

Special Report:

Ignite Your Job Search: Connect, Share and GET HIRED



You've Heard the Advice...

“Go online!” they said.

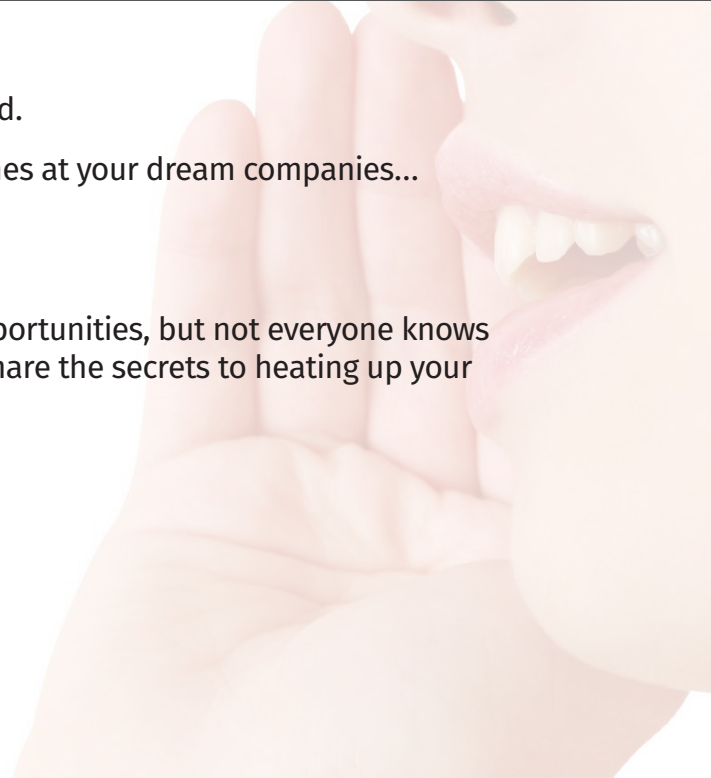
“The best companies recruit on social media!” they said.

So you set up your profiles, “friended” the biggest names at your dream companies...

...and now what?

“Everyone knows” you need to go social to find job opportunities, but not everyone knows how to make that happen. In this special report, we share the secrets to heating up your search and getting hired:

- Why go social?
- Networking via social media – the right way
- Uncover hidden opportunities
- Increase your visibility and influence
- Stand out to recruiters



Social Media Job Seeking By the Numbers

Social media recruiting has exploded in recent years:

- In 2008, **74 percent** of companies were using social media to recruit.
- By 2013, **94 percent** were on the social media bandwagon.
- Nearly half (**48 percent**) of job seekers use social networking **daily**.
- Another **19 percent** leverage their social media networks **two to three times per week**.
- **40 percent** of job seekers say that personal connections landed them their **favorite or best job**.
- **21 percent** found their best job via online social networking.



Social Media By the Numbers: Are Companies Really Hiring?

Yes! Here's what top employers use social media to do – and why they like it:

- About **37 percent** of employers check out candidate's social media profiles.
- Employers who use social media to hire, report a **49 percent** improvement in candidate quality.
- Among recruiters, **89 percent** announced finding new talent via LinkedIn.
- Employers realize that **71 percent** of the U.S. labor force is actively looking for a new job or will take one if the right offer is made. This includes **51 percent** of those *already employed* – people who often have a strong social media presence.

With these numbers in mind, leveraging social media to land the job you're looking for is a natural choice. Here's how.

37%

49%

89%

71%

51%



Where's the Party? Choosing Your Networks

Choosing which social media networks to use can be daunting – and you certainly don't have to join them all! Here's where to focus:

LinkedIn. The only social media site specializing in business is a natural place to start. It's also the most popular among recruiters.

Facebook. Facebook allows you to “like” companies you want to work for and “friend” professionals you admire, making it easy to share both comments and content.

Twitter. Twitter's rapid-fire, 140-character communication isn't for everyone, but some professionals thrive in this environment. It's a great way to share links and quick “bursts” of info.

Google+. Google's small but growing social media network offers an alternative to LinkedIn for a number of professionals. Sharing blog posts, Google Drive sources, and other projects is simple on this streamlined site.



Social Media Networking: How to Master the Connection (Without Losing Your Mind)

How do you get the most mileage out of your social media profiles? Make a plan:

- **Day One: Profile Planning.** Make sure your profiles contain enough information for employers to see what you do best. Learn more about how to write LinkedIn headlines that “pop,” or get that professional photo you need to represent your image online.
- **Day Two: Join Up.** Find the most active, vibrant groups in your industry. Join them.
- **Day Three: Make Friends.** “Like” your favorite companies, add professionals you admire to your contacts or friends lists, and introduce yourself.
- **Day Four: Share.** Spend some time reading news, blogs, and other information in your industry. Share links to the most interesting content, with a few comments of your own. Comment on other people’s questions and contributions when you can add to the conversation.
- **Day Five: Go Hunting.** Check out company social media streams for job postings.

