

# HOW TO GET RECRUITERS TO FIND YOU!

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Tips on how to make yourself visible to  
recruiters

# Recruiting Trends By the Numbers

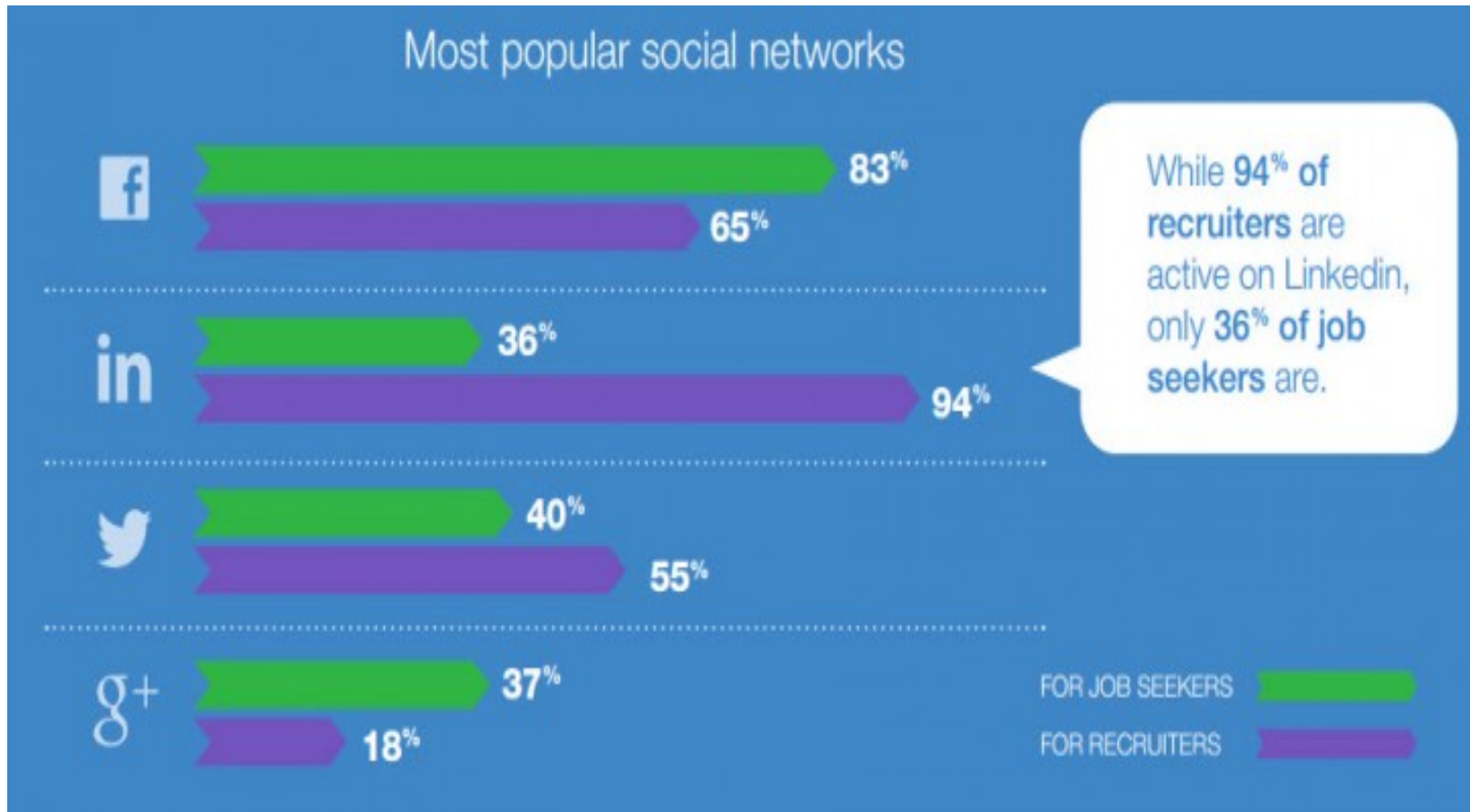
- **94% of recruiters use, or plan to use social media for recruiting processes.** Increased steadily last 6 years.
- **Employers who used social media to hire found a 49% improvement in candidate quality** over candidates sourced only through traditional recruiting channels.

