

# Social Media & Your Career: **What's the Real Deal?**



Presented by Matt Youngquist, Career Horizons

If you're attending this webinar, there's a pretty good chance you're not a social media expert. In which case, you're probably wondering:  
"Is it high time I jumped on this bandwagon?"





**“These social media sites are all just a bunch of hooey. I’m an experienced professional and I don’t have time to mess around with this stuff. I build relationships the old-fashioned way!”**

**“You’re crazy! Social media is the new way everybody’s communicating, and if you’re not on the train, you’re under it. Get with the times or your career will suffer!”**



# Five Practical Questions

*Are social media sites...*



- 1) **Critical to learn as a marketable job skill?**
- 2) **Key to “being found” by employers/recruiters?**
- 3) **Useful for tracking down available job leads?**
- 4) **A great way to brand and differentiate yourself?**
- 5) **Essential to building and maintaining relationships?**

# Question #1:

## Are social media sites critical to learn as a marketable job skill?



# *Answer: It depends on what you do for a living!*

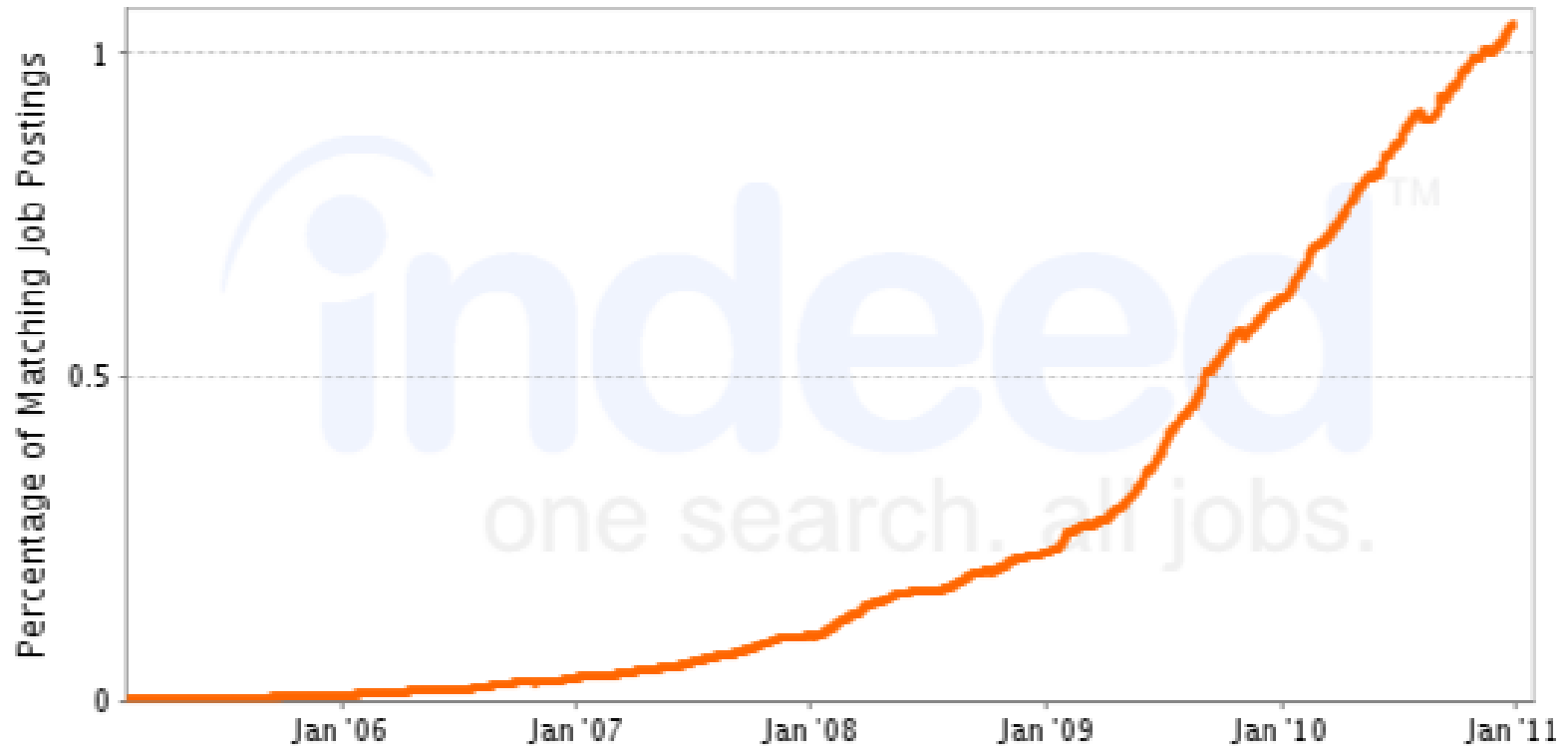
- If you're in sales, marketing, PR, media, or the HR/recruiting field, these sites are going to be (already are?) an **essential job competency**
- If you're in **any other field**, it's probably not mandatory—*yet*—for you to master these tools
- One great way to evaluate the importance of social media to your *specific* career field is to search the **Trends** section on Indeed.com using the formula: **title:“your job title” AND (“social media” OR “social networking”)**  
e.g. title:accountant AND (“social media” OR “social networking”)



