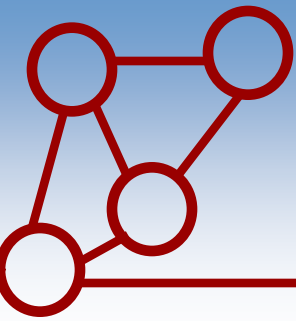




Robert Half[®]
Technology

Using Social Media to Advance Your Career

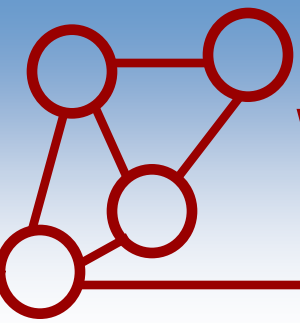




What We'll Cover Today

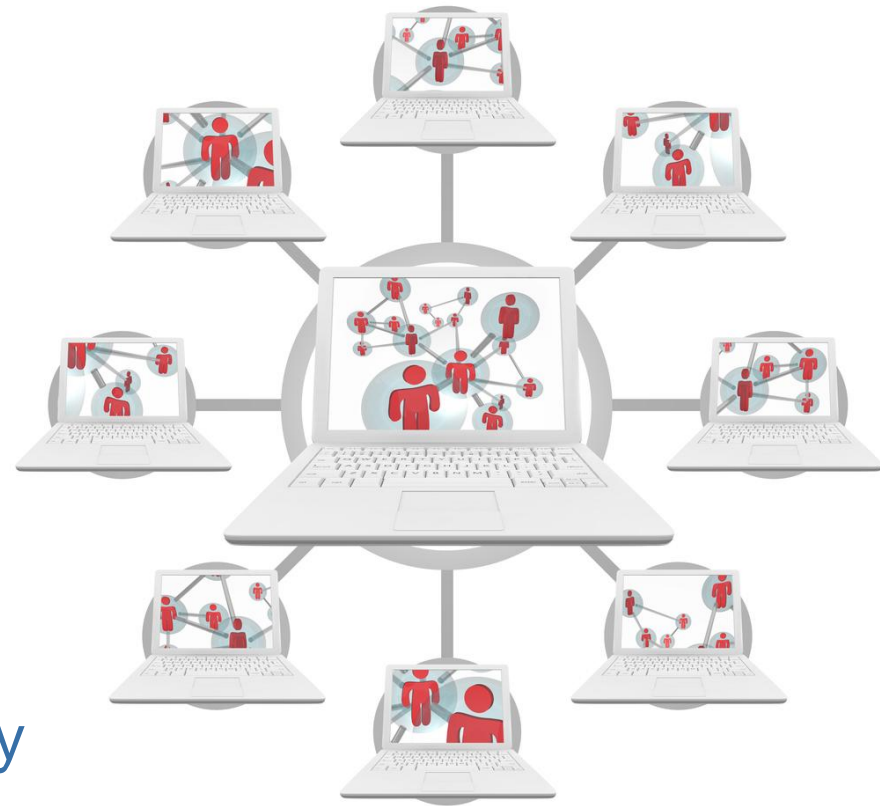
- What is social media?
- The basics of the “Big Three”
- How social media can benefit your career
- Getting started
- Common pitfalls

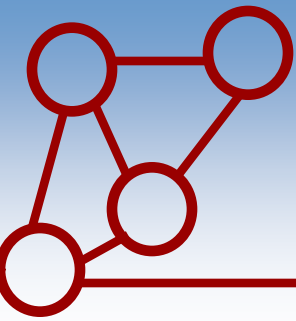




What Is Social Media?

- Tools and sites that make it easy to:
 - Convey ideas
 - Collaborate with others
 - Share multimedia
 - Participate in virtual worlds
 - Network
- Facilitates exchange of ideas and information
- Fosters a sense of community





LinkedIn

Largest professional networking site

LinkedIn ⁱⁿ®

Home | What is LinkedIn? | Join Today | Sign In Language ▾

Over 50 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

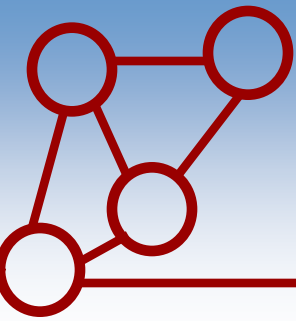
6 or more characters

Join Now *

Already on LinkedIn? [Sign in.](#)



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LinkedIn

Each user creates a profile — basically, an online resume

Profile

Edit My Profile | View My Profile

Jane Doe you

San Francisco Bay Area | Writing and Editing

Current	<ul style="list-style-type: none">Employee at Robert Half International
Past	<ul style="list-style-type: none">Employee at Generic Co.
Education	<ul style="list-style-type: none">California State UniversityCalifornia State University
Connections	20 connections
Public Profile	http://linkedin.com/janedoe

Edit Public Profile Settings

- ➔ Add Jane to your network
- ➔ Forward this profile to a connection

🖨️ 📄 📧 📌

Home

Groups +

Profile -

- Edit My Profile
- View My Profile
- Recommendations

Contacts +

Inbox +

Applications +

Add Connections

Jane Doe

Employee at RHI



LinkedIn

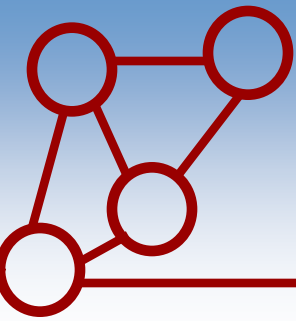
Goal to identify and connect with other members

The screenshot shows a LinkedIn profile for Jane Doe. The left sidebar contains navigation options: Home, Groups, Profile (with sub-options: Edit My Profile, View My Profile, Recommendations), Contacts, Inbox, and Applications. Below these is a green 'Add Connections' button and a profile card for Jane Doe, an Employee at RHI. The main profile area has a blue header with 'Profile' and 'Edit Public Profile Settings'. Below the header are tabs for 'Edit My Profile' and 'View My Profile'. The profile details for Jane Doe include: San Francisco Bay Area | Writing and Editing; Current: Employee at Robert Half International; Past: Employee at Generic Co.; Education: California State University (two entries); Connections: 20 connections (highlighted with a red box); and Public Profile: http://linkedin.com/janedoe. On the right side, there are two action buttons: 'Add Jane to your network' and 'Forward this profile to a connection', along with icons for printing, sharing, and downloading.



