Welcome to Get Hired!

Mini Course – Part One

WHY LOOKING PROFESSIONAL ONLINE IS ESSENTIAL TO GET HIRED

Look Great Online
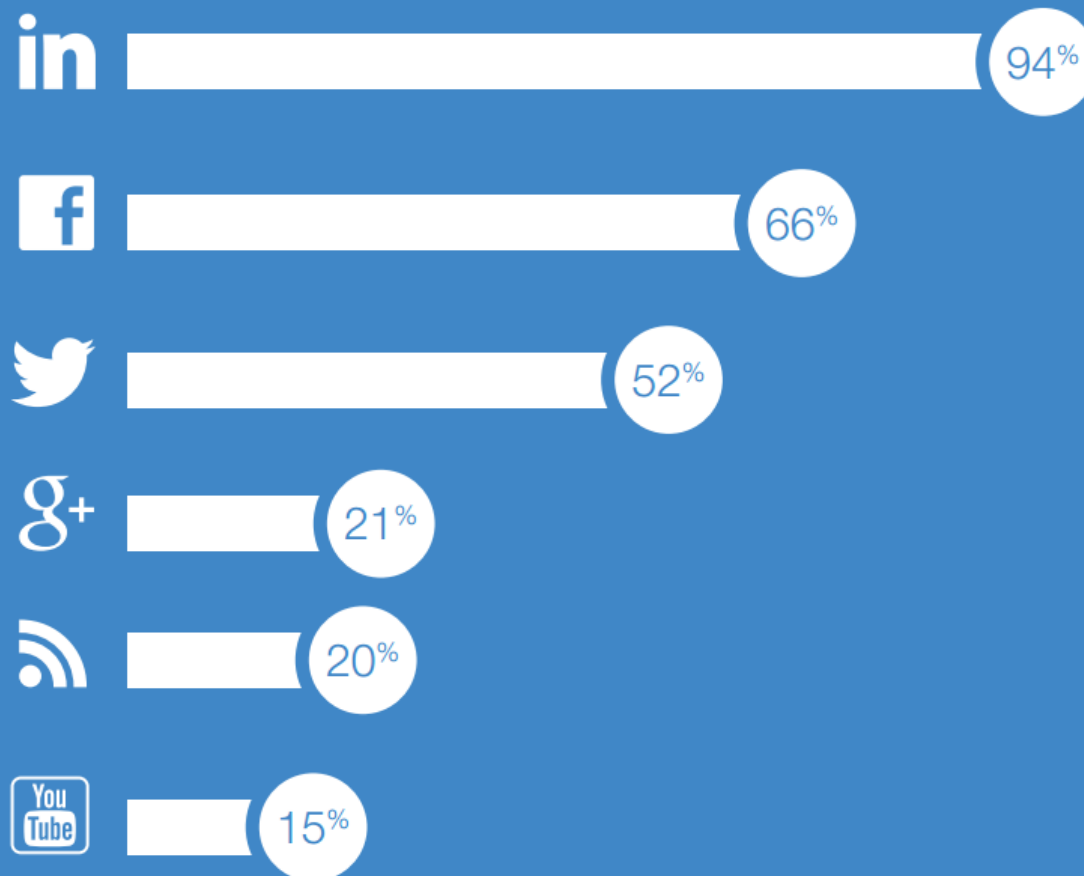
Get Hired!

Get That Job!

First, a little about me...

- 20 year corporate veteran
- Recruited large sales and marketing teams
- 10 years as an independent recruiter
- Interviewed thousand of prospective candidates
- Internet marketer
- Social Media expert
- Bestselling author of "Change Agents," with Brian Tracy

Social media is an essential recruitment tool across industries.

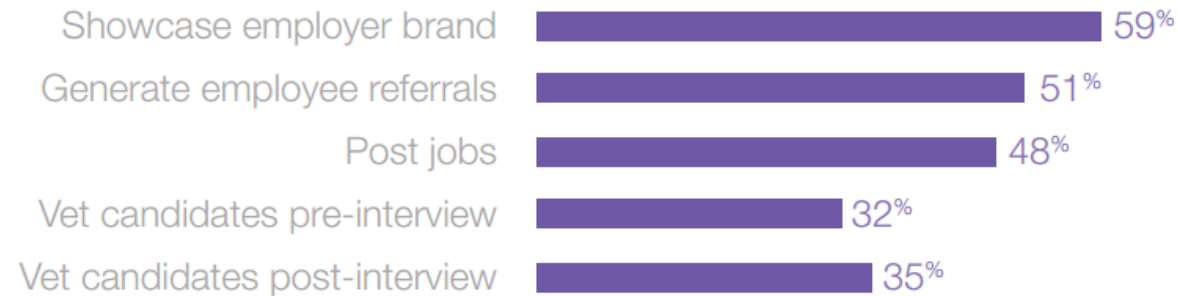**Q.** Which of the following social networks do you use for recruiting?

