



Your patience is appreciated...

...Lunch with Haley will be served shortly.

Social Relevance

Changing How Business is Done

haley MARKETING PRESENTED BY Brad Smith

Today's **AGENDA...**

- What is Social Relevance?
- How is social media changing consumer habits?
- Why should a staffing firm care?
- What the heck do I really need to be doing?
- Crash course in social sharing.
- Questions / Answers.

Social Relevance

It's kinda like high school.



Social Relevance

- What's your social circle look like?
- How many "friends" do you have?
- Are your friends relevant?



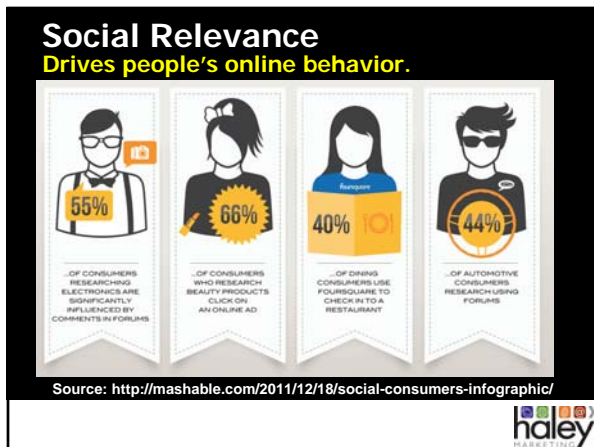
Social Relevance

- How many people interact with you?
- Are people redistributing your content?
- Do people talk about you?
- Do **my** friends like **you**?









Food, travel, beauty products, tech goods...
What does this have to do with staffing?

Social Media Recruiting

Classifieds are a thing of the past!

DO YOU RECRUIT IN SOCIAL NETWORKS?

Jobvite 2011 Social Recruiting Survey

Social Relevance

Job referrals. Job postings. Networking.

- Candidates look for jobs on social media.
- Companies use social media to recruit.

Social Media Candidate Screening

Employers use social networks as part of the screening process.

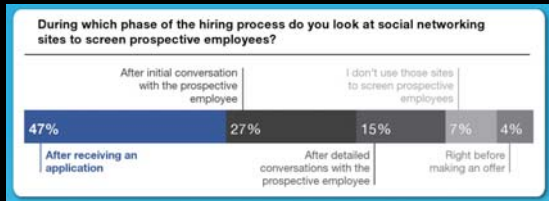


*Repler.com job screening survey



Social Media Candidate Screening

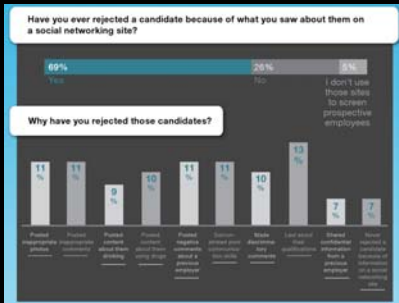
Social Media affects every part of screening process:



*Repler.com job screening survey



Social Media Candidate Screening



*Repler.com job screening survey





Social Relevance
Changes how people find you



Social Relevance
It's becoming the new SEO.

Social Media is a Key Indicator of Relevancy

"Does the rest of the world think you have a great product? If they do, they will amplify this. **If you're not engaged socially, you're missing the boat** because the conversation is happening socially about you and about your content. **Those are really important signals for [Bing].** Whether you're involved or not is your choice, but those signals still exist whether you're in the conversation or not."

Duane Forrester
Sr. Product Manager
Bing's Webmaster Program



Social Relevance
It's becoming the new SEO.




Social Relevance Drives people's online behavior.





Step 1:
Realize social media does have a real impact on my business.



Step 2:
Figure out what the heck to do now.





Social Sharing

What is it?

Sharing ideas and good information.



One-to-one - personal sharing



One-to-many - content sharing



Social Sharing

Facebook – Your Foundation

Is your timeline graphic interesting?



