

 Weaving your way into a job...

with a winning web presence



Social Network FACTS

Facebook

- Facebook has more than 1 billion active users
- Users spend over 700 minutes per month on Facebook

LinkedIn

- Has more than 277 million members
- Assists in connecting to a broader network of professionals

Twitter

- Have 646+ million registered users
- An average of 58 Million tweets are written per day

Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

Select Sex:

Month:

Day:

Year:

Sign Up

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 »

“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.

Jobvite Survey 2014

76% of social job seekers found their current position through Facebook.



Next three most popular activities on Facebook:



CONTACT SHARED A JOB OPPORTUNITY



CONTACT PROVIDED AN EMPLOYEE'S PERSPECTIVE ON A COMPANY



SHARED A JOB OPPORTUNITY WITH A CONTACT



LinkedIn is where they do most of their job-seeking activity:



Contact referred me for a job



Contact shared a job opportunity



Made a new professional connection



Contact provided an employee's perspective on a company



Twitter is the most popular place to ask others for help and advice:

NEXT THREE MOST POPULAR ACTIVITIES ON TWITTER:



Shared a job opportunity with a contact



Contact provided an employee's perspective on a company



Contact shared a job opportunity

Jobvite Survey 2013



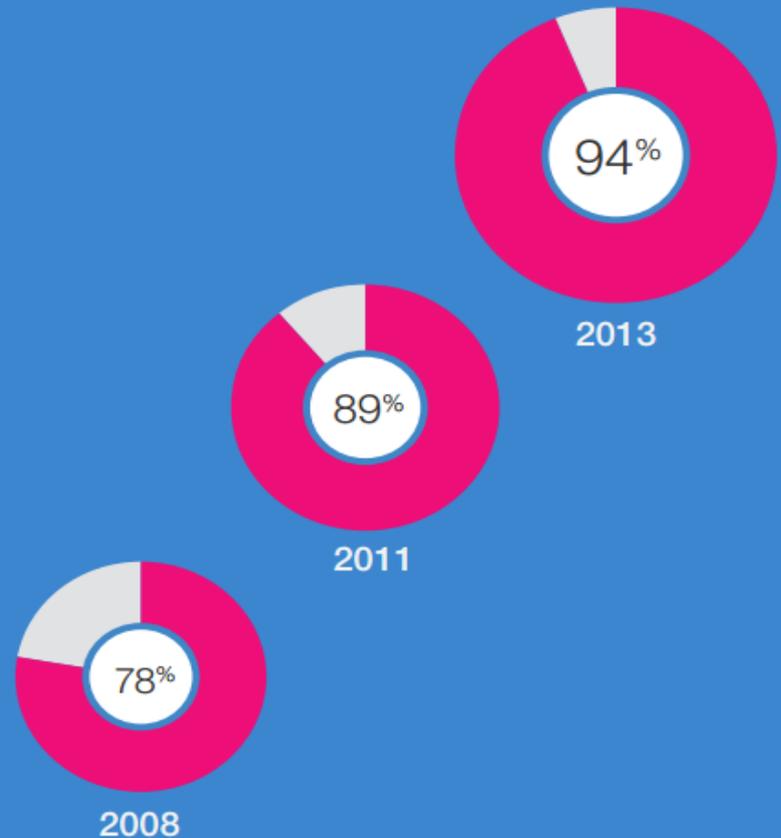
Across industries, there is near-universal adoption of social recruiting



use or plan to begin using social networks/social media for recruiting

Q.

Do you (or your company) use social networks or social media to support your recruitment efforts?



