



Frank Alaniz Workforce Regional Liaison

Social Media Sourcing

IN
60
SECONDS...

1
NEW
DEFINITION
IS ADDED ON
URBAN

1,600+
READS ON
Scribd

13,000+ HOURS
MUSIC
STREAMING ON
PANDORA

12,000+
NEW ADS
POSTED ON
craigslist

370,000+ MINUTES
VOICE CALLS ON

98,000+
TWEETS

20,000+
NEW
POSTS ON
tumblr.

13,000+
iPhone
APPLICATIONS
DOWNLOADED

320+
NEW
twitter
ACCOUNTS

100+
NEW
Linked in
ACCOUNTS

1 associated content
NEW
ARTICLE IS
PUBLISHED

THE
WORLD'S
LARGEST
COMMUNITY
CREATED CONTENT!!

QUESTIONS
ASKED ON THE
INTERNET...

100+
Answers.com
40+
YAHOO! ANSWERS

25+ HOURS
TOTAL
DURATION

600+
NEW
VIDEOS

70+
DOMAINS
REGISTERED

60+
NEW
BLOGS

168 MILLION
EMAILS
ARE SENT

694,445
SEARCH
QUERIES

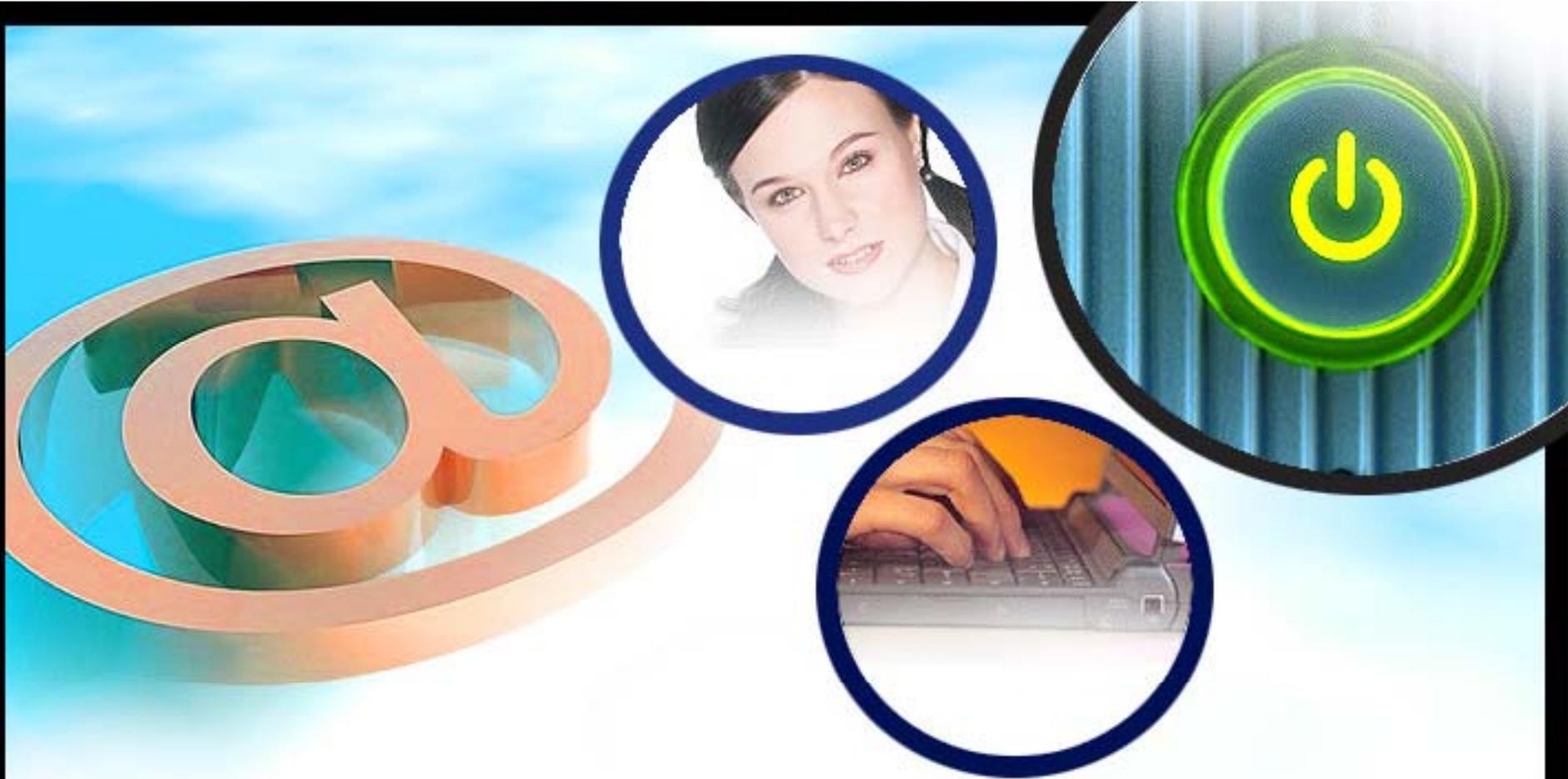
1,700+
Firefox
DOWNLOADS

695,000+
facebook.
STATUS
UPDATES

125+
PLUGIN
DOWNLOADS

79,364
WALL
POSTS

510,040
COMMENTS



Demographics

Social Media

- **Ten Years ago 2002**

- No Facebook
- No LinkedIn
- No Twitter

- **Today**

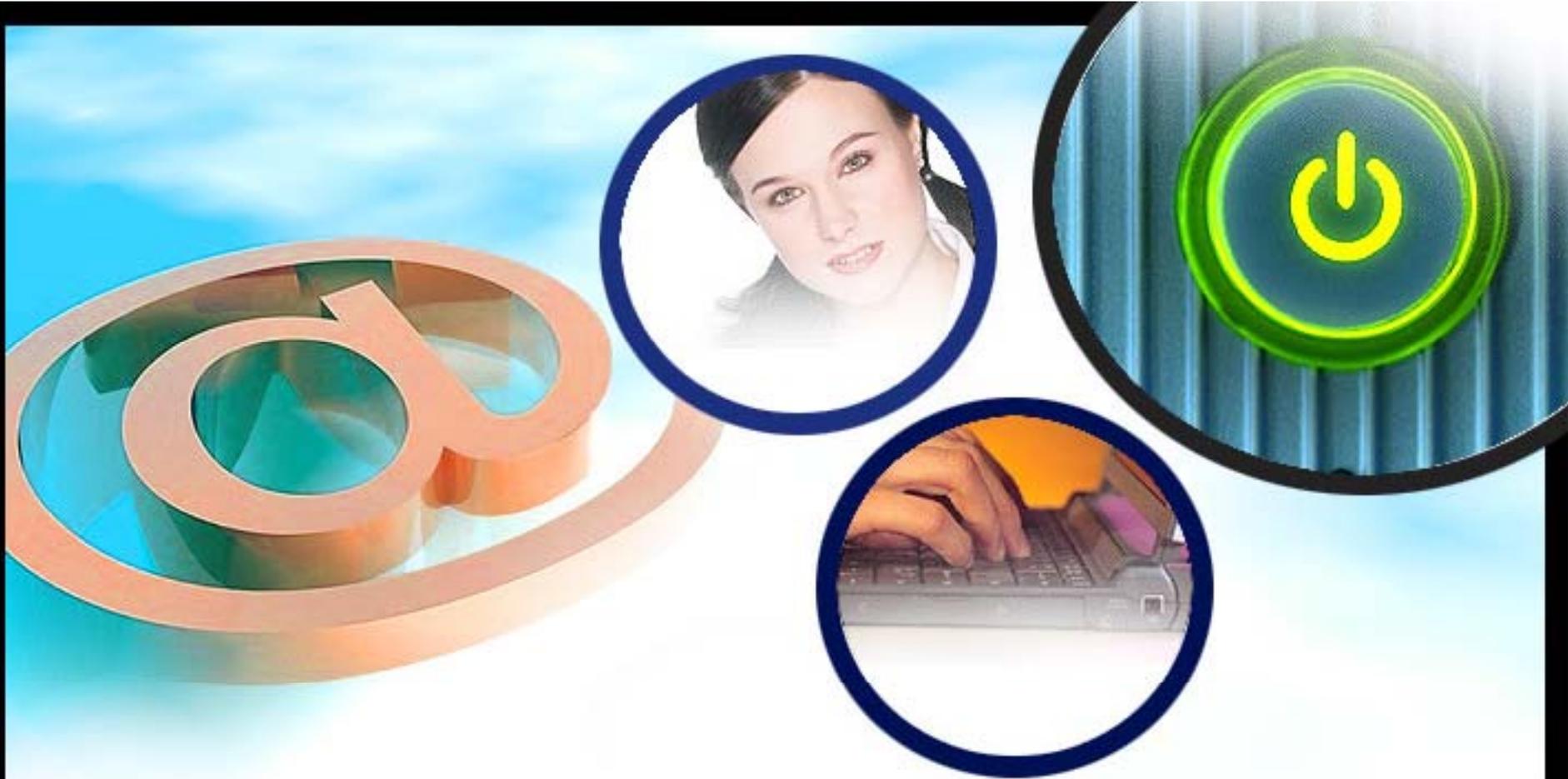
- Facebook – 1 Billion Users
- LinkedIn - #1 Professional Recruiting Site
- Twitter – 1, 680,000 jobs Tweeted in the 30 days



Mobile Space

- **Over 7 Billion People on the Earth**
 - 6.1 Billion Mobile Phones
 - 953 Million Smart Phones
 - 1.3 Billion Land Lines (Peak)
 - 29% of American Households have a Tablet (2 years old)
 - The internet is accessed most often via the mobile space versus any other platform





Must Haves

Social Media

Facebook – Business Page

LinkedIn – Company Page

LinkedIn – Group

Twitter Account

Google+ Business Page

Pinterest

Specialized Social Media Sites





US Time Spent on Social Media

in minutes as of May 2012

170 million users



340 million tweets ea. day



161 million users



97% female users

11.7 million users

901 million users



262 million users

designed by blogging4jobs.com

data from <http://b4j.co/SoMe-no>

Facebook

- **Choose your profile picture wisely**
 - A picture speaks a thousand words. Unless you specifically change your privacy settings, an employer judgment comes from these two pictures.
- **Be known as a job hunter**
 - Update your network of your current job search frequently via Facebook statuses or even personal messages. Your closest friends and family, and even friends of friends will now know you are on the job hunt. This is networking at its finest. As word of mouth is still the best way to land your next job, you never know who might have a good lead.



