



Social Media, Youth & Employment



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Should social media be part of a
job search strategy?

YES!

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WHY?

- Employers and recruiters using LinkedIn and other social networks **rather than job boards** to source employees
 - Connect with employers and recruiters
 - Stay in touch with personal network
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Statistically speaking, did you know...

- LinkedIn is the #1 social media site used by Canadian recruiters
 - 87% say social media has improved their ability to connect to candidates
 - 64% say they use Facebook to connect to candidates (up 20% since 2009)
 - 22% say they use Twitter (up from 9% in 2010)
 - **87% say it's one of their primary resources when looking for candidates**
(a 26% increase over 2009 levels)
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Times have Changed!



This is not your parent's job search

Furthermore...

- 79% of hiring managers and recruiters review online information about applicants before making a hiring decision
 - 70% of them have rejected candidates based on information they found online
 - Concerns about lifestyle
 - Unsuitable photos or videos
 - Inappropriate comments
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facebook

- Young people express more negative emotions and swear more than older users
 - Teens make almost 3x as many wall posts as users aged 40-50
 - Users in their early 20s list the most activities in their profiles of any age group
 - Users in their 20s are tagged in 281% more photos than those in their 40s (same number of photos)
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Online Video



20% of people under 32 have posted video of themselves online

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“Job seekers should always be aware of what's on their social media sites and assume someone is going to look at it.”

*E. Chandlee Bryan, co-author of
“The Twitter Job Search Guide”*

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Action Steps

- Hide personal pictures
- Omit political and/or religious views
- Delete objectionable material posted by others on profile

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Issues and Trends

- Employers asking applicants for login information
- Employers asking applicants to be friends on Facebook

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facebook



- Create a list of personal friends and family members
- Adjust Privacy Settings so most items can only be viewed by people on this list

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HOW?

*“Without specific goals,
social media will become a
complete time-suck.”*

John Haydon

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SMART Goals

- Specific
- Measurable
- Attainable
- Realistic
- Timely

Example:

“I want to connect with three potential employers daily until I get a job.”

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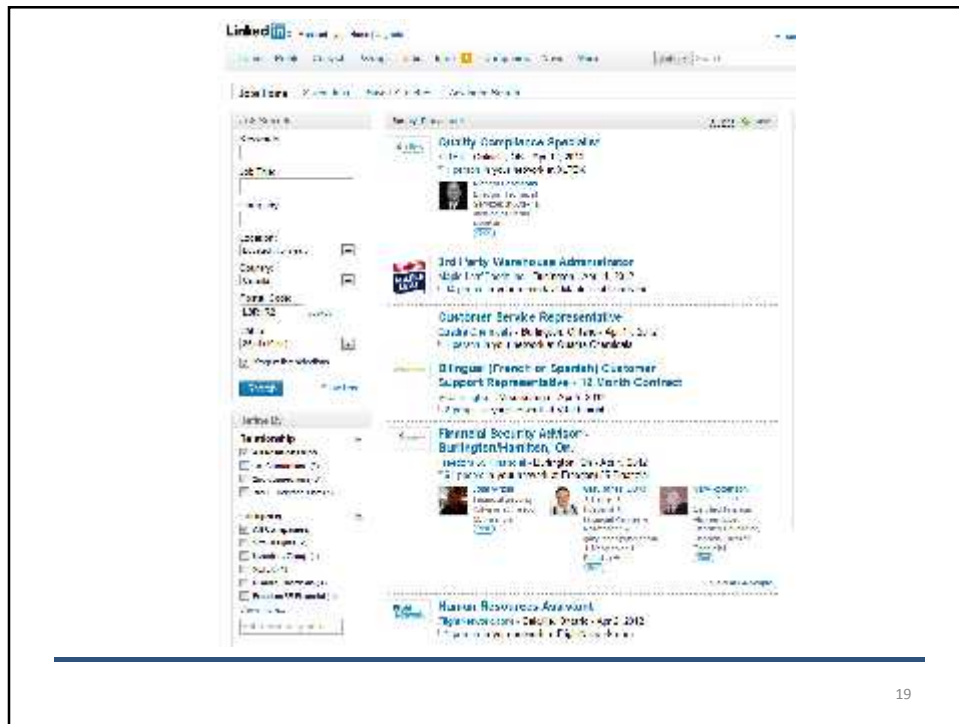


