

Social Media

Workforce Centers of South Central Kansas

Stand Out From The Crowd

Who are you?

What experience do you bring?

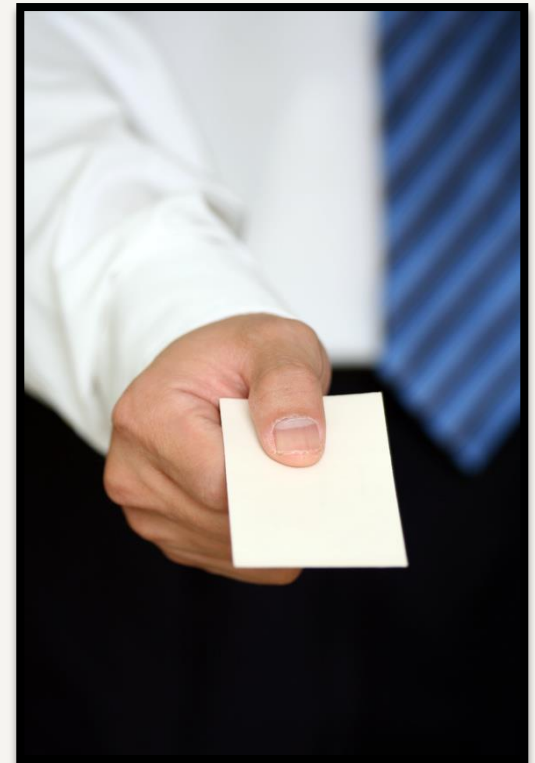
What are you looking for now?

What special skills do you have?

How will a company benefit by hiring you?

Purpose:

Advertising yourself! Be prepared if an opportunity for networking presents itself.