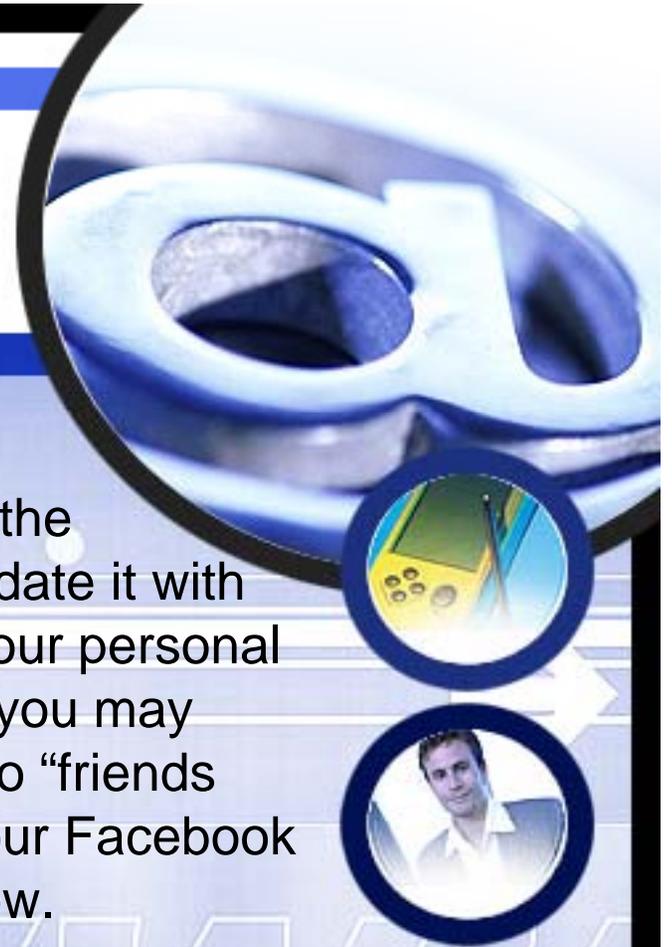
Facebook

- **Optimize Your Profile**

- Be sure your profile is up-to-date and use the information section to your advantage. Update it with your job history and link your network to your personal work (online portfolios, blogs, etc.). While you may choose to have photos tagged of you set to “friends only”, make the professional aspects of your Facebook profile public for potential employers to view.

- **“Like” Ideal Companies in Your Industry**

- By “liking” company pages, you will now be presented with recent news and job openings directly on your Facebook feed. Also, as the company shares their trends and happenings with you, you will begin to discover the company culture.



Facebook

- **Manage Your Privacy Settings**

- Facebook's ever-changing policies make it difficult for users to stay current with the best ways to protect personal information.

- **Simple rules to abide by:**

- If you want to utilize Facebook in your job search, let employers find you.
- Don't be unsearchable; rather, limit the content visible to certain parties.
- Choose "friends only" in your privacy settings for information you do not want to be made public. That way, your employer will not come across photos tagged of you or inappropriate comments posted on your wall by your friends when they search you on Facebook.



Facebook

- **Remember, You Have Options**

- If you are still hesitant to make your personal profile public, create a page instead. By creating a Facebook page, you can display any information you'd like a potential employer to see such as a biography, skills, websites, contact information, and more. You can also link to other pages you "like" by clicking "Add to my page's favorites" on the chosen page to clearly define your network.



Facebook Sourcing

- **Coworker Search**

- Using Facebook's "basic" search interface, you can specify a company and search for "coworkers," even if you're not employed at the company you are searching for. Simply enter a company that you suspect might employ people that you would like to target.



Coworkers Search

Search by Company

Company:

Person's Name:
(optional)

Click "Search for Coworkers" and you'll get over 500 results:

Displaying 1 - 10 of over 500 people.

While it's great that we can find "coworkers" at Verizon, through this kind of search we cannot control what these "coworkers" actually do for a living at Verizon, or where they live (how's THAT for shallow and searchable?).



Google X-Ray

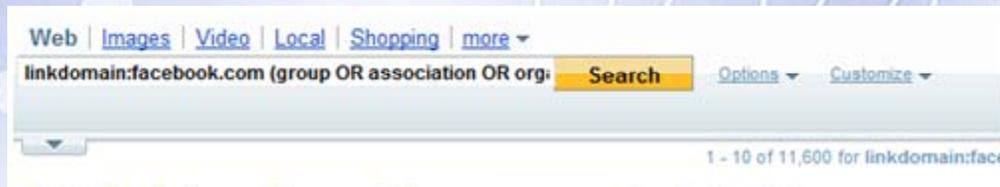
- **First – let's review the 2 major limitations of searching Facebook:**
 - Not every person on Facebook actually publishes location information on their profile
 - Many people on Facebook do not include occupational information on their profile
 - In other words, Facebook is a shallow source of human capital data – specifically location and occupational data. That means there are TONS of people on Facebook that you could source and recruit, but can't, because many of them don't make their location public and/or publish some sort of occupational information on their profiles.



