Job Search: Internet/Social Media Skills Training



The IMPACT of proactive placement.

Agenda

- Social Media and online tools: How are they affecting hiring and job search?
- LinkedIn Training
- Non Job Board Tools: Examples of how to use them
- Cloud Storage and Smart Phones
- Social Media: Increase Your Visibility!
- There's an App for That!



Where are the jobs?

Mid 2000's

2020's

Types of Tools Used to Recruit Primary Level of Jobs

80's

Newspapers/Mag

Job Boards beginning to be new hot place to advertise jobs

Mid 90's

Primarily white collar jobs. Blue collar still mainly in newspapers Job Boards are number one place to post jobs!

ALL levels of jobs

are posted on

100's of job

boards!

Job Boards declining as main place to post jobs—Social Media/ New Tech. hot tools for recruiting

Mid 2010's

Started primarily white collar jobs. Blue collar still mainly on job boards 2



• <u>Recruiter Nation Survey 2015</u>,

"Social media has become an almost universally adopted hiring tool, with 92% of recruiters surveyed using it as part of their process. 87 percent are using LinkedIn, 55 percent are using Facebook, and 47 percent are using Twitter"









- The #1 candidate sourcing tool for recruiters
- Connects the dots of your professional relationships
- The #1 social network for business
- Powerful database of contacts for job search networking and career development
- Provides a venue to market your skills and experience
- Gives you awareness of job opportunities



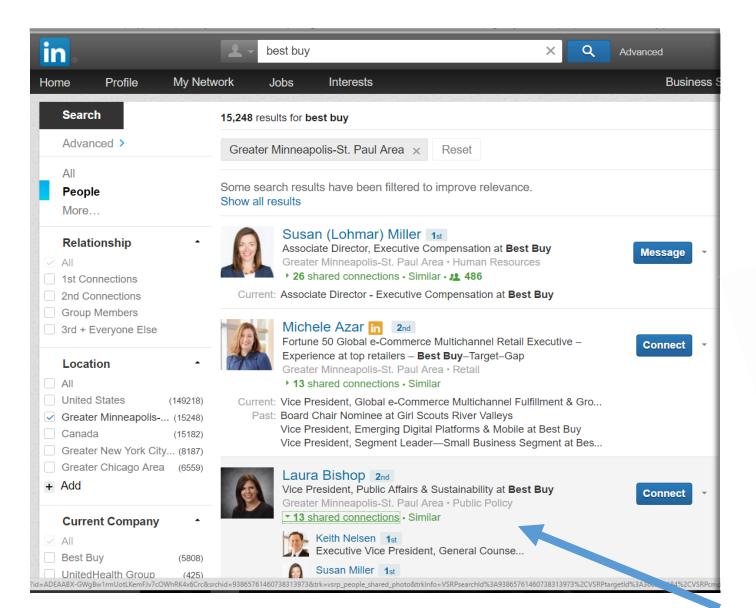
Networking 101





Networking Definition: "To interact with other people to exchange information and develop new contacts."

Networking Using LinkedIn





GROW YOUR NETWORK

USE THE 3 DEGREES OF SEPARATION ON LINKEDIN

The larger your network on LinkedIn (not just people you know directly or those they know, but third degree connections too), the greater your chances of connecting to people who can help your career.

Build your professional network

Use LinkedIn's connection tools to find people you know

3rd Degree

Those connected to your 2nd degree connections

2nd Degree

The people your 1st degree connections know

1st Degree

Co-workers, friends, colleagues, and others you connect with directly through invitations on LinkedIn

Join LinkedIn groups

Recruiters can find you through group connections or even at the 3rd degree level



Get introduced

Your LinkedIn connections can connect you to "friends of friends" (including recruiters & HR managers)



Why is LinkedIn important to a proactive job search?



- Today's job market is tough and competitive.
- LinkedIn helps job seekers:
 - Find <u>networking</u> contacts that lead to job opportunities in the hidden job market.
 - > Be found by hiring managers-MAXIMIZE your <u>visibility</u>!
 - ➢<u>Research</u> companies
 - Find connections within those companies



Your LinkedIn Profile

- More than a resume, your profile is a commercial for you
 Market yourself and build your brand
 Tell people your skills in detail
 Get recommendations from coworkers
 List your education in detail
 List your professional associations
 - Everything should show your uniqueness
- All of this becomes searchable, which means people can find you!





