



Here I AM!

*Career Renewal Ministry
St. Anne Church*

Comprehensive Preparation for a Successful Job Search



F. Web Presence





We gather with our sisters and brothers in need.

We are aware of the struggles in our economy that we all face and share.

We recognize that we are called to help one another.

We reach out to our heavenly Father to acknowledge the many gifts that we have been given and understand that God is always there for us.

Comprehensive Preparation for a Successful Job Search

Basic Tools for a Job Search

- A. Accomplishments
- B. PARs
- C. Power Stories
- D. Resumes & Cover Letter
- E. Networking Bio & 2-Minute Elevator Speech
- F. Web Presence**
- G. Interviewing Preparation
- H. Networking

What Will I Learn and Do?

- ▶ Understand why having a consistent web presence will enhance your job search
- ▶ Use Social Media to enhance your job search
- ▶ Get noticed by digital recruiters
- ▶ Use Social Media to build your brand
- ▶ Expand your network through Social Media to Find more job leads



Know Your Current Web Presence

- ▶ Use your web browser and “search” on your name
 - Look for what a recruiter or HR person would look for
 - Consistency with resume
 - Articles, blogs, tweets you’ve written
 - Facebook, MySpace, etc. background information
- ▶ How easy are you to find?
 - Make sure you do have a web presence
 - Make sure it is positive


Group Exercise

- ▶ Use classroom laptop browser and search for name(s) of someone present.
 - Follow links, especially to:
 - LinkedIn
 - Facebook
 - Twitter

Repairing a negative web presence

- ▶ What if you find negative things?
 - Make as much private as you can, especially sites with personal information like Facebook
 - Prepare yourself to answer questions and turn them into a positive learning experience
- ▶ Never *ever* give your social media passwords to a recruiter, hiring manager, or HR person
 - It violates your user agreement to do so!

Repairing a negative web presence

- ▶ Don't click repeatedly on negative information
 - It moves it 'up' in search results!
 - ▶ Use blogging, tweeting, etc. to build up current, positive information
 - ▶ Join LinkedIn if you haven't already
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Use Social Media to Enhance Your Job Search

- ▶ Social Media is a key element of your job search
 - Your goal is to **help Recruiters and HR professions find you and contact you**
 - More than 90% of them use social media for candidate search
 - Also used to check on a candidate's background
- ▶ Some Social Media sites to consider are:
 - Facebook
 - LinkedIn
 - Pinterest
 - Twitter

Get noticed by digital recruiters

- ▶ You must have a professional web presence in order to stay in the candidate stack!
 - Many employers want to check you out before they contact you
 - Your web presence needs to be consistent with your resume and You (in person)
- ▶ Fact: 9 out of 10 recruiters are using social media sites to find good candidates
 - A good web presence can help them find You!

Get noticed by digital recruiters

- ▶ LinkedIn – You must have a professional LinkedIn account.
 - Complete your profile
 - Upload your resume
 - Join groups like your alumni associations, professional associations in your industry, previous employers, etc.
 - Target 6–10 groups
 - **Stay active and participate in the groups you join!**

Expand your network through Social Media to Find more job leads

▶ LinkedIn

- Establish connections with people you already know:
 - Former colleagues, alumni, professional associations, and friends at your church, volunteer, or philanthropic groups, children's sports teams, professional services providers like your hairdresser, dry cleaner, barber, etc.
- Be clear about what you are looking for so your network knows what to look for

Expand your network through Social Media to Find more job leads

▶ LinkedIn

- Establish connections with people you meet:
 - Networking groups – connect with people you meet and feel you have some synergy with
 - Have a one-on-one meeting to talk about each other's career interests and goals
- ▶ Keep your network active by staying in touch with your social media and personal connections!
 - Your goal is active connections NOT just a having a bunch of connections you don't know

Joining LinkedIn Exercise

- ▶ Using the laptop and browser, set up anyone who does not already have a LinkedIn account
 - 'JOIN' the CRM group
 - Send an invitation to connect to someone
 - Search for Valerie Schmidt
 - View her Profile
 - Look at Education and Employer sections
 - Open up Projects section
 - View Recommendations and Endorsements

Advanced Topic – Use LinkedIn to Build your Brand

▶ LinkedIn

- Use “projects” to create a portfolio highlighting your key accomplishments
- Allow colleagues or clients who know you to provide LinkedIn Recommendations and Endorsements
- “Ask” & “Answer” questions
 - Generalist – ask/answer questions of broad interest to your industry
 - Specialist – ask/answer questions as a subject matter expert

Get noticed by digital recruiters

- ▶ Facebook – Use for job search networking with friends
 - Tell your friends that you are looking for a job
 - Let them know what you kind of jobs you are looking for
 - Fill in the Education and Jobs section using the sections in your resume so they really understand what you do
 - Best to keep it for personal friends and NOT let potential employers see your Facebook page

Advanced Topic for Facebook Users

- ▶ Use Facebook apps such as “branchout” to establish your professional identity on Facebook
 - Branchout lets you see your corporate connections
 - Look for connections with your top target companies
 - Also gives you career and job search tools
 - Job postings from companies
 - Recruiters can find your career information
 - Education and Employment history

Get Noticed by Digital Recruiters

- ▶ Twitter – Use to (research) your target companies
 - “Follow” the tweets of key people in your top target companies
 - Many tweet their job openings, so follow
 - Recruiters
 - Hiring Managers
 - HR
 - News – keep up to date on what a company is doing and their interests by watching their tweets

Twitter “Follow” Exercise

- ▶ Use laptop browser
- ▶ Log in to CRM Twitter account
 - Choose a company that one of the participants is interested in
 - Type in that company’s name in the “search” bar
 - “Follow” (Twitter) that company

Advanced –

Get noticed by digital recruiters

- ▶ Pinterest – Follow “pinner” and “pin” your portfolio. Use Pinterest to:
 - Find out what companies in your career industry are working on
 - Follow the “key players” in your target companies
 - You may even find job openings “pinned” by Hiring Managers, HR or Recruiters

Action Plan...



- ▶ Put your name into your computer's browser and see what information comes up about you
 - View the information for accuracy and make sure you want a recruiter or HR manager to see
 - If necessary, make your Facebook account "friends only"

Action Plan...



- ▶ Create a LinkedIn account if you do not already have one
 - Fill in the profile information using your networking bio and resume
 - If you have recent project that you have worked on (or are working on), consider putting one or more of them in the “project” section
 - Invite your Career Renewal Ministry friends and coaches to connect with you
 - Join the Career Renewal Ministry LinkedIn group

Optional Action Plan...



▶ Optional Advanced Homework

◦ LinkedIn

- Use the Projects area and list some of your current or recent successful projects

◦ Facebook

- Enable the “branchout” app and create a professional profile on Facebook
- Find out if anyone in your Facebook community works at one of your target companies

Optional Action Plan...



- ▶ Create a Twitter account separate from your job search profile
 - “Follow” your top five companies
 - The company, recruiters, hiring managers, HR
- ▶ Sign up at Pinterest to follow the “pins” of your target companies
 - You can, if you wish, also apply to be a “pinner” so you can begin to build a Pinterest brand for yourself

Optional Action Plan...

▶ Pinterest

- Create a portfolio of your work and “pin” it to build your brand

Questions?

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