Social Sharing

Facebook – Your Foundation

Is your timeline graphic interesting?



Social Sharing

Facebook – Your Foundation

Is your timeline graphic interesting?




Social Sharing

Facebook – Your Foundation

Is your timeline graphic interesting?




Social Sharing

Facebook – Start Sharing

Post jobs...
just don't overdo it!




Social Sharing Facebook – Start Sharing

Highlight successful employees



Social Sharing Facebook – Start Sharing

Share news and updates about your company



Social Sharing Facebook – Start Sharing

Share helpful tips and best practices



Social Sharing Facebook – Start Sharing

Have some fun with national holidays...
...even made up ones.



Social Sharing Facebook – Start Sharing

Tell a story with pictures



Social Sharing Facebook – Start Sharing

Post inspirational quotes



Social Sharing

Facebook – Start Sharing

Keys to sharing on Facebook:

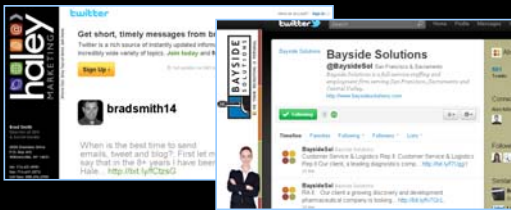
- Appeal to your audience (more likely candidates)
- Mix it up with different types of content
- Not too many jobs
- Don't push it! Start with 3-5 updates/week
- Don't sell
- Have some fun, the fun stuff gets feedback



Social Sharing

Twitter – Your Foundation

- Pick a good handle
- Create a custom background
- Write a strong description with keywords



Social Sharing

Twitter – Start Sharing

Share interesting stats or quotes you read



Social Sharing

Twitter – Start Sharing

Retweet interesting items



Social Sharing

Twitter – Start Sharing


Retweeting others can increase likelihood you get retweeted.



Social Sharing

Twitter – Start Sharing

Tweet great articles you've read...



Social Sharing

Twitter – Connect 1 @ 1

Reach out to prospects and influencers...



Social Sharing

Twitter – Start Sharing

Keys to sharing on Twitter:

- Keep it short but catchy
- You can tweet a lot of jobs
- Push it! Several times a day is okay
- Don't sell all the time
- Have some fun, the fun stuff gets feedback
- Get personal
- Reach out to others and retweet



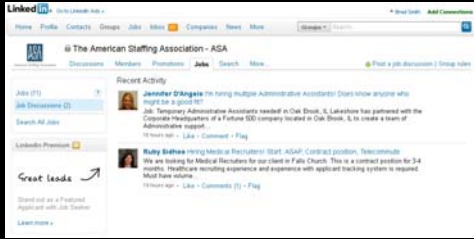
Social Sharing

LinkedIn – Your Foundation



Social Sharing LinkedIn – Start Sharing

Post jobs under Jobs > Job Discussions



Social Sharing LinkedIn – Start Sharing

Keys to sharing on LinkedIn:

- Update your status frequently
- Share interesting information
- Join groups and listen
- Take advantage of groups and share good, helpful content to position you as an expert
- “Like” and comment on other discussions
- Answer questions



Social Sharing Don't forget about...

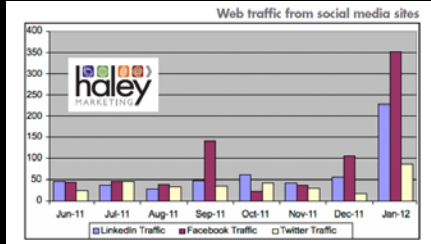


Pinterest
<http://pinterest.com/haleymarketing/>



Social Sharing

This stuff works...





Any questions?

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www.facebook.com/HaleyMarketing/





Coming Next:
 What is Your Staffing Firm Worth?
 Presented by Tom Kosnik
 May 10, 2012
 Reserve your seat: www.lunchwithhaley.com
