

Bio-writing Material

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A close-up photograph of several business professionals' hands and forearms gathered around a table. They are pointing at and discussing various business charts and documents. One person is holding a black pencil. The charts include a prominent pie chart with segments in blue, orange, green, and red, and several bar charts with blue and orange bars. The background is softly blurred, showing more people in business attire.

Self Promotion

Developing a Competitive Edge



Writing a professional profile (for social media accounts, portfolio, etc.) is a task that will continually be revised and refined over the course of one's career. It has become increasingly important in today's marketplace to present one's skills, specialty, and or experience for prospective employers and/or customers, in order to reach the intended audience for our products and services.

In this self reflective process the eventual goal is to help you to discover your personal "brand". You will use what you have learned about yourself and write an introductory profile for Linked In, and another social networking site of your choice, in order to establish a professional digital media presence to aid you when seeking the next job or career.

43%

of employers use social media to check on current employees, according to a 2018 Careerbuilder survey

Hiring managers are more likely to check Linked In, Facebook, and Twitter

Searching..Linked In is viewed as a secondary resume



47%

of interviewers said they wouldn't call a person for an interview if they couldn't find them online, which is often viewed as having something to hide.

How do you feel about your current social media presence across all your social media accounts?

Do you believe that the content you have posted to your social media accounts will help you or hurt you when seeking your next job?





THE IMPORTANCE OF SOCIAL MEDIA FOR YOUR JOB SEARCH

According to a recent study by JobVite, **73%** of recruiters have hired a candidate through social media, and **93%** of hiring managers will review a candidate's social profile before making a hiring decision. This means properly optimizing your social media presence is essential for your job search.

WHERE DO HIRING MANAGERS AND RECRUITERS LOOK?

Recruiters make most of their hires through
the following online networks:



WHAT TACTICS DO THEY USE?



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

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



- 95% Showcase employer brand
- 95% Post jobs
- 93% Generate employee referrals
- 93% Search for candidates
- 92% Vet candidates post-interview

55% OF HIRING MANAGERS HAVE RECONSIDERED A CANDIDATE BASED ON WHAT THEY **FOUND** ON THEIR SOCIAL MEDIA ACCOUNTS. **61%** FOUND SOMETHING THEY DIDN'T LIKE.



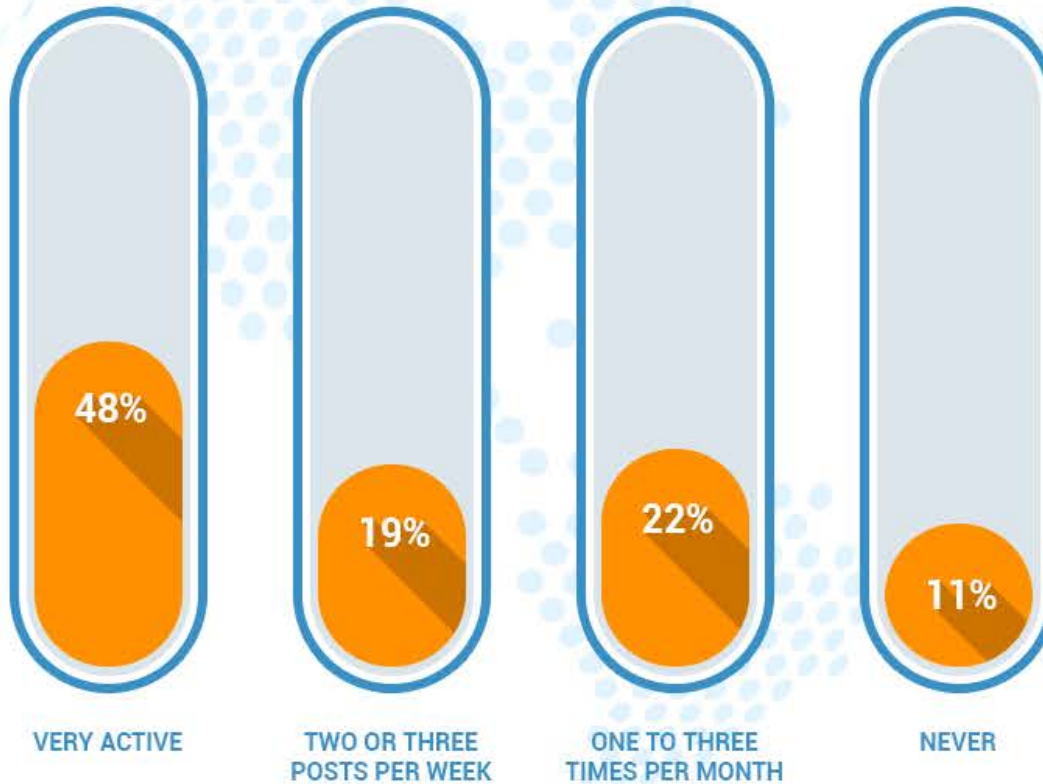
66% OF HIRING MANAGERS SAID THEY WOULD HOLD POOR SPELLING AND GRAMMAR AGAINST CANDIDATES.

1 IN 6 HIRING MANAGERS SAID SEVERE POLITICAL AFFILIATION WAS A POTENTIAL NEGATIVE.





HOW ACTIVE ARE APPLICANTS ON SOCIAL MEDIA?



SOCIAL RECRUITING HAS ENHANCED THE WAY COMPANIES FIND AND VET CANDIDATES

DECREASE IN
TIME-TO-HIRE

33%

INCREASE IN
CANDIDATE
QUALITY

49%

SURGE IN
CANDIDATE
QUANTITY

43%

BOOST IN
EMPLOYEE
REFERRAL
QUALITY &
QUANTITY

32%

CANDIDATES SOURCED THROUGH REFERRALS AND COMPANY HIRING PAGES ARE MORE LIKELY TO GET HIRED **FASTER** AND STAY ON THE JOB

JOB BOARDS

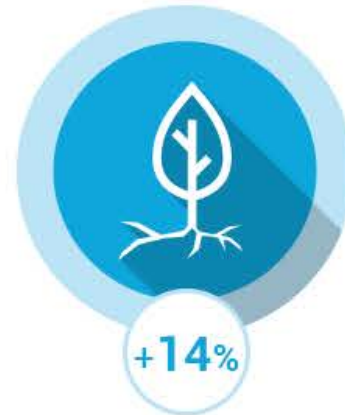
APPLICANTS



HIRES



HIRES STAYING
MORE THAN 3 YEARS:



REFERRALS & COMPANY CAREER PAGE

APPLICANTS



HIRES



HIRES STAYING
MORE THAN 3 YEARS:



**WHAT DOES THE FUTURE OF SOCIAL
RECRUITING LOOK LIKE?**

WHAT DOES THE FUTURE OF SOCIAL RECRUITING LOOK LIKE?



69% OF RECRUITERS EXPECT COMPETITION TO INCREASE IN 2015.



70% OF RECRUITERS PLAN TO INCREASE THEIR INVESTMENT IN SOCIAL RECRUITING.



WHILE **83%** OF JOB SEEKERS ARE ON FACEBOOK, LINKEDIN REMAINS RECRUITERS' TOP SOCIAL NETWORK.

Searching.. would you hire you?



SOURCES

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