



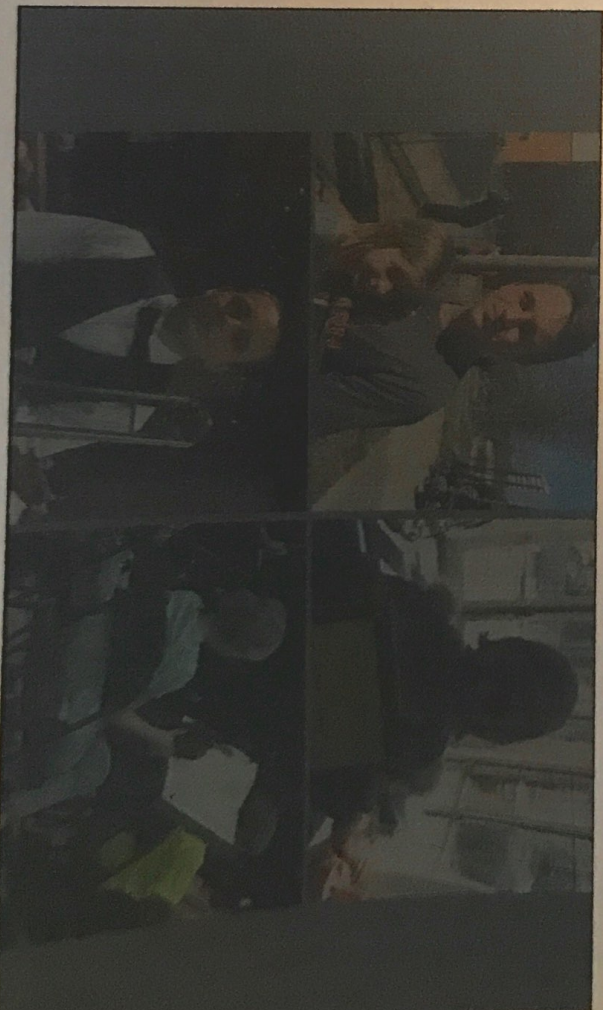
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SOCIAL MEDIA'S GROWING IMPORTANCE IN JOB SEARCHING

I'M IN A JOB SEARCH - NOW WHAT???

5

THE WORLD OF RECRUITING HAS GONE NEARLY 100% DIGITAL



Top Social Media Sites for Employers and Recruiters

6

96% of Recruiters and Employers Report They Use Social Media



ONLY 4% OF RECRUITERS DON'T USE SOCIAL MEDIA

7

8

Job Seeker Market



Employers and recruiters are using social media to highlight company culture.

They are promoting other perks and are working with HR to improve benefits, such as higher compensation, flexible hours, and working remotely.

I'm In a Job Search - Now What???

9

MODULE 01

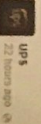


LESSON 02

What Do Employers and Recruiters NOT Want to See in a Job Candidate's Social Profiles?

I'm In a Job Search - Now What???

11



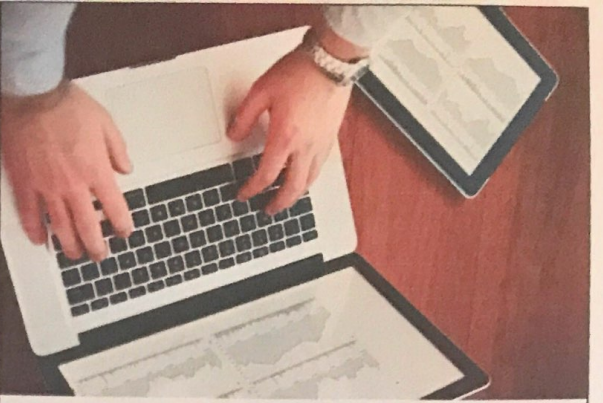
Delivering Wishes: Orlando Florida - November 24, 2014 (1/4 photos)
While most commonly known for its palm trees and amusement parks, we found the magic that people often associate with Orlando, Florida is also present at our package operations. The magic is in the UPSers who strive to improve both themselves and their operational processes to make sure the end customer gets their wish(s) delivered. — UPS Orlando, FL



10

93% of hiring managers will review a candidate's social profiles **BEFORE** making a hiring decision.