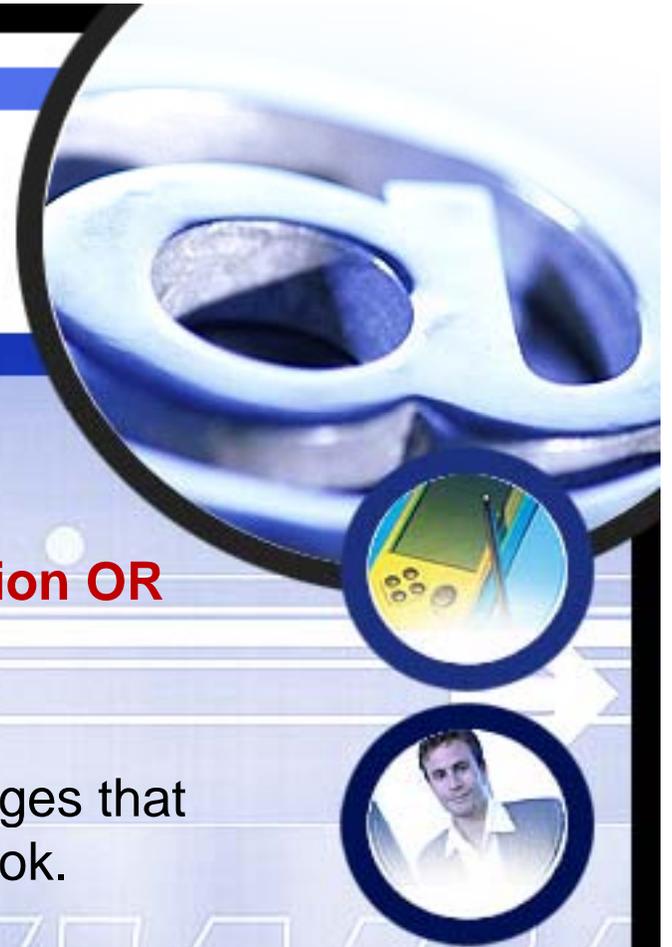
Yahoo Linkdomain

linkdomain:facebook.com (group OR association OR organization) CPA accounting "New York"

- This search returns nearly 12,000 results of pages that mention our keywords and link back to Facebook.



Clicking on the first result you can use CTRL F to search for and find the reference to Facebook:



Modifier

**site:facebook.com (“accountant” OR CPA)
 (“st louis” OR MO)**

Google

site:facebook.com (“accountant” OR CPA) (“st louis” OR MO) inurl:people



Web Images Maps Shopping More Search tools

About 3,080 results (0.37 seconds)



Mixed Results

[Print & Web People - O'Fallon, MO - Consulting/Business Services ...](#)

www.facebook.com/pages/Print-Web-People/282762619554

Print & Web People, O'Fallon, MO. 99 likes · 1 talking ... The Triton Group CPAs continues to receive excellent service and quality from Print & Web People.

[Lisa Benson | Facebook](#)

www.facebook.com/people/Lisa-Benson/100000141774617

Saint Louis, Missouri. Current City ... Like · Wisconsin Institute of Certified Public Accountants · Like · Florida Institute of CPAs · Like · Indiana CPA Society ...

[Newsweek Accountant | Facebook](#)

www.facebook.com/people/Newsweek-Accountant/1448783703

Join Facebook to connect with Newsweek Accountant and others you may know. Facebook gives people ... open and connected. Newsweek Accountant has 27 friends on Facebook and likes 1 Pages. ... Accountant's friends: Ang Mo Kio Cpa ...

[Mo Duong | Facebook](#)

www.facebook.com/people/Mo-Duong/100004021138382

Mo Duong is on Facebook. Join Facebook to connect with Mo Duong and others you may know. Facebook gives ... Mo Duong · Duong Mo Accountant. More ...



98
45

Pages | Groups

- **How are Pages different from groups? Which one should I create?**
 - Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.



Pages

- **Privacy: Page information and posts are public and generally available to everyone on Facebook.**
 - Audience: Anyone can like a Page to become connected with it and get news feed updates. There is no limit to how many people can like a Page.
 - Communication: Page admins can share posts under the Page's name. Page posts appear in the news feeds of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.



Groups

- **Privacy:** In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
 - Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
 - Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.



Social Jobs Partnership



Social Jobs Partnership

64,432 likes · 1,088 talking about this

Community

The Social Jobs Partnership is a collaboration between Facebook, the U.S. Department of Labor, the National Association of Colleges and Employers (NACE),

About

Photos

Career Resources

Social Jobs App

Share Your Story

Jobseekers



**Social Jobs
Partnership**

1,912,369

TOTAL JOBS

I'm looking for a job...

Keywords

Location

Within 5mi



[lookup](#)

Category

Select Category

Accounting
Administrative/Clerical
Building Construction/Skilled Trades
Business/ Management/ Strategy
Creative/Design

Subcategory

No Subcategory

Veteran-Friendly

Show me veteran-friendly jobs.

