



# MAKING SOCIAL MEDIA WORK

Understanding Social  
Demographics, Maximizing the Draw

# WHO AM I

---

# Maren Hogan

---

2

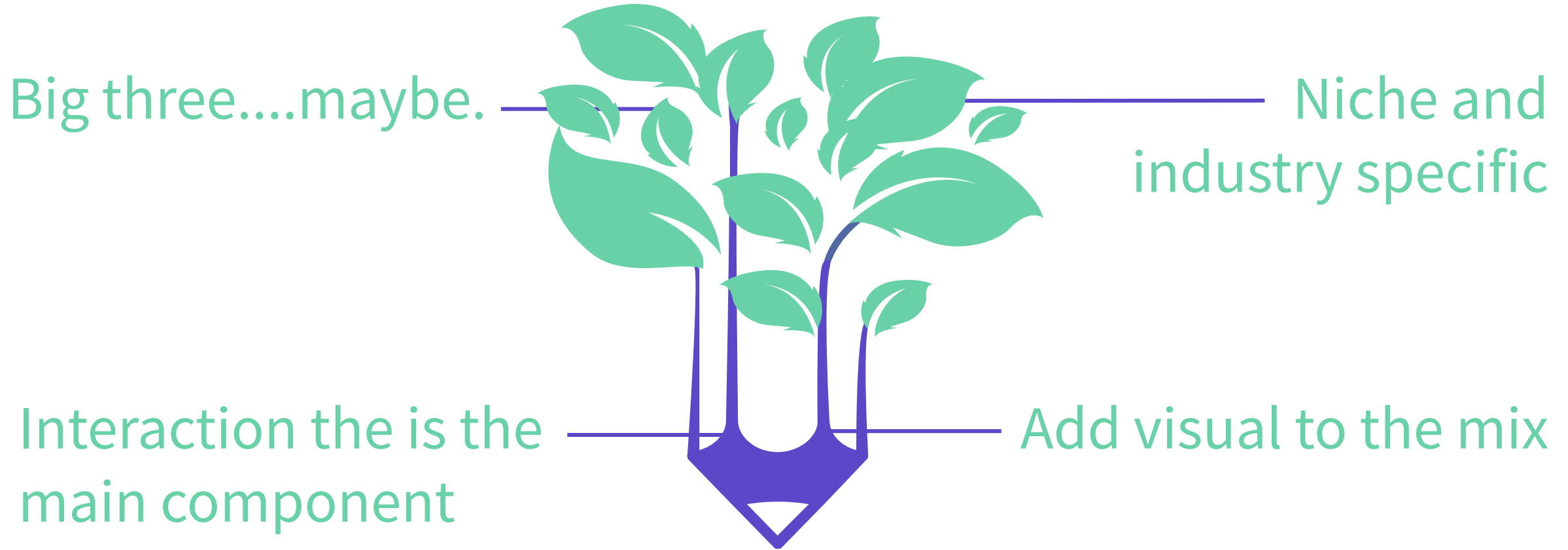
Chief Marketing Brain  
at Red Branch Media

I help people in HR and  
Recruiting figure out social.