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Robert Half Technology

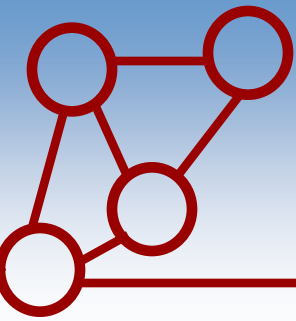


LinkedIn

Many ways to search for other members

The screenshot shows the LinkedIn homepage with several key features highlighted by red boxes:

- Search Bar:** Located at the top right, it includes a dropdown menu set to "Search People", a search input field, and a "Search" button. The word "Advanced" is visible to the right of the search bar.
- Network Building Section:** A large green-bordered box highlights the "Build your network (Why?)" section. It features the heading "Find contacts who are already on LinkedIn" and a sub-section for "Web email contacts". This section includes a text input field for "Your Email:" containing "janedoe@email.com", a blue "Continue" button, and a link to "Learn More". Below the button, it says "Import desktop email contacts" and "LinkedIn does not store your login information. See our privacy policy."
- Navigation Menu:** On the left side, the "Add Connections" button is highlighted with a red box.
- Profile Summary:** At the bottom left, the user's profile name "Jane Doe" is visible next to a placeholder profile picture.
- Right Side Panels:** The "People you may know" panel shows two placeholder profile pictures with "invite" and "x" icons. Below it, the "Who's viewed my profile?" panel displays the text: "Your profile has been viewed by 41 people in the last 90 days. In the last 30 days, you have appeared in search results 9 times." with a "See more" link.



LinkedIn

Increases your visibility on the Web

The screenshot shows the LinkedIn homepage for a user named Jane Doe. The navigation bar includes the LinkedIn logo, menu items for People, Jobs, Answers, and Companies, and links for Account & Settings, Help, Sign Out, and Language. The account type is Basic, with an option to Upgrade. A search bar is present with a 'Search People' dropdown and a 'Search' button. The main content area is divided into three sections: a left sidebar with navigation options (Home, Groups, Profile, Contacts, Inbox, Applications), a central 'Build your network' section, and a right sidebar with 'People you may know' and a 'Who's viewed my profile?' notification. The 'Build your network' section is highlighted with a green border and contains a 'Web email contacts' feature. The 'Who's viewed my profile?' notification is highlighted with a red border and states that the profile has been viewed by 41 people in the last 90 days and appeared in search results 9 times.

Build your network (Why?)

Find contacts who are already on LinkedIn

Web email contacts

Searching your web email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your Email:

Continue

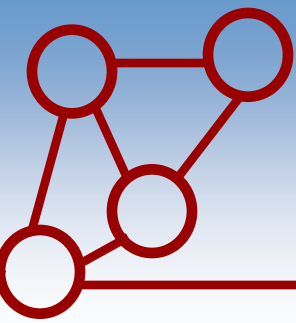
Import desktop email contacts

LinkedIn does not store your login information. See our [privacy policy](#).

People you may know

Who's viewed my profile?

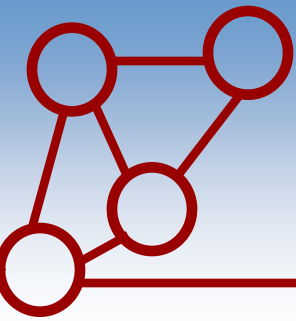
Your profile has been viewed by 41 people in the last 90 days. In the last 30 days, you have appeared in search results 9 times. [See more »](#)



LinkedIn

Good place to start with social media

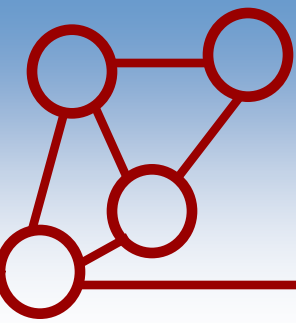
The screenshot shows the LinkedIn homepage interface. At the top, there is a navigation bar with the LinkedIn logo, menu items for People, Jobs, Answers, and Companies, and links for Account & Settings, Help, Sign Out, and Language. Below the navigation bar, there is a search bar with a dropdown menu set to 'Search People' and a 'Search' button. The main content area is divided into three columns. The left column contains a sidebar with navigation links: Home, Groups, Profile, Contacts, and Applications. The middle column features a green box titled 'Build your network (Why?)' with a sub-section 'Find contacts who are already on LinkedIn'. This section includes a 'Web email contacts' feature with a text input field containing 'janedoe@email.com' and a 'Continue' button. The right column has a blue header 'People you may know' with two placeholder profile pictures and 'invite' buttons. Below this is another blue header 'Who's viewed my profile?' with a summary of profile views and a 'See more' link.



Facebook

Most-used social networking site

The screenshot shows the Facebook homepage layout. At the top left is the 'facebook' logo. To its right are links for 'Keep me logged in' and 'Forgot your password?'. Below these are input fields for 'Email' and 'Password', followed by a 'Login' button. The main content area features the headline 'Facebook helps you connect and share with the people in your life.' and a world map with orange person icons and dashed lines representing connections. On the right side, there is a 'Sign Up' section with the text 'It's free and anyone can join'. The sign-up form includes fields for 'First Name', 'Last Name', 'Your Email', and 'New Password'. It also has dropdown menus for 'I am:' (with a 'Select Sex:' label), 'Birthday:' (with 'Month:', 'Day:', and 'Year:' sub-labels), and a 'Sign Up' button. At the bottom of the sign-up section is a link: 'Create a Page for a celebrity, band or business.'



Facebook

Users create profiles and “friend” each other

facebook Home Profile Friends Inbox 2 Jane Doe Settings

Invite Your Friends

From: Jane Doe

To: (use commas to separate emails)

Message: (optional)

Invites will be sent in English (US) [change]

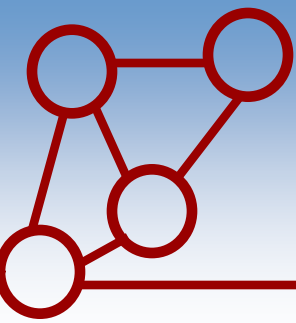
[Invite](#) [Cancel](#)

Facebook will send each person above an invite in your name asking them to join Facebook. [See Example](#)