12



55% have reconsidered a candidate based on what they find with 61% of those re-checks being negative

www.linkedin.com/company/humanresources/recruiter-anfion-2015.pdf

13



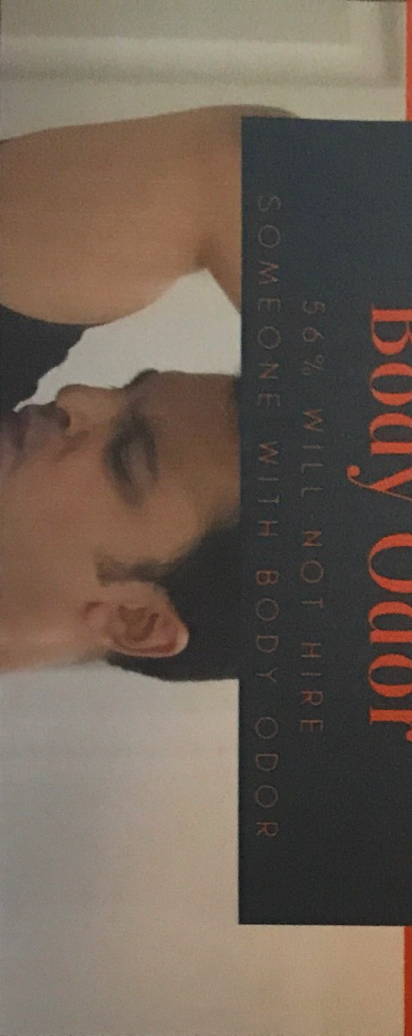
46% of interviewers say APPEARANCES INFLUENCE HIRING DECISION

