Understanding the Benefits and Dangers of Social Media

Gail Houston – Jan 2020 – Southlake Focus Group

A Great Social Brand Can Help You Land a Job

Tracy Clayton was recruited to join BuzzFeed based on a tweets she created using the hashtag #blackbuzzfeed
Or Result In Rejection
if your not careful

From Schools, Employers and could possibly result in Criminal Convictions

Because The Internet is Forever
Understanding Social Permanence?

Social permanence is the idea that something posted to a social media network – or elsewhere online – is unlikely to ever go away.
Social Media Posts that Impact Student’s Lives
In the News This Year

Local High School Student Racist Photo Shared On Twitter – Senior, now has left school

Georgia State University Student Shares Post on Finsta, now expelled

You Can Go From Hired

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

Who is the hiring manager.
I’m sure they would love to know that you will hate the work. We here at Cisco are versed in the web.

Robert

@ And...no you don't start that FA job today! I just fired you! Good luck with your no money, no job life!

timmyleved
To Fired – Employers Are Watching

CBS Executive Fired for Facebook Post after Las Vegas Shootings

PR Executive Tweets On Plane Fired When She Lands

Someone Screenshots Your Posts And Sends It To Your “future” Employer

Given recent events
What is your “social” responsibility?

Stop The Online Rumor Mill
Don’t post, repost without knowing all the facts
So What Social Sites Do Employers Use

ALL OF THEM?

Yep – All of Them!

After a quick scan of his Facebook, Twitter, Tumblr, Pinterest and Instagram here is what I know.
Employers Are Using Snapchat to Engage Talent

- Intuit's @internguy
- McDonald's Snaplication

And Trying to Attract Applicants On Instagram
And It’s Working

Twitter is Another Place Employers Engage
And Applicants Are Using Twitter Too

Employers Are Even Using GeoFencing Engaging Potential Applicants Real Time
Both Employers and Applicants Are Using Pinterest

Dan Hong

Insert Bio that talks about your skills

And Get Really Creative Using Tinder to Recruit
The British Army is Using TikTok to Recruit

Handle: BritishArmyHQ. The Army is using the teenagers' platform to post videos of soldiers taking part in training exercises and tanks firing guns.

The United States bans TikTok on Military Phones
The Social Media Giants Are Still in The Game

Facebook Has Joined the Recruiting Game

Facebook Company Pages Post Jobs

Find Groups the Post Jobs In Your Field

Follow Hashtag #Job
Facebook Groups Can Help Your Career

Women In Product

Find Jobs, Ask Advice, Prepare for Interviews

Hi ladies! I have 3 days to prep for my first PM interview, what should I focus on?
Cracking PM Interview
Another book
A particularly helpful blog?
Plan new features for popular products?
Any advice would be greatly appreciated. Thank you!

Follow Leaders in your field, learn the latest tools, techniques

But You Need to Use the About Me Section Properly

Public
Work
Education
Professional Email Address
Work Related Websites
Work Related Post

Friends Only
Pictures
Videos
Personal Post
Month / Day Birth

Only You
Cell Phone Number
Year of Birth
LinkedIn
Still The Most Important Tool In a Recruiters Toolbox

90% of Recruiters are on LinkedIn

You Can Now Tell Recruiters Your Open to a New Job

Only Recruiters with LinkedIn Recruiter Can View
Your Current Employer Cannot See
Last 90 days
They also have a beta for “more likely to respond”

Click
• Jobs
• Career Interest – Add Details
But First Create A Compelling LinkedIn Profile

Photo & Headline Are Critical

If you have a profile photo - 14x's more profile views, 36x's more likely to get message

Headshot should be 400 X 400 pixels
Headline – use keyword to describe yourself:
Entry Level Java Software Engineer

Your Summary Section Should Sell

Only first 210 Characters Automatically Show Make Them Count

I am working on the UK design team for QuickBooks where I am focused on designing our global payroll product solution.