# Do You Need to Know This Stuff?

Job Trends from Indeed.com

— "social media" OR "social networking"



**Five years ago, there were almost no jobs that required social media experience; today, as you can see above, we've passed the 1% mark – and it's unlikely this trend will be slowing down!**



**Question #2:**  
**Are social media sites key to**  
**“being found” by employers/recruiters?**




## *Answer: Yes, and this is only going to grow!*

- A recent WSJ article says 80% employers are planning **more** social media usage in recruiting; 24% will **decrease** use of traditional job boards
- Creating profiles on social media sites is a “**fire and forget**” strategy offering high potential return for a fairly minimal time investment
- I recommend you create **keyword-rich** profiles on LinkedIn, Twitter, Google Profiles, Zoominfo, and individual job boards specific to your field
- Facebook? Used mostly for informal reference checks, not direct sourcing. So it’s not essential to be on Facebook, but if you are, **keep it clean!**



Sort by: Relevance ▾ View: Mycusto... ▾ [Edit]

5,348 results  Save



**Bryce Phillipy** (2nd)

Broadcast Media Professional Management  
Greater Seattle Area | Broadcast Media  
276 connections

Current: General **Sales Manager** at Fisher Radio Seattle, Ge



**Kent Abendroth** (2nd)

Channel Sales Manager - NW, Strategic Partners at LSI Corporation  
Greater Seattle Area | Computer Hardware  
228 connections

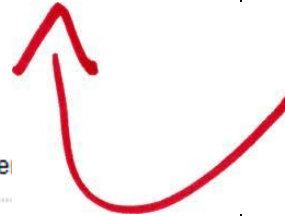
Current: Channel **Sales Manager** - NW, Strategic Partners at LSI more...



**Bryan Boice** (1st)

National Sales Manager at HomeAway.com  
Greater Seattle Area | Computer Software  
265 connections

Current: National **Sales Manager** at Home



There are roughly 5,350  
Sales Managers in the Seattle  
area who are on LinkedIn

**Keywords are King!**

Yet only 51 of them mention  
“contract negotiation”  
anywhere in their profile



Sort by: Relevance ▾ View: Mycusto... ▾ [Edit]

51 results  Save



**Heather Halsey** (2nd)

Customer Advocate for Compass Group Supporting  
Microsoft Meeting Solutions  
Greater Seattle Area | Hospitality  
151 connections

Current: Customer Advocate- Supporting Microsoft Meeting more...



**Jennifer Wilson** (1st)

Group Sales Manager at Edgewater Hotel  
Greater Seattle Area | Hospitality  
500+ connections

Current: Group **Sales Manager** at Edgewater Hotel



**Jennifer Antos** (2nd)

Senior Sales Manager at Bell Harbor International  
Conference Center  
Greater Seattle Area | Events Services  
191 connections

Have you thought hard about  
the **language**, **keywords**, and  
**terminology** an eager recruiter  
would use to find you?



## *Other top social networking sites to consider...*

- **Myspace:** Still big, but dwarfed by Facebook
- **Biznik:** Focused on small businesses / consultants
- **Plaxo:** Combines networking w/ address book
- **Bebo:** Strong site in the UK, but might shut down
- **Orkut:** Used heavily throughout India and Brazil
- **Xing:** Big in Europe, especially Germany
- **Ning:** Allows users to create own communities
- **Ecademy:** Lots of users in the UK and India
- **Meetup:** Facilitates group meetings and interaction



Looking for a master list of all social networking sites?  
[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