14

RECRUITER DON'T

Body Odor

56% WILL NOT HIRE SOMEONE WITH BODY ODOR

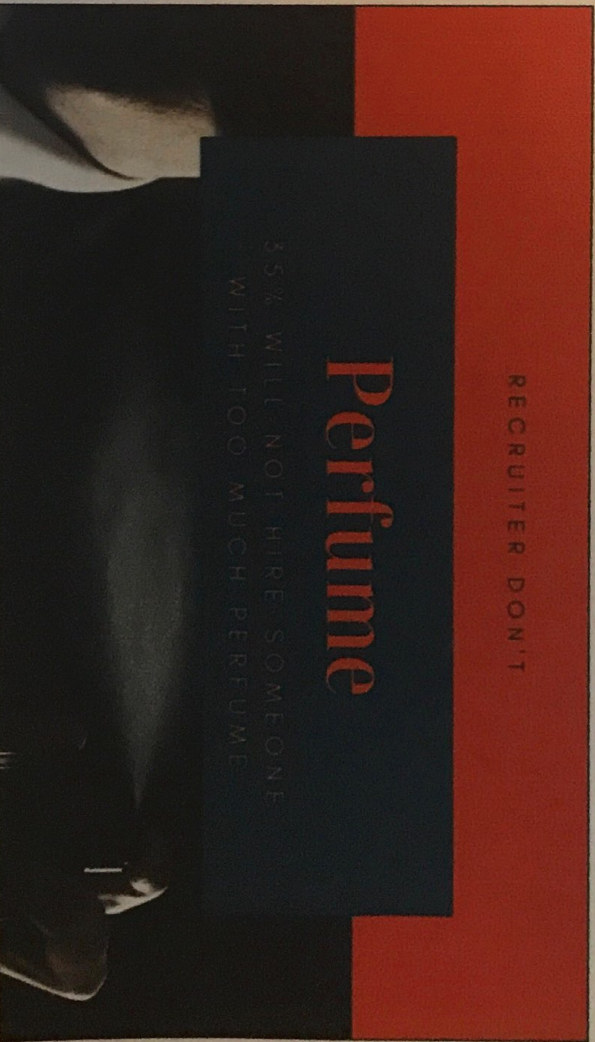


15

RECRUITER DON'T

Perfume

35% WILL NOT HIRE SOMEONE WITH TOO MUCH PERFUME



16

RECRUITER DON'T

Bad Breath

34% WILL NOT HIRE SOMEONE WITH BAD BREATH

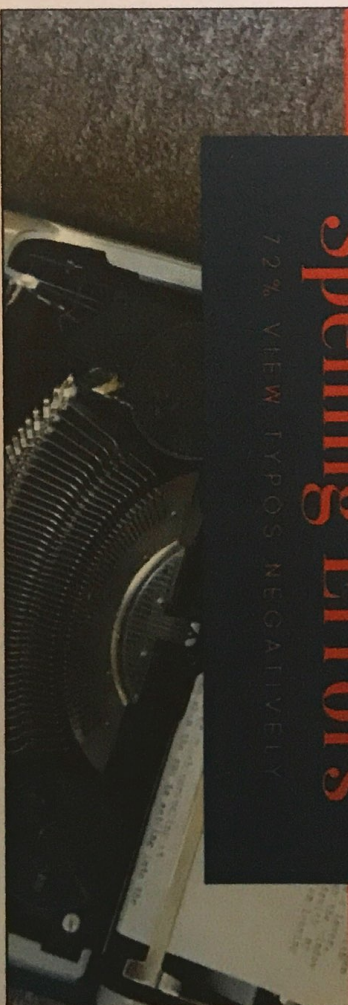


17

RECRUITER DON'T

Spelling Errors

72% VIEW TYPOS NEGATIVELY



18

RECRUITER DON'T

TMI - Oversharing

60% VIEW OVERSHARING NEGATIVELY

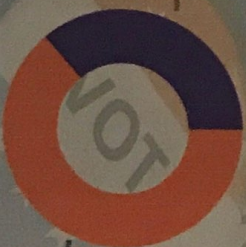


19

POLITICAL OPINIONS ON SOCIAL MEDIA?