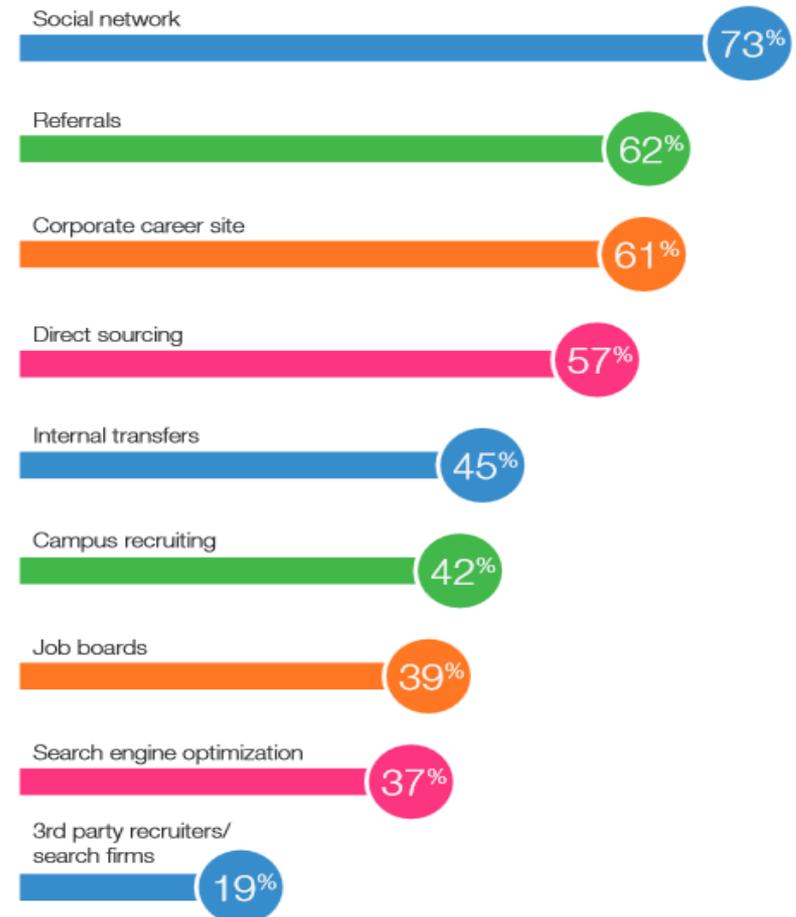
Jobvite Survey 2013

Recruiting is marketingSM.

Recruiters live in a multichannel world and work multiple candidate touch points from their own career sites to social networks and beyond.

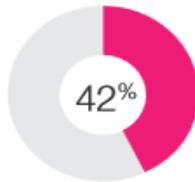
Q.

Do you plan to increase your investment in any of these candidate recruiting sources in 2013 compared to 2012?



Employers Speak...

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.

More recruiters react negatively to profanity (65%) and grammar and punctuation errors in posts/tweets (61%) than references to alcohol use (47%).

Q. How would you react to these possible items discovered by reviewing a candidate's social network profile?

	POSITIVE	NEUTRAL	NEGATIVE
References to doing illegal drugs	1%	7%	83%
Posts/tweets of a sexual nature	1%	16%	71%
Profanity in posts/tweets	4%	20%	65%
Spelling/grammar errors in posts/tweets	3%	29%	61%
References to guns	1%	31%	51%
Pictures of consumption of alcohol	1%	39%	47%
Volunteering/donations to charity	65%	26%	1%
Political posts/tweets	2%	65%	18%
Overtly religious posts/tweets	2%	55%	28%

Recruits are Listening. Jobvite 2014.



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



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:



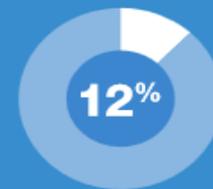
HAVE MODIFIED THEIR SOCIAL MEDIA PRESENCE IN SOME WAY



HAVE DELETED SPECIFIC CONTENT



HAVE DELETED THEIR ACCOUNT



HAVE UNTAGGED THEMSELVES FROM PICTURES

True Scenario

- 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.**



FACEBOOK

facebook

Search



Home Profile Account



Wall

- Info
- Video
- Notes
- Questions
- Live
- F8 Live
- Discussions

About

I'm trying to make the world a more open place by helping people connect an...

More

Mark Zuckerberg



Public Figure



Wall



Mark Zuckerberg

Check out some of the first grants made from [Startup: Education](#).

5 NJ Schools Get Grants From \$100M Facebook Gift

abcnews.go.com

5 NJ Schools Get Grants From \$100M Facebook Gift

19 hours ago · Share

7,872 people like this.

View all 1,683 comments



Mark Zuckerberg

Had a lot of fun on Saturday Night Live tonight! You can check out the clip here:

<http://www.nbc.com/saturday-night-live/video/jesse-eisenberg-monologue/1279517/>

January 30 at 12:50am via iPhone

20,981 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 POEM BOOK AND THIS IS WHAT CAME ABOUT: I took a look at ...[See More](#)

1 like



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

3 likes

Sponsored

[Create an Ad](#)

From Addict To Saved

christianonlineeducation.com



Become a Christian Substance Abuse Counselor and help people make the change. Request info here.