(Source: Jobvite)

- Millennials are changing the recruiting industry. **An Aberdeen study found that 73% of 18-34 year olds found their last job through a social network.**

(Source: Aberdeen Group)

# Visibility



Source: Jobvite

# Additional Stats

- 89% of Employers have hired someone through LinkedIn
- 10,200,000 applicants found their job through LinkedIn
- 18,400,000 applicants found their job through Facebook.
- 8,000,000 applicants found their job on Twitter.

Source: Herd Wisdom

# Does Applying Online Still Work?

- The highest number of applicants still come from job boards (42.9%) and career sites (32.1%)
- Hires: Job Boards 14.6% and Career Site 21.2%
- 93% of Recruiters are likely to look at your social media profile regardless of application method.

Source: Jobvite Social Recruiting Surveys

# How do recruiters use LinkedIn?

- Advanced Search: People, Skills, Groups, etc.
- LinkedIn Recruiter: Build a talent pool & notifications of candidates to contact meeting specified criteria.



**Mark Edmead, MBA, COBIT®5 Certified Assessor**

2nd

IT Transformation Consultant/Facilitator  
Greater Los Angeles Area • Professional Training & Coaching  
▶ 3 shared connections • Similar

Current: Senior Faculty at Keller Graduate School of **Management**

Connect



**Phil Han** 2nd

Director of Recruiting Operations & Career Advisor, Parker Career  
**Management** Center, UCLA Anderson  
Greater Los Angeles Area • Higher Education  
▶ 1 shared connection • Similar

Connect



**Wade Wright** 2nd

Sales Trainer Manager VP with Real Estate Expertise | Open to  
National Opportunities  
Greater Los Angeles Area • Real Estate  
▶ 1 shared connection • Similar

Current: Broker Associate | Sales Training **Management** at Century 21 Ma...

Connect



**Valorie Lenz-Margalit** 2nd

Senior Talent Acquisition Professional  
Greater Los Angeles Area • Human Resources  
▶ 1 shared connection • Similar

Current: Senior Wealth **Management** Recruiter at Merrill Lynch Wealth Ma...

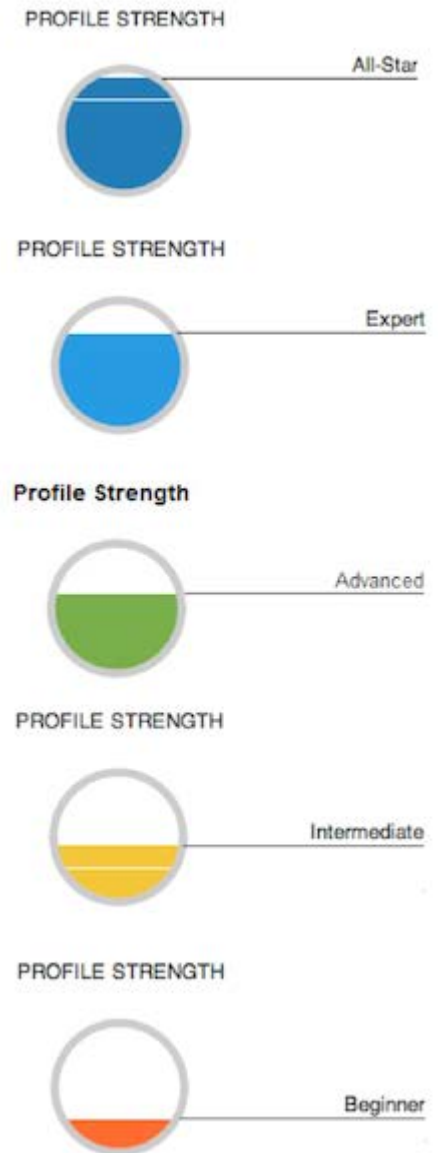
Past: Talent Acquisition Consultant at Independent

Director Human Resources and Talent Acquisition at Golden Wes...  
Vice President Client Services (Talent Acquisition **Management**) ...