OPTIMIZE YOUR PROFILE

WHAT ARE THE MOST IMPORTANT PARTS OF YOUR LINKEDIN PROFILE?

HINT: THE ONLY THINGS THAT SHOW UP IN LINKEDIN SEARCH RESULTS









YOUR PHOTO

Use a professional quality photo (plain background, simple clothes, shoulder-up headshot). Without one, recruiters might think you're either not serious or hiding something.

HEADLINE

Instead of the default "Title at Company" headline under your name, add a more descriptive one. E.g., "CPA/MBA | Deliver Timely, Accurate Management Information & Analysis for Decision Support | Budgeting Director, Kelly Services"

KEYWORDS

Recruiters search for candidates with keywords like "financial analysis." Include relevant keywords in your headline and profile. (Tip: Find important keywords from job listings with a tool like Wordle.net.)

VISIBILITY

Finally, but most importantly, make sure your profile can be found. Enable your public profile (under your account settings), keep your profile up to date, and regularly connect with your network.

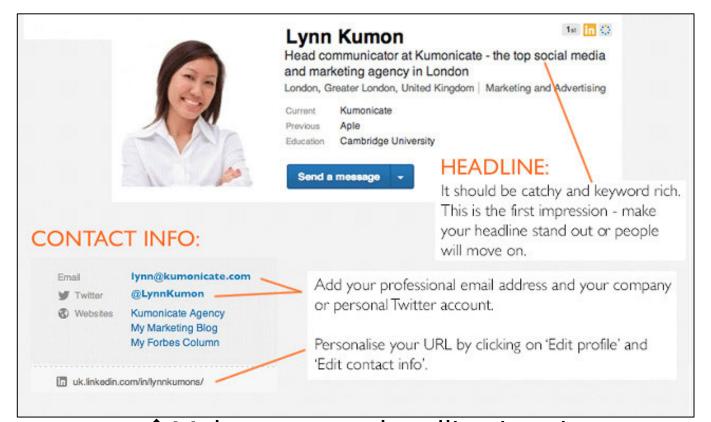


Your LinkedIn Photo

A good picture is worth a 1,000 words.







Make sure your headline is unique
Use most of the 120 character limit
Example: Putting my Patients at ease for 20 years
Example: Over ten years of successfully ensuring my concrete customers are "return customers"!
Example: Over 1,000 miles of electrical wire pulled and installed!



Your "Summary Section"

An effective summary concisely tells who you are and what you do or want to do with your professional career.

□ Well constructed and distinctive

- Contains interesting information that will entice the reader to want to read more of your LinkedIn profile
- Enhances information found elsewhere in the profile without duplicating it
- □Sells your value!





Strong Summary Example:

I see myself as an expert ASE Master and General Motors (GM) Certified Technician. I have many years of experience in a fast-paced, high volume dealership in TX and an A.S. degree in GM Automotive. Here are some of the reasons why my customers keep coming back to me for work on their vehicles:

- <u>Produced an average 60 flat rate hours weekly</u> performing GM automotive diagnostic analysis, repair, and maintenance; work as the only Cadillac, drivability automatic and diesel experienced technician on the team.
- <u>Maintain an excellent customer satisfaction rate with virtually zero comebacks</u>, interface professionally and communicate easily with customers, service writers, and co-workers.
- <u>Up sell 20+ hours of work each month</u>; accurately assess problems and needs and provide adequate information and advice for customer decision-making.
- <u>Trained and certified in all GM and Cadillac specific course</u>; maintain up-todate, working knowledge of all new scan tools and GM computer systems, such as S12000, Tech Link Online, and Tech I.
- <u>Achieved ASE Master Technician certification</u>, EPA Certified A/C Qualified Technician standing, and licensing as a Washington Stare Certified Inspector.



If you like to "wrench" or are interested in discussing my background please either connect with me here on LinkedIn or simply email me at tom@myemail.com.

