

THE ROLE OF SOCIAL MEDIA IN PRE-EMPLOYMENT CANDIDATE SCREENING

WHAT DO EMPLOYERS LOOK FOR WHEN THEY GOOGLE YOU?

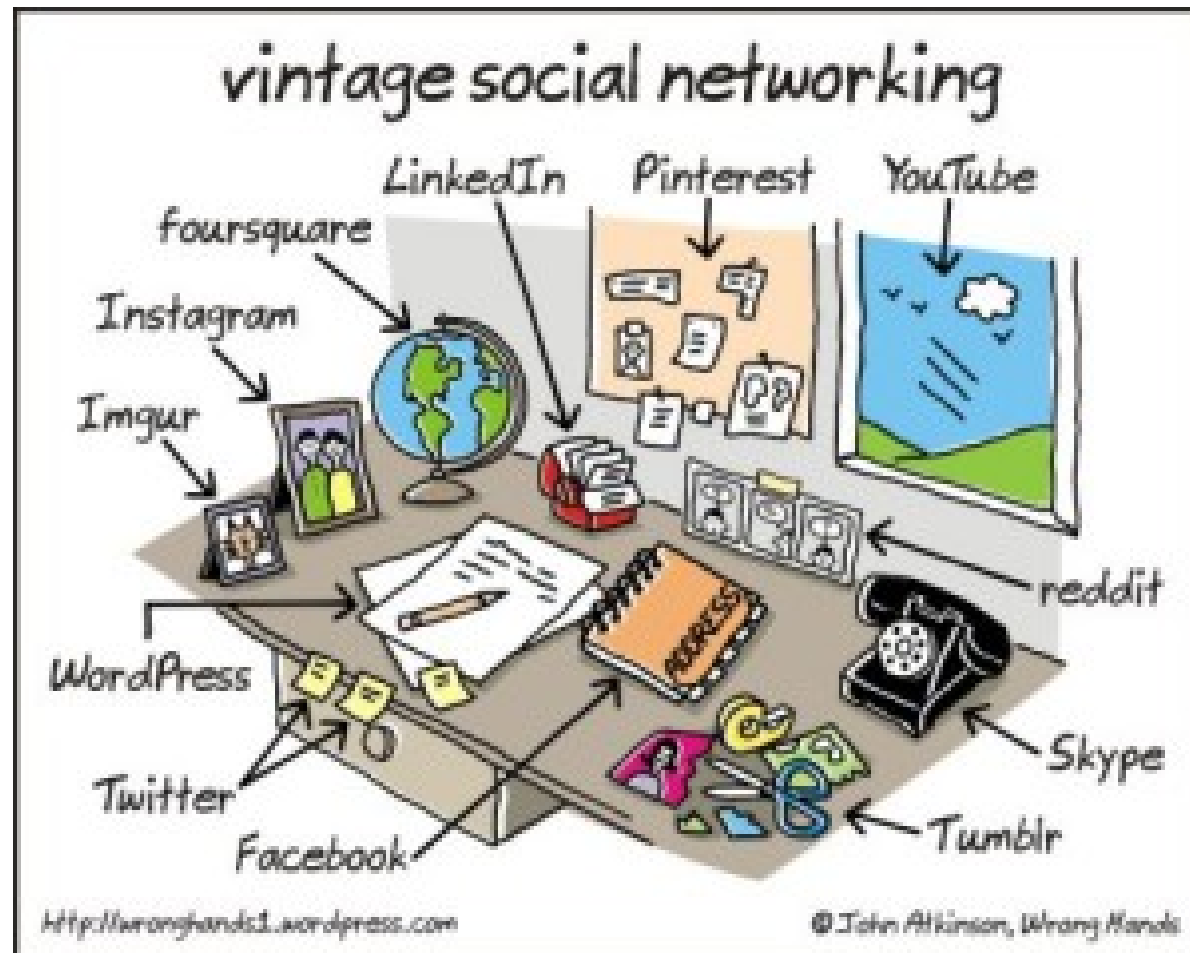
APRIL 29, 2014 GSBM WEBINAR



GRAZIADIO
Career
Management Center

