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Social Media and Recruiting

Presented for
AK SHRM Conference 2014

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Session Agenda



- Social Media 101
- Twitter
- LinkedIn
- Using Them Well

Social Media

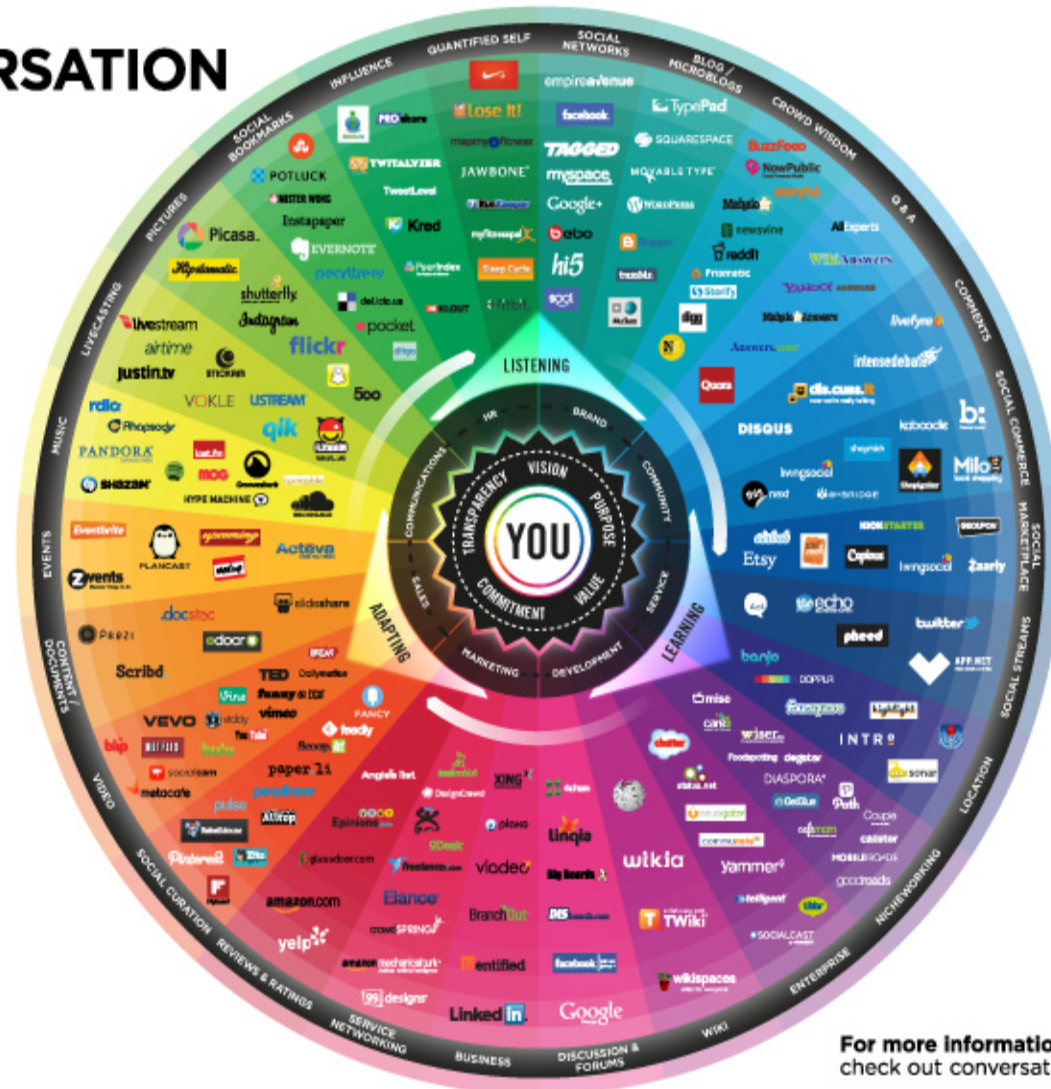
- Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content
- Collection of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration
- Plethora of super cool and easy platforms that build your professional and personal social posse by allowing you to share information, resources, insight and the occasional chuckle

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Social Media Tools

THE CONVERSATION PRISM

Brought to you by
 Brian Solis & JESS3



For more information
 check out conversationprism.com

Purpose of Social Media...from a *Marketing* perspective



Purpose of Social Media...from a *Recruiting* perspective



Connections

- Current Employees
- Past Employees
- Temporary Employees
- Seasonal Employees
- Contracted Employees
- Vendors
- Stakeholders
- Customers

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Connecting With Connections



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Connections Connecting Connections



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Multiple Recruiters Recruiting



Whatcha Currently Doing?