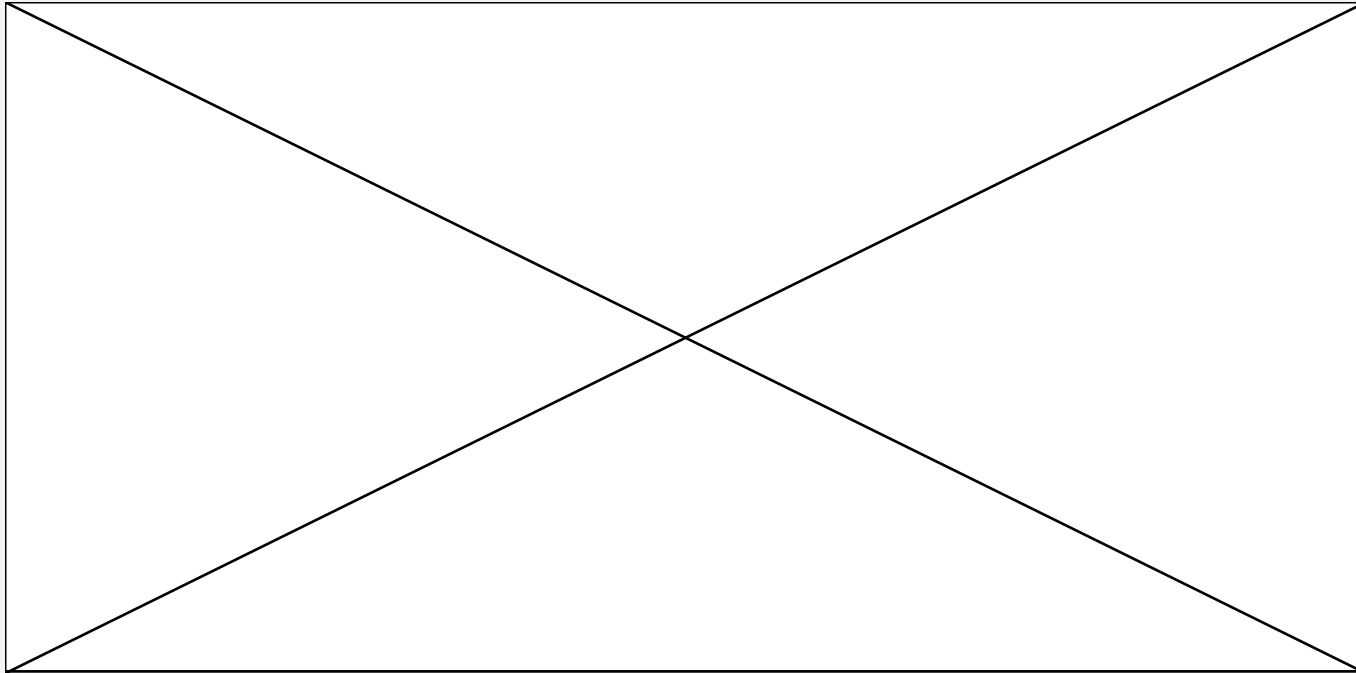




Google Goggles

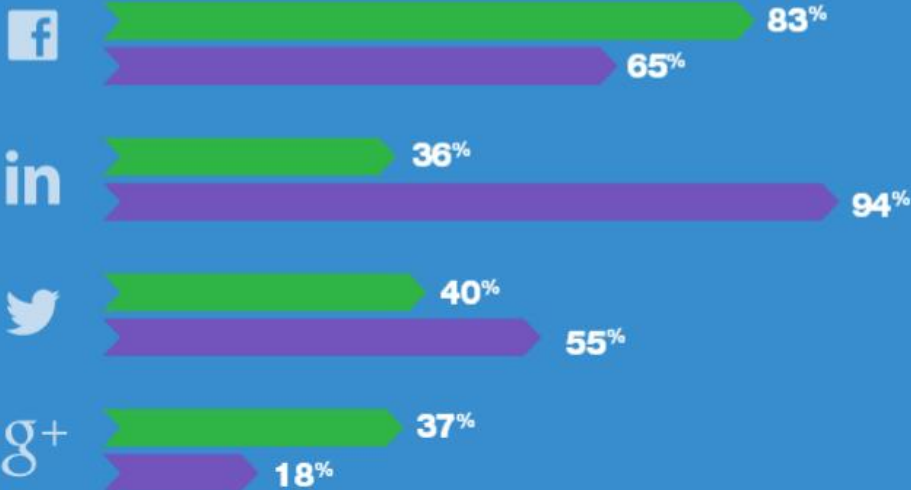
Take a picture of any business card

- Contact information is automatically loaded and stored from the picture



While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

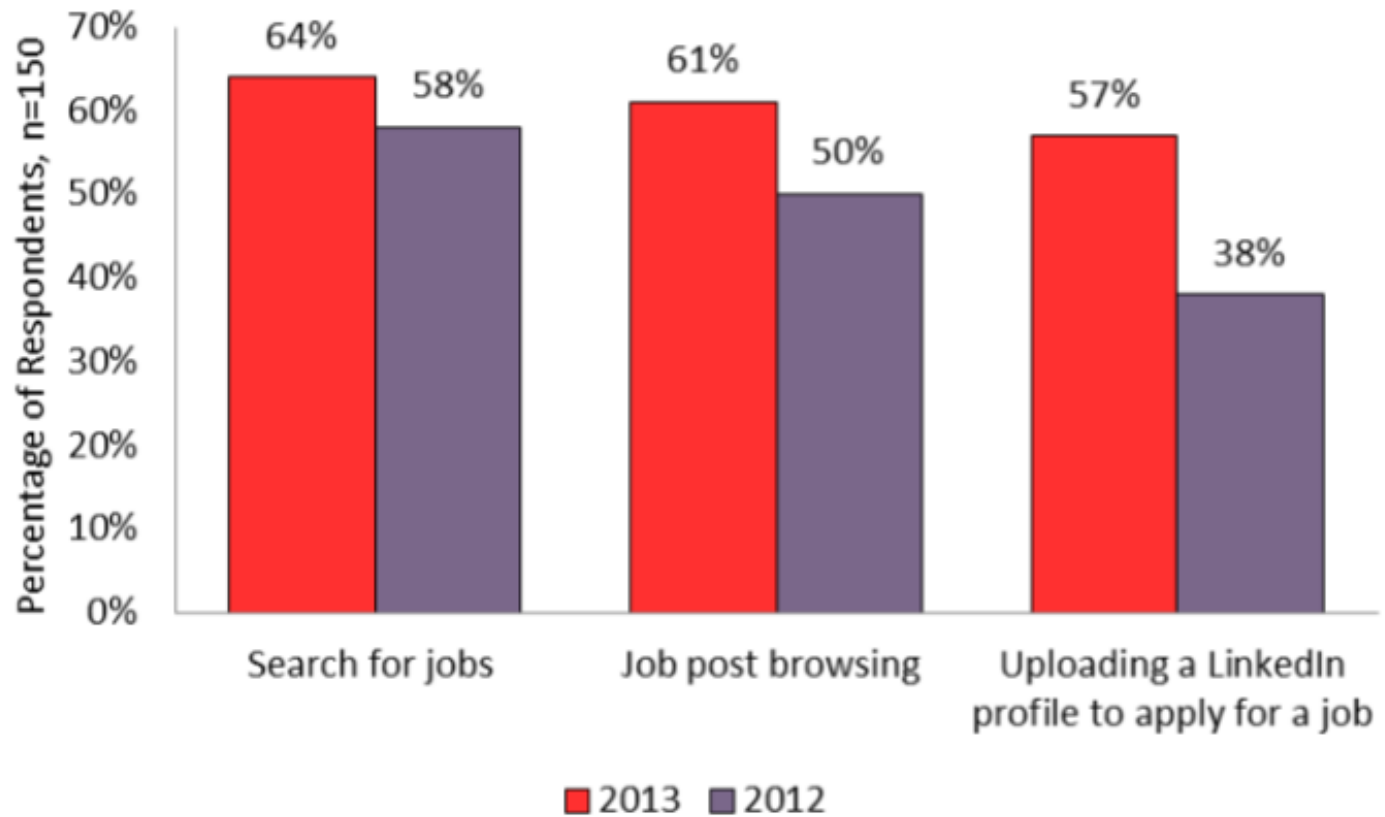
Most popular social networks



While 94% of **recruiters** are active on LinkedIn, only 36% of **job seekers** are.

FOR JOB SEEKERS 
FOR RECRUITERS 

Figure 3: Use of Social Media in Talent Acquisition



Source: Aberdeen Group, April 2013

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue trapezoidal background.The LinkedIn logo, consisting of the word "Linked" in black and "in." in white on a blue square background, all on a white trapezoidal background.The Twitter logo, consisting of the word "twitter" in white lowercase letters on a light blue trapezoidal background.

Translations

Friend	=	Connection	=	Follower
Post	=	Share	=	Tweet
Unfriend	=	Disconnect	=	Unfollow
Wall	=	Dashboard	=	Timeline



- 302 Million monthly active users (80% tweet from mobile devices)
- 1 Billion+ total users
- 500 Million tweets per day
- 46% of Twitter users tweet at least once a day

Sources: Twitter Analytics 2015

Digital Insights: http://www.mediabistro.com/alltwitter/social-media-statistics-2014_b57746

facebook

- 1.44 billion monthly active users
- 75% access on mobile phone
- 29% of users are between 25-34
- 66% of Fortune 500 companies have a Facebook page (source: [AllTwitter](#))





of job seekers have modified their privacy settings and recruiters are looking.



93% OF RECRUITERS ARE LIKELY TO LOOK AT A CANDIDATE'S SOCIAL PROFILE.



42% HAVE RECONSIDERED A CANDIDATE BASED ON CONTENT VIEWED IN A SOCIAL PROFILE, LEADING TO BOTH POSITIVE AND NEGATIVE RE-ASSESSMENTS

Job seekers are as likely to delete their account completely as they are to remove specific content from their profiles.