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Search for Job Postings

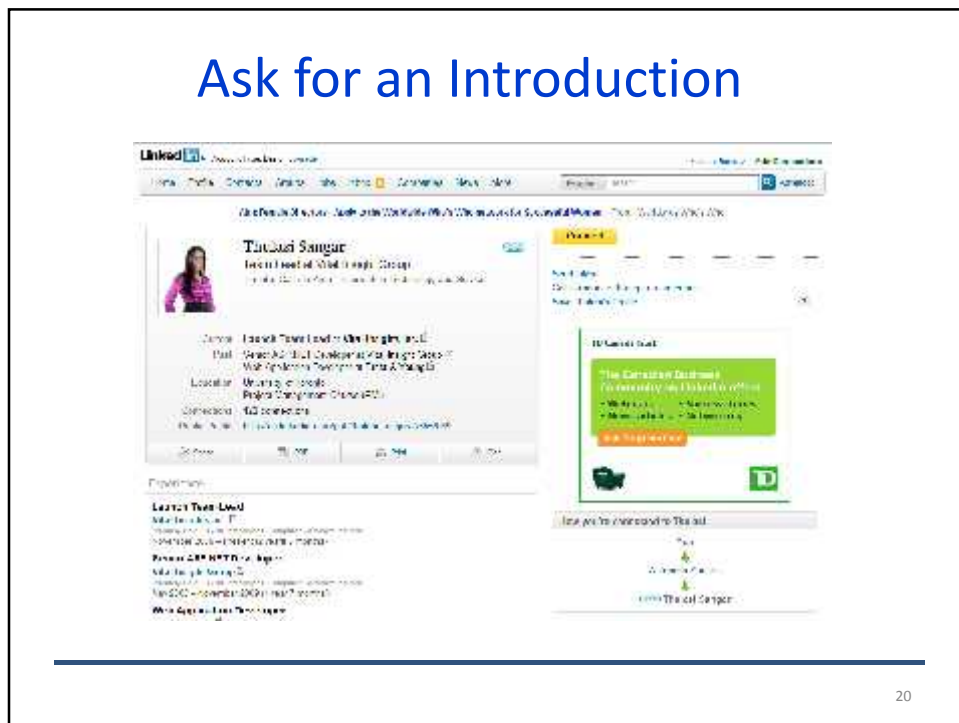
A screenshot of the LinkedIn job search interface. At the top, there is a navigation bar with links for Home, Profile, Network, Groups, and Jobs. Below this is a search bar with the text "LinkedIn Jobs". The main search area is titled "Search for Jobs" and includes several filter sections: "Keywords" with a text input field, "Location" with a dropdown menu, "Company" with a dropdown menu, "Remote" with a dropdown menu, "Salary" with a dropdown menu, "Experience" with a dropdown menu, "Education" with a dropdown menu, "Job Type" with a dropdown menu, "Date Posted" with a dropdown menu, and "Date Range" with a dropdown menu. A blue "Search" button is located below the filters. The background is white with a light blue header and footer.

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This screenshot shows a LinkedIn Jobs search results page. The left sidebar contains filters for Job Type, Location, Total Cost, and Job Title. The main content area displays several job listings, including 'Quality Compliance Specialist', '2nd Party Warehouse Administrator', 'Customer Service Representative', 'Bilingual (French or Spanish) Customer Support Representative - 12 Month Contract', 'Financial Security Advisor - Burlington/Hamden, Or.', and 'Human Resources Assistant'. Each listing includes a company logo, job title, location, and a brief description of the role.

Ask for an Introduction



This screenshot shows a LinkedIn profile for TiaLori Sangar. The profile includes a profile picture, name, and a 'Request Introduction' button. Below the profile information, there is a 'People you may know' section listing several contacts. A green callout box on the right side of the page reads: 'The Candidate Dashboard is currently in beta testing. We're looking for your feedback. Please let us know what you think.' At the bottom of the page, there is a section titled 'Are you interested in this ad?' with a 'Yes' button and a link to 'View TiaLori Sangar's profile'.