Have you Read the Fine Print?

1. You share control over your personal information.

Facebook helps you share information with your friends and people you know, but you choose what information you put in your profile, including contact and personal information, pictures, interests and groups you join. And you control the settings that determine who can see that information through the Privacy page.

“You control the users with whom you share that information through privacy settings on the Privacy page”

You post User Content (as defined in the Facebook Terms of Use) on the Site at your own risk. Although we allow you to set privacy settings to control who can see your content, our systems are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not warrant that these Facebook Sites will not be accessed by unauthorized persons, and we do not accept responsibility for any information, including privacy settings, contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain on the Site and be accessed or used by other Users.

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

When you use Facebook, certain information you post or share with third parties (e.g., a friend or someone in your network) may be shared with other users in accordance with the privacy settings you select. All such sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when you check in to a business (e.g., a restaurant), that information may become publicly available.

“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?

Personal Information

- Activities: playing beer pong, working out, riding horses, making fun of my sister for being a geek, teaching my mother how to do the booty dance, going to bonfires,
- Favorite Music: Bone thugs, Lil Jon, Bob Dylan, Bob Marley, Garth Brooks, George Strait, Justin Timberlake, Britney Spears, Kenny Chesney, Nickleback, Mudvayne, Korn
- Favorite TV Shows: Family Guy, American Dad, South Park, UFC, anything on the disney channel yea thats right disney channel is the shit!! I did like Undressed but MTV took that shit off!
- Favorite Movies: I like all types of movies.
- Favorite Books: haha I don't know how to read but some how made it to the college level HELL YEA!

POWERFUL Profile

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

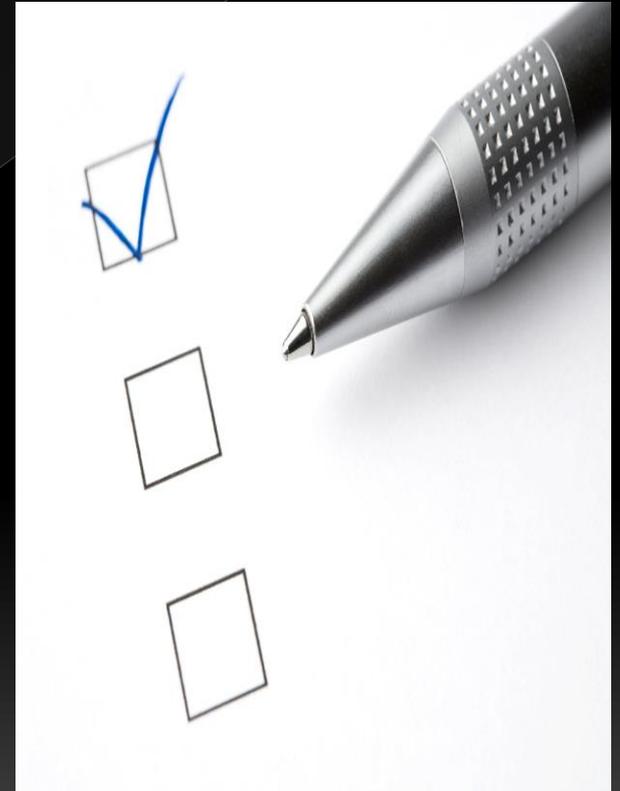
Location: Cleveland, OH

Groups

Member of: CWRU Habitat for Humanity, Vote Kim and Alex (Team LiveCLEVELAND) on Got*City 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
- Get involved in advocacy projects
- Become a friend/fan of employer prospects



Twitter

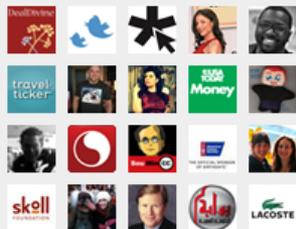


The best way to discover what's new in your world.