**It's easier than it used to be.**

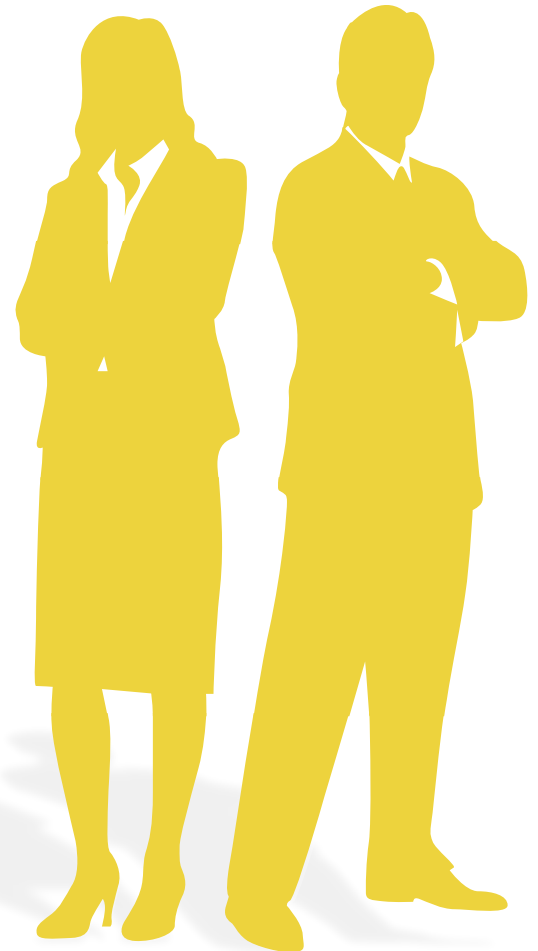


# WHEN I SAY SOCIAL - YOU SAY



# THE REAL DEAL

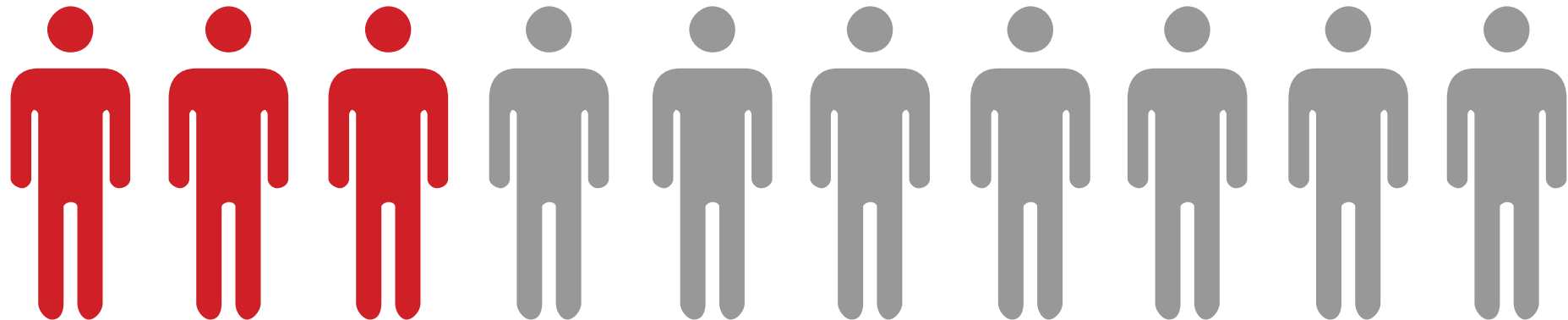
We shop online, date online, meet up with friends online, and **find work online**. That is not going to change, probably ever. So taking steps to include social where it makes sense in your recruiting function is necessary for success. I'm not saying it's a nice to have. I'm not saying it's something new recruiters should do. I am saying that **every successful recruiter that I know is using social media in some way or another**. Your methods of outreach must respond to this movement.



# THE DOUBLE EDGED SWORD<sup>5</sup>

Right Fit - Different for every company.