Connect

# Show Up & Stand Out!

- Optimize your profile
- Connect with Recruiters
- The closer the degree of Separation the higher you appear in searches
- Catchy headline
- Use a professional picture



# Additional LinkedIn Tips

- Detailed work history, well written job descriptions & accomplishments, use industry verbiage
- Photos, Headlines & Recommendations impact your profile views
- Join relevant groups AND participate in discussions
- Avoid slashes on keywords. Use a comma or a vertical bar i.e. Sales | Marketing | Business Development



# LinkedIn Profile Stats

You rank in the **top 21%** for profile views among your connections.

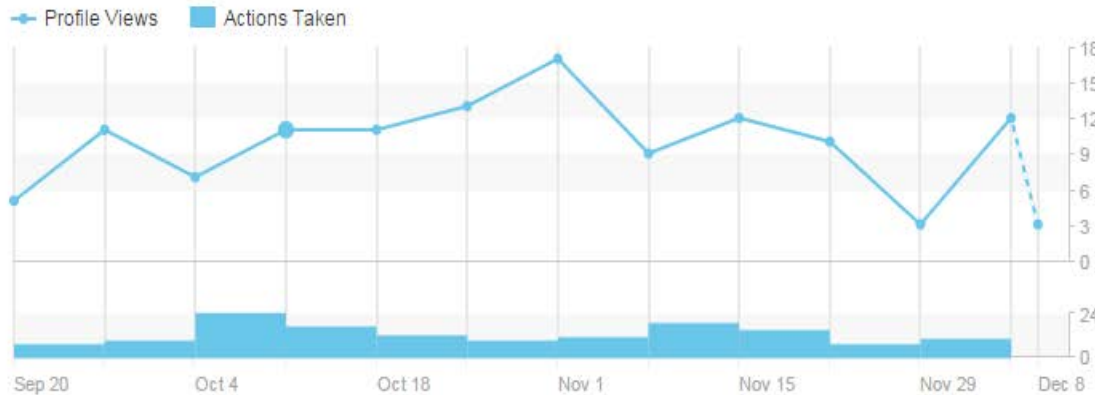
#212 out of 1,017 | **▲ 3%** in the last 7 days

**117** Profile views  
Last 90 days

**6** Viewers found you from LinkedIn  
Inbox

**1** Viewer who works at Illuminate  
Education, Inc.

**4** Viewers with the title Client  
Services Specialist



Oct 5 – Oct 11

**11** Profile views  
Up 57% from the previous week ▲

**24** Actions taken  
Up 167% from the previous week ▲

What you did:

- Added 23 connections
- Joined a group

[Get more profile views ▶](#)

# Good LinkedIn Groups for Seekers

- A Job Needed A Job Posted
- Career Change Central
- Corporate Recruiters
- Job Openings, Job Leads and Connections
- Jobs Alert
- Executive Suite
- Positive Thinkers

# Facebook

- With 800+ Million Users, employers look to tap into this network of job seekers.
- Facebook looking to take advantage by adding professional features.

The image displays three overlapping screenshots of a Facebook profile's 'About' section, demonstrating a new feature for requesting contact information. The screenshots are arranged from left to right, showing the progression of the feature's implementation.

**Left Screenshot:** Shows the 'About' section with a sidebar menu on the left. The 'Work and Education' section is highlighted. The main content area shows the 'About' header and a list of categories: Overview, Work and Education, Places He's Lived, Contact and Basic Info, Family and Relationships, Details About Tony, and Life Events.

**Middle Screenshot:** Shows the 'About' section with the 'Contact and Basic Info' section highlighted in the sidebar. The main content area shows the 'About' header and a list of categories: Overview, Work and Education, Places He's Lived, Contact and Basic Info, Family and Relationships, Details About Tony, and Life Events.