- Company website
- AlexSys or other “government” sites
- Commercial job boards/sourcing
- Professional job boards
- Newspaper
- Craigslist
- *Business Facebook Page Post*
- *LinkedIn Status Update*

Whatcha Currently Finding?

- Is costly in both direct and indirect expense
- Relies upon active job seekers
- Is one-way communication
- Is typically limited to “vacancy”
- Has very limited “sharing” capabilities

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Helloooo... is there
anyone out there?!?

Where'd the People Go?



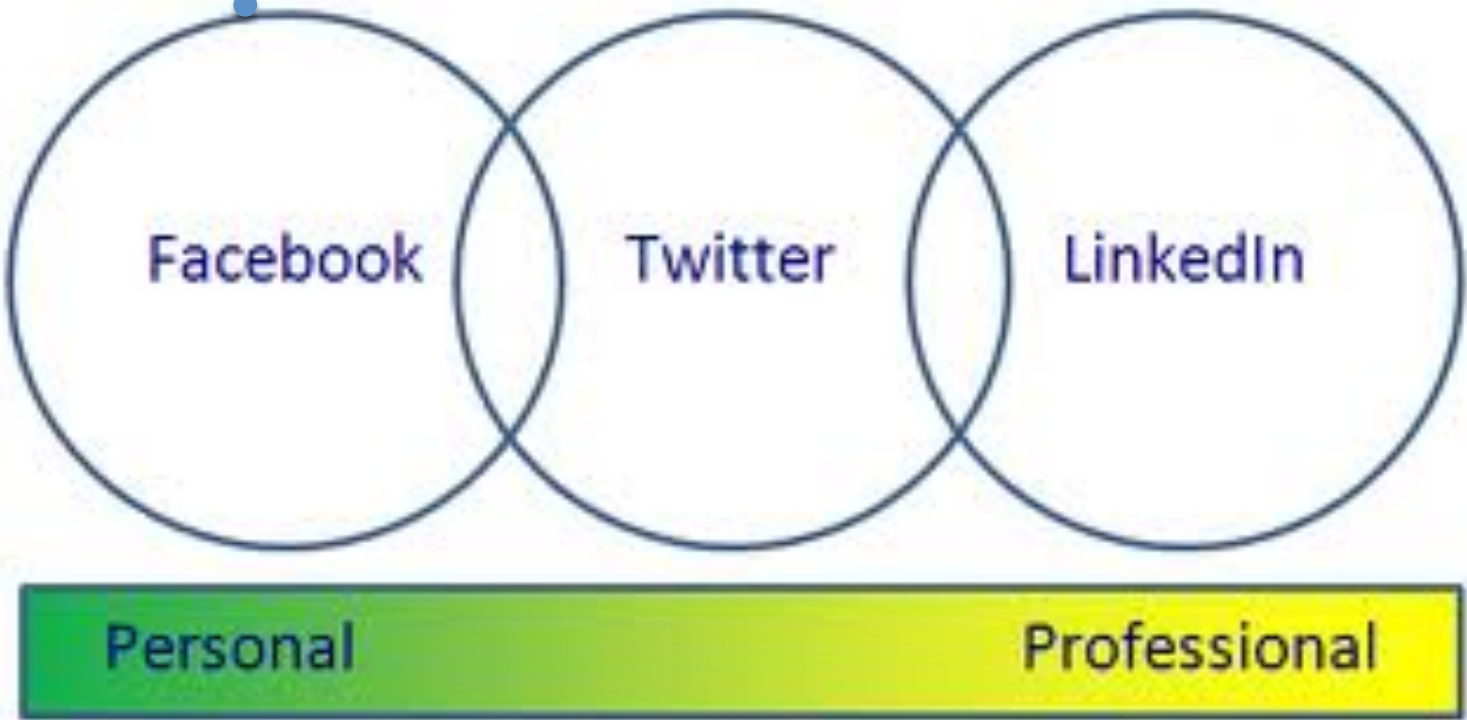
- 1 Billion registered Twitter Accounts

250 Million *Active Users Monthly*



- 300 Million LinkedIn Users

1.28 Billion, BTW
WOWZA!



Twitter 101



Completely “open” network

Engage with users you don't know

Not Intrusive as Email, Phone, Text or other SoMe networks



FREE



Can share links, pictures, videos, etc.



Direct Messaging is available for people who follow you

Twitter 101, cont.



Twitter Chats rock!

(<http://tweetreports.com/twitter-chat-schedule/>)



Characters are limited



Only effective if target audience is present and active



More effective if you expand your activity beyond recruiting

Using Twitter for Recruitment



Create your profile



Follow local

Local organizations, businesses, “celebrities”, stakeholders, employees, etc.



Follow regional

Vendors, partners, customers, competitors, etc.



Utilize Twitter Chats

Using Twitter for Recruitment, cont.



Tweet content

(news, jobs, information, insight, etc.)



ReTweet (RT) with a purpose

(comment when necessary)



Respond, engage and thank



Seek, find and follow

LinkedIn 101



Social/Professional network
(not an “open” network)



FREE
(Upgrades range from \$20-\$75 per month)



Company pages
(Career Pages for nominal fee)



Job posting and “Sponsored Jobs”

LinkedIn 101, cont.



LinkedIn groups



Can share links, pictures, videos, etc.



InMail

*(limited use in contacting “non” contacts
unless you have purchased upgrades)*

LinkedIn 101, cont.



Effective if target audience is present and active OR if you're willing to be pro-active and reach out



More effective if you expand your activity and reach out/engage