**35 percent** of employers have found information on social media that's caused them to not hire a job candidate.



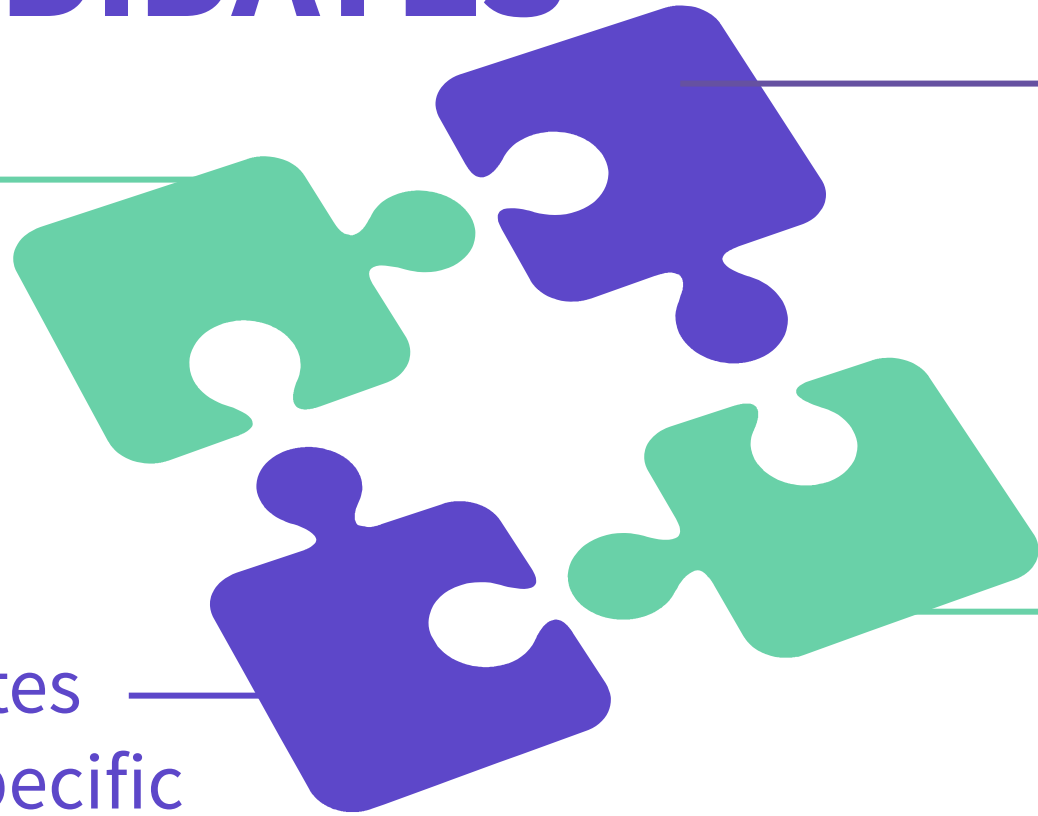
# THE RIGHT CANDIDATES

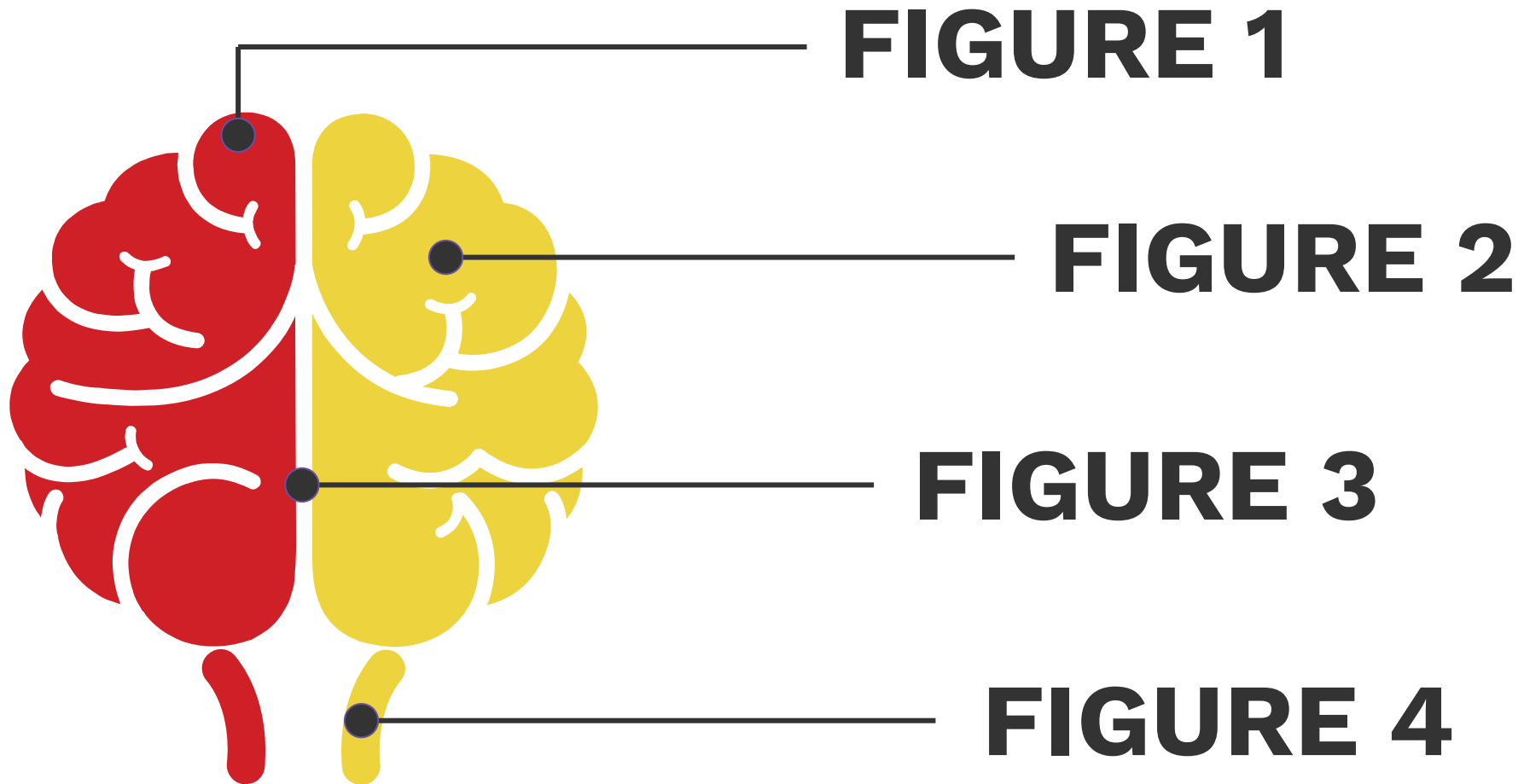
Right Fit -  
Different for  
every  
company.