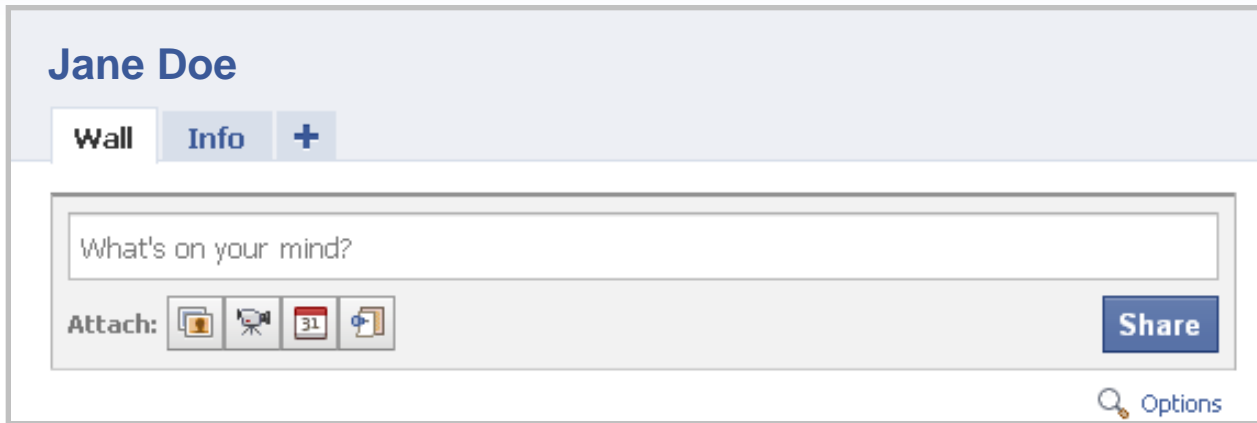
Import Email Addresses ▶
from almost any online email service to invite your friends.

Windows Live Hotmail
AOL Gmail
YAHOO! Mail

View All Invites ▶
See your entire history of invitations, including who has joined because of you.

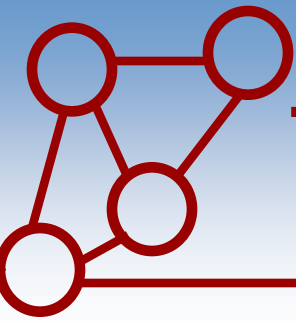


Facebook



Wide range of uses

- Communicate with family, friends and professionals
- Share photos
- Play games
- Participate in groups



Twitter

Twitter users send short posts, or “tweets,” of 140 characters or less

The screenshot shows a Twitter profile for 'JobMarketUpdate'. The profile picture is a stylized icon of a person in a suit. The bio states: 'Name Joe Business', 'Location Genericville, CA', 'Web http://www.internetaddress.com', and 'Bio Provides the latest information and data related to hiring and employment trends.' The profile has 63 following, 178 followers, and 1 listed. A red box highlights the 'Tweets' count of 227. The main content area shows three tweets. The first tweet, highlighted with a red border, is: 'DOL released seasonally adjusted data for unemployment claims' with a link to 'http://www.dol.gov/opa/media/press/eta/ui/current.htm' and is from 'about 7 hours ago from web'. The second tweet is: 'Check out RHI's The Leading Resource for hiring and employment trend info' with a link to 'http://www.rhi.com/TheLeadingResource' and is from '11.48 AM Dec 1st from web'. The third tweet is: 'Blog: How to find jobs on Twitter' with a link to 'http://mashable.com/2009/03/13/twitter-jobs/' and is from '6:36 PM Nov 29th from web'. The 'Following' section shows a grid of 20 user avatars.

 **JobMarketUpdate**

Name Joe Business
Location Genericville, CA
Web <http://www.internetaddress.com>
Bio Provides the latest information and data related to hiring and employment trends.

63 **178** **1**
following followers listed

Tweets **227**

DOL released seasonally adjusted data for unemployment claims
<http://www.dol.gov/opa/media/press/eta/ui/current.htm>
about 7 hours ago from web

Check out RHI's *The Leading Resource* for hiring and employment trend info
<http://www.rhi.com/TheLeadingResource>
11.48 AM Dec 1st from web

Blog: How to find jobs on Twitter
<http://mashable.com/2009/03/13/twitter-jobs/>
6:36 PM Nov 29th from web


Following





Twitter

Can be very casual




JobMarketUpdate

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Tweets 227

Favorites

Following

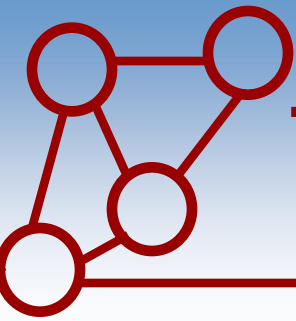


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11:48 AM Dec 1st from web

Blog: How to find jobs on Twitter
<http://mashable.com/2009/03/13/twitter-jobs/>
6:36 PM Nov 29th from web





Twitter

Way to share links and forward information



JobMarketUpdate

DOL released seasonally adjusted data for unemployment claims
<http://www.dol.gov/opa/media/press/eta/ui/current.htm>
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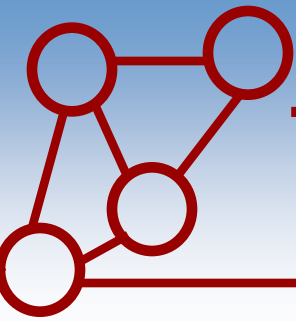
Tweets 227

Favorites

Following







Twitter

You can “follow” other members and encourage them to follow you



JobMarketUpdate

DOL released seasonally adjusted data for unemployment claims

<http://www.dol.gov/opa/media/press/eta/ui/current.htm>

about 7 hours ago from web

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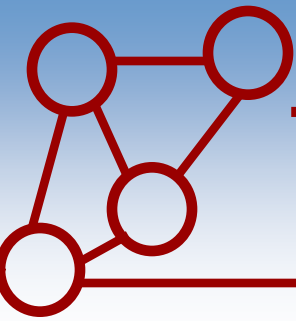
following followers listed

Tweets 227

Favorites

Following





Twitter

Can serve as “news feed” for career areas of interest

JobMarketUpdate

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Tweets 227

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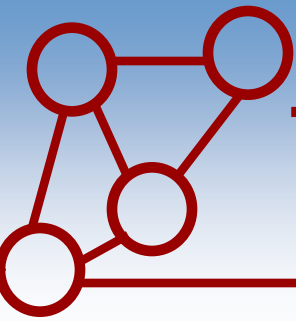
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<http://mashable.com/2009/03/13/twitter-jobs/>
6:36 PM Nov 29th from web





Twitter

Use it to expand your contacts and distinguish yourself as an expert



JobMarketUpdate

DOL released seasonally adjusted data for unemployment claims

<http://www.dol.gov/opa/media/press/eta/ui/current.htm>

about 7 hours ago from web

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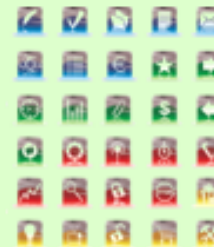
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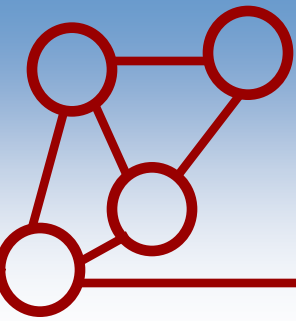
following followers listed