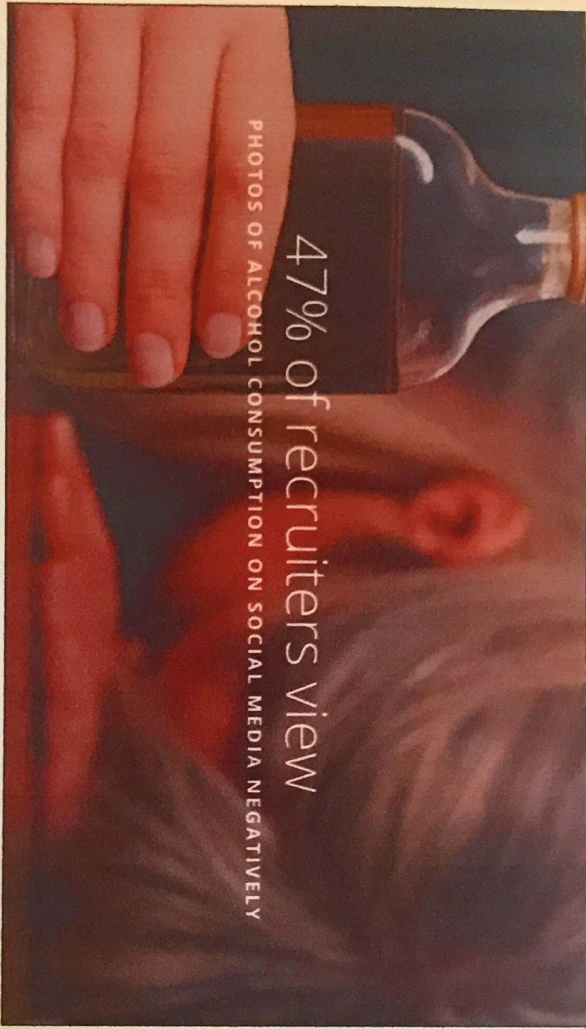


9% of recruiters don't like to see political opinion

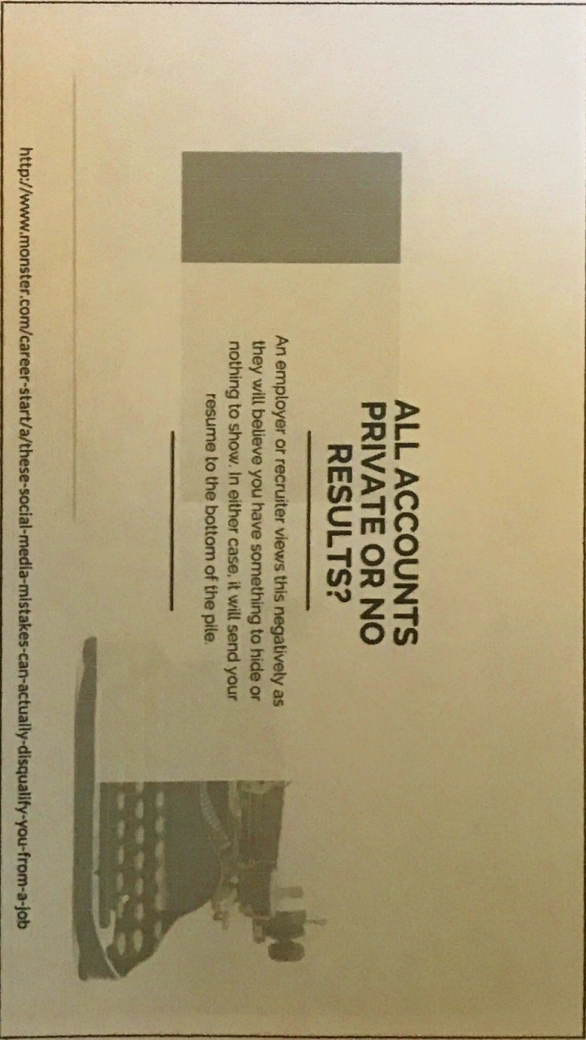


Recruiters are 64% more likely to bias a Donald Trump supporter

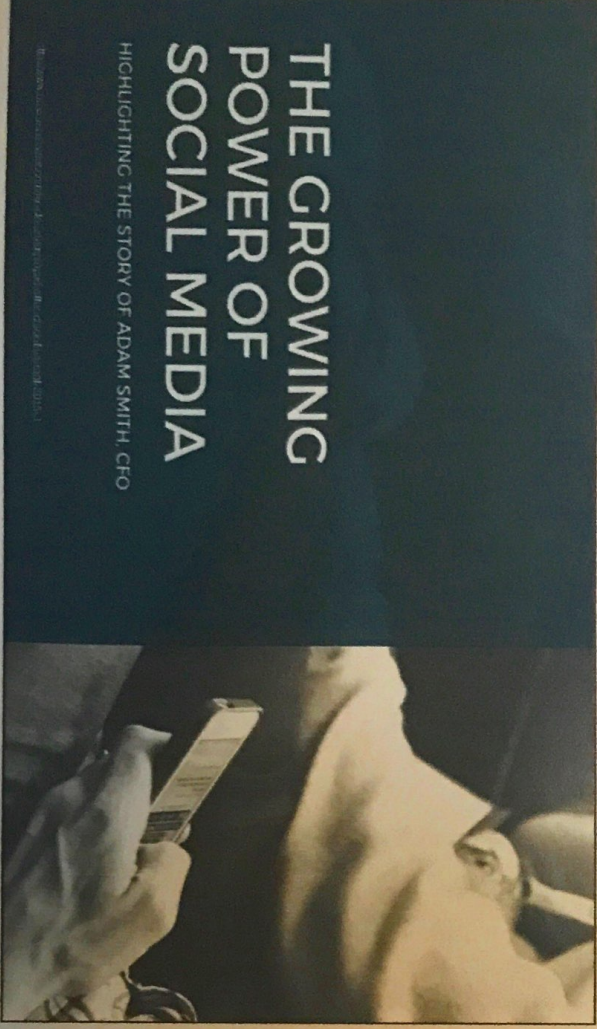
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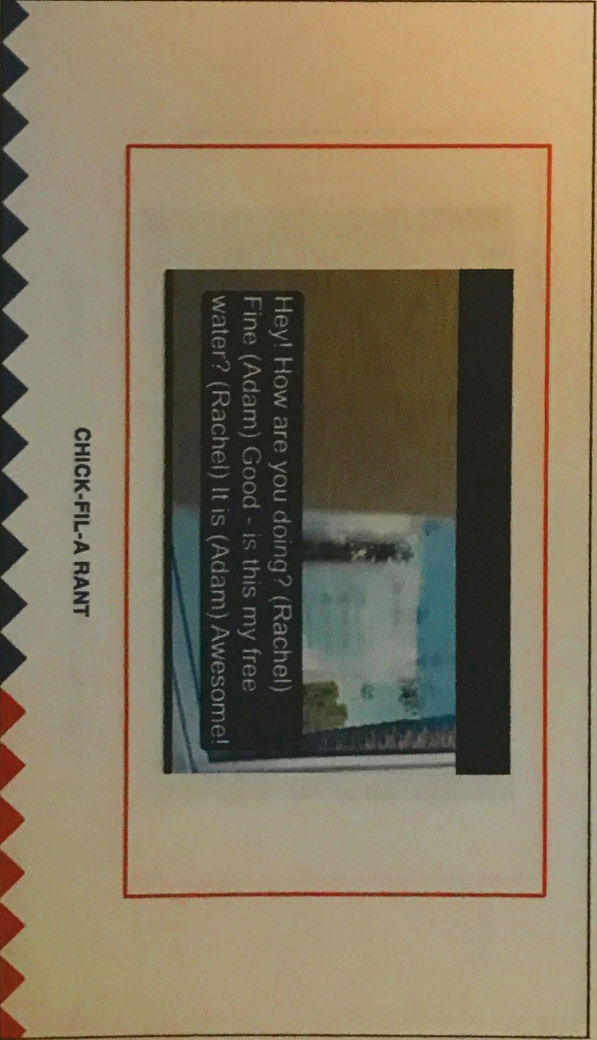
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22



