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*Bringing effective **insight**
to your organization SM*

Open Line


Guest,

Welcome to:

Fine Tuning Your Hiring Using Social Media

Presented by
Lighthouse Consulting Services, LLC



To print program slides, click here: 



Featured Guest:
Brad M. Remillard
IMPACT Hiring Solutions
Author of *You're Not The Person I Hired*

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Host:
Dana Borowka, MA
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- In-depth Workstyle & Personality Assessments
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Why Social Media

- What is your goal?
- Who are you trying to attract?
- Long-term versus short-term?
- What is the correct forum?
- Who is going to manage the social media?

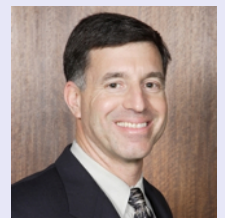


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Widely Used Media

- **LinkedIn** – Professionals, rapidly becoming first stop. 15 – over 100 million
- **Jigsaw** - Not social media but inexpensive great resource for finding people
- **Twitter** - More for communications and spreading the word
- **Facebook** - Leans toward social but can advertise and have fan/like page
- **Craigslist** – Not social but widely used by recent grads, entry level prof and non-prof.

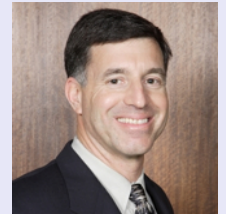


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LinkedIn

- Excellent for professionals – get contacts, employee contacts
- Upgrade – save profiles, 3rd level contacts, Inmails
- Groups – industry, functional, geographical – Critical 50
- Discussions – use groups to spread word
- Posting jobs – groups are free, reasonable charge
- Posting updates – profile and groups to spread the word
- References – great way to locate references



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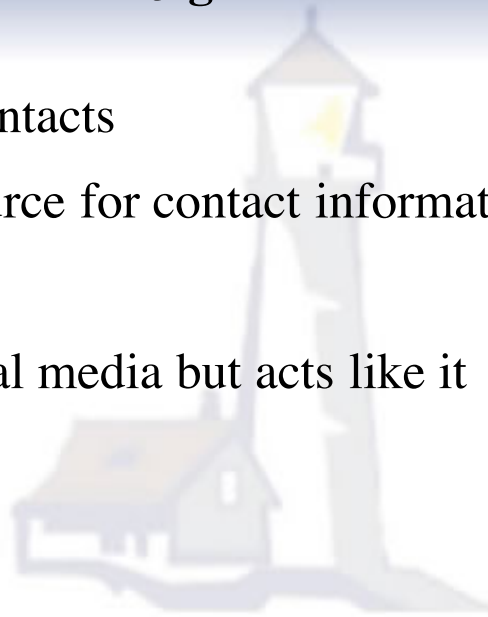


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Jigsaw

- 25+ Million contacts
- Excellent resource for contact information
- Inexpensive
- Not really social media but acts like it

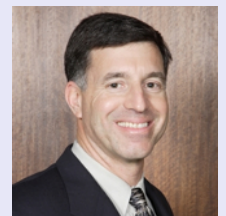


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TWITTER

- Marketing tool
- Use app such as Hootsuite
- Links with other Apps LinkedIn, Facebook
- Great way to increase visibility
- Not about followers – use hashtags#



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Facebook

- Mostly social not professional
- Set up fan/like page – promote company, positions, people, a great place to build awareness
- Drive people, customers, vendors, employees
- Long-term approach but can be very effective
- Integrate with other media, Twitter, LinkedIn



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Craigslist

- Not social media but important
- College grads, entry level positions, non-professional
- Geographical posting
- Use in conjunction with other tools
- Inexpensive

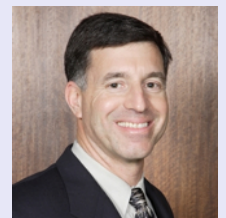


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Becoming A Company Magnet

- An absolute must when using social media – your website
- Use LinkedIn/Facebook to market the management team
- Add recommendations from employees
- Add video or slide share discussing values, vision, culture
- Start discussions that engage connections
- All executive team should have a compelling profile



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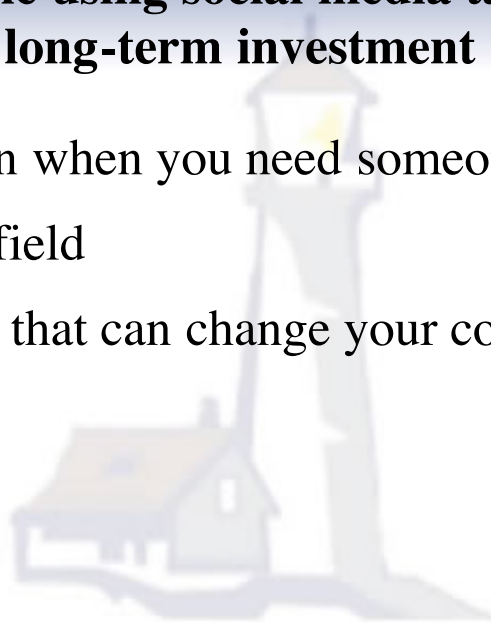
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Hiring great people using social media takes time and is a long-term investment

Not a quick solution when you need someone

Levels the playing field

Long-term solution that can change your company

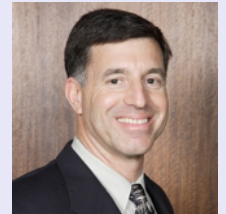


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What To Do NOW

- Extensive Free Downloads and Examples
 - Marketing statements to attract top talent
 - Articles and audio from radio show
 - Hiring process assessment tool
 - Research paper “10 Biggest Hiring
 - Chapter on Sourcing Top Talent
 - www.impacthiringsolutions.com

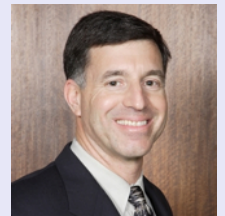


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