Tweets **227**

Favorites

Following

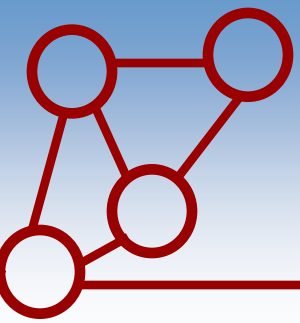




Networking

- Identify new contacts
- Leverage existing contacts to find new ones
- Join groups to expand your network
- Social media makes it easy to remain in touch with your network

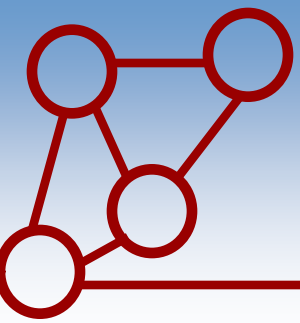




Learning

Remain
apprised of
new trends and
developments
in your field

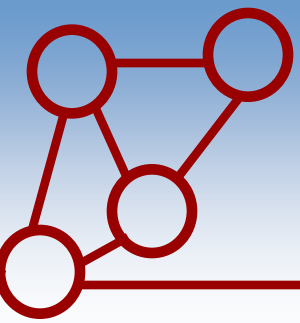




Learning

Allows for discussion around a certain topic; conversation evolves





Learning

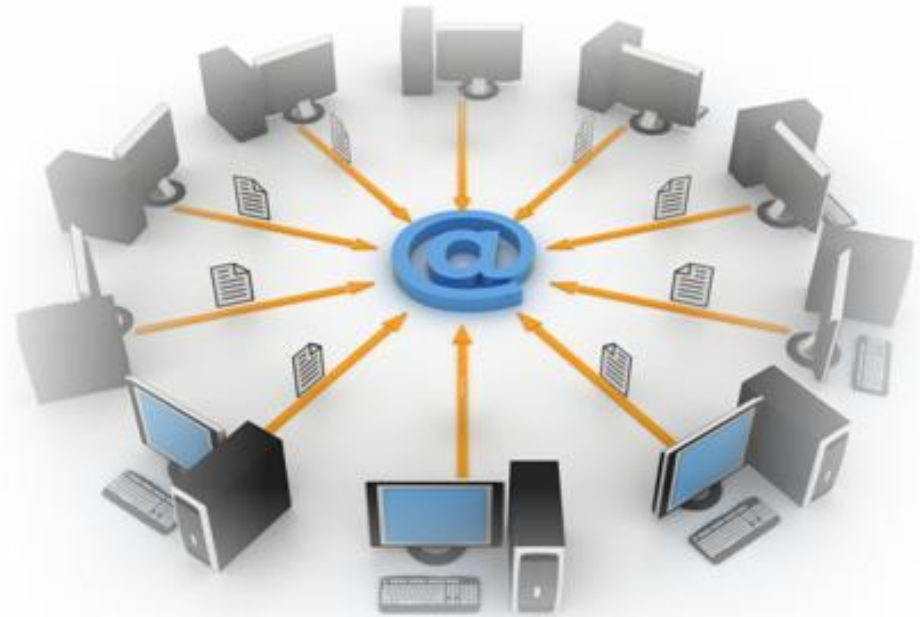
Twitter is
an excellent
tool for
educational
purposes

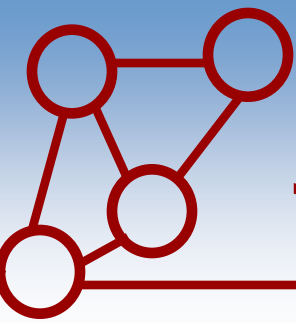




Job Hunting

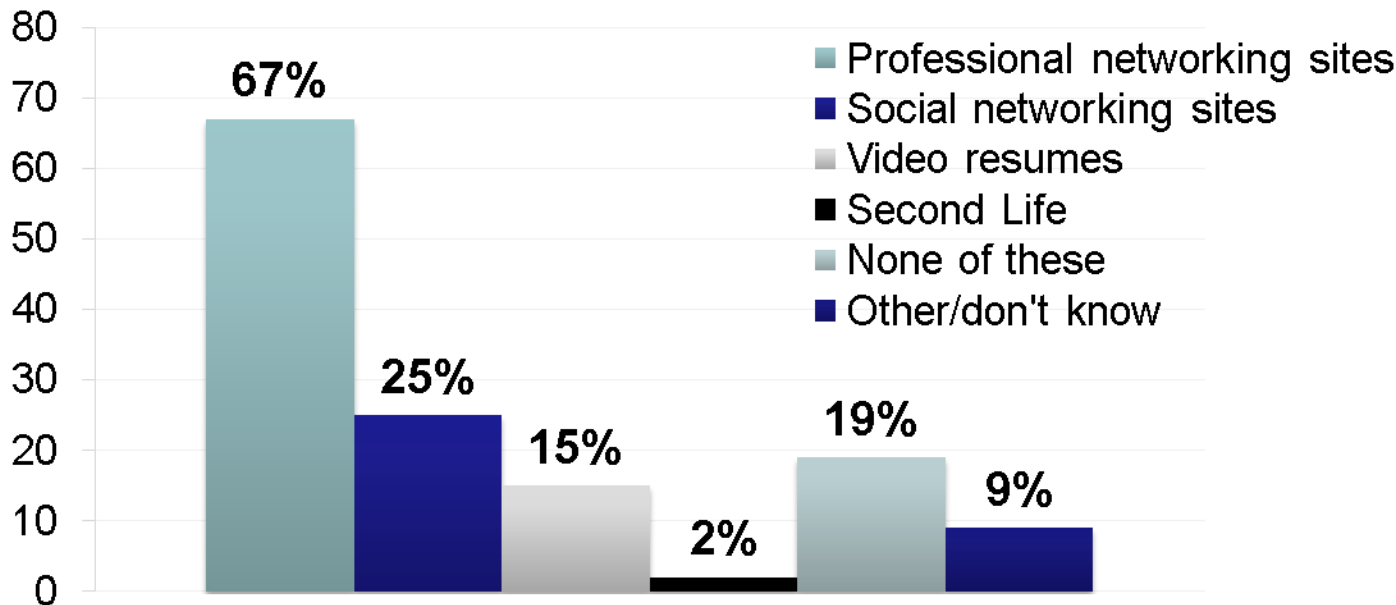
- Quickly get word out about your job search
- Leverage features designed specifically for job seekers
- Explore employment opportunities in a passive way





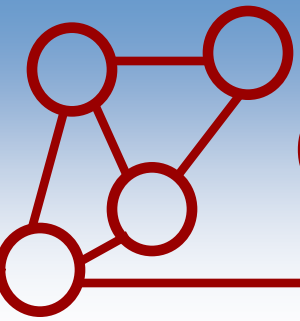
Job Hunting

Executives were asked, “Which of the following technology tools will be most useful in your firm’s recruiting efforts in the next three years?”
Their responses*:



Source: Robert Half survey of 100 Canadian senior executives

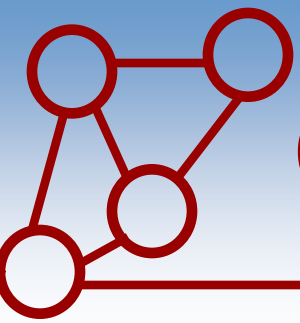
* Multiple responses were allowed.