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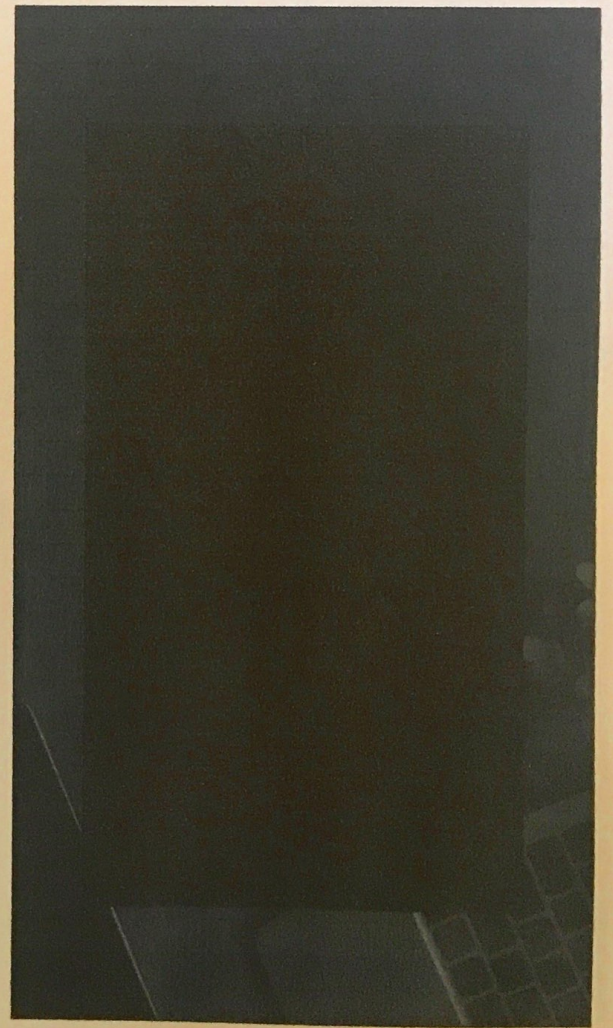


24

FOLLOW-UP

- Fired from his job in 2012 as Chief Financial Officer where he made \$200K per year and had \$1M in stock options.
- In January 2016, he was still living in an RV and on food stamps.
- He managed to get another job as a CFO, but was fired 2 weeks later when his boss saw the video after Googling his new employee.
- Got another job, telling employer about the video at the interview. A day later, the company retracted the job offer.
- He now lives in Costa Rica, teaching healing workshops.

25



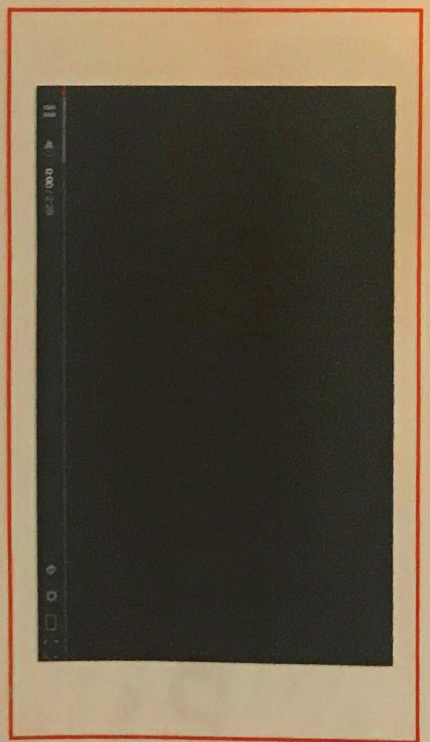
26



Never let a 140 character tweet cost you a \$140,000 scholarship.