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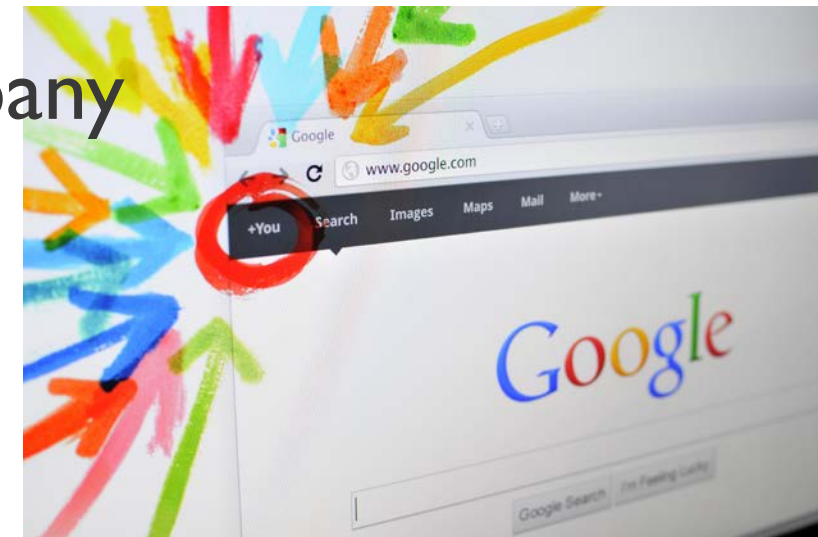
SOCIAL SCREENING



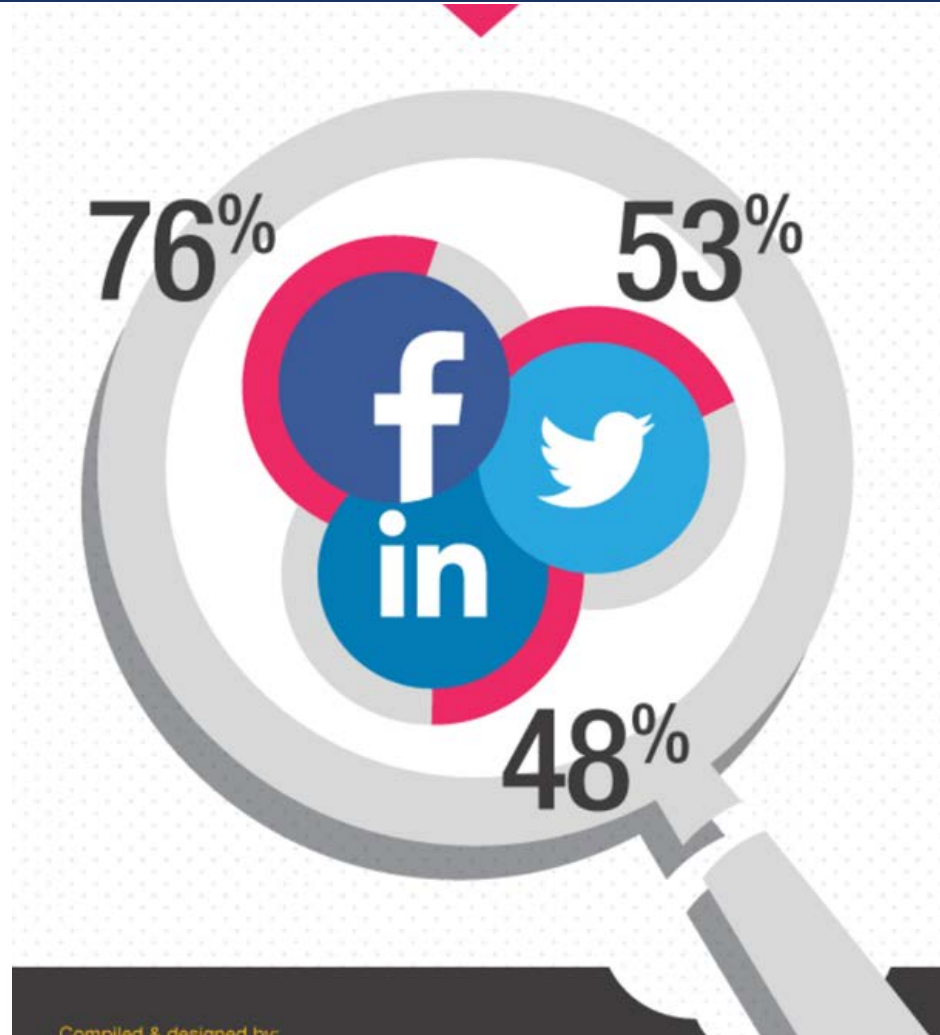
WHY DO EMPLOYERS USE SOCIAL MEDIA TO SCREEN CANDIDATES?