Crafting Your Profile

- Have a message
- Be honest
- Show some personality

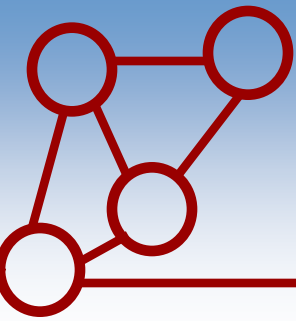




Crafting Your Profile

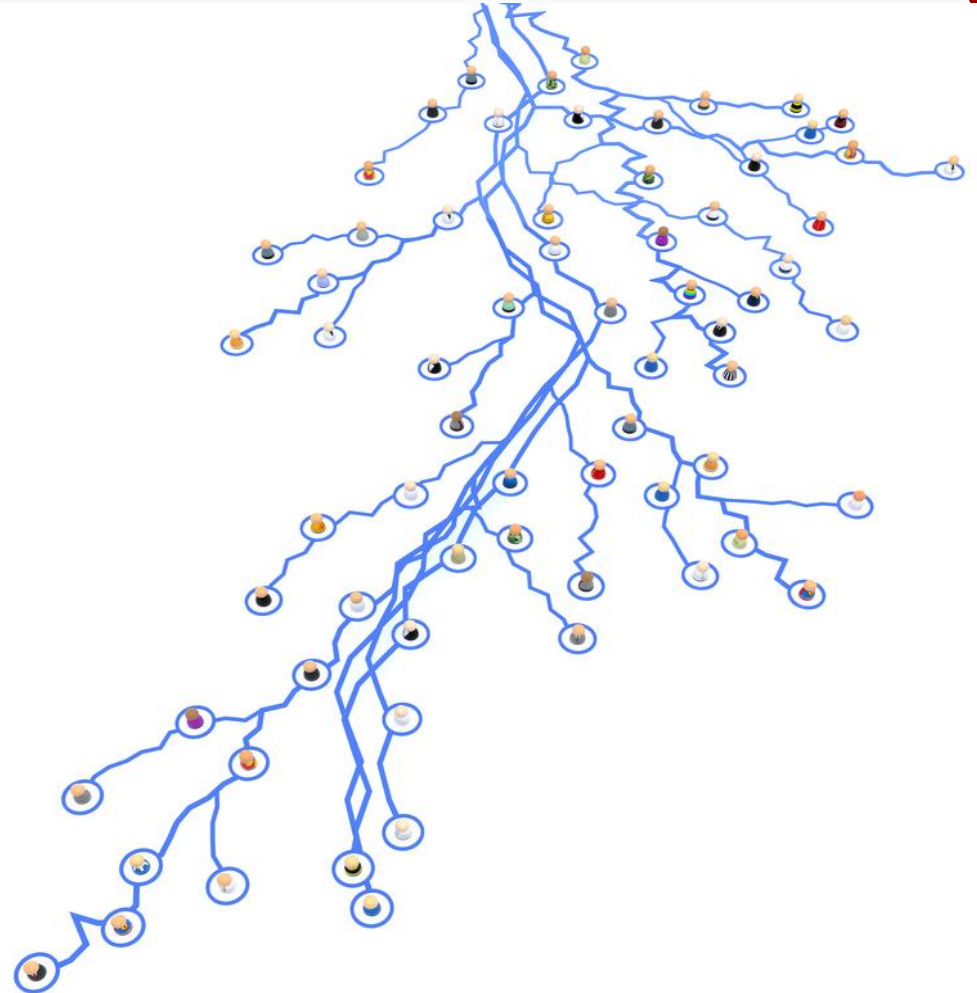
- Use keywords
- Proofread!
- Don't let it grow stale
- Use good judgment

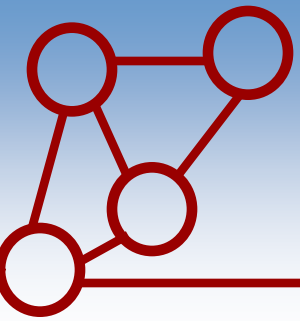




Building Your Network

- Invite trusted friends and colleagues to join
- Ask your contacts to introduce you to others
- Search for new contacts using keywords

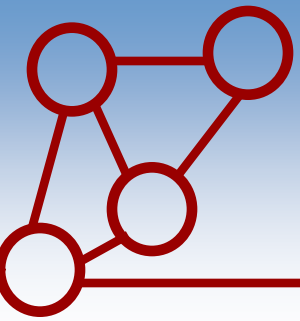




Building Your Network

- Determine whom to let into your network
- Set guidelines upfront that work for you

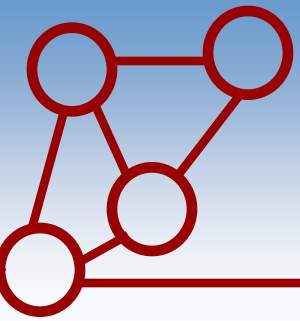




Networking Etiquette

- Use a shared connection
- Name-drop with permission only
- Be upfront
- Act immediately





Networking Etiquette



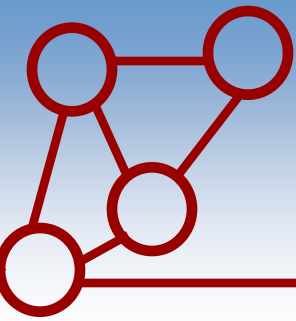
Be professional, polite and proper with punctuation



Don't abuse the connection



Tactfully decline



LinkedIn Tips

Your Public Profile URL What's this?

[Hide]

Your current URL is: <http://www.linkedin.com/pub/jane-doe/1/234/567>

Customize this address:

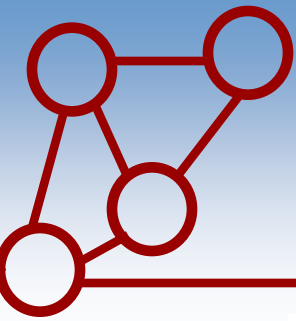
[www.linkedin.com/in/](http://www.linkedin.com/in/JaneDoe)

Set Address

**Personalize
your URL**

Note: Your custom URL must contain 5 – 30 alphanumeric characters.
Please do not use spaces, symbols, or special characters.