Brandon Chambers, Coach

27

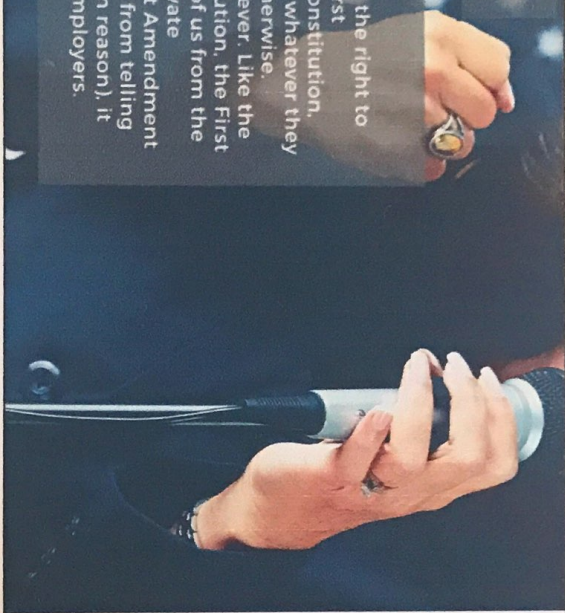


HOW TOO MUCH INFORMATION CAN HURT YOU

28

FREE SPEECH?

Many people assume that the right to free speech, part of the First Amendment of the U.S. Constitution, protects their right to say whatever they want. In a blog post or otherwise, they've got it wrong, however. Like the rest of the federal Constitution, the First Amendment protects all of us from the government, not from private companies. While the First Amendment prohibits the government from telling us what we can say (within reason), it doesn't apply to private employers.



29

Supreme Court's Ruling

"DENIAL OF A FUTURE EMPLOYMENT OPPORTUNITY IS NOT AS INTRUSIVE AS LOSS OF AN EXISTING JOB."

30

IS IT LEGAL?

Short answer: YES

So long as the current or potential employer does not use this information to discriminate on protected grounds, such as race, religion, or gender.