# Question #3:

## Are social media sites useful for finding published job leads?



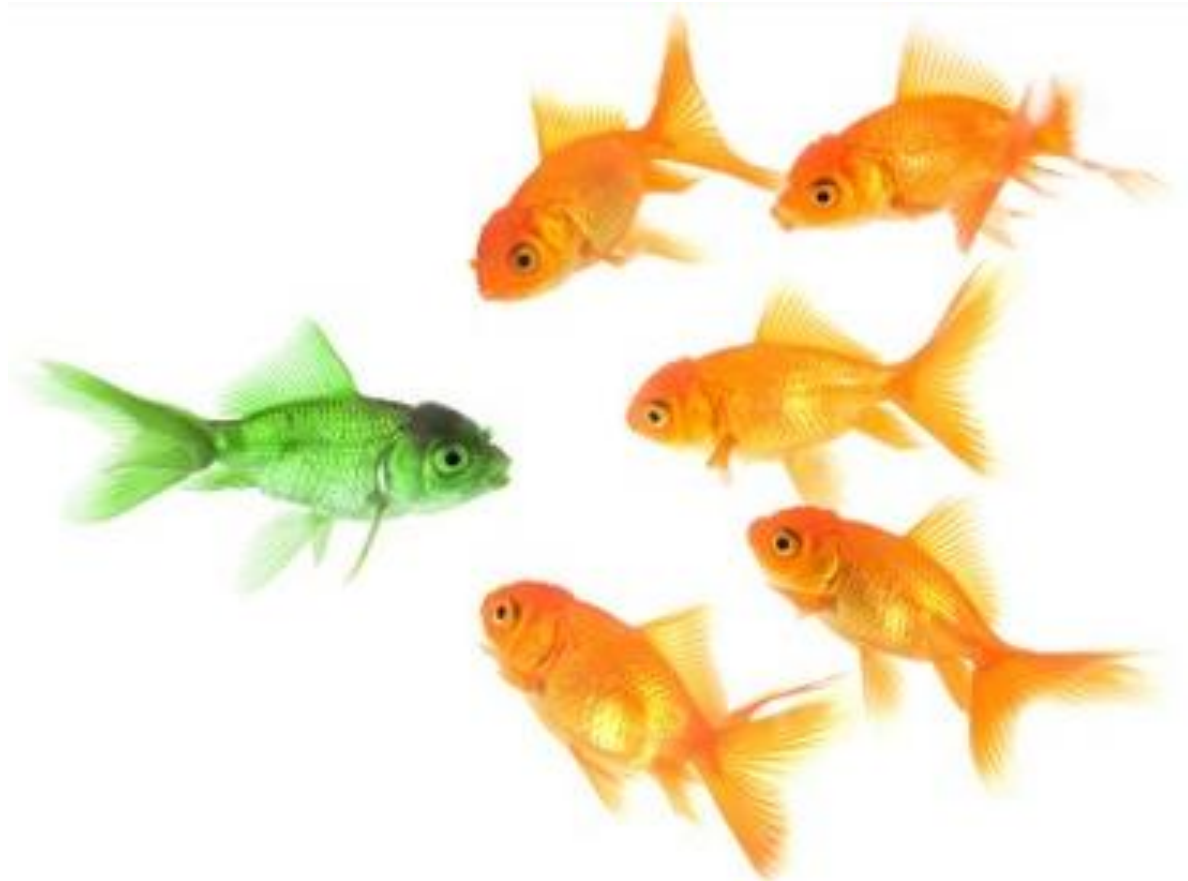
# *Answer: Not as much as you would think!*

- While the **networking** aspect of social media is huge, you won't find many actual **job leads**
- The **vast majority** of leads are much more easily findable via [Indeed.com](http://Indeed.com) and [Simplyhired.com](http://Simplyhired.com)
- **LinkedIn**: Don't be fooled; all leads in the "Jobs" section are immediately listed on SimplyHired
- **Facebook**: [BranchOut.com](http://BranchOut.com) is the hot new career application, but mainly reposts Indeed ads
- **Twitter**: Very limited pool of jobs; try searching on a job title followed by #job (e.g. CFO #job) or using [Tweetmyjobs.com](http://Tweetmyjobs.com) or [Twitjobsearch.com](http://Twitjobsearch.com)



## Question #4:

Are social media sites a great way to “brand” and differentiate yourself?



## *Answer: Yes (but they can hurt your brand, too!)*

- Social media sites allow you to become known as a **thought leader, influencer, and expert**
- Many professionals today, across all industries, **showcase their expertise** by frequently sharing their thoughts with others via social media
- You might **blog, tweet**, create your own **website**, conduct **podcasts**, or form a **LinkedIn group**
- [TweetDeck.com](http://TweetDeck.com) and [Hootsuite.com](http://Hootsuite.com) are two top tools for managing social networking activity
- Reputation management is a growing concern; avoid bad press by Googling yourself and using social media search sites like [SocialMention.com](http://SocialMention.com)



# Jeff Hasen

Brand Architect, Mobile Marketer, Tech Evangelist

A career author and sought-after speaker, Jeff Hasen builds, strengthens and protects brands. Companies benefiting from his talents have landed on Wired's list of most innovative entities on Earth and been named pioneers and the early leader in the burgeoning mobile marketing category.



