Guest,

Welcome to:

Fine Tuning Your Hiring Using Social Media

Presented by
Lighthouse Consulting Services, LLC

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**Featured Guest:**
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
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?
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.
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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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
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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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
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](http://www.impacthiringsolutions.com)

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