As an interaction designer, my guiding light is in creating thoughtful and meaningful product experiences that stem from deeply rooted empathy for the user. I take great pride in what I do as I find that design marries my love for helping others with my need for creativity.

www.courtneysandlin.com
Add Work Experience
Leadership and Work Examples

President | The Rhetoric Society at Berkeley | Berkeley, CA
February 2017 – Present

- Successfully increased student membership by 100% by implementing a full funnel marketing approach involving website, social media, and on-campus promotion with announcements and promotional materials.
- Established and delegated duties for an executive board adding a VP of Finance and VP of Marketing.
- Rewrote organization constitution to establish a sustainable framework and ensure the longevity of the organization with an event system involving general meetings, rhetoric relevant skill-based workshops, and leading guest events.
- Spearheaded pending merger with the Rhetoric Undergraduate Journal.
- Led the Rhetoric Undergraduate Journal through the process of establishing a vision and mission statement to promote a clear and consistent strategy for the journal’s work.

Reading and Math Tutor | Bearcat Buddies Tutoring | Cincinnati, OH
January 2014 – May 2015

- Tutored and mentored third and fourth grade Cincinnati Public School students who were at risk of failing important benchmark tests producing 100% improvement in passage rates.
- Empowered students through attentively analyzing strengths, weaknesses, and capabilities.
- Served as a liaison among students, teachers, and administration officials when academic and personal problems arose.

Note the Accomplishments
Helps to Make LI Profile Really Stand Out

Adding Media Brings Your Profile to Life

Senior Product Manager Recruiter for Intuit | Recruiting Lead
Intuit
Feb 2014 – Present + 3 yrs + 2 mos.
gail_houston@intuit.com

I have a cool job because I get to talk to innovative product managers from all over the world that love to create products that make a difference in their customers’ lives. If this sounds like you, I would love to connect. Feel free to send me an invite to gail_houston@intuit.com and follow me on Twitter @gailhouston!

We have an awesome team here at Intuit and have been fortunate enough to be honored as a Best Place to Work by Fortune, Glassdoor, and many more. One of my favorite workplace awards though is the Happyplast Top 50 Company to Work for by Business News Daily. I am fortunate to lead a team of 8 recruiters that help to hire our awesome talent.

If you are interested in a role at Intuit, you can see all of our jobs on careers.intuit.com. If you are a Product Manager, check out the roles I recruit for here: http://jobs.intuit.com/search/product-management-jobs. Our PM’s work in an agile environment working with a cross-functional team of engineers, marketers, legal, sales, and customer service. Some roles require a former software engineering background, others do not.

Interns, Coops, and entry level grads – please email your resume directly to my university team - krista_clementino@intuit.com

Media (4)
Add and Edit Content
(Adding Media Like Video or PowerPoint)

File Size may not exceed 300 MB, maximum resolution for images in 120 megapixels
You can add Adobe PDF’s, PowerPoint, Microsoft Word Docs, OpenOffice Presentation Docs,
OpenOffice Documents .txt files, .jpg/.jpeg, .png, .bmp, .tiff, .gif (doesn’t support animation)

Create Personalized & Professional URL
How To Create a Public Profile So You Can Be Found

Join and Participate in Groups Related to Your Career Aspiration

- Click “groups”
- Click “groups directory”
- Enter keywords for groups you are looking for (i.e. “Product Manager”)
- Click “join”
- Select how often you want to receive email updates
- Participate

Recruiters Can Post Jobs for Free in Groups
Privacy and Settings - Basics

You are responsible for reviewing all of your settings. Click and set each area.

Two or More Emails – Make Your Permanent Professional Email Primary Until You Land Full Time, Then Change to Work Email
Privacy Settings – Profile, Data, Security

You are responsible for reviewing all of your settings. Click and set each area.

Data privacy and advertising
- Suggesting you as a connection based on your email address
- Suggesting you as a connection based on your phone number
- Representing your organization
- Sharing data with third parties
- Advertising preferences

Security
- Two-step verification

Privacy Settings - Communications

You are responsible for reviewing all of your settings. Click and set each area.

Basics
- Email frequency
- Who can send you invitations
- Messages from members:
- Read receipts and typing indicators

Groups
- Group invitations
- Group notifications

LinkedIn messages
- Participate in research
- Partner InMail
Many Universities Use Handshake to Recruit

https://www.joinhandshake.com/