

A complex network diagram with various sized nodes in black, blue, and grey, connected by thin grey lines. The background is light grey with faint circular patterns.

# *CONNECTING WITH THE WORLD*

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Social Media Perks and Pitfalls

# ***WHAT IS SOCIAL MEDIA?***



*Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.*

*Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.*

*By now, you have heard how valuable, even essential, social media can be to your job search.*

*Today, we will look at “Best Practices” for setting up and maintaining your on-line presence.*



# ***TYPES OF SOCIAL MEDIA***



TWITTER & TUMBLR  
ARE  
MICROBLOGGING  
AND SOCIAL  
NETWORKING  
SITES



FACEBOOK IS A  
SOCIAL  
NETWORKING  
SITE



YOUTUBE,  
SNAPCHAT, &  
INSTAGRAM ARE  
MULTIMEDIA  
SHARING SITES



LINKEDIN IS A  
PROFESSIONAL  
SOCIAL  
NETWORKING AND  
EMPLOYMENT SITE



PINTEREST IS A VISUAL  
DISCOVERY ENGINE  
FOR FINDING &  
SHARING NEW IDEAS

# social media

explained with coffee



i am drinking  
#coffee



i like coffee!



here is a vintage  
photograph of  
my coffee



browse my  
collection of  
coffee recipes



my coffee-drinking  
skills have been  
endorsed



here is recorded  
video of me  
drinking coffee



here is live  
streaming video of me  
drinking coffee



this coffee will  
self-destruct in  
10 seconds





## ***TWITTER & TUMBLR***



- *Twitter is a global platform for users to share thoughts, news, ideas, jokes in 140 characters or less.*
- *Users can “follow” each other to keep tabs on people*
- *“Trends” occur when people tweet about the same topic or join in on a larger conversation using hashtags*
- *Everything on Twitter is public unless you “protect” your tweets*
- *Important Lingo: Tweet, Retweet, Feed, Handle, Mention, Direct Message (DM), Hashtag (#)*
- *The purpose of Tumblr is to have a way to put all your blogs, pictures, anything you want to share with other people in one single location.*
- *Useful for personal interests, such as putting writing compositions together or photography compositions together but also for educational reasons.*
- *Tumblr became known for explicit adult content, which was banned in December 2018. Traffic has dropped 30%.*
- *Important Lingo: Reblog, tags, GIF*

# What to Say and How to Say It

Define your audience and adopt a point of view.

Ask yourself what you are trying to get out of Twitter:

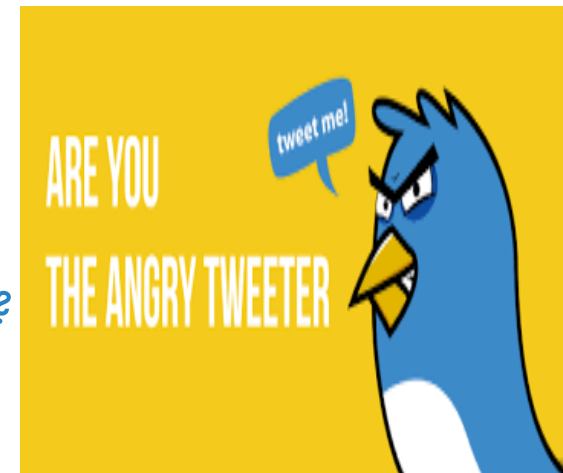
- Looking for entertainment? Trying to make professional connections?

What about you is interesting and will pull people in?

- Are you an expert on something? Are you funny?

## Tweet Tips

- Keep tweets to around 110 characters
- Avd. 2 mny abrvs.
- Shorten links by using a service like bit.ly
- Add pictures where you can!
- Avoid tweeting sprees
- Don't just push out information - join a larger conversation
  - ✓ - See what hashtags are trending and add your insight
  - ✓ - If you're at an event, use that event's hashtag to connect with other attendees



## Twitter Etiquette: Minding your @'s and #'s

- #Don't #use #a #hashtag #for #every #word
- Don't fall into a ranting trap – people will scroll on by
- Everyone likes a little gratitude – thank your followers! #FF
- Practice thoughtful retweeting

**Golden Rule: If you wouldn't say it in front of someone, don't tweet it.**



## King of the Social Networks

- Over **1.3** billion active users around the world.
- Smartphone users check their accounts **15** times a day.
- **48%** of young Americans said they found out about news through Facebook.