**Right Screenshot:** Shows the 'About' section with the 'CONTACT INFORMATION' section highlighted. The main content area shows the 'CONTACT INFORMATION' header and a list of categories: Mobile Phones, Address, Other Accounts, Website, Email, and Facebook. A modal dialog box is open over the 'Mobile Phones' section, asking for the user's phone number. The dialog box contains the text: 'Let Tony know why you're asking for his phone number.' and 'Include a note...'. There are 'Cancel' and 'Send Request' buttons at the bottom of the dialog box.

# Facebook

**BranchOut** f Log in

The world's largest professional network  
with over **800 million profiles**

Discover your inside connections\* Select a category

**People:** Search people by name, company, or title Name of person Search people

**Jobs:** Search jobs by title or company Job title Search jobs

\* BranchOut utilizes your Facebook network to find your inside connections.  
Users must log in with their Facebook account.


**Recruiting**  
Search millions of profiles

**Sales**  
Search millions of companies


**Jobs**  
Search millions of jobs

# Groups & Events


Suggested Groups Friends' Groups Local Groups New Groups 3 Your Groups [+ Create Group](#)




**NOW HIRING - LA, IE, OC, and SB County Jobs**  
Closed Group  
if you are a potential employer looking to fill positions within your company or if you are a person looking for...  
8,460 members  
Naima Daniels and Trayvon Brown are members  
[+ Join Group](#)




**Seal Beach Garage Sale**  
Closed Group  
Welcome to the Seal Beach Garage Sale page. This forum is for all your buying and selling of items in excellent ...  
809 members  
[+ Join Group](#)



**Lakewood, CA Community Group**  
Closed Group  
Post anything you like on this page regarding Lakewood, CA, or surrounding cities, counties, states or countries...  
861 members  
[+ Join Group](#)