Have an account? [Sign in](#)

[Lowrie](#) [Omegle](#) [TRENDING TOPICS](#) [Seabrook](#) [Peyton Hillis](#) [Ferrero](#) [Harrison Barnes](#) [Blink](#) [Coachella](#) [Arezzo](#)

See who's here



Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top Tweets [View all >](#)



google We're investing in the largest, most technologically advanced wind farm in the world: <http://goo.gl/DBUbo>
42 minutes ago · [retweet](#) · [favorite](#)



henrylau89 thanks everyone! lol take care n goodnight!!!!!! HAPPY BIRTHDAY MR.MIMI!
21 minutes ago · [retweet](#) · [favorite](#)



CSLewisDaily If they are wrong they need your prayers all the more & if they are your enemies, you are under orders to pray for them
16 minutes ago · [retweet](#) · [favorite](#)



Orlando_Magic For the third straight season, the Magic's @DwightHoward has been named @KIA Defensive Player of the Year: [http://www.espn.com/nba/story/_/id/11111111](#)

New to Twitter?

Easy, free, and instant updates. Get access to the information that interests you most.

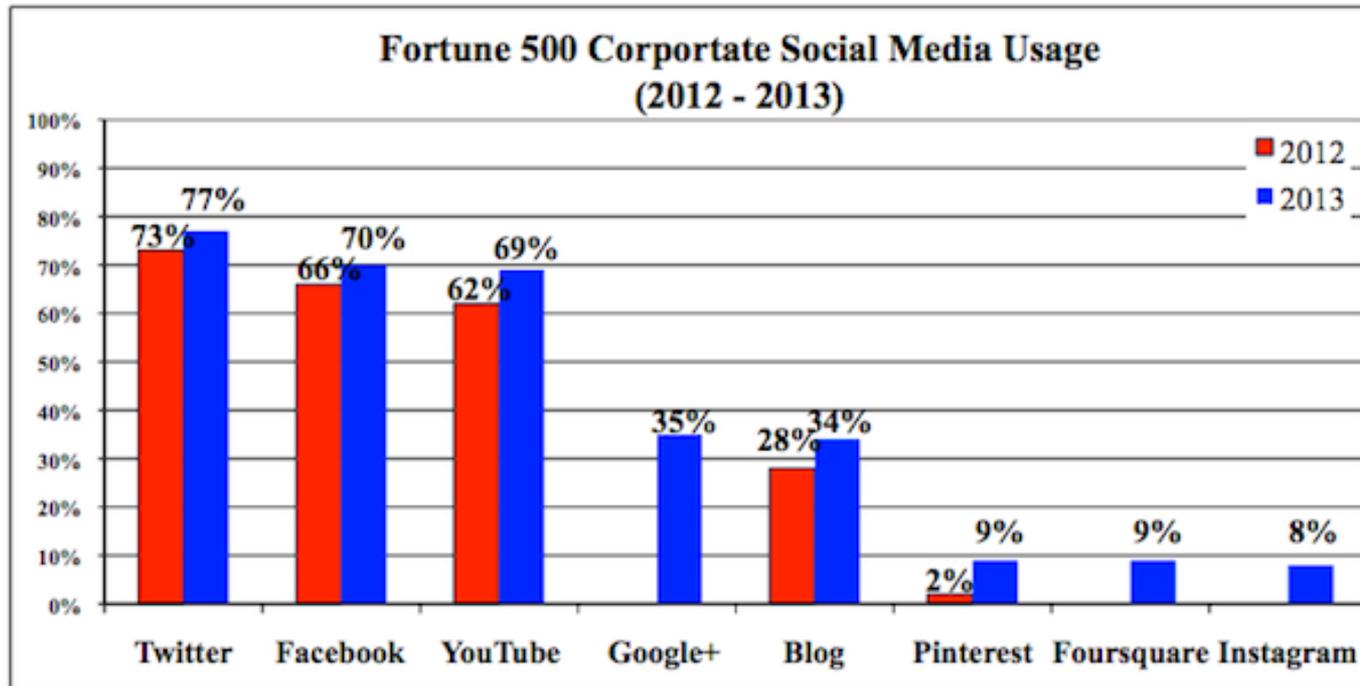
[Sign Up >](#)

Discover Twitter

[Find out how](#) some of your favorite people use Twitter.



Fortune 500 active on Twitter



- Search Engine Watch

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™ beta [Home](#) | [Recruiters](#) | [Job Seekers](#) | [Blog](#) | [About Us](#) | [FAQ](#) [JobSeeker Login](#)

Real People. Real Jobs. Real Connections.
We provide recruiters the fastest way to connect with qualified candidates - online or on-the-go.

