MAKING SOCIAL MEDIA WORK

Understanding Social Demographics, Maximizing the Draw
WHO AM I

Maren Hogan

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...

Big three....maybe.  Niche and industry specific

Interaction the is the main component  Add visual to the mix
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.
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.
NOTHING NEW UNDER THE SUN

I learned it by watching you!

You can definitely fake it.

Shelf-life of an employee.

Where they are = Who they are?
YOU ARE VERY SPECIAL
SOME STARTING POINTS

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...
PASSIVE TALENT + SOCIAL

Job History

Company Activity

Social Frequency

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.
"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

- IgniteHR
- PhotoPin
- Buffer Blog
- HireRabbit
- Digiday (social media stats)
- Business 2 Community
Contact

Feel free to get in touch!

@marenhogan

maren@redbranchmedia.com