

# Social Media

## -Building a Sustainable and Strategic Presence



May, 2017

-Andrew Morton  
 Director of Social Engagement, SHRM  
 @SHRMSocial  
 Andrew R. Morton on LinkedIn

SHRM

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### Defining Social Media

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~~Isn't What is Social Media?~~

SHRM

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### My First Lesson in Social Media

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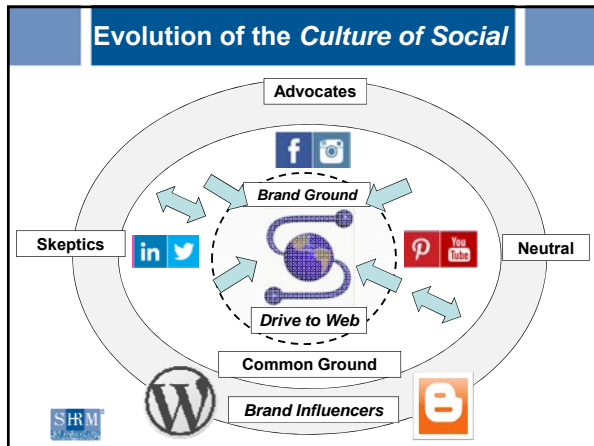
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### Is it really that complicated?

**No.. But it's not easy!**

#### Platform Management

*Selecting & learning the right platforms*

#### Content Management

*Real, Relevant & Reliable Content Following the 4-1-1 Rule*

#### Community Management

*Growing and meeting the demands of your followers*

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## Building Your Brand

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## Updating Your LinkedIn Profile 7



**Bart Rylander**  
 Chief, IGACS Section, US Army Corps of Engineers  
 Portland, Oregon Area | Defense & Space

Education: US Army Corps of Engineers, University of Portland  
 Education: Lewis & Clark Law School


72 connections

### Choosing the Right Photo

### Highlighting Your Work Experience

**The Technical Project Manager Who Knew His Potential Was Being Squandered, So He Quit**  
 Lighthouse eDiscovery  
 July 2010 – March 2013 (2 years 9 months)

**The Logistics Guy That Spent Most Of His Time Cheering His Seahawks Instead of Working**  
 Blush Marketing, LLC  
 September 2007 – September 2008 (1 year 1 month) | Greater Seattle Area




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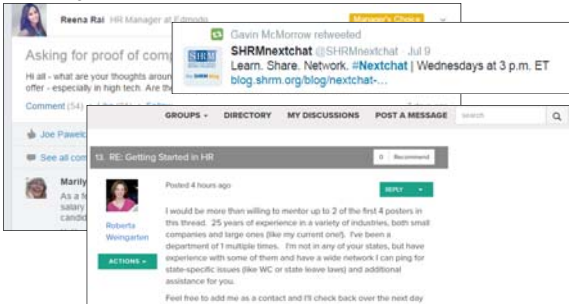
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## Following the 90-9-1 Rule 8

### Develop your Profile, Participate and then Produce



**Following the 90-9-1 Rule**

Develop your Profile, Participate and then Produce

Hi all - what are your thoughts about offer - especially in high tech. Are th...


Comment (54)

13. RE: Getting Started in HR

Posted 4 hours ago

I would be more than willing to mentor up to 2 of the first 4 posters in this thread. 25 years of experience in a variety of industries, both small companies and large ones (like my current one). I've been a department of 1 multiple times. I'm not in any of your states, but have experience with some of them and have a wide network I can ping for state-specific issues (like WC or state leave laws) and additional assistance for you.

Feel free to add me as a contact and I'll check back over the next day.




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## Your Organization's Brand




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## "War For Talent" Gets Tougher!

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**Keeping what you have....**

**Satisfaction:**

2015: 45% 45% of employed workers are not actively seeking but are open to a new job.

2016: 51% 51% of workers are satisfied, but open to a new job.

Millennial males are more likely to be satisfied and open (70%)

Overall, 74% of job seekers are satisfied with their jobs. (Especially younger men (85% of them) and married people (80%).)

**Attracting those you want!**

What makes the biggest impact in your impression of a job?

47% Interview

36% Online research

30% Initial contact

30% Conversations with others and company reputation

-Jobvite 2016 Study

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## Finding Talent Through Social

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Source	Percentage
None; did not source any new hires through social media	35%
LinkedIn	57%
Professional or association social networking site	30%
Facebook	19%
Twitter	8%
Google+	4%
Blog	2%
Instagram	<1%
Other	1%

About two-thirds of organizations (65%) sourced new hires through social media in the past year.

SHRM/Ascendo Resources  
Recruitment and Social Media 2015

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## Choosing the Right Platforms

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**Percent of Adult Social Media Users by Platform**

71  
f

31  
p

28  
i

23  
t

**TWITTER**

- 288 million monthly active users
- 88% of Twitter active users are on mobile
- 500 million Tweets are sent per day
- 77% of Twitter active users are outside the U.S.

**INSTAGRAM**

- 300 million Instagrammers
- 70 million photos and videos added daily
- 49% of users visit Instagram every day
- 53% of Internet users aged 18-29 use Instagram

**LinkedIn**

- 22% of LinkedIn users visit this platform daily.
- Users most likely between ages 30-49 years.

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**Attracting and Retaining Talent** 13

- Tap Existing Talent to Help You Find New Talent
  - Use Social to Engage Staff & Foster Better Hires Later

Apps for That!

SRM

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**They places we apply for Jobs** 14

52%

31%

13%

SRM

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**No Catfishing Allowed!!** 15

**Morton LLC Talent Acquisition Strategy**

What You Want Folks To See... And What's Reality!

SRM

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**Participating with Purpose** 16

**Overly Impulsive....**  

**Overly Sensitive...**  

**Over Everything**  

**Our Social Media Challenges....**



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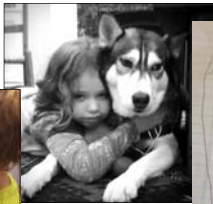
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**Employees and Social Culture** 17

**Visionary Architect** 

**Collaborative Creative Thinker** 

**Adaptive Risk Taker** 



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**Things to Remember!** 18

- **Know your goals**, prepare your profiles and find the **Right Platforms** for you!
- **Embrace technology-** but don't expect technology to win the day for you!
- Foster a **social culture** of engagement, meaningful content, and **Share your Story!**



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*Don't live life on social...  
Share it through social*



-Andrew Morton  
Director of Social Engagement, SHRM  
@SHRMSocial

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