### Facebook Tips:

- ✓ Get familiar with safety guidelines, features, & tools
- ✓ Use privacy settings
- ✓ Keep identifying data private
- ✓ Be careful who you “friend”
- ✓ Post with care
- ✓ Use a strong password
- ✓ Mute friends in your feed who post too much

### Facebook Lingo:

**Chat-** Chat is a feature that lets you send instant messages to your friends.

**Follow-** Follow is a way to hear from people you’re interested in, even if you’re not friends.

**Friend-** Friends are people you connect and share with on Facebook.

**Poke-** People use the Poke feature when they want to get someone’s attention or say hello.

**Groups-** Facebook Groups make it easy to connect with specific sets of people, such as coworkers.

**Like-** Clicking Like is a way to give positive feedback and connect with things you care about.

**Tag-** A tag links a person, Page, or place to something you post, like a status update or photo.

**Trending-** Trending shows you a list of topics and hashtags that have recently spiked in popularity on Facebook.

**Reach-** Reach is the number of people who received impressions of a Page post.

# Instagram



*Instagram is an online mobile photo-sharing, video-sharing, and social networking service.*

*Facebook purchased Instagram for \$1 billion in Sept of 2012.*

*200 million active users who are uploading 20 billion photos everyday.*

- 90% of users are under the age of 35*

# YouTube

*YouTube is an American video-sharing platform. Created in February 2005, Google bought the site in November 2006 for \$1.65 billion.*

*YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos.*

*Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos.*



# snapchat

*Snapchat is a popular messaging app that lets users exchange pictures and videos (called snaps) that are meant to disappear after they're viewed.*

*As of October 2019, Snapchat has 210 million daily active users.*

*3 Billion "Snaps" are created every day, 25 per second. Snaps can be personalized with various forms of visual effects and stickers.*

*93% of US users are between the ages of 13-24.*



*LinkedIn is the world's largest professional online network with more than 120 million members and is growing rapidly. LinkedIn is a free professional social networking site that enables connections with trusted professional contacts to exchange knowledge, ideas and opportunities.*

*This social media platform is geared to professionals. It enables you to network and to build your professional portfolio, but you can also go out into the world and look for a new job. Professionals who've been in business for decades use LinkedIn and so do newly minted college grads. It is also used by employers and recruiters who are looking for job candidates.*

*Once you've built your LinkedIn profile, you can use the site to build your professional image. Share articles you find interesting, and comment on them with your own point-of-view. Better yet, publish your own thought leadership pieces.*

*At its most basic level, LinkedIn is a professional networking site. Not only does LinkedIn enable you to connect with people you know, it also enables you to connect with the people your LinkedIn connections know. It serves as a virtual mixer in which you have the opportunity to rub elbows with the best in the business.*

*To use the platform effectively, start with a well-built portfolio: include a good head shot of yourself, write an appropriate title and summary, and include highlights of your work and life experiences, as well as adding your education and skills. Access the site every day and pay attention to the people in your industry who matter. What are they posting and commenting on? Join them. Also join groups that you find interesting and relevant. As your activity level grows, your connections will also grow.*





Pinterest is a social network that allows users to visually share, and discover new interests by posting, known as 'pinning' images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned. Using a visual orientation, the social network is very much focused on the concept of a person's lifestyle, allowing you to share your tastes and interests with others and discovering those of likeminded people. The social network's goal is to "connect everyone in the world through the 'things' they find interesting." Users can either upload images from their computer or pin things they find on the web using the Pinterest bookmarklet.

- Pinterest saw incredible growth in 2013 - for the first time ever, it surpassed email as a sharing medium, and outpaced Facebook.
- 80% of Pinterest users are women, do with the fact that in the beginning Pinterest seemed to have started with interests in the home arts like cooking, decorating, fashion, gardening, and other topics of interest to women.
- Male usage on Pinterest is climbing thanks to boards featuring male-oriented interests like fly-fishing, hunting and cigars.
- Pinterest, like other social media channels, can help create brand awareness.

### **Pinterest Lingo:**

**Board:** A posting page or area for pinners to post and re-pin images to allow other Pinterest users to view their images.

**Pin or Pinning:** Visual bookmarks for stuff you find anywhere on the web or on Pinterest

**Re-pin or Re-pinning:** The action in which another Pinterest user is interested in a particular image on your board and would pin the same image on their own board.

**Pinners:** The collective term for Pinterest users.

**Follow:** When you follow someone, their pins show up in your Pinterest home feed. You can follow all of someone's boards or just the ones you like best.