PERCENTAGE OF JOB SEEKERS FOR WHOM THE FOLLOWING APPLIES TO A RECENT JOB SEARCH:



HAVE MODIFIED THEIR SOCIAL MEDIA PRESENCE IN SOME WAY



HAVE DELETED SPECIFIC CONTENT



HAVE DELETED THEIR ACCOUNT



HAVE UNTAGGED THEMSELVES FROM PICTURES

5 Steps To Prep Your Facebook Profile For A Job Search

1. Edit the Info Section	Take a look at the section of your profile that describes you, and make sure all inappropriate language has been deleted. Also, make sure all of your information is current and up to date. For example, your current city, your current job and where and when you graduated. Set privacy options for individual sections to keep your personal information, like marital status, private.
2. Review Photos	Review every photo in every photo album that you created. Delete any inappropriate images of you or anyone else.
3. Block Image Tagging	To block all photos that others have tagged of you, go to the “Privacy Settings” section on your Facebook page. Click “How Tags Work.” Change “Maximum Profile Visibility” to “Custom, Only Me.” This will allow friends to tag you in photos, updates and notes, but they will only be visible to you on your profile.
4. Limit Your Visibility	If you would like to make your updates and photos visible to friends only, make sure your default privacy setting is set to “friends” and not “public.” This setting is at the top of the main privacy settings page; access by clicking in the upper right hand corner of any screen on Facebook.
5. Opt Out Of Searches	If you are interested in totally blocking your Facebook page from public search, click on “Edit Settings” under the “How You Connect” setting, and change who can look up your profile by name or contact info to “friends of friends” or “friends.” This will prevent anyone other than your friends or someone who is a friend of a friend from searching for your profile.



- 187 million monthly active users
- 4 million company pages
- 42% of users update their profile regularly
- 40% use the mobile app for job search
- 2.1 million group pages
- 44K is the average number of daily mobile Job apps on LinkedIn

Source: "By the Numbers: 16 Amazing LinkedIn Stats," expandedramblings.com May 5, 2013
Digital Insights: http://www.mediabistro.com/alltwitter/social-media-statistics-2014_b57746
<http://expandedramblings.com/index.php/linkedin-business-page-and-group-statistics/4/>

[Profile Example](#)
[Group Page](#)

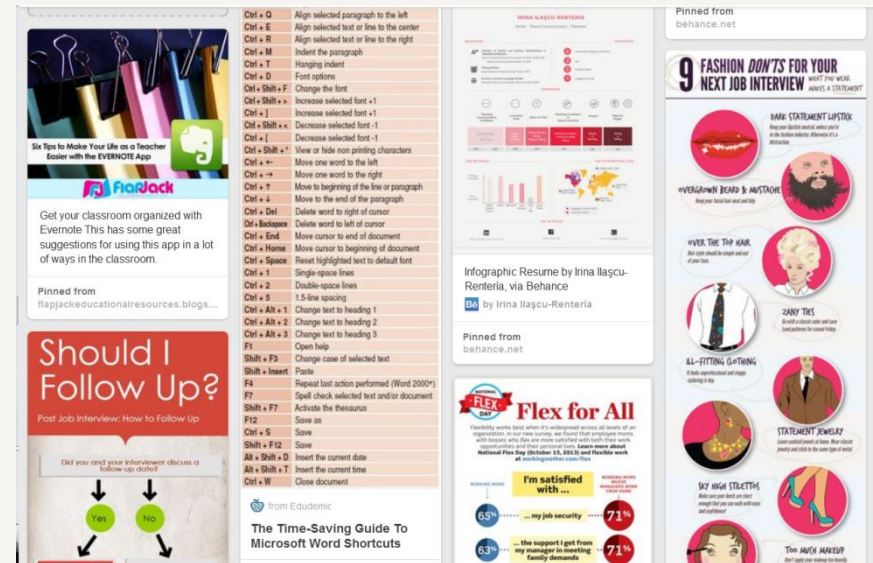
Making a better LinkedIn Profile

- Customize your URL (keep it professional)
- Create an impactful summary
 - Memorable, catchy and descriptive
 - “30 Second Elevator Pitch”
- Write it yourself! Nobody knows you better than you
- Edit and update information constantly
 - Sleep on it, then re-read it
- Ask connections to endorse your skills and experience