Using LinkedIn for Recruitment



Create profile



Invite network to connect

Previous and current coworkers, employees and supervisors; professional contacts; previous colleagues; previous students/classmates; vendors; stakeholders, etc.



Create company page

(employees are automatically members, upgrades available for career pages, analytics, audience targeting, etc.)

Using LinkedIn for Recruitment



Create group

Invite others to join and share information, promotions, jobs, etc.



Share an update

(news, jobs, information, insight, etc.)



Share updates/content of others in your network

(comment when necessary)

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Using LinkedIn for Recruitment

 Respond, engage and thank

 Seek, find and connect

 Cheat – but do it honestly

Cheating...honestly



Use “Advanced Search” to **SOURCE** potential candidates



If they are connected to one of your connections, ask him/her to introduce you.



If they are not connected to one of your connections, invite them to connect with you but be honest about reason.

Hashtags



Hashtags

- # Numbers and Letters Only
- # Used for research
- # Used for tone/voice (personality and fun)
- # Can promote events or campaigns
- # Can serve to consolidate “branded” tweets
- # Provides platform to start a conversation

Helpful Tips



Choose A Photo Wisely



Make Your Bio/Profile Count



Build Your Network (Follow/Connect)



Listen, Like, Reply, Retweet/Share



Search Creatively



Encourage Current Network to Use SoMe



Don't *Just* Post Jobs



Be Social

Remember...

- SoMe requires “intentional” work.
- SoMe is a tool *AS VALUABLE* as any you are paying for...if not more so.
- SoMe isn't a magic bullet – it takes commitment and time.
- SoMe is fun provided you keep it positive, lighthearted and real/authentic.

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Next Steps...



Heather Kinzie, SPHR, GPHR

- Strategic Management
- Workforce Planning
- Employee and Labor Relations
- Human Resources Development
- Process Improvement (LEAN)
- Facilitation, Mediation and Team Building
- Public Speaking



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