Your right candidates  
may be in a very specific  
place online.

Build a  
profile/sketch.

Find out where  
they are.







A man with a beard and glasses, wearing a light blue shirt, is seated at a desk. He is looking down at a tablet device in his hands. Another person's arm is visible in the background, pointing towards the desk. The background is blurred, showing office shelves and papers. A purple banner with the word 'PROFILING' in white capital letters is overlaid on the right side of the image.

# PROFILING





# NOTHING NEW UNDER THE SUN

9

I learned it by watching you!

You can definitely fake it.

Shelf-life of an employee.

Where they are = Who they are?

A photograph of three business professionals in a meeting. A man in a light blue shirt is shaking hands with a woman in a blue polka-dot shirt. A man in a suit and glasses is seated to the left, looking down at a laptop. In the background, a whiteboard is covered with colorful sticky notes.

**YOU ARE VERY SPECIAL**

# SOME STARTING POINTS<sup>11</sup>

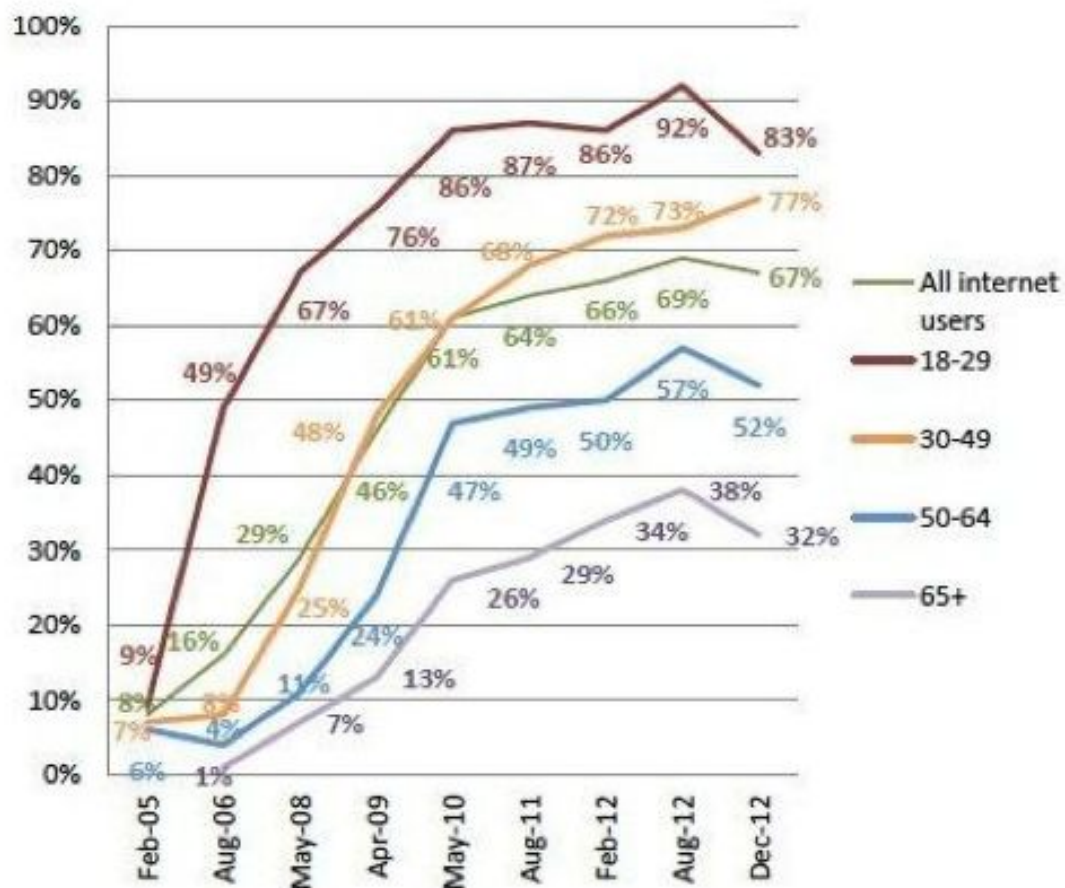
Good social is finding out **WHERE** to be

And then showing up in a **BIG** way...



