Job Search: Internet/Social Media Skills Training
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?

80’s

Mid 90’s

Job Boards beginning to be new hot place to advertise jobs
Primarily white collar jobs. Blue collar still mainly in newspapers

Mid 2000’s

Job Boards are number one place to post jobs!
ALL levels of jobs are posted on 100’s of job boards!

Mid 2010’s

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

2020’s

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

Types of Tools Used to Recruit

Newspapers/Mag.

Primary Level of Jobs

?
Recruiter Nation Survey 2015,

“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 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.

3rd Degree
Those connected to your 2nd degree connections

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

2nd Degree
The people your 1st degree connections know

Get introduced
Your LinkedIn connections can connect you to “friends of friends” (including recruiters & HR managers)

1st Degree
Co-workers, friends, colleagues, and others you connect with directly through invitations on LinkedIn

Build your professional network
Use LinkedIn’s connection tools to find people you know
Why is LinkedIn important to a proactive job search?

• Today’s job market is tough and competitive.
• LinkedIn helps job seekers:
  ➢ Find **networking** contacts that lead to job opportunities in the hidden job market.
  ➢ Be found by hiring managers—MAXIMIZE your **visibility**!
  ➢ **Research** 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., "CPAMBA | 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.

http://www.trendhunter.com/trends/Linkedin-profile-tips
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!
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:

• **Produced an average 60 flat rate hours weekly** performing GM automotive diagnostic analysis, repair, and maintenance; work as the only Cadillac, drivability automatic and diesel experienced technician on the team.

• **Maintain an excellent customer satisfaction rate with virtually zero comebacks**, interface professionally and communicate easily with customers, service writers, and co-workers.

• **Up sell 20+ hours of work each month**; accurately assess problems and needs and provide adequate information and advice for customer decision-making.

• **Trained and certified in all GM and Cadillac specific course**; maintain up-to-date, working knowledge of all new scan tools and GM computer systems, such as S12000, Tech Link Online, and Tech I.

• **Achieved ASE Master Technician certification**, 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

Top Skills
- Interviews: 52
- Recruiting: 40
- Temporary Placement: 33
- Management: 32
- Coaching: 24
- Leadership: 21
- Workers Compensation: 19
- Account Management: 14
- Team Building: 13
- Resume Writing: 13

John also knows about...
- Job Search: 11
- Customer Service: 10
- Training: 10
- New Business Development: 7
- Sourcing: 6
- Career Counseling: 6
- Technical Recruiting: 6
- Strategic Planning: 5
- Career Development: 5
- Sales Management: 4
- Cold Calling: 4
- Interview Preparation: 4
- Negotiation: 3
- Public Speaking: 3
- Talent Acquisition: 3
- Leadership Development: 3
- Business Development: 3
- Team Leadership: 2
- Insurance: 2
- Vocational: 2
- Job Search Strategies: 2
- Human Resources: 2
- Staffing Services: 1
- Problem Solving: 1
- Direct Sales: 1
- Solution Selling: 1
- Job Coaching: 1
- Employee Relations: 1
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:

1. **Your Connections**
   - Your trusted friends and colleagues
   - 407

2. **Two degrees away**
   - Friends of friends; each connected to one of your connections
   - 162,500+

3. **Three degrees away**
   - Reach these users through a friend and one of their friends
   - 6,620,500+

**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

Invite People to Connect

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find 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.