LinkedIn Tips

Make a recommendation

Make recommendations

Name:

... Enter a name OR **select from your connections list.**

Recommend this person as a:

- Colleague:** You've worked with them at the same company
- Service Provider:** You've hired them to provide a service for you or your company
- Business Partner:** You've worked with them as a business partner
- Student:** You were at school with them and they were your teacher

Ask for recommendations

Continue



Get Recommended

Users with recommendations are three times as likely to get inquiries through LinkedIn searches. Ask your colleagues to speak up for you — get endorsed.

? About Recommendations

- Why get recommended?
- Who should recommend you?
- What happened to endorsements?
- Where are recommendations found?

LinkedIn Tips

- Home
- Groups
- Profile
 - Edit My Profile
 - View My Profile
 - Recommendations
- Contacts
- Inbox
- Applications**
- Add Connections

Jane Doe

Your profile is 55% complete [Edit]

Applications BETA [FAQ](#) | [Feedback](#) | [Browse More Applications](#)

Featured Applications

LinkedIn Applications enable you to enrich your profile, so help you be more effective. Applications are added to your ho information.

Use applications to enhance your profile



Google Presentation
by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



ReadingList by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



Blog Link
by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.

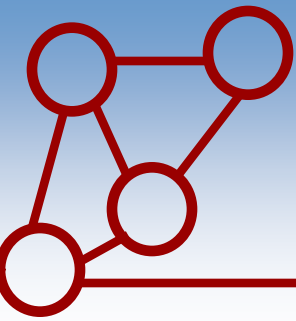


WordPress
by WordPress

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.

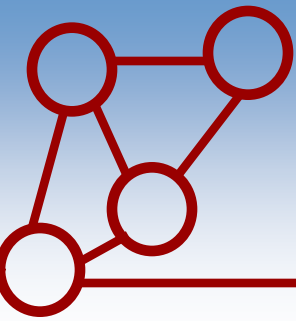


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Facebook Tips

The screenshot shows a Facebook news feed interface. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 2', and 'Joe Business'. On the left, a sidebar lists 'News Feed', 'Pages', 'Status Updates', 'Photos', and 'Links', with a 'More' link below. The main content area shows a post by 'Jane Doe' with a silhouette of a woman in a suit. The post text reads: 'I came across a good quote: "It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that you will do things differently." – Warren Buffett'. A callout box with a blue border and the text 'Use good judgment' is positioned over the post. A line connects the top-left corner of this box to the text input field 'What's on your mind?' above the post. At the bottom of the post, it says 'Yesterday at 2:03pm via Facebook Mobile · Comment · Like · Share'.



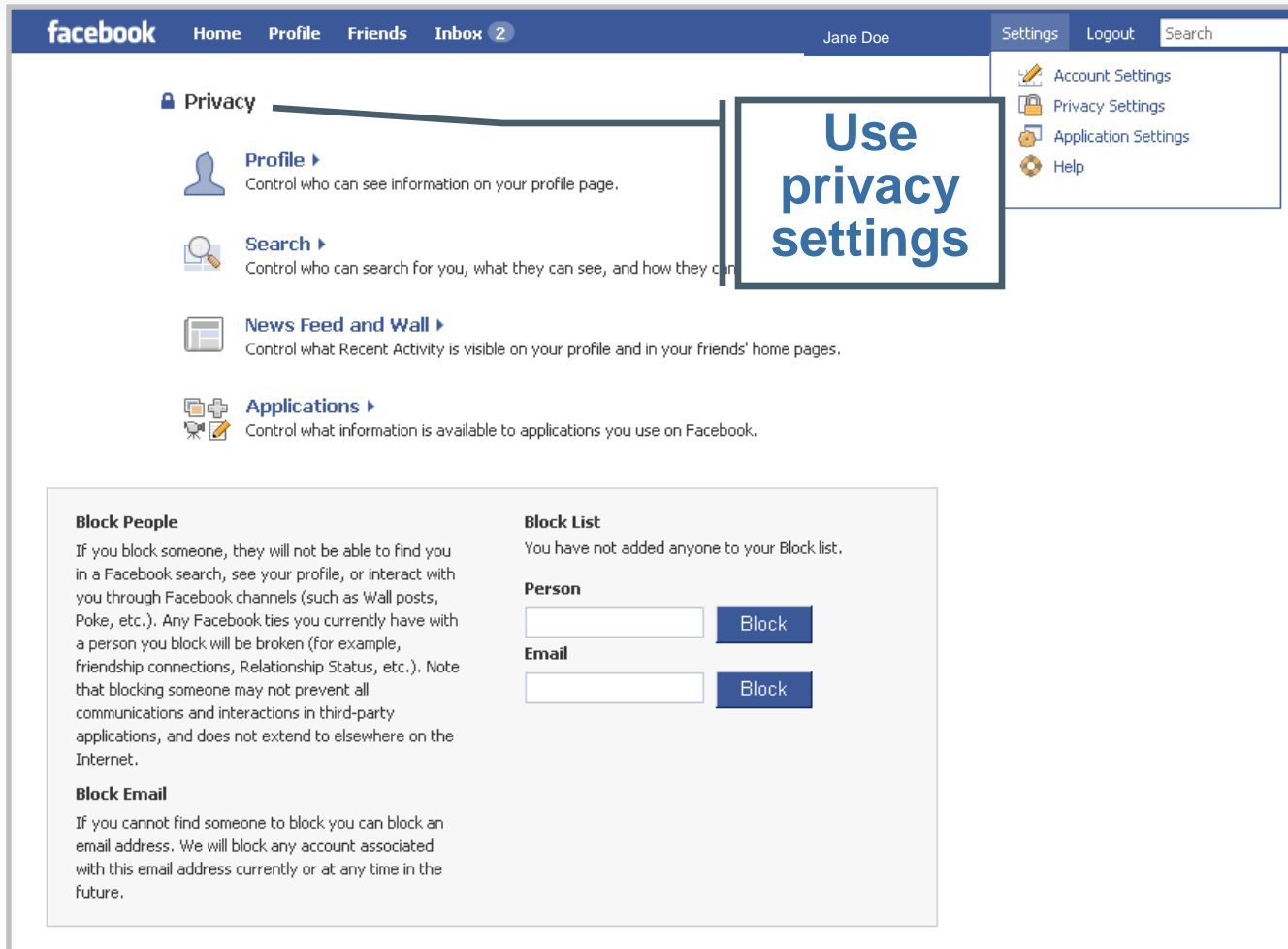
Facebook Tips

The screenshot shows a Facebook news feed post from a user named 'Joe Business'. The post text reads: 'Did you see Jane at the holiday party last night? Somebody is going to be embarrassed today ... check out the pics!'. To the left of the text is a silhouette of a man in a suit talking on a mobile phone. At the bottom of the post, it says 'Yesterday at 2:03pm via Facebook Mobile · Comment · Like · Share'. A 'Hide' button is visible in the top right corner of the post area. A callout box with a blue border and white background points to the post with the text 'Know what others have posted about you'.