- **in** — 94%
- **f** — 66%
- 🐦 — 52%
- **g+** — 21%
- 📶 — 20%
- **You Tube** — 15%

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Jobvite Social Recruiting Survey Results 2014

Q. Which of the following tactics do you use for recruiting on social networks?

in

Tactic	%
Search for candidates	95%
Contact candidates	95%
Keep tabs on potential candidates	93%
Vet candidates pre-interview	93%
Post jobs	92%

f

Tactic	%
Showcase employer brand	59%
Generate employee referrals	51%
Post jobs	48%
Vet candidates pre-interview	32%
Vet candidates post-interview	35%

(Twitter)

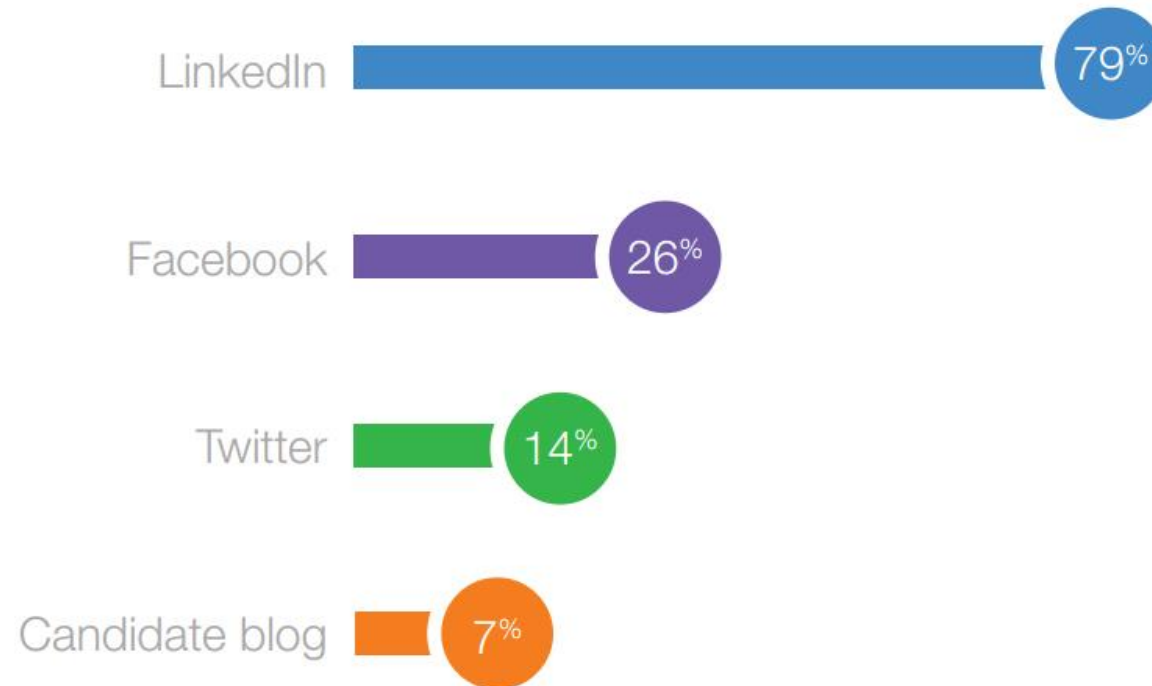| Tactic	%
Showcase employer brand	44%
Post jobs	39%
Generate employee referrals	32%
Search for candidates	17%
Vet candidates post-interview	18%

73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?

LinkedIn — 79%

Facebook — 26%

Twitter — 14%

Candidate blog — 7%

55% of recruiters have reconsidered a candidate based on their social profile, with

61% of those reconsiderations being negative.

	POSITIVE	NEUTRAL	NEGATIVE
Profanity	5%	22%	63%
Spelling/grammar	3%	24%	66%
Illegal drug references	2%	7%	83%
Sexual posts	1%	17%	70%
Volunteering/donations to charity	65%	25%	2%
Political affiliation	2%	69%	17%
Alcohol	2%	43%	44%
Guns	2%	32%	51%

Key Takeaways

- What you do online matters!

- Learn the strategies for looking professional and attractive online so that you automatically appear to be the best choice.

- Get organized so that you can get this done quickly and get that job or promotion quickly!

- If you've been procrastinating, that procrastination could be dramatically affecting your career and earning potential.

- Get going and get hired fast!