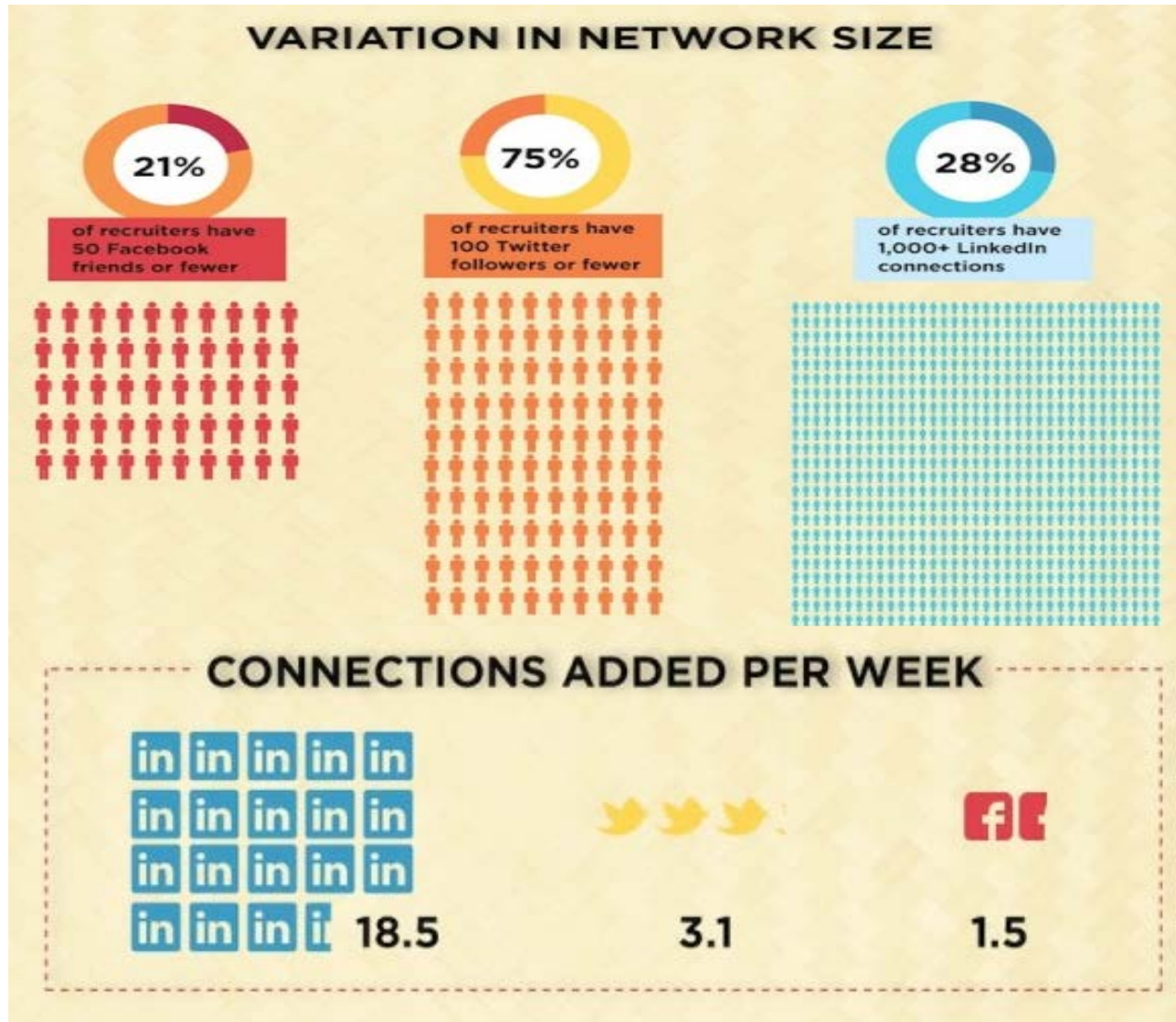


**Long Beach Event Calendar**  
Closed Group  
This group has been created to inform Long Beach locals about events happening in our city. Feel free to post EV...  
1,967 members  
[+ Join Group](#)



**Long Beach Idea Group**  
Closed Group  
Please post your ideas to make Long Beach a better place. This is an example of how Facebook, a "Social Network...  
540 members  
[+ Join Group](#)

# Twitter



# Twitter

- You have 160 characters in your bio to make an impression: Keywords are the Key
- Identify and follow Recruiters.
- 83% of Fortune 500 companies are active on Twitter

# How Recruiters Use Twitter

<https://twitter.com/search-advanced>

## Advanced Search

### Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

food

recruiting hiring

Any Language

### People

From these accounts

To these accounts

Mentioning these accounts

### Places

Near this place

Within this distance

leeds

50

miles  kilometers

### Other

Select:

Positive :)  Negative :(  Question ?  Include retweets

Search



# Twitter Bio Examples



**Geoff Peterson**  
@GeoffPeterson

Manager, Sourcing & Recruiting Operations @TriNet | Former Consultant of Microsoft, PwC, UHG, Disney | Author of The Sourcer's Playbook | Speaker at ERE, SHRM

📍 Sarasota, FL.  
🌐 [geoffpeterson.com](http://geoffpeterson.com)  
🕒 Joined July 2007

 Tweet to Geoff Peterson



**Darryl Dioso**  
@DarryIRMSG

Recruiter @ Resource Management Solutions Group. SALES Recruitment & I.T. Staffing. HeadHunter, Recruiting, Resume + Career Advice, Arsenal Gooner + Super Dad

📍 Toronto, Canada  
🌐 [about.me/DarrylDioso](http://about.me/DarrylDioso)  
🕒 Joined February 2008

 Tweet to Darryl Dioso

# How To Find Recruiters to Follow

<http://www.social-hire.com/recruiter-search>

## Find Recruiters in Seconds!

1. Search for recruiters at your dream employer, or specialist recruiters in your sector
2. Review results from LinkedIn, Google+, Twitter and Social-Hire
3. Connect and contact right away!