## **SOCIAL MEDIA & JOB SEARCHING**

*How Social Media can  
Help or Hurt your Job  
Search*

*Sites like Facebook, Twitter, and LinkedIn, allow employers to get a glimpse of who you are outside the confines of a résumé, cover letter, or interview. They offer job seekers the opportunity to learn about companies they're interested in; connect with current and former employees; and hear about job openings instantaneously.*

*Social media is a key player in the job search process today. Social media is a primary vehicle of communication, and because much of that communication is public, it's no surprise that recruiters and hiring managers are tuning in.*

- *Half of all job seekers are active on social networking sites on a daily basis*
- *More than a third of all employers utilize these sites in their hiring process.*
- *Only 11% of job seekers say they never use social networking sites.*



## **What are Employers Looking for on your Social Media Accounts?**

*A CareerBuilder survey of Employers & Hiring Managers found that:*

- ❖ 65% said they do it to see if the job seeker presents himself or herself professionally.*
- ❖ 51% want to know if the candidate is a good fit for the company culture.*
- ❖ 45% want to learn more about the candidates' qualifications.*
- ❖ Some cited "to see if the candidate is well-rounded" and "to look for reasons not to hire the candidate," as their motives.*

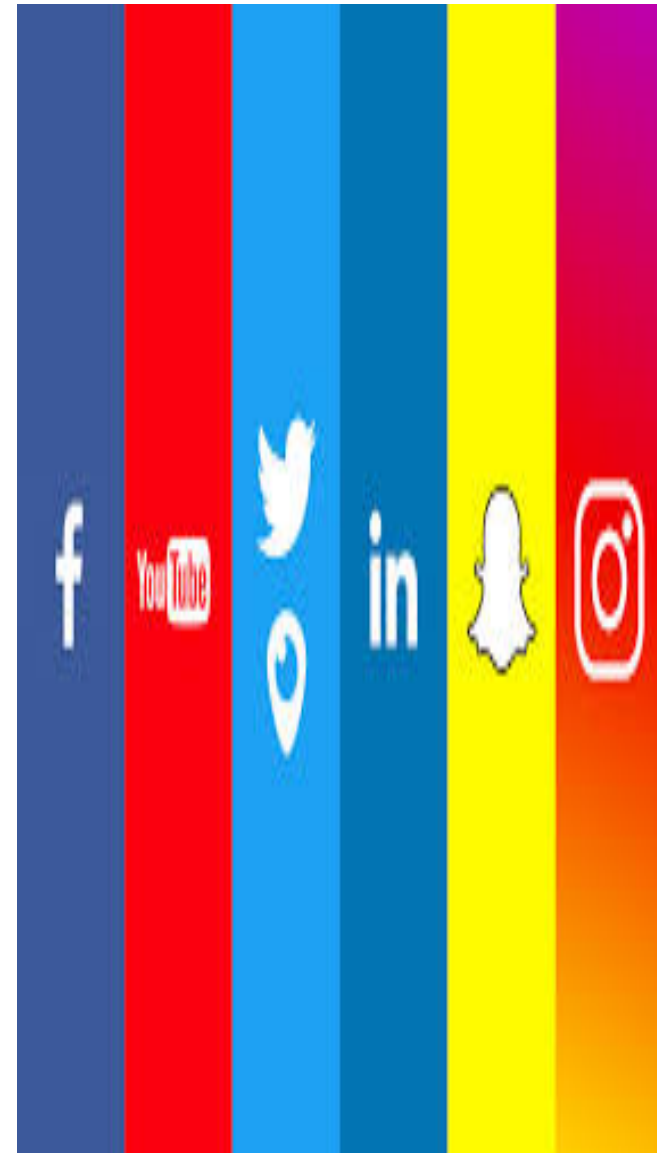
*A third (34%) of employers who scan social media profiles said they have found content that has caused them not to hire the candidate:*

- ❖ About half of those employers said they didn't offer a candidate the position because of provocative or inappropriate photos and information posted on his/her profile.*
- ❖ 45% said they chose not to hire someone because of evidence of drinking and/or drug use on his/her social profiles.*
- ❖ Other reasons included: the candidate's profile displayed poor communication skills; he/she bad mouthed previous employers; made discriminatory comments related to race, gender, or religion; or lied about qualifications.*

# Make Social Media Work For You

## Develop a Strategy

- *Define your audience*
- *Adopt a point of view*
- *Build maintenance time into your schedule, don't let profiles get stale*
- *Have a consistent Brand*
- *Check your privacy settings*
- *Remember, if it's posted, it's public*
- *A little self-promotion goes a long way, but braggers are more annoying online than in person*
- *Make sure profiles are free of typos and grammatical errors*
- *Don't focus on hiding inappropriate content, work on creating a profile that does a good job of representing you*