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
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!
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?
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!
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, State</th>
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<tr>
<td>Indeed Brewing Co</td>
<td>Nathan Berntz</td>
<td>711 15th Ave NE #15A</td>
<td>Minneapolis</td>
<td>55413</td>
<td>(612) 843-0010</td>
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<td>Dangerous Man Brewing Co</td>
<td>Sean Holzinger</td>
<td>1300 2nd St NE</td>
<td>Minneapolis</td>
<td>55413</td>
<td>(612) 236-4087</td>
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<td>Fulton LLC</td>
<td></td>
<td>2540 2nd St NE</td>
<td>Minneapolis</td>
<td>55418</td>
<td>(612) 333-3208</td>
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<td>Steed To Brewing Co</td>
<td>Jason Schrader</td>
<td>4848 W 35th St</td>
<td>St Louis Park</td>
<td>55416</td>
<td>(952) 955-9065</td>
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<td>Northbound Smokehouse Brewpub</td>
<td>Ryan Frangen</td>
<td>2716 E 38th St</td>
<td>Minneapolis</td>
<td>55406</td>
<td>(612) 208-1290</td>
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<td>Modist Brewing Co</td>
<td></td>
<td>505 N 2nd St</td>
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<td>55401</td>
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<td>Bar's Tale Bear Co</td>
<td></td>
<td>5125 W 55th St</td>
<td>Ridina, MN</td>
<td>55486</td>
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<td>Collaborate Brew A Creative</td>
<td></td>
<td>201 5th St SE # 2</td>
<td>Minneapolis</td>
<td>55414</td>
<td>(612) 331-7700</td>
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<td>Fulton Brewery</td>
<td>Ryan Petz</td>
<td>414 6th Ave N</td>
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<td>Duluth Brewing Co</td>
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<td>612 Brew</td>
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<td>945 Broadway St NE</td>
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<td>Lucid Brewing LLC</td>
<td>Eric Biermann</td>
<td>6020 Calhoun Way</td>
<td>Minneapolis</td>
<td>55409</td>
<td>(952) 582-1259</td>
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<td>Granite City Food &amp; Brewery</td>
<td>Andy Eriksen</td>
<td>2000 Excelsior Blvd</td>
<td>Minneapolis</td>
<td>55410</td>
<td>(612) 746-9900</td>
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<td>Green Mill Restaurant</td>
<td>Aaron Jensen</td>
<td>57 Hamline Ave S</td>
<td>St Paul, MN</td>
<td>55105</td>
<td>(651) 690-0539</td>
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<td>Northgate Brewing</td>
<td>Adam Spagnuolo</td>
<td>783 Harding St NE</td>
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<td>Insight Brewing</td>
<td>Eric Schmidt</td>
<td>2821 E Hennepin Ave</td>
<td>Minneapolis</td>
<td>55413</td>
<td>(612) 722-7222</td>
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<td>Rock Bottom Restaurant &amp; Brewry</td>
<td>Luis Hernandez</td>
<td>800 Lestle Ave # 1</td>
<td>Minneapolis</td>
<td>55402</td>
<td>(612) 332-2739</td>
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<td>Harkimer Pub &amp; Brewpop</td>
<td>Blake Richardson</td>
<td>2022 Lyndale Ave S</td>
<td>Minneapolis</td>
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<td>(612) 821-0101</td>
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<tr>
<td>Lyndale Brewery</td>
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<td>2934 Lyndale Ave S</td>
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<td>55408</td>
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<td>Granite City Food &amp; Brewery</td>
<td>Amy Keen</td>
<td>11999 Main St</td>
<td>Maple Grove</td>
<td>55369</td>
<td>(763) 416-0010</td>
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<tr>
<td>Brewery Limited</td>
<td></td>
<td>715 Mainstreet</td>
<td>Hopkins, MN</td>
<td>55443</td>
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<td>Surly Brewing Co</td>
<td>Linda Haug</td>
<td>520 Malcolm Ave SE</td>
<td>Minneapolis</td>
<td>55414</td>
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<td>W3 Brewing Co</td>
<td></td>
<td>2005 3rd Ave W 700</td>
<td>Minneapolis</td>
<td>55401</td>
<td>(612) 527-1263</td>
</tr>
</tbody>
</table>
#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
Attach Resumes to Applications Using Your Cell Phone

- iCIMS would like to:
  - View the files in your Google Drive
  - View your basic profile info

By clicking Allow, you allow this app and Google to use your information in accordance with their respective terms of service and privacy policies. You can change this and other Account Permissions at any time.
Increase Your Visibility

Sometimes you don’t find the “Hidden Job Market” — it finds you!

• Post a complete profile on:

- Twitter (47%)
- Facebook (55%)
- LinkedIn (87%)
- Indeed
- Monster
- WorkSource Minnesota
There’s an App for that!

- Switch
- Pocket Resume
- Hidden Jobs
- Jobscan
- FREE! Interview Prep Questions
- Wordzen
THANK YOU!
Questions?