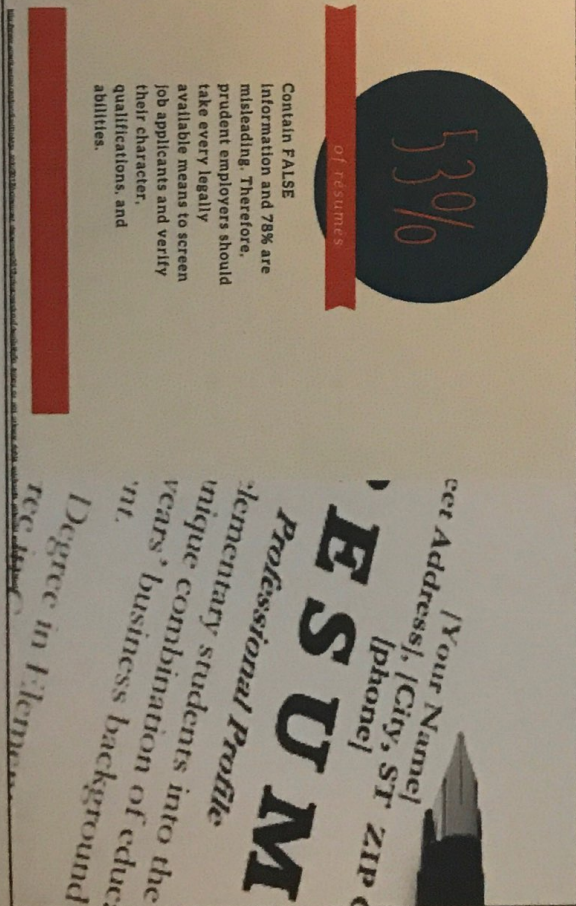


31

53%

of resumes

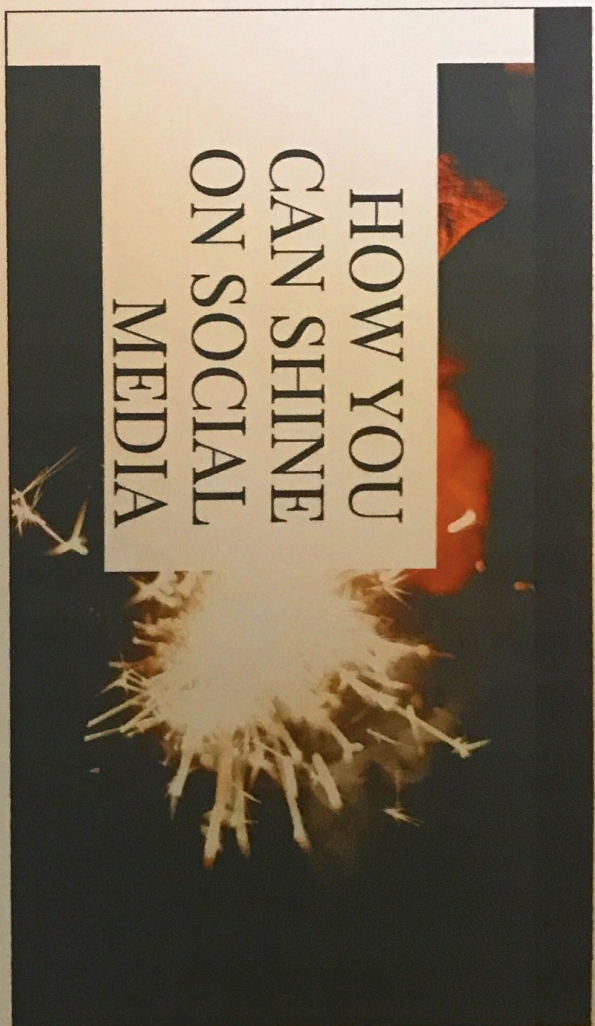
Contain FALSE information and 78% are misleading. Therefore, prudent employers should take every legally available means to screen job applicants and verify their character, qualifications, and abilities.



32



33



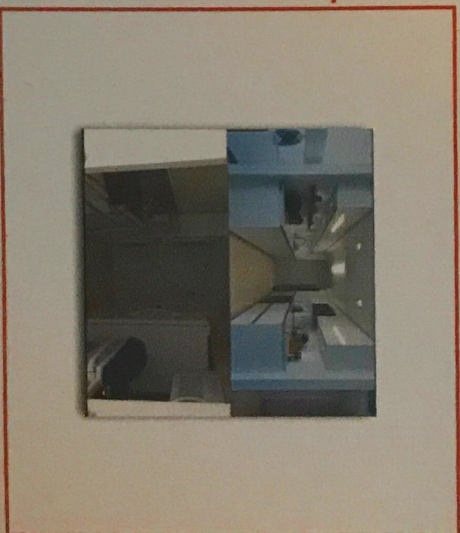
34

#Beforeandafter
Proof of performance
photos on Instagram



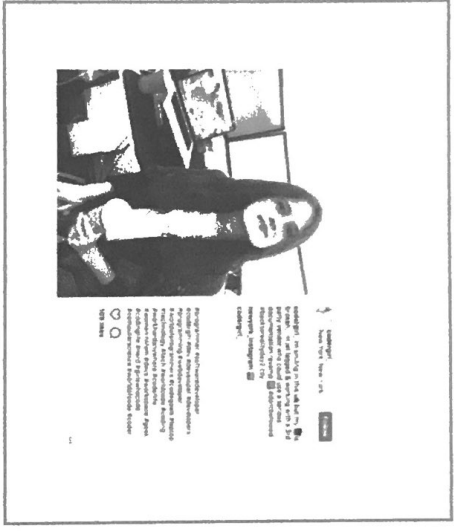
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#Beforeandafterconstruction



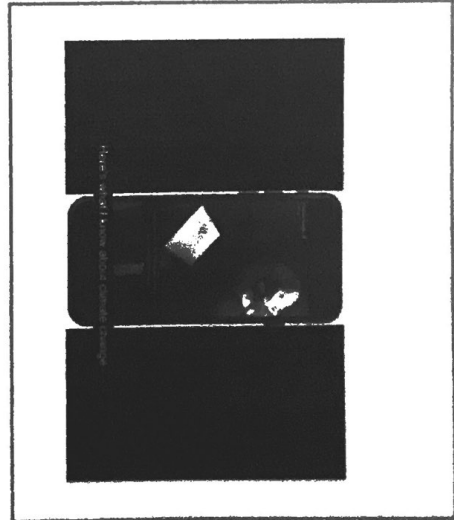
36

@codergirl
#computerscience



37

Voiceover artist proof of performance via Snapchat



38

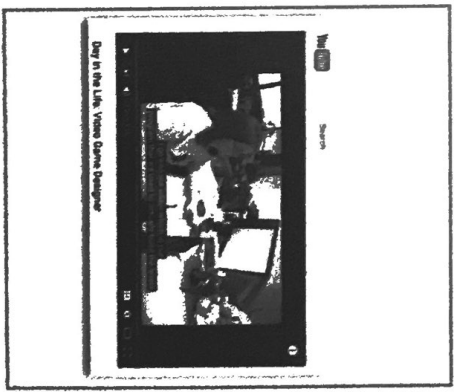
FOLLOW

TARGET COMPANIES

- See behind-the-scenes look at company culture.
- Find out information about the company that will help you in the interview.
- Repurpose your snap stories for Instagram, Twitter, and more by saving them to build your thought leadership in your field.