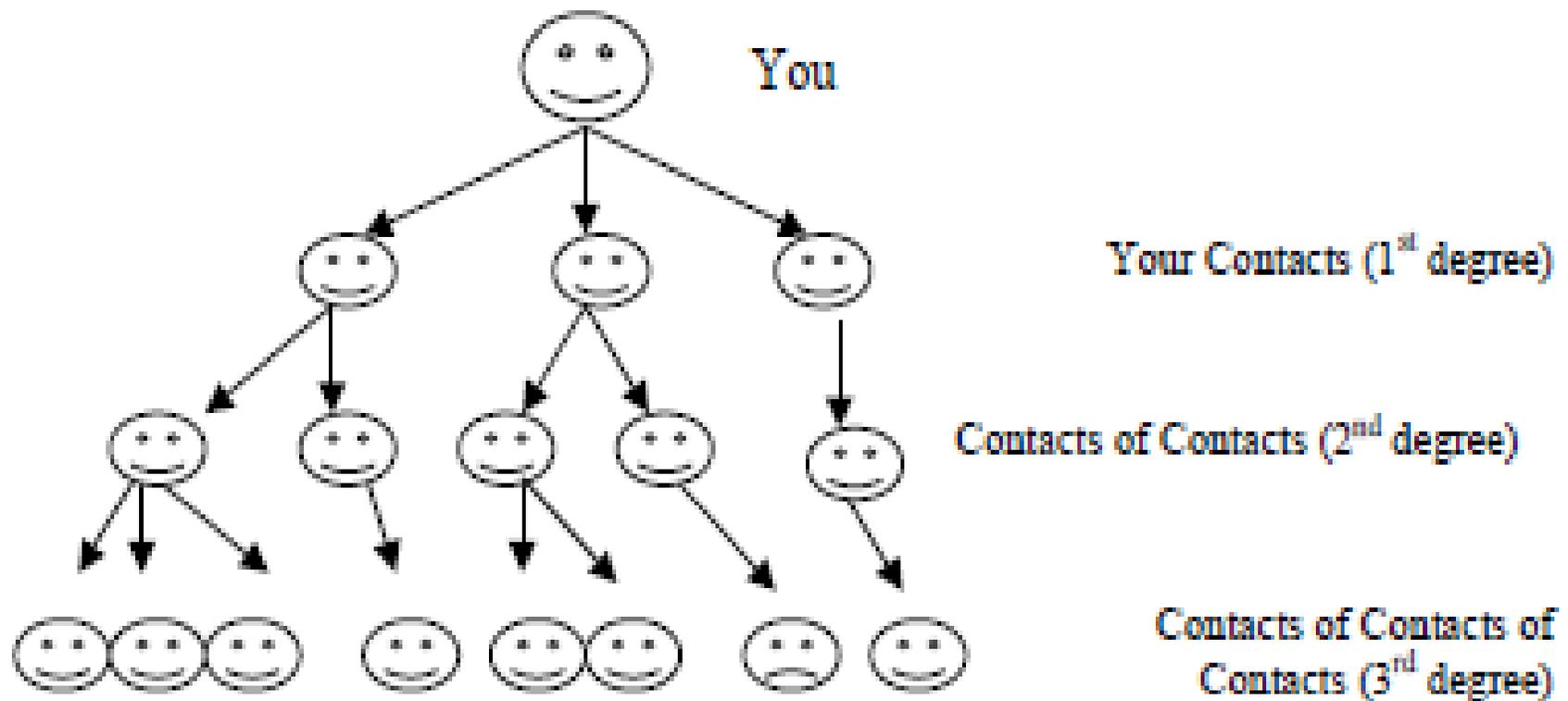
Search Jobs

What is LinkedIn?

- LinkedIn is a social network principally intended for businesses and used for professional networking.
- Founded in 2003 ~ 200 plus million users ~ 200 plus countries ~ One million new member each week
- Your profile is equivalent to your on-line resume only more complete
- LinkedIn is suit and tie whereas you can surf on Facebook wearing shorts and sandals (or whatever).



Your Network



Sign Up Today

LinkedIn®

[Home](#) [What is LinkedIn?](#) [Join Today](#)

To join LinkedIn, sign up below ... it's free!

First Name:

Last Name:

Email:

New Password:

6 or more characters

[Join LinkedIn](#) *

Already on LinkedIn? [Sign in](#)

45

Create Profile

LinkedIn

laurence, Let's get your professional profile started

I am currently:

* Country:

* ZIP Code:

e.g. 94043 (Only your region will be public, not your ZIP code)

* Company:

* Industry:

* Job Title:

Create my profile

* Indicates required field.



98

45

MM

Skip This Step

LinkedIn

See Who You Already Know on LinkedIn

Step 2 of 6

Searching your email contacts is the easiest way to find people you already know on LinkedIn.

Your email: Looking4aJob@yadayada.com

Email password:

Continue

We will not store your password or email anyone without your permission.

Skip this step

Skip all of the steps on LinkedIn that urge you to invite, right now, people to join your LinkedIn network. Why wait? ... Because it is advisable to finalize your profile to your entire satisfaction before you offer it to the view of your entire professional universe.

Choose your plan



Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? [What's this?](#)

Create a professional profile and build your network

Join industry or alumni groups

Search & apply for jobs

See who's viewed your LinkedIn Profile

View the professional profiles of over 120 million people

Send messages to people you aren't directly connected to

Premium search filters & automated search alerts

Save profiles into folders

Add notes & contact info to any profile

Reach out to over 120 million users

 Premium

Basic (Free)



Limited



Limited



Choose Premium

Plans starting from
\$24.95

Choose Basic

Free



Personalize your LinkedIn Picture



laurence g Edit

Founder at Easy Social Media
Rochester, New York Area | Internet



Personal Information

Personal Information [Edit](#)

Phone: [+ Add](#)

Address: [+ Add](#)

IM: [+ Add](#)

Birthday: [+ Add](#)

Marital status: [+ Add](#)