Search for a job
Keywords: Location:

Example: 'web developer' City and state or zip

How it works
Recruiters/Employers
Register to send targeted job tweets to jobseekers. We'll help you write and manage tweets. Subscription Options Available. [Learn More >>](#)

Jobseekers
Complete your profile and specify your location and areas of interest. We'll send relevant job tweets to your Twitter account, or your mobile phone. [Sign Up Now!](#)

Blog
Posted by **CARMEN** on Mar 18, 2011
Meet the Recruiters at the Deluxe Corp.
More employers should help jobseekers understand the hiring process. Kudos to recruiting team at **Deluxe Corp.** for embracing social media!

Behind the Scenes: Deluxe Corp.
Evaluate the resume

TweetMy JOBS™

0:06 / 3:31

As seen in: **BusinessWeek** **The New York Times** **smh.com.au** **theguardian** **THE TIMES** **TechCrunch**
"A web 3.0 company" Leo Laporte, "Best Twitter Job App" BusinessWeek

TwitJobSearch beta 2.0
a job search engine for twitter

Sign in with Twitter

[Browse](#) [Directory](#) [Blog](#) [Buzz](#) [Recruiters](#)

NEW Professional Services [f Like](#)

What do you want to do?
 advanced ▾

Popular Searches:
Marketing in New York
Tech Journalist USA
Paralegal in London
Pharmacy Technician jobs
Social Media Assistant
Softwareentwickler
Project Manager in London
Nurse jobs
Executive Assistant jobs

FEATURED ADVERTISERS:

Justin Rowe | Media C2C | Telegraph | PFJ | Guardian Jobs | Planet Recruit | Retail Moves | G.A.S. Unlimited | Quest | SecurityCleared

Be FIRST. Apply FIRST. Get hired NOW.
The easiest way to find jobs using Twitter.

[Get Started](#)

Are you receiving these? If not, these opportunities are flying right by...

04/28/11 11:01 AM: 25 jobseekers just got instant notification of [COM](#)

Featured Companies

TweetMap™
Use our TweetMap to find jobs in your area, or sign in to search for jobs. [Check it out](#)

Learn about jobs first - even on your phone
Use the power of Twitter and mobile technology to get instant notification jobs on your phone. [Learn More](#)

Questions?
[Click here to chat with us!](#)

Click a logo to see their jobs. Want to become one? [CONTACT US](#) today

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 between followers and followees when each can see what each 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 or 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!

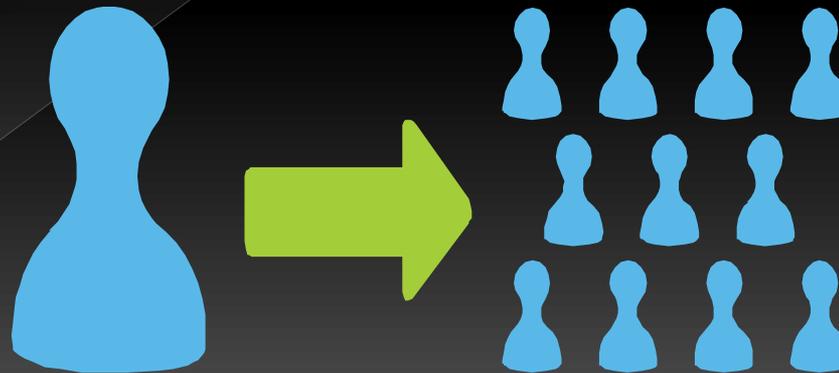
12:28 PM Nov 17th via TweetCaster



LinkedIn

The world's largest professional network with over 277 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.