Recommendations



- Recommendations are very important
- Give additional perspectives on your history
- The more you have, the better some recruiters use # of recommendations as a filtering criteria
- Saves time and effort for an employer checking references



Skills and Endorsements

n	Search for people, jobs, companies, and more	(
S	kills & Endorsements	
То	p Skills	
52		1
40	Recruiting	Þ
33	Temporary Placement	Þ
32	Management	j.
24	Coaching	ķ.
21	Leadership	Þ.
19	Workers Compensation	þ.
14	Account Management	Þ
13	Team Building	×.
11	Resume Writing	×.
JO	hn also knows about	
11	Job Search 10 Customer Service 10 Training	
7	New Business Development 6 Sourcing 6 Career Counseling	
6	Technical Recruiting 5 Strategic Planning 5 Career Development	
4	Sales Management 4 Cold Calling 4 Interview Preparation	
3	Negotiation 3 Public Speaking 3 Talent Acquisition	
3	Leadership Development 3 Business Development 2 Team Leadership	
2	Insurance 2 Vocational 2 Job Search Strategies	
2	Human Resources 2 Staffing Services 1 Problem Solving	



Your Network of Trusted Professionals					
You are at the center of your network. Your connections can introduce you to 6,783,400+ professionals — here's how your network breaks down:					
Your Connections Your trusted friends and colleagues	407				
Two degrees away Friends of friends; each connected to one of your connections	162,500+				
Three degrees away Reach these users through a friend and one of their friends	6,620 <mark>,</mark> 500+				
Total users you can contact through an Introduction	6,783,400+				
9,931 new people in your network since December 16					
The LinkedIn Network					
The total of all LinkedIn users, who can be contacted directly through InMail.					
Total users you can contact directly — try a search now!	50,000,000				

Building your network and connecting with others

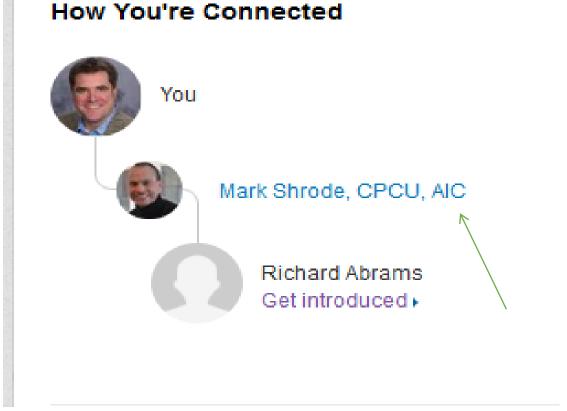
Add Connections	Colleagues Classmates	View Sent Invitatio
Invite People	to Connect	
Get more value out of L	inkedIn by inviting your trusted friends and colleagues to connect.	
Searching your ema	J Already Know on LinkedIn ail contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the people who already know on LinkedIn. Learn More	Enter Email Addresses Enter email addresses of people to invite and connect. Separate each address by a comma.
Email Password	•	
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Do you use Outlool Import your desktop	x, Apple Mail or another email application? email contacts »	Add a personal note to your invitation Send Invitations





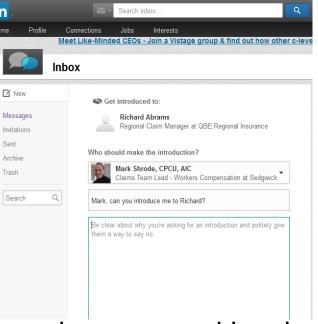
Connecting with Others Through Introductions