## Jeff Hasen SUMMIT ALUMNI



Chief Marketing Officer  
HipCricket

Contact Jeff

Public Profile:  
[www.imediainconnection.com/profiles/jeffhasen](http://www.imediainconnection.com/profiles/jeffhasen)

Overview Bio Event Photos Articles Co

### Jeff's Bio

Jeff Hasen builds, strengthens and protects brands. Companies benefiting from his talents have landed on Wired's list of most innovative entities on Earth and been named pioneers and the early leader in the burgeoning mobile marketing category.

Jeff created the certification program for the Mobile Marketing Association (MMA) as one of only two individuals certified by the MMA to train professionals on mobile marketing definitions, techniques and strategies.



## Jeff Hasen

@jeffhasen

Chief Marketing Officer at mobile marketing leader Hipcricket; works with companies to win at "Moments of Trust" that impact sales and brand loyalty  
<http://jeffhasen.com>



About @jeffhasen

4,473 Tweets 379 Following 1,068 Followers 128 Listed

Following

Message

Timeline Favorites Following Followers Lists

jeffhasen Jeff Hasen @Dmcpno tnx for RT 19 minutes ago

jeffhasen Jeff Hasen Deloitte say people talk on the phone and go on #facebook while watching TV <http://on.mash.to/hCpQJS> Hope no one paid big money

## Jeff Hasen <sup>1st</sup>

Chief Marketing Officer

Greater Seattle Area | Wireless



Jeff Hasen Outside of acquiring a new customer, is there a better day for a CMO than one with a glowing cover story on company? <http://bit.ly/ejGONt> We're honored to be called leader by Seattle Business magazine.



The Mobile Marketing Revolution | Was hington and Puget Sound... [seattlebusinessmag.com](http://seattlebusinessmag.com)

12 hours ago • Like (2) • Comment (3) • Send a message • Share • See all activity

Current

• Chief Marketing Officer at Hipcricket

Past

• Director of Global Public Relations at InfoSpace  
• President & Co-Founder at WondDoody Communications

My friend Jeff is a master of personal branding!

# Question #5:

## Are social media sites essential for building/maintaining relationships?



# *Answer: They're the best thing ever invented!*

- In my eyes, this is unquestionably the **#1 benefit** of these sites from a career standpoint
- They offer revolutionary ways to identify specific **people** and **organizations** relevant to your goals
- The casual, quick nature of these sites allows you to maintain hundreds—or even thousands—of global relationships with **minimal effort**
- Social media is perfect for **introverts**; allows for safe, thoughtful, meaningful dialogue
- You'll find, though, people tend to rally around their favorite tool, so you may have to commit to communicating via **multiple channels**



# *Great for maintaining healthy relationships...*

Social media sites make it a snap to keep in touch with numerous contacts. For example, you can:

- Invite people you know to connect
- Forward profiles from one person to another
- Join on-line groups and communities
- “Like” the comments a person makes
- Route relevant articles or job leads along
- Submit testimonials or recommendations
- Share and tag photos/videos of a person
- Ask questions; or answer them from others
- Update people on your current status and goals



# *Tips for finding people on the top three sites...*

## **Facebook:**

Ironically, Google is the best place to search for people on Facebook, using a search phrase such as:  
**site:facebook.com (investment advisor) (Seattle, WA)**

## **Twitter:**

Use the [Twellow.com](http://Twellow.com) directory to find specific users (make sure to read the “advanced search tips” link); also pay attention to who *other* people follow

## **LinkedIn:**

The “Advanced People Search” page offers amazing ways to track down the exact types of people you want to locate; blows everything else away



## *Also, social media users like their egos stroked!*

Another secret? Most of the people who tweet, blog, and use social media to promote themselves LOVE feedback on their work. So don't be afraid to contact them, apply a bit of flattery, and ask some pertinent questions. The results may surprise you!

*“Peter: We haven't met, but I was doing some research on Conenzia and stumbled across your blog posting about the company. Great stuff! I'm currently preparing for an upcoming interview with them and trying to learn more about their corporate culture. Any chance I could give you a quick call or drop you an e-mail to get your thoughts?”*





# Final Thoughts

**Social media is going to be the mainstream way that people communicate with other just a few short years from now.**

**So while these sites are not yet *mandatory* for career success, outside of a few specific fields, taking a few small steps to learn these tools today is a smart idea – and a great insurance policy.**

**Any questions?**



Career Horizons

[www.career-horizons.com](http://www.career-horizons.com)

[free blog]

[free newsletter]

[professional career coaching]

[resume writing]

[corporate outplacement]