Keep this service free! Please do share with your contacts using the sharing buttons above. Thank you + good luck!

## Search Millions of Recruiter Profiles Now!

Keyword search either by name of employer (eg. **Microsoft Recruiter**) or by specialism (eg. **Telecoms Recruiter**).

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**ALL** **TWITTER** **LINKEDIN** **GOOGLE+** **SOCIAL-HIRE**

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About 123,000 results (0.30 seconds)

Ads by Google related to: **google**

[Anonymous Job Matching](#)  
www.hirenetics.com/  
Create your free Profile today! Analyze the competition.

[福特 C-MAX Energi](#)  
www.socalforddealers.com/chinese  
燃油效益或是動力輸出? 為什麼不能兩者兼顧?  
★★★★★ rating for socalforddealers.com

**Google Recruiting, R (@q\_googlerecruit) | Twitter**  
The latest Tweets from *Google Recruiting, R (@q\_googlerecruit)*. *Google Recruiting, Retention & People. ...*  
Don't miss any updates from *Google Recruiting, R ...*  
[https://twitter.com/q\\_googlerecruit](https://twitter.com/q_googlerecruit)  
Labeled **Twitter**

 **Tony Chan (@TonyRecruits) | Twitter**  
*Google UX Recruiter | Tochan@google.com ... Google slashes Google Drive storage prices to take on Box & Dropbox* <http://lnkd.in/bRxUJS3>. 0 replies 0 ...  
<https://twitter.com/tonyrecluits>  
Labeled **Twitter**

**Sal Khan (@Sal\_Khan) | Twitter**  
*Hiring Top Talent at #Google. I am the Ninja ... I am the Ninja Recruiter; mentor Sho Kosugi .... Looking for local Bay area Recruiting Coordinators (contract role).*  
[https://twitter.com/sal\\_khan](https://twitter.com/sal_khan)  
Labeled **Twitter**

# Additional Twitter Tips

- Identify and Follow Recruiters in your industry. They will get a notification of your request and view your bio.
- Don't be afraid to DM (Direct Message) (140 Character limit)
- Tweet and Retweet relevant content

# TweetDeck

The image shows a screenshot of the TweetDeck interface, which is a multi-column social media dashboard. The interface is divided into four main columns, each with a different view of tweets. On the left, there is a sidebar for managing the columns. The columns are:

- List:** Shows a list of tweets from a specific account or list. The first tweet is from **Julio Capote** (@capotej) about oranges. The second is from **James Buckhouse** (@buckho...) about storyboarding. The third is from **Celeste Ridlen** (@celestesaurus) about screener answers.
- Saved search:** Shows tweets matching a saved search query. The first is from **Sara Mauskopf** (@sm) about NFL history with a photo of a football game. The second is from **Digital Gypsy** (@tomspano) about the NFL Giants. The third is from **Alex Grant** (@AG) about Adrian Peterson.
- Custom timeline:** Shows a custom timeline of tweets. The first is from **Richard Alfonsi** (@ralfonsi) about the Duke vs. Kansas game. The second is from **Andrew Sweet** (@AndrewSweet) about college basketball games. The third is from **TJ Taylor Adeshola** (@TJTay...) about Jabari Parker.
- Scheduled Tweets:** Shows tweets that have been scheduled for later. The first is scheduled for 1:06pm on Dec 13. The second is scheduled for 1:07pm on Dec 13. The third is scheduled for 1:08pm on Dec 13.

The sidebar on the left includes a "New Tweet" button, a search bar, and a list of columns: "Co-workers list", "NFL", "Champions Classic", and "Scheduled". There is also an "Add column" button and a "Collapse" button at the bottom left.

List

Saved search

Custom timeline

Scheduled Tweets

# Final Tips

- Continuously update your profile/resume/cover letter on job boards to remain on top of searches
- Showcase your work with your own website or online portfolio
- Be open to helping Recruiters; this may also entice them to one day help you
- Always be professional

# Questions

