

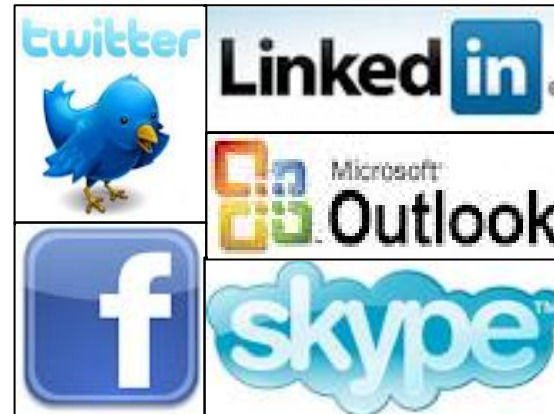


WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

TECHNOLOGY & THE JOB SEARCH

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AGENDA

- Introductions
- Why are you here today? What are you interested in learning most about?
- Employer feedback on how they use social media for recruiting and screening
- Brief discussion of the following:
 - LinkedIn & Twitter for networking
 - Facebook use among employers
 - Skype for interviews
 - Email etiquette & online applications
- Tips for Online Presence
- Questions & Answers
- Evaluations will be sent out after the event

EMPLOYER FEEDBACK

- **LinkedIn**
 - At minimum employers expecting candidates to have profile
 - Keyword searches and email blasts to qualified candidates
 - Recruiters commented on usefulness for networking and interview preparation
 - Connect w/ organization not individuals
- **Facebook**
 - Connect w/ organization not individuals
- **Twitter**
 - Primarily news and events
 - Connect w/ individuals & organizations
- **Skype**
 - Not used frequently
- **Online Applications & Email**
 - Online applications ubiquitous
 - Electronic resume is still most important factor in candidate's application
- **Sometimes now first impression; easy way to weed out candidates**
- **Differences in how recruiters and other employees w/in an organization use when reviewing candidates**

LINKEDIN

- Online professional networking site
- 120 million members
- Two new members per second (June 2011)
 - 6.5 million students
 - 9 million recent grads (2008-2011)
- Used by 75 of Fortune 100 companies for recruiting/hiring
- 2 million company pages

LINKEDIN

- Setting up profile
- Privacy & settings
- Connecting & interacting
- Additional resources



TWITTER

- Quick sharing of short messages, links, info
- Texting for the internet... with better grammar
- 200 million users
- Public and searchable
- Accessibility



TWITTER

- Twitter handle
 - Use a version of your name
 - Shorter is good
 - Avoid using company name, industry specific
- Bio
 - Use keywords
 - Be descriptive
 - Be professional, but human
 - Include LinkedIn URL



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HR Professional focused on Career Advising, Higher Education, Next Generation success, & Recruitment. Love Madison, laughing, giving back, and chocolate.



FACEBOOK

- 800 million users
- Mostly social, with some recruiting and hiring applications
- Privacy is key
- Company pages can be source of unique information or opportunities to interact
- Candidate searches by employees involved in hiring process



SKYPE

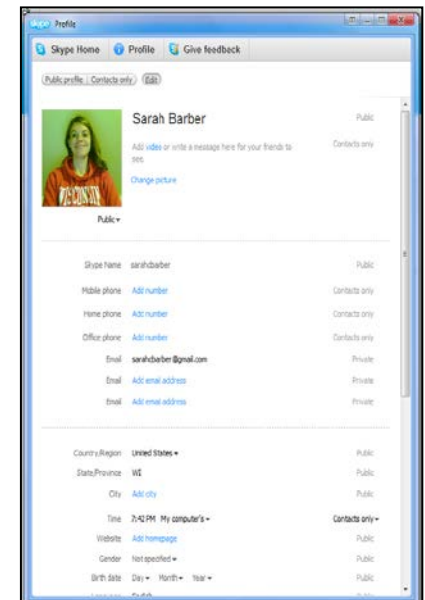
SKY PEER-TO-PEER

Skype Facts

- Online-to-online calls, videoconferencing, chatting free
- Calls to cell phones/landlines for fee
- 145 million users monthly
- Users made 207 billion minutes worth of calls in 2010

Performing Well

- Basics of videoconferencing
- Non-verbals



EMAIL & ONLINE APPLICATIONS

- General tips & pitfalls
- **Resume is #1**
- Email correspondence
- Online applications
 - Create plain text version of resume
 - Organize employment history/references
 - Create list of job search keywords

TIPS FOR ONLINE PRESENCE

- Google yourself regularly
- Some might consider website, blog, online portfolio
- Your profiles could show with whom you associate
- Consider including a middle initial
- Choose your level of involvement with social media

Questions?

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