Two in Five Employers use social media to screen candidates

- 65% to evaluate candidate's professionalism in terms of social conduct
- 51% to evaluate candidate's fit into the company culture
- 45% to learn more about the candidate's qualifications



MOST LOOKED AT SITES



WHAT EMPLOYERS ARE FINDING OUT FROM SOCIAL PROFILES

POSITIVE

18%

of employers found content on social sites that influenced them to hire a candidate.

50% A good feel for the candidate's personality

39% Truth about candidate's professional qualifications

38% Creativity

35% Solid communication skills

33% Well-rounded

19% Good references from others about the candidate

15% Awards and accolades received by candidate

NEGATIVE

35%

of employers found content on social sites that caused them to **NOT** hire a candidate.

53% Provocative/inappropriate photographs or information

44% Content about them drinking alcohol or using drugs

35% Bad-mouthing about previous employers, co-workers or clients

29% Poor communication skills

26% Discriminatory comments

24% Lies about qualifications

20% Confidential information about candidate's previous employer

5 WAYS TO ENSURE YOU NEVER GET HIRED

1. Digital Dirt

Self-incriminating photos, discussion of your drug-induced night out at the club.



2. Terrible Troll

Be sure to troll your social networks as much as possible



3. Big Mouth

Talk about your past employers in a negative light



5 WAYS TO ENSURE YOU NEVER GET HIRED

4. Copious Contacts and Comments

Add as many “sketchy” people as possible

5. Positively Negative

Keep everything negative



CAN YOUR SOCIAL NETWORKS HELP YOU LAND A JOB?

In 2012, companies used social media to recruit for over 80% of job openings

Nearly all Recruiters use social media to find candidates

- 98% - LinkedIn, 94.5% of recruiters have successfully hired candidates through LinkedIn
- 42% - Twitter
- 33% Facebook



TOP WAYS RECRUITERS SPEND THEIR TIME ON SOCIAL NETWORKS

- 58% Sourcing Applicants
- 49% Posting Job Opportunities
- 84% Recruit Candidates who might not apply otherwise
- 67% Save money
- 54% Target a specific job level
- 60% Increase the company's brand recognition
- 52% Target a specific set of skills



HOW CAN YOU MAKE YOURSELF STAND OUT?

- MAKE A GOOD IMPRESSION, FAST!
 - Eye tracking studies reveal that on average, people spend just 5.7 seconds looking at your profile

Areas that get the most attention

Your job title

Your profile picture



TUNE INTO TWITTER

- Follow recruiters on Twitter in conjunction with LinkedIn for recruiting
- Twitter drives twice as many job views per job as Facebook and three times more applications per job

3 recruiters to follow:

@electra – recruiter at Zappos.com

@Fishdogs – IT and Executive recruiter

@smheadhunter – social media recruiter

@jesscheng7355



OPTIMIZE YOUR TWITTER PAGE

- Use keywords in your Bio
- Tweet about your job search
- Promote yourself in your Twitter background
- Tweet about companies you're interested in
- Follow companies that you're interested in



HOW TO BUILD THE PERFECT LINKEDIN PROFILE

PHOTO:

Use a professional photo which is cropped to show your face clearly. You are 7 times more likely to be found on LinkedIn with a photo.



Lynn Kumon

1st  

Head communicator at Kumonicate - the top social media and marketing agency in London

London, Greater London, United Kingdom | Marketing and Advertising

Current Kumonicate
Previous Aple
Education Cambridge University

Send a message

HEADLINE:


It should be catchy and keyword rich. This is the first impression - make your headline stand out or people will move on.

CONTACT INFO:

Email lynn@kumonicate.com
Twitter [@LynnKumon](https://twitter.com/LynnKumon)
Websites [Kumonicate Agency](#)
[My Marketing Blog](#)
[My Forbes Column](#)

Add your professional email address and your company or personal Twitter account.

Personalise your URL by clicking on 'Edit profile' and 'Edit contact info'.

 uk.linkedin.com/in/lynnkumons/

ACTIVITY:

Update your profile daily with relevant and engaging content. This is the best way to share with your connections what you find interesting and to promote what you're doing.