Know what others have posted about you



Facebook Tips



The screenshot shows the Facebook interface for a user named Jane Doe. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 2', 'Jane Doe', 'Settings', 'Logout', and 'Search'. The 'Privacy' section is highlighted with a blue box and a callout that says 'Use privacy settings'. Below this, there are four main categories: 'Profile', 'Search', 'News Feed and Wall', and 'Applications'. Each category has a brief description of what it controls. At the bottom, there are two sections: 'Block People' and 'Block List'. The 'Block People' section explains that blocking someone prevents them from finding you in searches or interacting with you through Facebook channels. The 'Block List' section shows that no one has been added to the list and provides input fields for blocking by 'Person' and 'Email', each with a 'Block' button.

facebook Home Profile Friends Inbox 2 Jane Doe Settings Logout Search

Privacy

- Profile** ▶ Control who can see information on your profile page.
- Search** ▶ Control who can search for you, what they can see, and how they can find you.
- News Feed and Wall** ▶ Control what Recent Activity is visible on your profile and in your friends' home pages.
- Applications** ▶ Control what information is available to applications you use on Facebook.

Block People

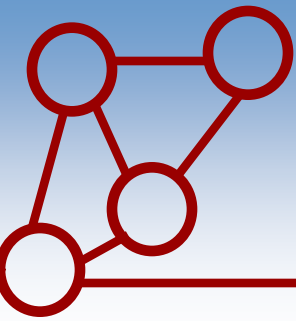
If you block someone, they will not be able to find you in a Facebook search, see your profile, or interact with you through Facebook channels (such as Wall posts, Poke, etc.). Any Facebook ties you currently have with a person you block will be broken (for example, friendship connections, Relationship Status, etc.). Note that blocking someone may not prevent all communications and interactions in third-party applications, and does not extend to elsewhere on the Internet.

Block List

You have not added anyone to your Block list.

Person

Email



“Hi, Boss! Let’s Be Friends!”

Executives were asked, “How comfortable would you feel about being ‘friended’ by the following individuals on Facebook?” Their responses:

	Your boss	Your coworkers	People you manage	Clients	Vendors
Very comfortable	10%	5%	7%	4%	3%
Somewhat comfortable	16%	36%	18%	16%	8%
Not very comfortable	21%	18%	23%	27%	25%
Not comfortable at all	48%	38%	49%	49%	60%
Don’t know	5%	3%	3%	4%	4%

Source: Robert Half survey of 100 senior executives

Twitter Tips

twitter

Home Profile Find People Settings Help Sign out



KPerrotteRHI

Follow the experts

Be polite and professional

Follow

Lists

Settings

Name KristiePerrotte
Location Vancouver, BC Canada
Web <http://www.rhi.com>
Bio PR Manager with RHI (Canada/MI/UpNY). Workplace / recruitment expert, PR junkie, social media student, fitness nut and perpetual dreamer.

631 following 435 followers 12 listed

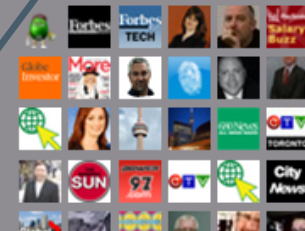
Tweets 456

Favorites

Actions

block KPerrotteRHI
report for spam

Following



Salary 'thaw' on the horizon. Great RHI interview via @vancouversun. Looking forward to some hot spots!
<http://tinyurl.com/yg4vt6b>

6 minutes ago from web

Tips for building great leaders in your company via @FortuneMagazine. <http://tinyurl.com/yapkmo6> Learning some tips myself!

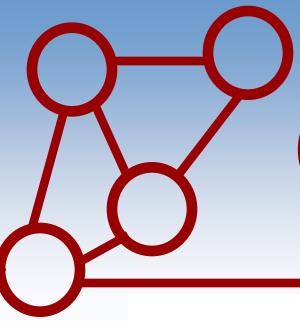
11 minutes ago from web

A year of canadian job losses, month-by-month @globeandmail <http://tinyurl.com/ykjqwnzh>