39



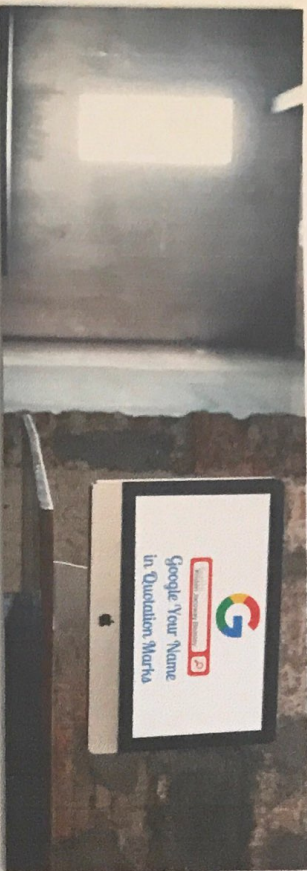
- Proof of performance
- How to or tutorial video
- Save your video with name of video, e.g. Day-in-the-life-of-computer-programmer.mp4
- Ask a question to get comments at end of video, like 'ask me some questions about' and then make sure you answer!



40

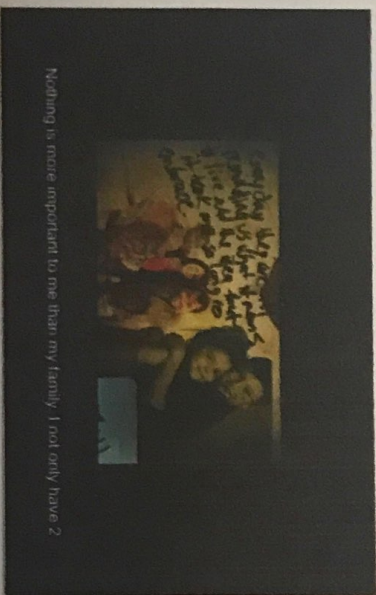
do the work

MAKE IT REAL



41

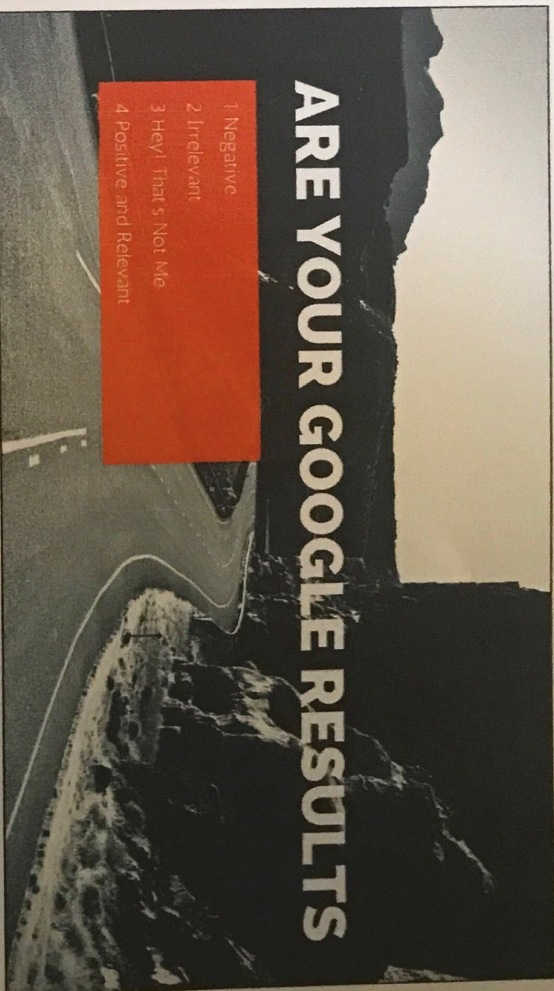
Jeremy Cowart



43

ARE YOUR GOOGLE RESULTS

- 1 Negative
- 2 Irrelevant
- 3 Hey! That's Not Me
- 4 Positive and Relevant



42