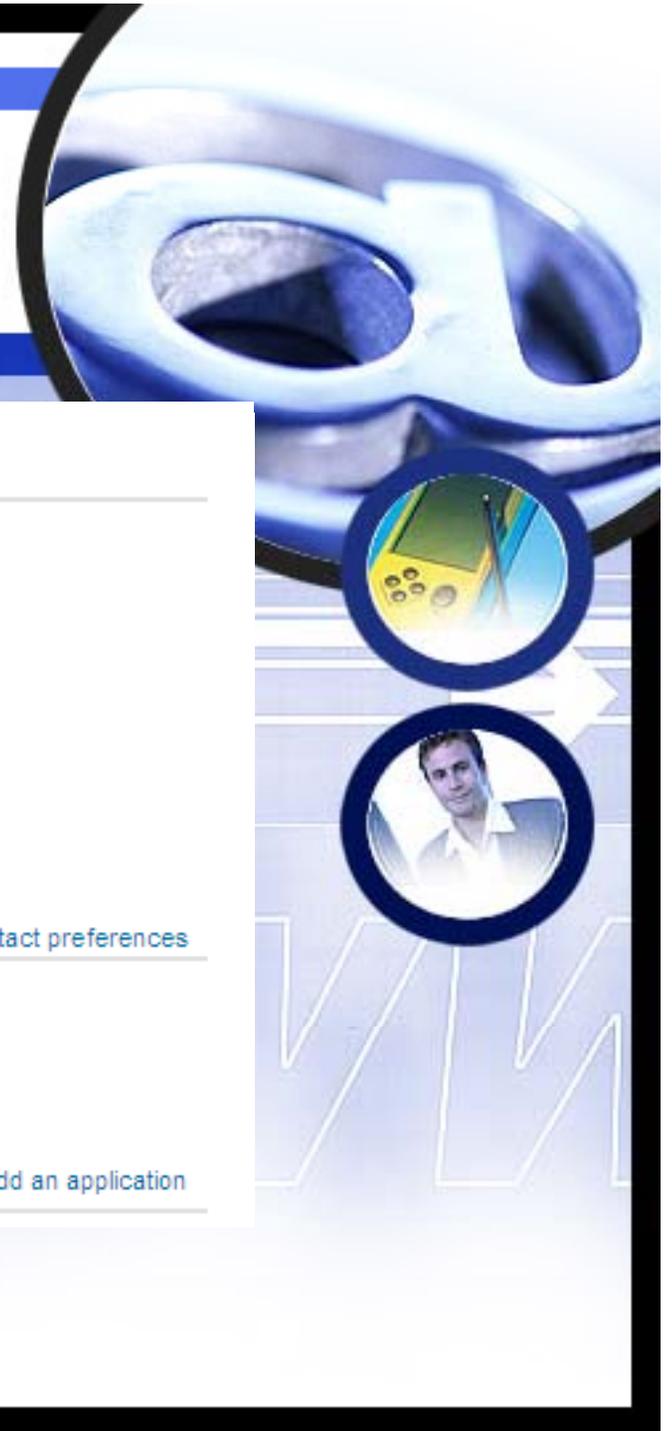
Contact Frank for:

[Change contact preferences](#)

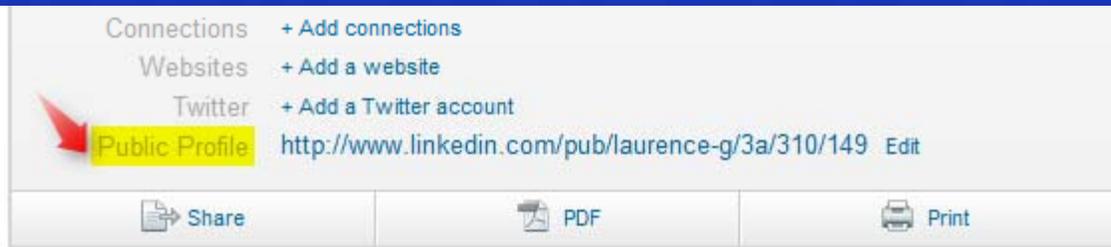
- career opportunities
- expertise requests
- reference requests
- getting back in touch

Applications

[+ Add an application](#)



Vanity URL



A screenshot of the LinkedIn profile settings page. The 'Public Profile' option is highlighted in yellow, with a red arrow pointing to it. The URL shown is <http://www.linkedin.com/pub/laurence-g/3a/310/149>. Below the URL are buttons for 'Share', 'PDF', and 'Print'.

Connections	+ Add connections
Websites	+ Add a website
Twitter	+ Add a Twitter account
Public Profile	http://www.linkedin.com/pub/laurence-g/3a/310/149 Edit

Share PDF Print

LinkedIn will automatically assign you a LinkedIn URL. You have the option to change it.

By all means please do. Suggest using your first and last names, for example, *www.linkedin.com/in/yourname* – This change will optimize the referencing of your identity by the search engines and the URL will be much easier to remember

Mine is: www.linkedin.com/in/frankalaniz



LinkedIn Jobs

Home Profile Contacts Groups **Jobs** Inbox 2 Companies News More People

Find Jobs
Job Seeker Premium
Find Talent

Post a Job
Manage Jobs
Hiring Solutions

 Share an update

 Attach a link

 Share

6 hours ago • StL Regional Coordination Mtg in St Charles, MO DED,... • Like • Comment • More »

LinkedIn Today: [See all Top Headlines for You](#)



LinkedIn Jobs Results

[Jobs Home](#) [Saved Jobs](#) [Saved Searches](#) [Advanced Search](#)

Search for Jobs

Job Title, Keywords, or Company Name

Search

[Advanced](#)

Employers: [Post a Job](#) [Manage Jobs](#)

Job Seeker Toolkit

100%

Your profile is 100% complete. Make a strong first impression with an up-to-date profile. [Update profile »](#)

450

You have 450 connections. Build your network to be referred for job opportunities. [Add connections »](#)

22

You are following 22 companies. Stay up-to-date on companies that interest you. [Follow companies »](#)

Jobs you may be interested in *Beta*

[Email Alerts](#) | [See More »](#)



Management Development Program - St. Louis/Kansas City Missouri
NCH - St. Louis, Missouri



Financial Representative - St Louis, MO
Westward Financial Strategies - Greater St. Louis Area



Regional Service Representative - Missouri/E Iowa/W Illinois
Mayo Clinic - Missouri/E Iowa/W Illinois Region



Sr. Account Executive (St. Louis, MO & Minneapolis, MN)
Avtex Solutions, LLC - Greater St. Louis Area



CASE COORDINATION MANAGER
Barnes-Jewish Hospital - St. Louis, MO



Keeping your profile up to date improves your job suggestions



Your profile is 100% complete [[Update](#)]

Groups

▼ Frank Alaniz [Add Connections](#)

People ▾



Advanced

People

Jobs

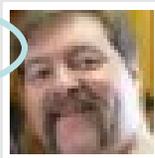
Companies

Answers

Inbox

Groups

People You May Know



Robert Diserens, Information
Technology and Services Professional



[Connect](#)

Paul Van Diikhorst Senior



Search Groups

My Groups

Following

Groups You May Like

Groups Directory

Create a Group

FAQ

Search Groups

All categories

Choose...