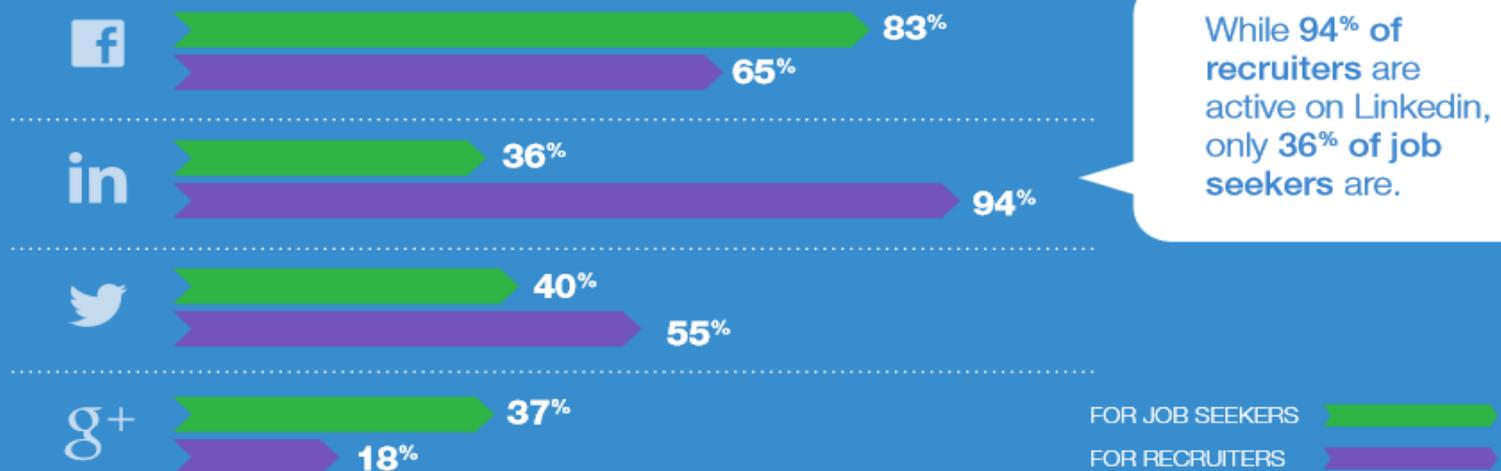
- **A new member joins LinkedIn approximately every second**
- **Half of LinkedIn members are outside of the U.S**
- **Executives from all Fortune 500 companies are LinkedIn members**



Recruiters LOVE LinkedIn! Jobvite 2014.

While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

Most popular social networks



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



Daniel Fisher

GM Dealer Programs Coordinator at Huddle Inc.

Greater Atlanta Area | Sports

Current

- GM Dealer Programs Coordinator at Huddle Inc.

Past

- Marketing Trainee - B.A.T. Team at Atlanta Braves
- Street Team at Tampa Bay Rays
- Intern at Hyannis Mets

Education

- Georgia State University - J. Mack Robinson College of Business
- Ithaca College
- Suffield Academy

Connections

257 connections

Websites

- Blog
- Company Website

Daniel Fisher's Summary

I graduated from Ithaca College in Ithaca, New York with a B.S. in Sport Management and Economics in December 2008. I currently am pursuing my MBA from Georgia State University in the field of Managerial Sciences.

My career focus has been to work in business. Thus far, I have gained my experience through the Baseball Industry. In 2009, I was employed by the Atlanta Braves Baseball Club as marketing trainee. I have worked with the Hyannis Mets of the Cape Cod Baseball League and the Tampa Bay Rays previous to the Braves.

In addition to my pursuits in baseball, I enjoy writing about Sports. Recently, I was published in the Women in Sports and Physical Activities Journal for an essay written regarding Title IX and the pertinent issues to sport. I also maintain a blog that discusses baseball among other topics.

I am originally from West Suffield, Connecticut where I attended Suffield Academy.

Motivational Quote: "Your attitude will determine your altitude."

Specialties

Collective bargaining, history of baseball, baseball economics, sales & marketing, fan entertainment.

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:

