? And...

- slideshare.net
 - Technical skills, projects, endorsement
- Video
 - You tube
- Website
 - Website (www.your name.com)

Finding it out early....

- Twitter search
- Google

Some specific tips

- Resume
 - Name, email and number on all pages
- I OBJECT
 - Objective
- References
 - Vs endorsement
 - Available upon request

What if I don't

- Firms wonder if you are up to date in your knowledge
- What are you trying to hide?

Questions