Search

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create a Group

Search Results (961)



LinkedWorking St. Louis

This is a group for professionals who are either located in the Greater Saint Louis Missouri area, or who have a personal or professional connection to the area. Individuals who become a part of this group understand the value of networking and building relationships to assist each other.

Yesterday's Activity: Discussions (12) Jobs (6)

Owner: [Lewis Howes](#) | 11,280 members | Share

Similar groups »

Already a member



USA Midwest Job & Career Network SUBGROUP

a subgroup of Job & Career Network

Illinois Indiana Iowa Kansas Michigan Minnesota Missouri Nebraska North South Dakota Ohio Wisconsin Akron Canton Chicago Cincinnati Cleveland Columbus Detroit Grand Rapids Indianapolis Madison Milwaukee Minneapolis Omaha St. Paul Louis City IA IL IN KS MI MN MO ND NE OH SD WI US Jobs Postings Board

Yesterday's Activity: Discussions (6) Jobs (17)

Owner: [Erika Barkin](#) | 8,013 members | Share

Similar groups »

Join Group



Job & Career Network USA Central

Alabama Arkansas Illinois Indiana Iowa Kansas Kentucky Louisiana Minnesota Mississippi Missouri Oklahoma Tennessee Texas Wisconsin Chicago Dallas Fort Worth Houston St. Louis AL AR IL IN IA KS KY LA MN MS MO OK TN TX WI US Jobs Careers Employment Postings Board

Yesterday's Activity: Jobs (26)

Owner: [Erika Barkin](#) | 7,181 members | Share

Similar groups »

Join Group

St Louis Agency on Training and Employment (SLATEMCC)

SLATEMCC Group

Home Profile Contacts Groups Jobs Inbox 4 Companies News More

Groups Search...



SLATE Missouri Career Centers (SLATEMCC)

Discussions Members Promotions Jobs Search Manage More...

Share group

Most Popular Discussions



Employers Posting to Twitter



List of 140 Employers Posting Jobs on Twitter

theundercoverrecruiter.com

[url=http://www.theundercoverrecruiter.com/content/list-employers-posting-jobs-twitter][url]...

posted 17 hours ago

Myrna Robinson 38 minutes ago • Myrna likes this.

See more »



Like Comment Unfollow More ▾

What Makes Bad LinkedIn Profile

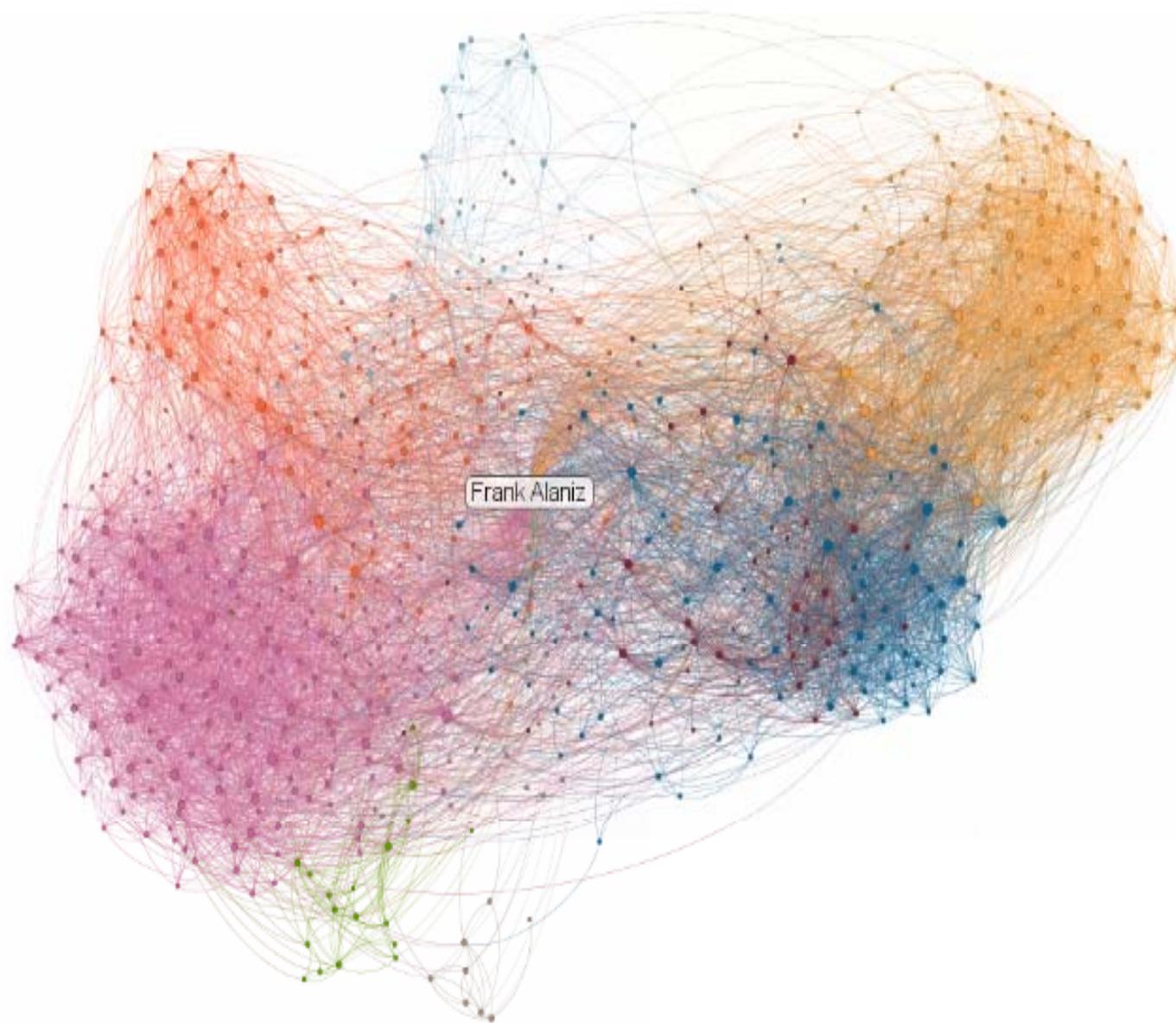
- 1. An incomplete profile**
- 2. No profile photo, or one that doesn't show your face**
- 3. No website, blog, or Twitter links**
- 4. Profiles that are kept private or choose not to outline the person's name**
- 5. No Connections and Recommendations**
- 6. Obvious lack of interactivity on LinkedIn**
- 7. No LinkedIn groups or use of LinkedIn Applications**
- 8. No Contact Settings or Personal Information**