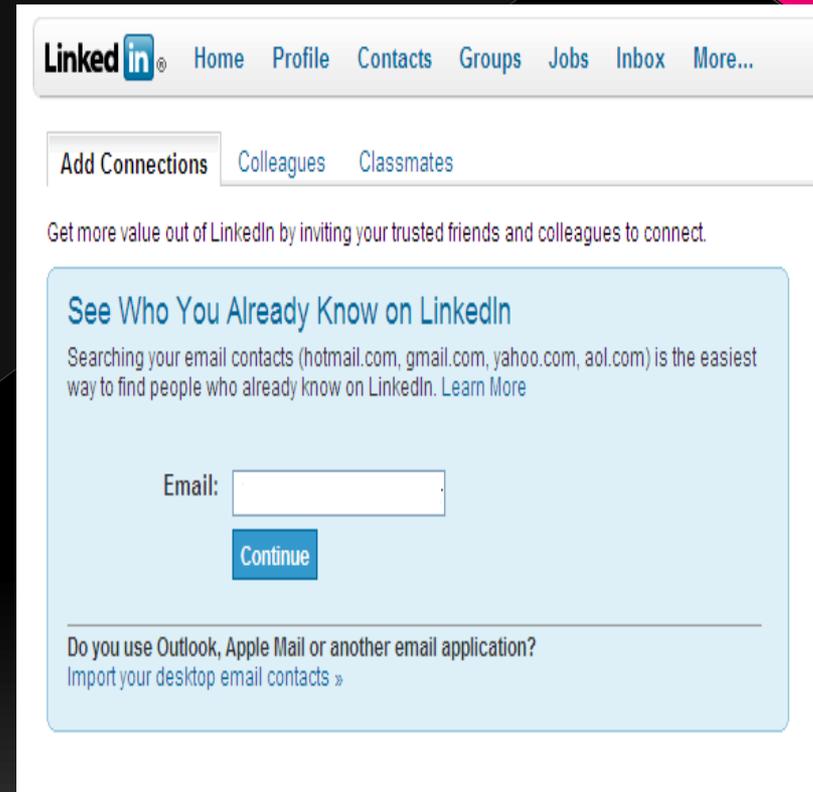


Make “Connections”

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)



The screenshot shows the LinkedIn 'Add Connections' interface. At the top, there is a navigation bar with the LinkedIn logo and links for Home, Profile, Contacts, Groups, Jobs, Inbox, and More... Below this, there are two tabs: 'Add Connections' (which is active) and 'Classmates'. A message reads: 'Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.' Below this is a light blue box titled 'See Who You Already Know on LinkedIn'. The text inside says: 'Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people who already know on LinkedIn. Learn More'. There is an 'Email:' label followed by a text input field. Below the input field is a blue 'Continue' button. At the bottom of the light blue box, there is a link that says: 'Do you use Outlook, Apple Mail or another email application? Import your desktop email contacts »'.

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:

1  Your Connections Your trusted friends and colleagues	11
2  Two degrees away Friends of friends; each connected to one of your connections	1,100+
3  Three degrees away Reach these users through a friend and one of their friends	143,000+
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, its easy to connect to them.

However acquiring 2nd and 3rd degree contacts is a tad trickier.

2nd Degree contacts

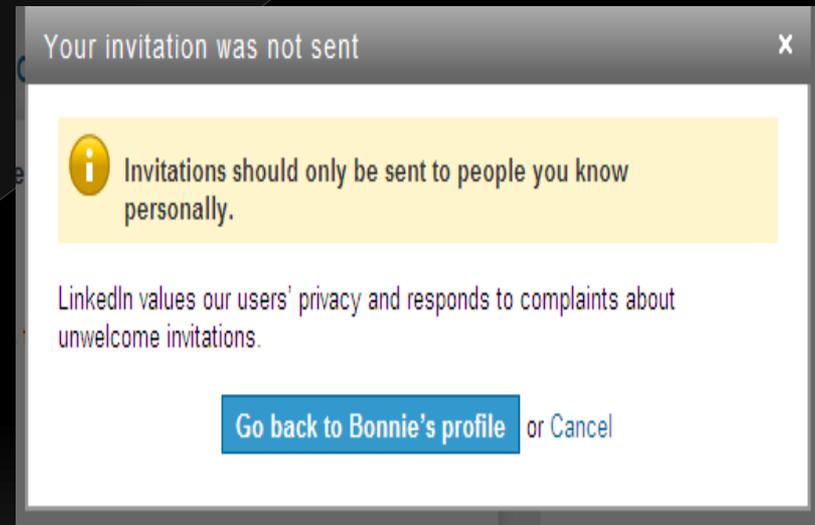
- Get introduce through a connection you already have.
- Add them to your network.

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 other’s 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](#)

http://linkedin.com/alumni



Search for people, jobs, companies, and more...



Advanced



Kent State University

Share:

Attended to Include people with no dates

Where they live

United States	37827
Cleveland/Akron, Ohio Area	19335
Canton, Ohio Area	2677
Columbus, Ohio Area	2198
Youngstown, Ohio Area	1750

See more |

Where they work

Kent State University	2169
Cleveland Clinic	328
The University of Akron	130
Progressive Insurance	125
University Hospitals of Cleveland	119

See more |

What they do

Sales	4198
Education	3941
Operations	3453
Arts and Design	2443
Media and Communication	2241

See more

38,711 students & alumni found Hide my connections

Search profiles



“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!**