## Facebook Tips:

- *Clean up your account*
- *Use a professional-looking photo*
- *Keep your private life private*
- *Beef up your information section*
- *Be active/share*
- *Be selective of the companies you 'Like', you want to be perceived as passionate about the company you are applying to, not that you are willing to work at any company.*
- *Follow industry influencers and companies/groups of interest*
- *Say something relevant and sensible when commenting*
- *Remember- Quality over Quantity*
- *Never make derogatory comments about current or past employers*



## LinkedIn Tips:

- *Think SEO (Search Engine Optimization), increasing the quality and quantity of website traffic*
- *Use a professional-looking photo*
- *Keep information up-to-date*
- *Be active/share*
- *Highlight experience and showcase information you want current/future employers to see*
- *Use language that will entice employers to find out more about you*
- *Follow industry influencers and companies/groups of interest*
- *Aim to chat, not sell*
- *Grow your network with relevant contacts*
- *Gather endorsements for your skills*
- *Never make derogatory comments about current or past employers*



## **'Red Flags' Employers Notice**

A recent study showed that 84% of employers recruit via social media and nearly half screen job candidates through social networks and Google. It's important to understand that what employers find online is their first impression of you.

- *If they can't find you online, it's not a good sign. It can either look like you have something to hide or nothing to show, both of which aren't very impressive and may send you to the bottom of the resume pile. The key is drawing a line between "professional you" and "personal you".*
- *Having "Fake" Twitter followers you bought to fluff up your social media presence. It's really better to have maybe 50 influencers or people who are really engaging in your field, than thousands and thousands of fake followers who aren't really contributing to your online presence.*
- *Having social media accounts and being inactive on them. Having a social media presence and online brand isn't a one-time thing. Employers are really looking to see that you're engaging, whether it's current events, news, or professional development in your industry. They want to see what you're pushing out there and how you're influencing others in your field.*

## 5 Social Media mistakes that could ruin your professional image:



**Is there anything worse than being tagged in any of these pictures? You betcha!!**

47% of recruiters do frown on party photos, and 71% just say no to drug references, but the survey revealed some more surprising mistakes we all might be making with our social profiles, even when we're stone cold sober. The survey of more than 2,000 business decision makers found:

**Spelling Mistakes & Grammar Errors-** 56% of employers would put the brakes on hiring someone whose social media posts regularly confuse them, and they're. That's a whopping nine percentage points higher than drunk pics.

**Cursing-** Cursing is bad, really #@\*!%\$ bad. The survey found that a recruiter's No. 1 social media turn-off is swearing, with 75% saying profane language would discourage them from hiring someone whose mouth could use a good washing out.

**Selfies-** There is such a thing as too many selfies. 26% of respondents think it's bad form to post too many photos of yourself because this may signal that you're too self-centered or not a team player.

**Over-sharing-** Retweeting influencers, news, or your dream company won't show employers how plugged in you are. 29% say they don't like it when you share too many links & photos on social media. Try coming up with original posts, instead!

**Expressing political views-** It is great to be passionate about some issues, but employers could have equally as strong opposing views. While your politics may not impact your on-the-job performance capabilities, 29% of employers said they still don't want to hear about your political views on social media.



# Cleaning your Social Media Platforms



## To Do List:

- ✓ **Make your Accounts Private-** go to settings and choose only “friends” to see your activity
- ✓ **Hide or Delete any Inappropriate Posts/Pictures-** Posts don’t go away completely, but you can archive Instagram photos, save Snapchats to memories, hide content from your Facebook timeline, or set your settings to “Only me” so certain posts remain private.
- ✓ **Deactivate Old Accounts-** you don’t want employers or hiring managers to get to know your teenage self or that you were in a grunge band.
- ✓ **Google Yourself-** you want to know what information about you is out there, you may also discover old accounts you forgot you signed up for (remember, MySpace?)
- ✓ **Edit your Handles, URLs, and Email Address-** you can customize these to represent the ‘professional’ you. (‘stonerchik69’ and ‘dirtydawg’ won’t be getting any messages from employers)
- ✓ **Censor/Delete your ‘Friends’-** friends who keep posting or tagging you in embarrassing photos, post inappropriate content to your page, and damage your professional reputation have got to go!





**WE ALL MAKE MISTAKES, BUT SOCIAL MEDIA CAN  
FRAME THOSE MISTAKES AND DISPLAY THEM  
FOREVER!!!**

*The Key to mastering  
Social Media is to Listen,  
Engage, and Build  
Relationships*