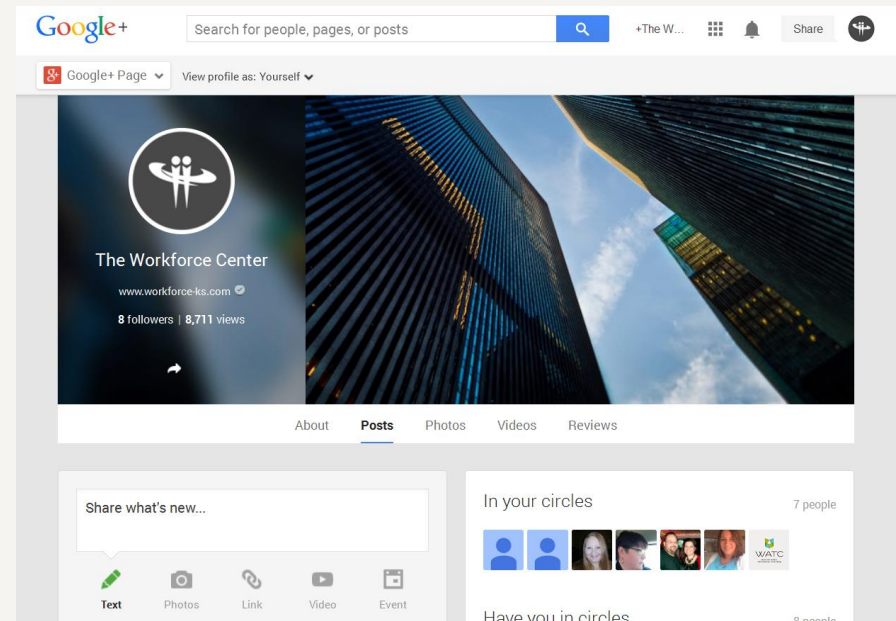
Pinterest

- 53 million monthly active users
- Follow Schools or Companies of interest
- Pin inspirations for:
 - Job development
 - Interview outfits
 - Resumes