Introductions





Connecting with Others Through Introductions



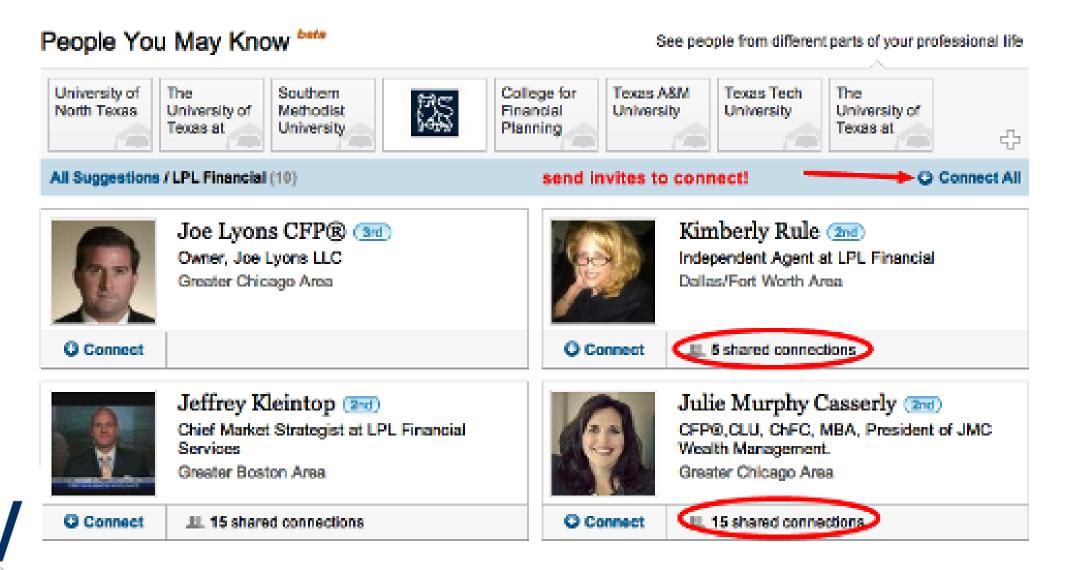
Write a message to the person who will introduce you and be clear about why you want an introduction.

Example: "Hi, Mark ~ As you may know, I am in a job search and XYZ Corp has a transportation position that matches my logistics experience. Rich Abrams is the manager of their logistics department and I see that you and Rich are connected here on LinkedIn. My experience at 123 Transportation could really benefit a company like XYZ Corp and I was hoping that you could introduce me to Mr. Jones? "



Click Send Request.

Connecting With Others



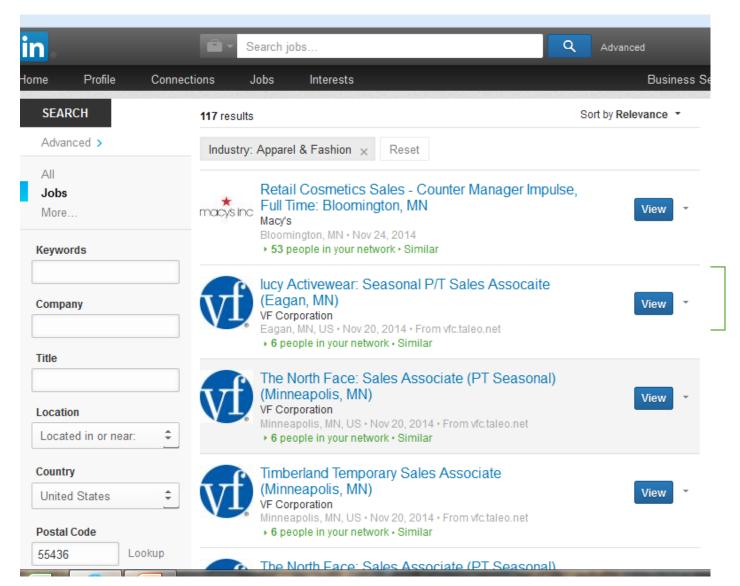
LinkedIn Groups



- Use LinkedIn Groups to:
 - Find people with similar interests
 - Research people in your career field and see where they're working & where they have worked
 - Connect to people that you can help and that can help you
 - Start and engage in discussions
 - Submit news items for discussion
 - Demonstrate your subject matter expertise



