

# More Than Status Updates

How Social Media Plays an Essential  
Role in Every Organization

<http://www.youtube.com/watch?v=6ILQrUrEWe8>

# State of the HR Nation

- ∴ 83% believe social media has the potential to improve communication and efficiencies**
- ∴ 69% indicate their company does not currently have a social media policy**
- ∴ 45% use social media to screen job candidates**

# Today's Discussions

- 1. Why social media has become so prominent in business**
- 2. Managing social media involvement through policies and guidelines**
- 3. Recruiting and Screening**

facebook®

YouTube

flickr™



LinkedIn



reddit



digg™

twitter

# Establishing Appropriate Policies

- ∴ Strike a Balance**
  - ∴ Manage Access**
  - ∴ Educate and Train Staff**
  - ∴ Set Usage Policies**

# Social Media Policy Elements

- ∴ Listing Employer Information**
- ∴ Be responsible for what you write**
- ∴ Consider your audience**
  - ∴ Current clients, potential clients, current/past/future employees and employers**
- ∴ Protect Confidential and Proprietary Info**

# Samples

- ∴ **Your Responsibility:** What you write is ultimately your responsibility. Participation in social computing on behalf of Intel is not a right but an opportunity, so please treat it seriously and with respect. If you want to participate on behalf of Intel, take the Digital IQ training and contact the [Social Media Center of Excellence](#). Please know and follow the [Intel Code of Conduct](#). Failure to abide by these guidelines and the Intel Code of Conduct could put your participation at risk.

Contact [social.media@intel.com](mailto:social.media@intel.com) for more information. Please also follow the terms and conditions for any third-party sites.

# Samples

- ∴ The Organization supports its Workforce members' use of Social Media and Blogs for personal and professional use, recognizing that Workforce members have a strong voice in representing the organization. Workforce members engaged in personal or professional Social Media and Blog communications that reference Ministry-related content shall do so in a manner consistent with the organization's mission and values, enterprise administrative policies and procedures, and safeguards to ensure the privacy and security of patient health information, as well as proprietary business information. Ministry has developed guidelines for Workforce members on communicating Ministry-related content through Social Media and Blogs.

# Guidelines for Interaction

- ∴ Separating work life and personal life**
- ∴ Promotion using company brand**
- ∴ Do not return fire**
- ∴ Confidentiality**
- ∴ Private v. Public Access**

# Educate Staff

- ∴ Consequences of sharing**
  - ∴ Personal**
  - ∴ Professional**
- ∴ Encourage appropriate participation online**
- ∴ Constant company representative**

# Social Media for HR

**∴ Increase relevant online traffic**

**∴ Improve referrals**

**∴ Inspire your workforce**

**∴ Reduce your cost to hire**

**∴ Improve brand awareness**

# Social Media for HR

**∴ Recruiting**

**∴ Screening**

# Recruiting

- ∴ Reach high quality candidates**
- ∴ Build conversations and connections with potential candidates**
- ∴ Engage with candidates one-to-one**
- ∴ Specialized Outreach**

# HR Social Media Tools

**:. LinkedIn**

**:. Facebook**

**:. Twitter**

# Facebook

**∴ 5 million active users (July 2006)**

**∴ 350 million active users (November 2009)**

**∴ 46.29% of US web visits are to Facebook**

# Facebook

Gender	As of 1/04/09		As of 7/04/09		
	Users	Percentage	Users	Percentage	Growth
US Males	17,747,880	42.2%	29,090,240	40.5%	63.9%
US Females	23,429,960	55.7%	39,246,680	<b>54.6%</b>	67.5%
Unknown	911,360	2.2%	3,564,480	5.0%	291.1%
<b>Total US</b>	<b>42,089,200</b>	<b>100.0%</b>	<b>71,901,400</b>	<b>100.0%</b>	<b>70.8%</b>
Age	Users	Percentage	Users	Percentage	Growth
0-17	5,674,780	13.5%	7,050,320	9.8%	24.2%
18-24	17,192,360	40.8%	18,017,480	25.1%	4.8%
25-34	11,254,700	26.7%	18,102,320	25.2%	60.8%
35-54	6,989,200	16.6%	20,285,640	28.2%	190.2%
55+	954,680	2.3%	5,859,160	8.1%	<b>513.7%</b>
Unknown	23,480	0.1%	2,586,480	3.6%	10915.7%
Geography	Users	Percentage	Users	Percentage	Growth
New York	1,622,560	3.9%	2,179,400	5.2%	34.3%
Chicago	797,040	1.9%	1,068,660	2.5%	34.1%
Los Angeles	636,160	1.5%	1,250,920	3.0%	96.6%
Miami	627,840	1.5%	825,280	2.0%	31.4%
Houston	560,520	1.3%	955,500	2.3%	70.5%
Atlanta	535,300	1.3%	1,297,420	3.1%	<b>142.4%</b>
Washington DC	526,460	1.3%	749,400	1.8%	42.3%
Philadelphia	498,220	1.2%	706,940	1.7%	41.9%
Boston	440,500	1.0%	605,600	1.4%	37.5%
San Francisco	264,460	0.6%	387,280	0.9%	46.4%
Current Enrollment	Users	Percentage	Users	Percentage	Growth
High School	5,627,740	13.4%	4,697,780	6.6%	<b>-16.5%</b>
College	7,833,280	18.6%	6,133,600	8.7%	<b>-21.7%</b>
Alumni	4,756,480	11.3%	3,997,880	5.7%	<b>-15.9%</b>
Unknown	23,871,700	56.7%	55,927,060	79.0%	134.3%

# Facebook

- ∴ Join group “Facebook for Businesses”**
- ∴ Join “Facebook Corporate Recruiters” network**
- ∴ Company profile page**
- ∴ “My Company’s Hiring” application**

# LinkedIn

**∴ Connections to current, past and potential employees**

**∴ Groups**

**∴ Job Boards**

# Twitter

- ∴ Regular updates**
- ∴ One-to-one communication**
- ∴ Frequent updates**
- ∴ Drive website traffic**

# @starbucksjobs

- ∴ Elimination of print ads**
- ∴ Online recruiting**
- ∴ Online relationship building with recruiters**
- ∴ Relationships with employees looking to move up**

# Screening

- ∴ Seek out the image candidates present publically**
- ∴ 35% of hiring managers use Google**
- ∴ 23% look up candidates on social networking sites**

# What to Look For

- ∴ Private or Public Profile**
- ∴ Risqué pictures**
- ∴ Illegal behavior**
- ∴ Poor writing/bad grammar**
- ∴ Derogatory comments**

**“People have to understand the standard you will be judged against in hiring. Employers don’t have to believe what they see online – they only have to decide not to take a chance on you.”**

**~ Michael Fertik, CEO of ReputationDefender.com**

# State of the HR Nation

**∴ Fistful of Talent Blog**

**∴ 5 best-practice steps recommended**

**∴ Keeping up with industry social networks**

**∴ Participating in LinkedIn**

**∴ Subscribing to Blogs**

**∴ Getting on Twitter**

**∴ Using Facebook for recruiting**

**Questions?**

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