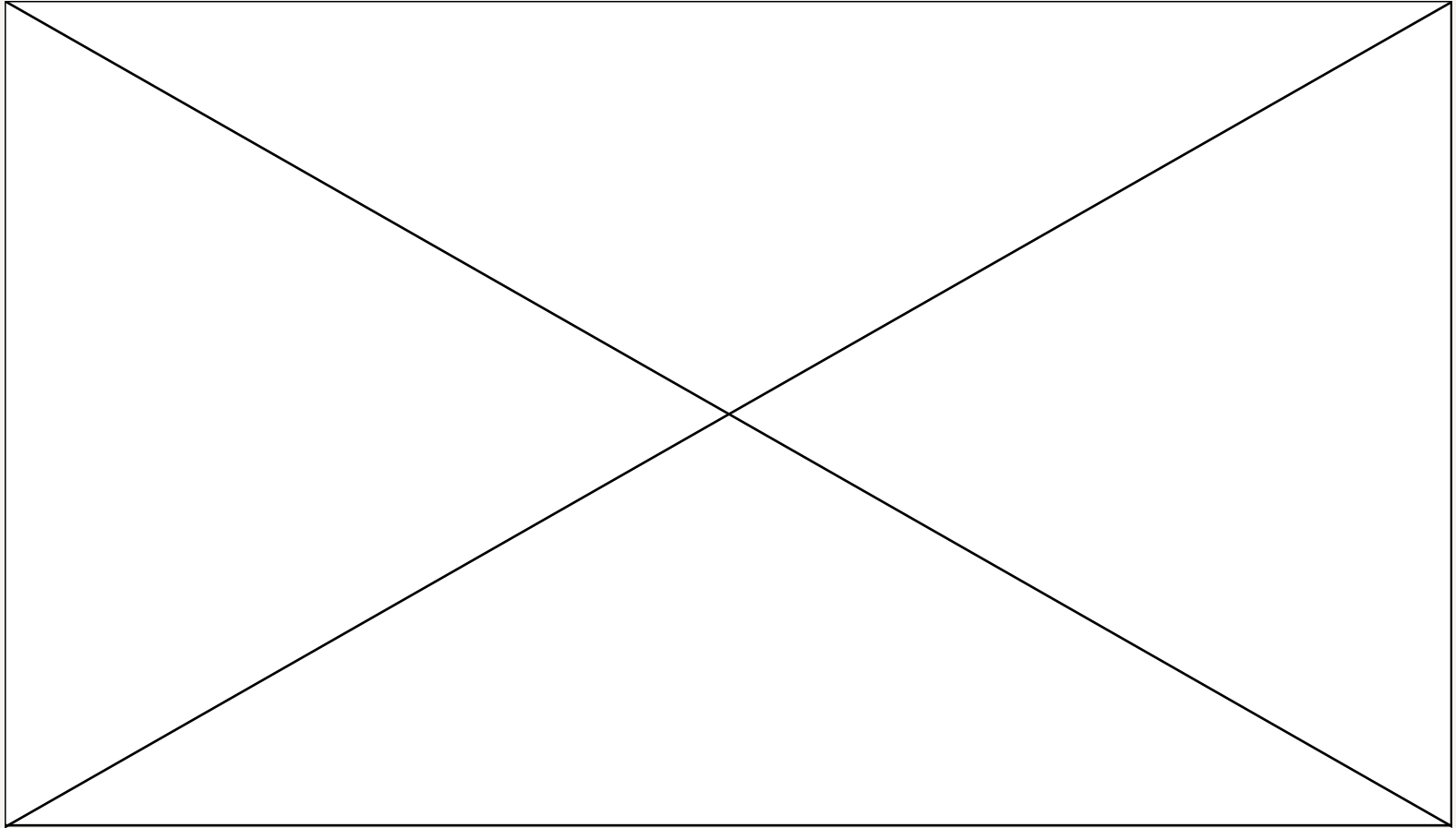


- 540 million monthly active users
- Follow Companies or people of interest
- Share articles
- Engage followers
- Create your brand