LinkedIn Jobs



Jobs and Contacts Integration

See who you know that works at the companies that are hiring

Click to see their profiles

in.	• •	developer × Q Advanc
Home Profile	Connections	Jobs Interests
SEARCH	51,928 r	esults for developer Sort by Rel
Advanced >		Senior Software Engineer - Multiple Locations
All Jobs	CHITTOHEALTH G	UnitedHealth Group US, Minnesota, Minneapolis • Nov 24, 2014 • 2,263 people in your network • Similar
More Keywords developer	STAN CHAANCH	Front End Developer - Contract to Hire - MN STAR #5215 STAR Collaborative Minneapolis • Nov 21, 2014 • 3 connections to the poster • Similar
Company		Perry Wedum 1st Regional Vice President at Experis
Title		Stu Musil 1st Senior Recruiter at Daugherty Business Paul Hering 1st Sales Operations at Code 42 Software, In
Location		View profile of the job poster, Jade Jahner »
Located in or near:	÷	BI Developer Cargill
Country United States	¢	Greater Minneapolis-St. Paul Area • Nov 24, 2014 • 1,060 people in your network • Similar
Postal Code	kup	Only show Entry level jobs?

Who can use LinkedIn?.....EVERYONE!

- ✓ Automotive Service Writers
- Customer Service (retail, fast food—sell customer focused success stories)
- ✓ Car Runners
- ✓ Anyone who knows how to sell their VALUE!
- ✓ Include LinkedIn as a part of your proactive strategy
 - Send at least a few connection requests every week—send to everyone you speak with in your job search (every job applied to, every person you network with.....)
 - Include your LinkedIn profile address in your email signature and on your resume
 - Ask and answer questions in discussion groups—an easy way to gain exposure.
 - Research companies and important people using LinkedIn search tools



Job Search Apps and Online Tools

• Tools that aren't job boards!





Department of Employment and Economic Development





Bill

- Last worked in manufacturing setting as a Fork Lift Driver.
- Injury: Lost 2 fingers in accident
- Restrictions: 40 Lb. Lift, occasional use of left hand.
- Geography: Lives in Northern Suburbs of Twin Cities
- Transferable Skills: Warehouse knowledge, Computer skills, solid work history, likes working with people
- Employable guy in many areas—but where do we start?



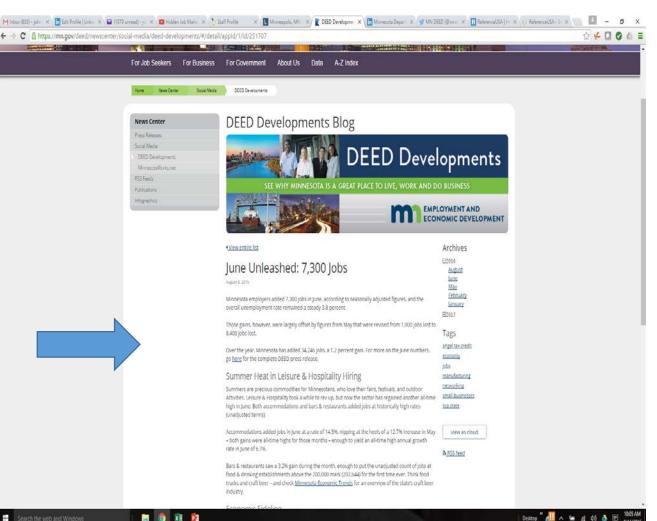
#1

Find out what the hottest industries are currently

"...for the first time ever employment in jobs at drinking and food establishments rose to over 200,000 this summer..."

Think Food Trucks and Tap Rooms, Distilleries, and Breweries!





referenceUSA[®]