Search for Companies

The screenshot shows the LinkedIn search results for "Hudson's Bay Company". The page includes the LinkedIn logo, navigation tabs (Home, Network, Groups, Jobs, Education, Companies, News, More), and a search bar. Below the search bar, there are tabs for "Overview" and "Careers". The "Overview" tab is active, showing the company's profile with a logo, a brief description, and a "Follow" button. Below this, there are sections for "People you know at Hudson's Bay Company" and "People who worked at Hudson's Bay Company". The "People you know at Hudson's Bay Company" section lists two individuals: "Associate Replenishment Manager" and "Credit Coordinator". The "People who worked at Hudson's Bay Company" section lists one individual: "Credit Coordinator".

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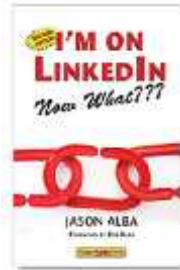
LinkedIn

- Get recommended
- Get found
- Join groups



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Additional Resources



twitter

Search for Job Postings

Hashtags:

- #rtjobs #jobangels #jobs #job
#employment #hiring #HamOnt

Other Search terms:

- Company names, industry specific
keywords, HR, recruiting

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- Be concise (maximum 140 characters)
- Use easy to understand acronyms

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Looking for PR/Marketing/Writing internships/(summer) jobs. If anyone knows of any, please let me know! (And thanks for any RTs!)#HamOnt



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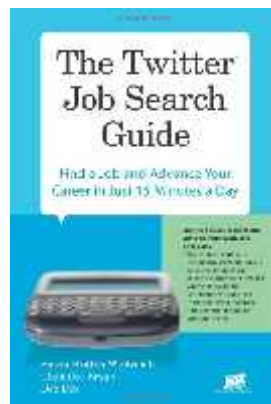
Just completed my #MCSE certification



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Additional Resource





A screenshot of a Facebook page for 'monster BeKnown'. The page header includes the Facebook logo, a search bar with the text 'Search', and a user profile picture for 'Justin'. The main cover image features the text 'monster BeKnown' in a stylized font, with a cartoon bee character holding a briefcase. Below the cover image, the page name 'BeKnown' is displayed with a 'Like' button and options for 'Go to App' and 'Message'. A small profile picture of 'BeKnown' is shown on the left. Below the name, there is a section for 'Info' with the text 'Technoter was named powerfully on December'. To the right, there are buttons for 'Like' (133k) and 'Go to App'. At the bottom, there are tabs for 'About', 'Photos', and 'Live'.

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A screenshot of a Facebook page for 'BranchOut'. The page header includes the Facebook logo, a search bar with the text 'branchout', and a user profile picture for 'Justin'. The main cover image features the text 'The #1 place to network and find jobs on Facebook'. Below the cover image, the page name 'BranchOut' is displayed with a 'Like' button and a 'Message' button. A small profile picture of 'BranchOut' is shown on the left. Below the name, there is a section for 'Corporate Office' with the text 'This is the official BranchOut US page'. To the right, there are buttons for 'Like' (443k) and 'Message'. At the bottom, there are tabs for 'About', 'Photos', 'Live', 'Videos', and 'A BranchOut Thanku'.

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Your Social Media Policy

- Will you connect with clients? How?
- Organizational expectations
- Ethical considerations – confidentiality

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References

<http://careerenlightenment.com>

<http://OnlineDegrees.com>

<http://www.eurocompr.com>

<http://multifamilymayhem.wordpress.com/>

Special thanks to Maureen McCann of Promotion Career Services

<http://mypromotion.ca>

Learn more...



CPC
CAREER PROFESSIONALS OF CANADA
WORKING TOGETHER
FOR CAREER SUCCESS

PROFESSIONAL MEMBER TALK-Networking - Integrating Social Media into an Effective Job Search Strategy

When: **Wednesday, April 18, 2012 12:00 PM - 2:00 PM**
Where: **Virtual Event - All CPCC Members**
Registration: **PROFESSIONAL MEMBER \$100**

Do you have any social media job tips, ideas, and/or advice that you would like to share with the rest of the group? What tips do we suggest and do you have?

Do you have questions on the call?

1. Do you perceive actual media with your members? Why/Why not?
2. What are the advantages, disadvantages, and risks of social media in job seeking?
3. Are there any other solutions you would recommend to job seekers and others who want to use social media to find a job? How do you see social media changing the job market?

What is your networking? Talk and share.

Questions & Answers