about 8 hours ago from web

Be consistent

Return the favor — but be careful

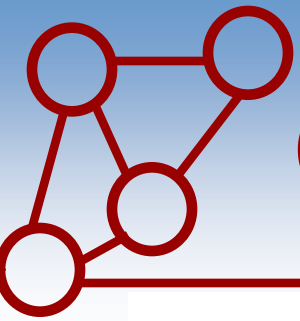


Common Pitfalls



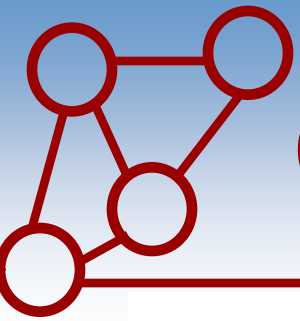
Not keeping up
your efforts





Common Pitfalls

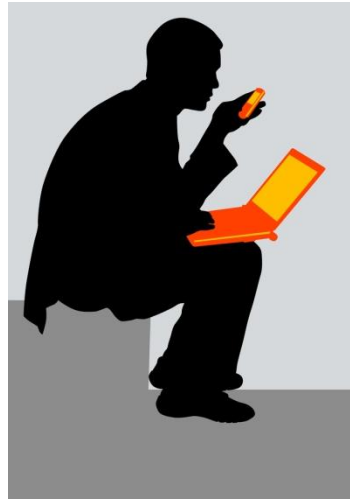


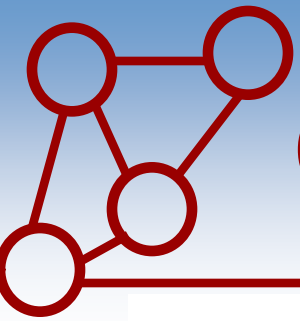


Common Pitfalls



Not networking offline

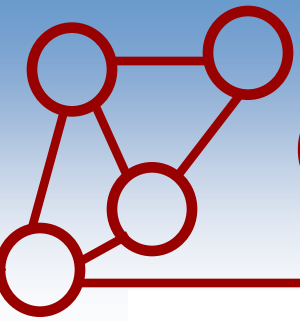




Common Pitfalls

Not stepping back



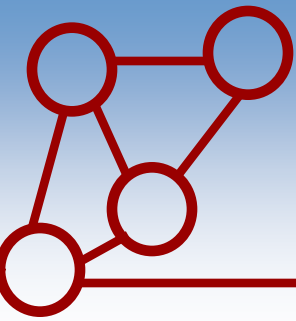


Common Pitfalls



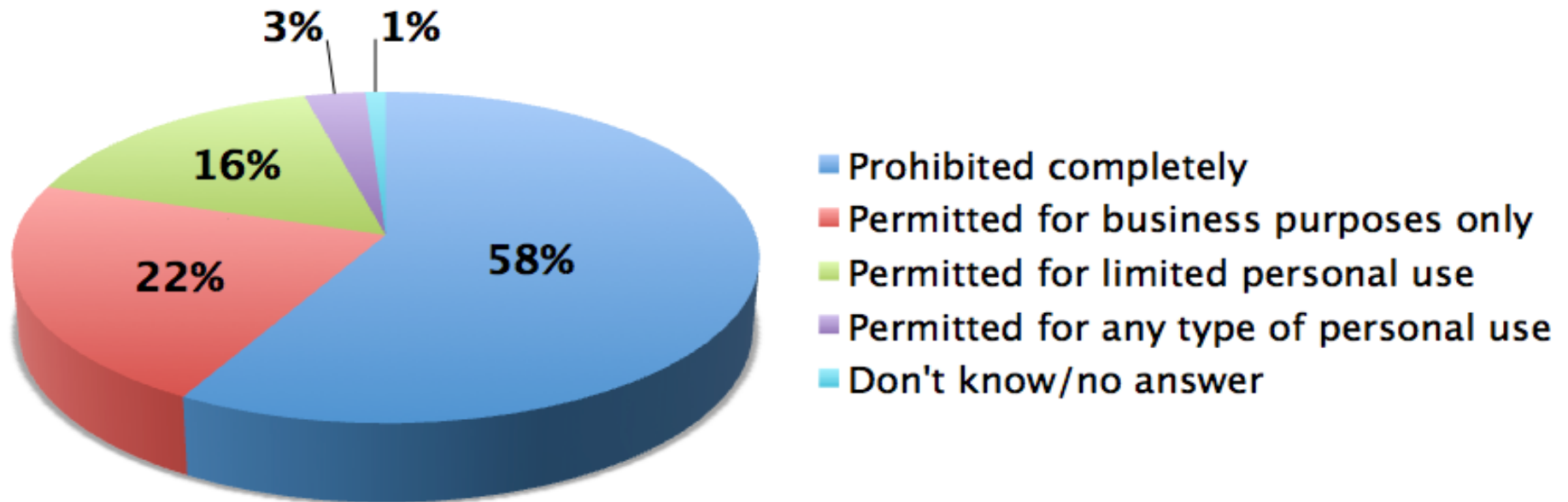
Not remembering
to be professional





Not Knowing Your Company's Policy

CIOs were asked, "Which of the following most closely describes your company's policy on visiting social networking sites, such as Facebook, MySpace and Twitter, while at work?"



Source: Robert Half survey of more than 270 chief information officers from companies across Canada

Social Media in Context: Your Ongoing PR Campaign



SocialMediaAdvice

Conduct your own search

about 12 hours ago from web

Remove negative material

10:26 AM Dec 1st from web

Build professional visibility

5:40 PM Nov 28th from web

Keep it up

7:32 PM Nov 26th from web

Name Jane Doe

Location Anytown, CA

Web <http://www.internetaddress.com>

Bio Provides good advice for using social media to advance your career.

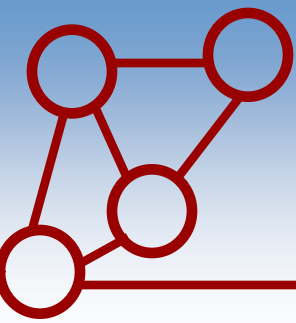
76 **124** **1**
[following](#) [followers](#) [listed](#)

Tweets **197**

[Favorites](#)

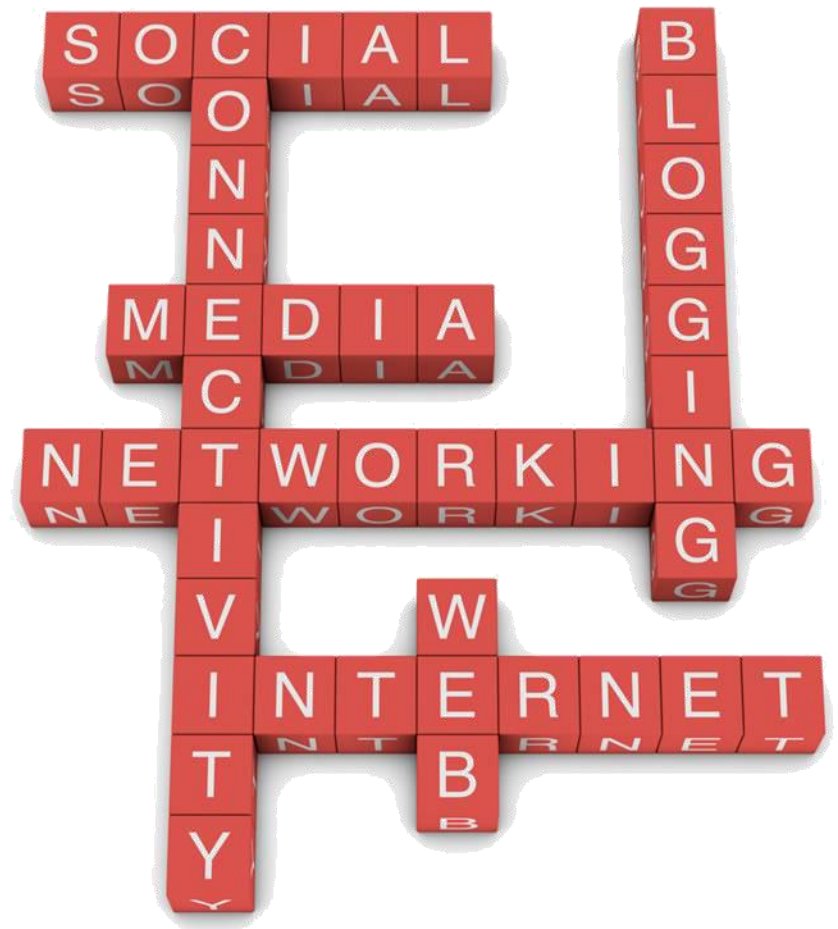
Following





Conclusion

- Use social media selectively, not exhaustively
- Keep it real — base your networking activity on genuine interests
- Give yourself time to find your niche





Robert Half®
Technology

Using Social Media to Advance Your Career