Keyword/SIC/NAICS	D	
Major Industry Group	Brew SEARCH	VIEW RESULTS
	ex Restaurants	UPDATE COUNT
🕑 Geography 🖌 🖌	Results:	OPDATE COUNT
	EXACT MATCHES	
Map Based Search	599958 - BREWER SERVICES HOME	RECORD COUNT
City / State	208201 - BREWERS (MFRS)	32
Metro Area	518206 - BREWERS EQUIPMENT & SUPPLIES (WHLS)	BUSINESS HISTORY
ZIP Codes	592104 - BEER & ALE-RETAIL	more info
Radius	518101 - BEER & ALE-WHOLESALE	
County	581301 - BARS	CLEAR SEARCH
Street Address	208398 - MALT (MFRS)	CLEAR SEARCH
Neighborhood	Selected:	🗟 Back To Top
O Phone	208201 - BREWERS (MFRS)	
g Phone		
Business Phone		
Area Code		
Area Code Toll Free Numbers		
Fax Numbers		
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🕑 Business Size 🛛 🖌		
Number Of Employees	Enter 2-, 4-, or 6-digit <u>SIC Codes</u> in the boxes below	
Sales Volume		
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ige 1 d	of 2	Review Det	ails Heat Map Su	mmary Charts I	Downloa	d Print	NEW! Save Searc	1
	Company Name	Executive Name	Street Address	🗘 City, State	Ç ZIP 🗘	Phone	🗘 Corp. Tree	-
	Indeed Brewing Co	Nathan Berndt	711 15th Ave NE #	Minneapolis, MN	55413	(612) 843-5090		
	Dangerous Man Brewing Co	Sam Holzinger	1300 2nd St NE	Minneapolis, MN	55413	(612) 236-4087		
	Fulton LLC		2540 2nd St NE	Minneapolis, MN	55418	(612) 333-3208		
	Steel Toe Brewing Co	Jason Schoneman	4848 W 35th St	St Louis Park, MN	55416	(952) 955-9965		
	Northbound Smokehouse Brewpub	Ryan Flanagan	2716 E 38th St	Minneapolis, MN	55406	(612) 208-1450		
	Modist Brewing Co		505 N 3rd St	Minneapolis, MN	55401	(612) 454-0258		
	Bards Tale Beer Co		5125 W 59th St	Edina, MN	55436	(612) 961-2275		
	Collaborat Brew A Creative		201 6th St SE # 2	Minneapolis, MN	55414	(612) 331-7700		
	Fulton Brewery	Ryan Petz	414 6th Ave N	Minneapolis, MN	55401	(612) 333-3208		
	Duluth Brewing Co		1415 7th St SE	Minneapolis, MN	55414	(612) 991-6227		
	<u>612 Brew</u>		945 Broadway St NE	Minneapolis, MN	55413	(612) 217-0437		
	Lucid Brewing LLC	Eric Biermann	6020 Culligan Way	Minnetonka, MN	55345	(952) 582-1259		
	Granite City Food & Brewery	Andi Erwin	5500 Excelsior Blvd	Minneapolis, MN	55416	(952) 746-9900		1
	Green Mill Restaurant	Aaron Jensen	57 Hamline Ave S	St Paul, MN	55105	(651) 690-0539		1
	Northgate Brewing	Adam Sjogren	783 Harding St NE	Minneapolis, MN	55413	(612) 354-2858		
	Insight Brewing	Eric Schmidt	2821 E Hennepin Ave	Minneapolis, MN	55413	(612) 722-7222		
	Rock Bottom Restaurant & Brwry	Lou Hernandez	800 Lasalle Ave #	Minneapolis, MN	55402	(612) 332-2739		1
	Herkimer Pub & Brewery	Blake Richardson	2922 Lyndale Ave S	Minneapolis, MN	55408	(612) 821-0101		
	Lynlake Brewery		2934 Lyndale Ave S	Minneapolis, MN	55408	(612) 224-9682		
	Granite City Food & Brewery	Amy Keen	11909 Main St	Maple Grove, MN	55369	(763) 416-0010		1
	Brewery Limited		715 Mainstreet	Hopkins, MN	55343	(952) 938-2415		
	Surly Brewing Co	Linda Haug	520 Malcolm Ave SE	Minneapolis, MN	55414	(763) 999-4040		
			2020 14: 1 1 4	14: D. 14451	55 400	(642) 245 4622		



#3 Contact, Introduce and Apply!

- Fulfillment Associate (General Labor/Warehouse)
- FINALLY! We've found you...It is you, isn't it? If you love beer (check), love home brewing (even better), are a picking/packing/production ninja who thrives in a fun and fast-paced warehouse environment...then you're the *ROCK STAR* we've been searching for to join the Northern Brewer team as a Fulfillment Associate. One question: Where have you been all our lives?