Rotate through these days to keep your social media presence “fresh” without burning out. Take a day or two off in each rotation, or double up tasks.



Find the Best Job Opportunities – Hidden in Plain Sight

Once you've connected with others online, how do you hunt out the right job opening for you? Here's where to start:

Do get connected to your favorite companies' professional feeds. "Like" or "follow" to see updates from your dream employers in your own social media feed. If a target employer posts a job opening, job fair, or other useful employment tip, you'll know right away.

Do think of yourself as a resource, not a seeker. Participate in online discussions and share information that relates to your work in interesting ways.

Do give more than you take. When you offer thoughtful answers to questions, interesting content, or professional observations, your social media contacts start thinking of you as a source of help, not a demand on their time. Aim to share and offer insight four times for every one time you ask for help.



Finding the Best Online Job Openings: What NOT to Do

When you head into the social media job-seeking world, move forward, not backward! Here's what NOT to do:

Don't message your new contacts asking for work. You want your contacts to think of you as a professional and a resource, not as a person in need of a handout.

Don't devote too much of your time to the popular job boards. A quick look through Simply Hired, CareerBuilder, Monster, or Indeed are OK – but save most of your online time for building your social media presence and targeting the companies that interest you most.



Reading Your Profile through Employers' (and Recruiters') Eyes

As every job seeker knows, more and more employers check social media profiles. In fact, about **37 percent** of employers check out a potential hire's profiles to evaluate character and personality.

What are employers doing when they read your profile?

- **Evaluating your professionalism.** **65 percent** of employers who screen candidates via social media do it to see how “professional” the candidate appears.
- **Estimating your “fit.”** Companies who screen via social media do it to evaluate a person’s “fit” with the organization **51 percent** of the time.
- **Examining your qualifications.** Another **45 percent** of companies check out a candidate’s profile to see if he or she has the qualifications they’re looking for.



Stand Out, Be Noticed, Get Hired

Once you know what recruiters are looking for in social media profiles, build a strategy for providing it. Here's what to think about:

Professional presence. A professional photo, a LinkedIn headline or Twitter profile that captures your greatest strength, and content that focuses on your work and your industry – with thoughtful, professional commentary – stands out.

Where do you want to work? Companies trying to evaluate cultural “fit” want to know if you’ll work well with them. Think about the kind of community in which you thrive and the traits that let you do well there – then let those shine through.

Clarify your specialties. Let employers and recruiters know what you do best by describing your accomplishments, talking about emerging problems and challenges, and linking to examples of your best work.



Why Seek a Recruiter Online?

Expanding your job search into social media doesn't just reach top companies – it also reaches recruiters who specialize in your industry and know where the best jobs exist. Check out the numbers:

- **94 percent** of recruiters participate on LinkedIn, and **65 percent** check out Facebook.
- **64 percent** of recruiters find their highest-quality candidates from referrals – including **referrals** made by clients who meet potential new hires via social networking.
- **59 percent** of recruiters go **straight to the social-networking source** to connect with new talent.
- **59 percent** watch participation on **corporate blogs and career sites** to identify promising candidates.



A person in a grey suit and tie is holding a white sign. The sign has the text "you're HIRED!" written on it in a casual, handwritten style. The background is a blurred image of the person's torso and arms.

Double Duty: Impress Recruiters While Targeting Top Companies

Connecting with recruiters via social media goes hand in hand with targeting employers in your industry. To find the right recruiter for you online, add these steps to your regular, professional participation:

- **Connect with recruiters.** Use LinkedIn to find employment agencies and recruiters in your industry. Connect with them online to share information.
- **Use social media to track job postings from recruiters.** Just as you can follow employers' postings via LinkedIn, Facebook, or Twitter, you can follow many staffing firm job boards as well.
- **When you find a recruiter you trust, express interest.** Asking a potential employer online if you can have a job probably isn't a smart move. But if you find a staffing agency you want to work with, don't be shy! Register and inquire about current and future employment opportunities.



Sources:

1. <http://www.job-hunt.org/social-networking/social-media.shtml>
2. <http://blog.capterra.com/top-15-recruiting-statistics-2014/>
3. <http://web.jobvite.com/rs/jobvite/images/2014%20Job%20Seeker%20Survey.pdf>