Label your

Professional Networks

- Professional
- Business
- Employment Network
- IT
- Career Managers
- Career Strategist
- Developers
- Board Members



Recruiting on LinkedIn

- **Develop and expand a personal network of professionals** to whom the employer or recruiter can send a request for a referral of a recommended candidate for a particular job opening.
- **Actively search for candidates among LinkedIn members** by searching on keywords for people with the required qualifications listed in their LinkedIn profile
- **Develop a complete, keyword-rich profile for your company on LinkedIn.** Prospective employees, who are looking for employers, search LinkedIn by keywords, too.
- **Search for potential employees by past or current employer** who may have employed people with the skills and experience you seek for your company.



Recruiting on LinkedIn

- **Can ask your current employees to activate their networks to reach out to potential passive candidates for jobs.** (Not everyone is looking, but most people are open to discussing the right opportunity.)
- **Respond to questions in the Answers section of LinkedIn.** Responding can raise your profile in the LinkedIn community.
- **Can join groups at LinkedIn.** Participants in groups may share the interests, memberships, specializations, backgrounds, and experience that you seek in a potential employee. Group members may also know of a potential employee with the profile you seek.



Recruiting on LinkedIn

- **For a fee, can post jobs on LinkedIn and recruit and hire candidates.** According to LinkedIn, "LinkedIn combines job listings, candidate search, trusted referrals and the power of networks to give you results."
- Note on Fee for using LinkedIn "Inmail".
 - **LinkedIn Hack**
 - Join Groups
 - View Group Connections
 - Use Group "Inmail" to make connections



Groups

SLATE Missouri Career Centers (SLATEMCC)



Discussions **Members** Promotions Jobs Search Manage More...

Share group



Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View

Show all RSS discussions



Elevator Speech, Personal Branding, Positioning Statement... • 57 seconds ago

Elevator Speech, Personal Branding, Positioning Statement... Whatever you call it – you need a strong and effective statement as part of...

Like

Comment

Flag

More

Manager's Choice



How to benefit from job search technology

Frank Alaniz

See all »

Latest Updates



Frank Alaniz made a discussion a manager's choice:

Add comment • 5 seconds ago



Kirk Burrus started a discussion: Elevator Speech, Personal Branding, Positioning Statement...



Select Member



SLATE Missouri Career Centers (SLATEMCC)

Discussions **Members** Promotions Jobs Search Manage More...

Search members

Search for names or keywords to find specific members of this group.

Search

Advanced Search

Group Statistics

CHECK OUT
INSIGHTFUL
STATISTICS
ON THIS GROUP

MEMBERS

Members (148)

Sorted by: most relevant



Frank Alaniz YOU

Regional Liaison | Business Developer | Presenter |
Trainer | Project Manager, Greater St. Louis Area
500+ followers | [See activity »](#)



Kirk Garten (MBA, ITIL) 1st

ITSM/ITIL Service Strategy and Portfolio Manager at
Emerson (Envision), Greater St. Louis Area
385 followers | [Unfollow](#) | [See activity »](#)



Cynthia "Cyd" Dodson, LCSW, MBA 1st

VP Consultant and Principal | Executive Coach |
Directing Quality Services, Greater St. Louis Area
500+ followers | [Unfollow](#) | [See activity »](#)



Inmail Hack



Kirk Garten (MBA, ITIL) 1st

ITSM/ITIL Service Strategy and Portfolio
Manager at Emerson (Envision)

Greater St. Louis Area | Information Technology and Services

Current ITSM/ITIL Service Strategy and Portfolio
Manager -- Corporate IT Security and Network
Support at Emerson (Envision)

Previous Missouri State University, Springfield, MO,
Hewlett-Packard (Synova), MasterCard

Education Project Management Certification at CAIT --
Washington University in St. Louis

Send a message

381

connections

 www.linkedin.com/in/kirkgarten

 Contact Info



Questions?



SLATEMCC
&
MoEcoDevo



@SLATE_MCC
&
@MoEcoDevo



SLATEMCC

frank.alaniz@ded.mo.gov
LinkedIn.com/in/frankalaniz
@St8Wkr

Questions?



98

45

WWW