Lynn Kumon

How Many LinkedIn Users are there in the World? [SLIDES]



LinkedIn Usage by Country
July 2013

LINK@HUMANS
© 2013 LinkedIn Corporation

How Many LinkedIn Users are there in the World? [SLIDES] - Social...

socialmedialondon.co.uk · With more than 225 million users, LinkedIn is the most popular professional network you can join. This slideshow shows the countries with the most users (we decided to keep the top 10 for each continent for clarity).



SUMMARY:



Summary

Strategic marketer and consultant - blending and leveraging **social media** into effective **marketing strategies** for London based brands.

Author of 'Business in social media' and 'Using social networks to leverage your business'.

- Grew up helping professional services practices with **strategic marketing planning** and the all important implementation.

- Over the past 11 years **I have been** deeply involved with the digital arena via my own agency, Kumonicate.

- Passionate about 'Online Visibility' - ensuring websites and online presences are optimised and effective - delivering tangible business results.

Get in touch at info@kumonicate.com or call on 0207 555 555.



The Business of Being Social with Hootsuite



For business
By Adriana A. Silvério

Social media for business

KEYWORDS:

Make your summary keyword rich so you'll be find in searches.

FIRST PERSON:

Write your summary in first person to keep it human.

CONTACT:

Include your details so people who are not in your network can contact

MEDIA:

Enrich your profile with media to make it stand out more. A small blue icon of a document with a plus sign, used for adding media to a profile.

CURRENT AND PAST ROLES:

Be precise in your past experiences and current role(s).
Don't be afraid to use detail.



Experience

Founder & CEO

Kumonicate

January 2002 – Present (11 years 7 months) | London, United Kingdom

Kumonicate is an experiential digital marketing, brand, and social business agency that helps organisations to inspire and connect with target audiences and nurture authentic customer relationships with relevant communications and innovative, integrated marketing tactics.

Kumonicate services cover:

- strategic marketing planning
- social media consultancy
- social media management
- social media training
- creating an effective and integrated online presence
- social pr /social communications
- user focused website planning and design

Get in touch at info@kumonicate.com or call on 0207 555 555.

▶ 1 honor or award

AUDIENCE:

Speak directly to your target audience
and make it relevant to their needs.

PROJECTS:



Projects

Kumunicate blog

March 2008

Write content for the blog

- Research and write informative articles for the Bracket blog
- Conduct interviews with interesting folks around the subject of collaboration for blog posts
- Write up client case studies
- Assist with the running of monthly events

▶ 6 team members, including:



Arthur

Community Manager of Social Media



Laurence

Community Manager at Link Humans



Jorgen

Social Media Marketing at Link Humans

PROJECTS:

Use this as a portfolio with completed work.
Add links so people can find out more.

AWARDS & RECOMMENDATIONS:



SKILLS & EXPERTISE

Most endorsed for...

- 99+ Social Media Marketing
- 99+ Social Networking
- 99+ Social Media
- 99+ Facebook
- 99+ Entrepreneurship
- 99+ SMO
- 99+ Public Speaking
- 99+ Blogging
- 99+ Social Media Strategist
- 99+ Online Marketing



ENDORSEMENTS:

Try to get endorsed for skills relevant to your sector to help improve your LinkedIn search ranking.

5 recommendations, including:



Matthew
Business Manager

I worked with Lynn on a social media marketing project. As well as being a great person to work with, I found Lynn to have... [View ↓](#)

RECOMMENDATIONS:

Aim for 5 to 10 recommendations. The 2 most recent recommendations will be visible next to the corresponding position.



APSCo

APSCo Professional ...

+ Join



B2B Social Media

+ Join



Employer Branding

+ Join



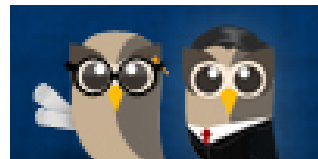
Friends of LinkedIn

+ Join



Harvard Business R...

+ Join



HootPartners

+ Join

GROUPS:

You can join up to 50 groups on LinkedIn, doing so will improve your visibility and allow you to search for and contact any group members - but keep them applicable to your interests or industry.

REFERENCES

<http://mashable.com/2009/08/10/social-media-misuse>

<http://www.careerbuilder.com/Article/CB-1337-Interview-Tips-More-Employers-Screening-Candidates-via-Social-Networking-Sites>

<http://theundercoverrecruiter.com/perfect-linkedin-profile/>