Seminar Recruitment Matters: Social Media, with WK, Wednesday, 17 March 2010, 8h30-13h00, in London, Holiday Inn London Regent's Parc, Carburton Street

This seminar by Recruitment Matters' Warren Kemp has the following content:

Utilising Social Media & Online Networking
Practical Techniques for Recruiters

How to use Digital Social Media today:

- Use Linkedin, Twitter, Facebook, YouTube and others to best effect
- Create marketing campaigns that cost little or nothing
- Build strong, profitable networks
- Find out how social media can help win you more clients
- Create an online buzz about you and your organisation
- Find candidates and build a virtual database
- Build relationships, networks & online communities
- Make the best use of blogs
- Use social media to get your site ranked highly by Google, Bing etc.
- Drive more quality traffic to your website and outrank your competitors.

With the objective:

- Increase your skills and knowledge
- Increase your client, candidate & contact base
- Increase your profits

Getting your strategy/process started:

1. Who – Clients, candidates, contacts
2. Observe – Where and what is hot & not
3. Evaluate – where your competitors are
4. Act – start slowly
5. Recruit – get some "fans"
6. Engage – start getting feedback
7. Promote – free marketing
8. Advertise – paid for exposure
9. Measure – what's working & what's not
10. Improve – constantly enhance your offering

Where and what is hot & not

- LinkedIn (launched in May 2003) (gives access to my own network)
- Xing (strong German presence) (gives access to everyone)
- Ecademy (strong UK presence, great for online webinar/events)
- Facebook (launched in February 2004 by Harvard University) (for private matters)

- Twitter (founded in October 2009
- YouTube (launched in 2005, now owned by Google, they share Videos)
- Google Videos
- Yahoo Videos
- Daily Motion
- StumbleUpon
- Digg
- iTunes – Podcasts & MP3
- Your own website
- Google
- Bing
- Yahoo

Twitter

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or by default, allow open access. Users can send and receive tweets via the Twitter website, SMS or external applications.

- No tweet is ever deleted.
- Google search: "First Name Last Name" Twitter
- Visit followers to see who they follow.
- Visit those that you follow to see who they follow.
- Twitter and Facebook, Twitter and Linkedin are each teamed up.
- Twtjobs.com
- Twitterjobsearch.com
- Search.twitter.com
- Twitterfeed.com

Facebook

Facebook is a free-access social networking website that is operated and privately owned by Facebook Inc. The emphasis is on "social" although many of the world's largest corporations have a facebook page with "Fans" and many of the groups relate to products and organisations. Originally seen as for the "younger set" many grandparents, for example, now keep in touch with their family through facebook, posting photographs and updates and having "real-time" conversation.

Many issues have arisen from postings related to personal details affecting one's professional environment.
You can only see people's details in your own network (s) or if you have made direct contact with them.
You can join or form as many groups as you like (searching is easy)
Applications include newsfeeds & friend updates
- Businesses can have a page to communicate with "fans"
- Events, announcement & discussions can be created
- Notes = Blogs and you can complete independently or import from an outside blog
- Pictures and videos can easily be uploaded.
- People are searchable by names, schools, companies, etc.

- Social advertising can be viral and cost effective.

Linkedin

Linkedin is a social networking site geared towards companies and industry professionals to make new business contacts or keep in touch with previous co-workers, affiliates and clients. With Linkedin, members can create customisable profiles that detail employment history, business accomplishments, and other professional accolades. Linkedin also works as a two-way platform in that members can search for jobs and companies can search through profiles if they are interested in hiring new employees.
- It is likely that if you are on Linkedin you will be rated highly by Google if it ties up your information with your website.
- Linkedin and Twitter are teamed up.
- Blog.linkedin.com
- Learn.linkedin.com
- Events.linkedin.com
- Press.linkedin.com

Blogger

A blog (weblog) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Many blogs provide commentary or news on a particular subject, or personal online diaries. A typical blog combines text, images and links to other blogs, web pages and other media related to its topic.

Newsletter

E-newsletters are short informational periodicals that are usually distributed to the members of an interest group. They can be a welcomed form of communication, whichdelivers facts, figures, articles and links to industry information. When tracked properly, they can be the best feedback tool www.interspire.com Often newsletters are passed around the office.

Some advice for improvement:

- Listen to feedback
- Ask for feedback
- Read well
- Adapt ideas to your values, style and brand
- Effort leads to result
- Don't be afraid to try
- Innovate – Validate – Orchestrate
- Advertise over Linkedin, Facebook, Twitter, Blogger, Newsletter
- Measure what is working and what is not working
- www.alexa.com
- Promote via free marketing

"So, how easy is this networking then?"