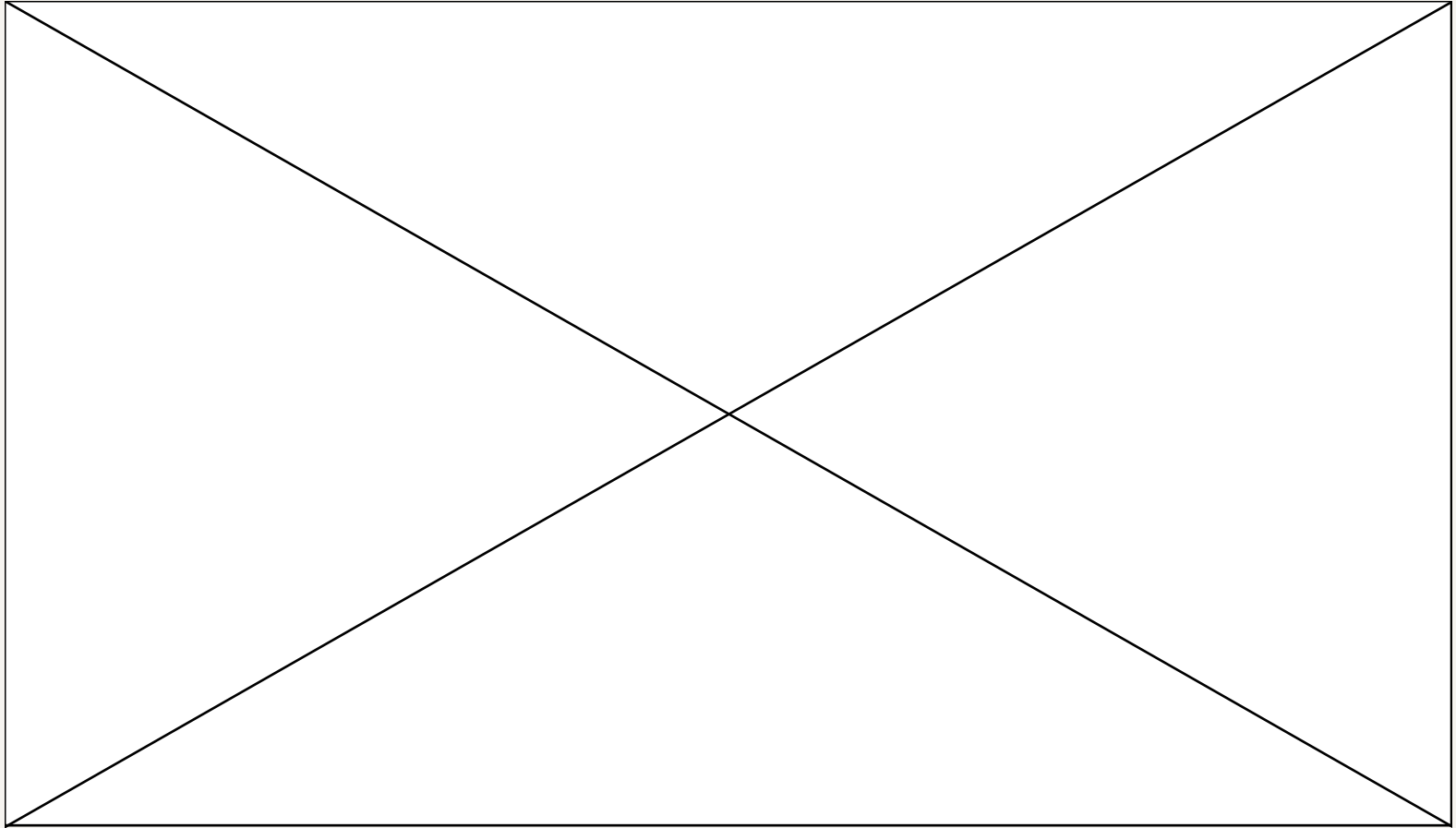


www.youtube.com





www.prezi.com



Social Media Management Tools

Free sites and apps available to manage multiple social media sites all at once!



hootsuite.com



www.tweetdeck.com

 **buffer**

bufferapp.com

Connect with the Workforce Center

www.workforce-ks.com



Social Media

<https://www.facebook.com/WorkforceCenter>

<https://twitter.com/workforcecenter>

<http://www.pinterest.com/workforcecenter/>

CONTACT US

Wichita

Career Center

2021 N. Amidon, Suite 1100
Wichita, KS 67203

Administrative Offices

R. H. Garvey Building
8th Floor
300 W. Douglas
Wichita, KS 67202
Tel: 316.771.6800
Toll Free: 877.509.6757

Hours:
Monday - Thursday 8:00 to 5:00
Friday 9:00 to 5:00

Outer Counties:

Butler Workforce Center

524 N. Main St.
El Dorado, KS 67042
316.321.2350

Hours:
Monday - Thursday 8:00 to 1:00 and 2:00 to 5:00

Cowley Workforce Center

108 E. 12th Avenue
Winfield, KS 67156
620.221.7790

Hours:
Monday and Wednesday 8:00 to Noon and 1:00 to 5:00

Sumner Workforce Center

107 S. Washington
Wellington, KS 67152
620.326.2659

Hours:
Tuesday and Thursday 8:30 to Noon and 1:00 to 4:30