## Social Networking Site Use by Age Group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project surveys, 2005-2012



# THE APPROACH





# YOU HAD ME AT HELLO...



**WORK**



**VALUE**



**PLACE**



**CT  
A**

# PASSIVE TALENT + SOCIAL

15

A man in a dark suit and light shirt is shown in profile, looking out a large window. The image has a red tint.

**Job  
History**

Two men are in an office setting. One man, wearing a white shirt, is pointing at a whiteboard. The other man, wearing a floral shirt and glasses, is looking at the whiteboard. The image has a red tint.

**Company  
Activity**

Two women are looking at a tablet together. The woman on the left is wearing glasses and a brown sweater. The woman on the right is wearing a white top. The image has a red tint.

**Social  
Frequency**

A man with glasses and a beard is looking at a laptop. The image has a red tint.

**Explicit  
Signals**

# GO BIG OR GO HOME

Just kidding. **70%** of Consumers Trust Brand Recommendations From Friends

Find your authentic story and culture.

Create the profile of your perfect worker or team.

Find the places online where those people hang out (**the stats are only a guide**).

Create ad efforts just for them.

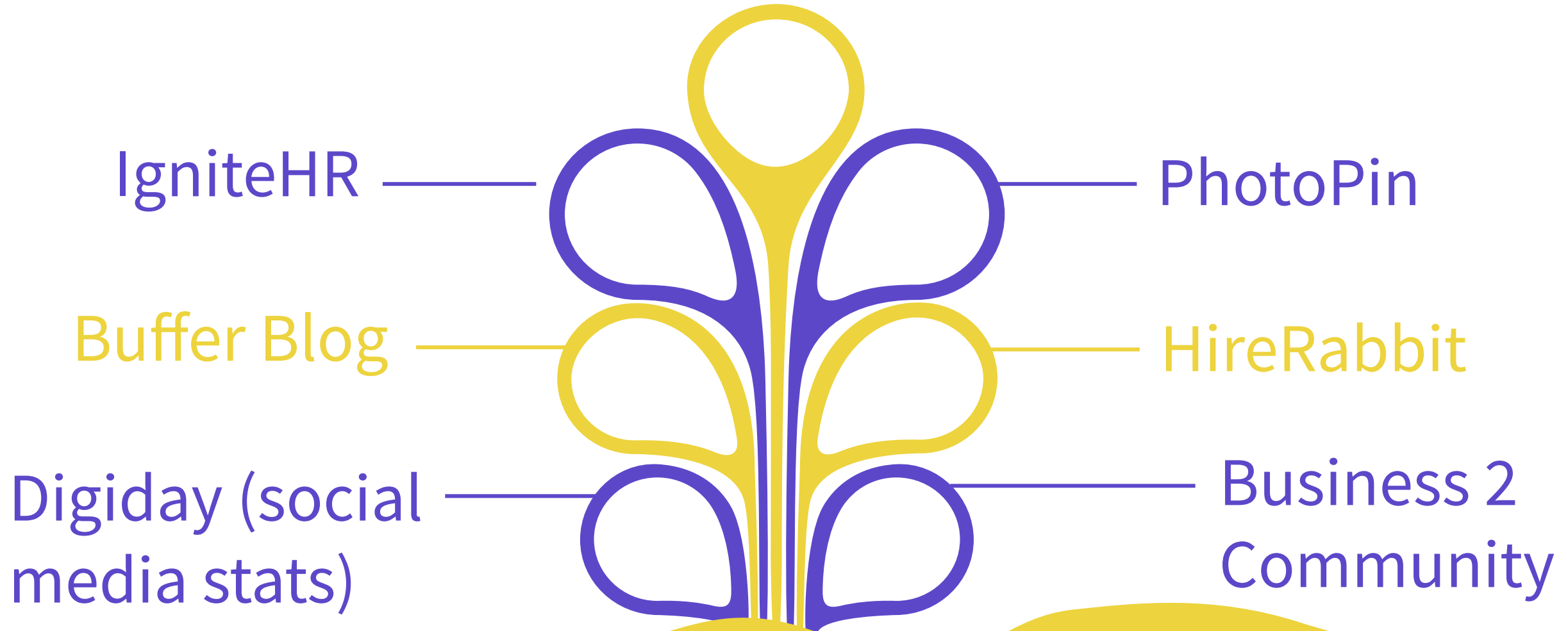


# TALENT WAR

"Companies that are truly serious about attracting, retaining and developing high-quality talent should **operate as growth platforms** where people can develop faster than they could at other organizations."

# QUESTIONS/RESOURCES

18





# CONTACT

Feel free to  
get in touch!

---



**@marenhogan**



**maren@redbranchmedia.com**