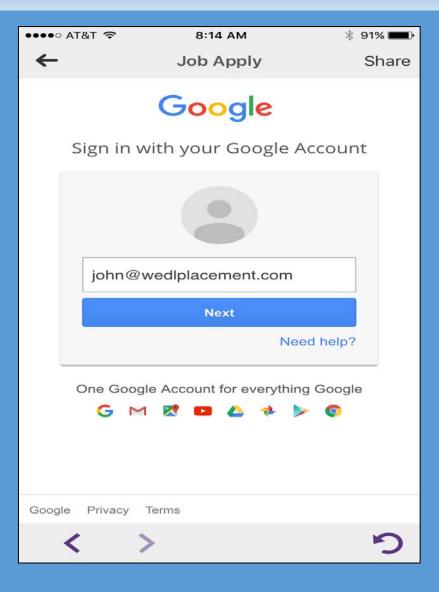
Cloud Storage and Your Smart Phone

How can I Apply Via My Cell Phone?

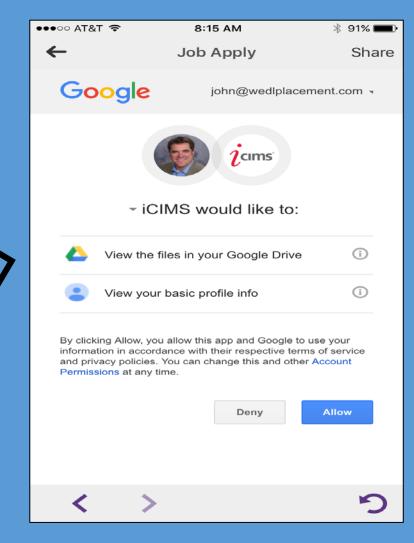


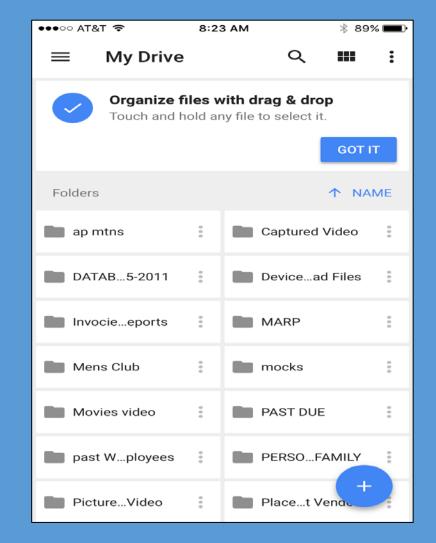
Attach Resumes to Applications Using Your Cell Phone

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←	Job Apply	Share				
Accounting Clerk - US Bank Stadium - Administration						
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Upload Resume: Upload your resume (Max size: 1 MB)						
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Attach Resumes to Applications Using Your Cell Phone

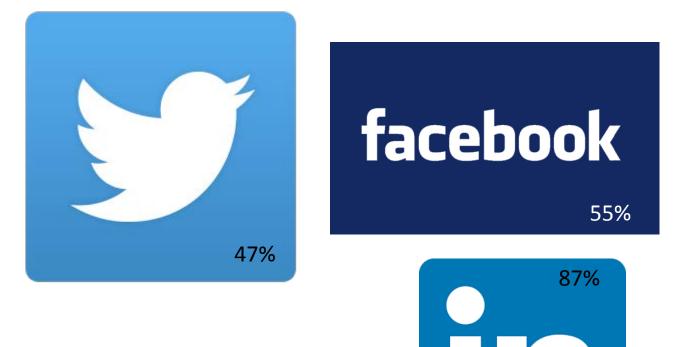




Increase Your Visibility

Sometimes you don't find the "Hidden Job Market"—It finds you!

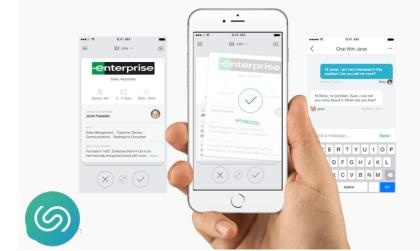
• Post a <u>complete</u> profile on:





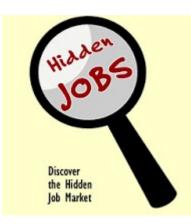


There's an App for that!

















THANK YOU! Questions?



The IMPACT of proactive placement.