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L A C H A P E L L E D E S I G N

5 Ways to Leverage Social Media for HR Professionals

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Suzanne LaChapelle is a principal of LaChapelle Design, a well-established graphic design consultancy based in Cincinnati, Ohio, founded in 1987.

With strong business strategy and marketing expertise, Sue provides strategy, consulting, branding and social media services to her clients. She has a proven track record of integrated design that delivers measurable return on investment for a wide range of clients.



Social Media can take different forms including:

- internet forums
- weblogs
- social blogs
- wikis
- podcasts
- pictures
- videos
- bookmarking

Social Media are media designed to be disseminated through social interaction, created by using highly accessible and scalable publishing techniques.

Ways to Use Social Media To Grow Your Business

1. Business Development
2. Customer Service
3. Brand Awareness
4. Market Research
5. HR/Candidate Search

Social Media can be used to help build a brand, enhance a reputation and communicate news.

It can also be used as a sales and networking tool to locate and reach out to prospects.

93% of social media users
believe a company should have a
presence on social media sites.*

*2008 Cone Business in
Social Media Study

56% of users feel they have a stronger connection with and are better served by companies when they can interact with them using social media.*

*2008 Cone Business in Social Media Study

When a business sets out to attract
online job seekers to its
organization,
it can also capture the attention of
potential consumers or clients

Over half of the adult
population is online is
between 18 and 44

45% of Employers
Use Social Networking Sites
to Research Job Candidates *

A jump over 22% in 2008

* Careerbuilder, August 19, 2009

Top Industries Using
Social Media

Information Technology

63%

Professional & Business
Services

53%

Which social media resources are employers using?

29% Facebook

26% LinkedIn

21% MySpace

11% search blogs

7% follow on Twitter

35% of employers reported they have found content on social networking sites that caused them not to hire the candidate

18% of employers reported they have found content on social networking sites that caused them to hire the candidate

5 Tips on Leveraging Social Media

1. Get Connected

LinkedIn

Facebook

Twitter

MySpace

YouTube

2. Listen

3. Engage

Companies that were deeply and broadly engaged in social media last year recognized an 18% growth in revenue.

Those who sat by the sidelines saw a 6% decline*

*100 Global Brands, July 2009

4. Research

Employees

Competitors

Organizations

Clients

5. Share

Deliver unique content, and
share what you find
interesting.

Blog

Photos

Videos

Leveraging Social Media Tools

1. Twitter

Short updates of 140 characters answering the question “What are you doing”

Share links to items of interest

Build Your Network by finding and following people with similar interests

Follow trends

2. Facebook

Social utility that connects people with friends and others within a controlled network

Create Fan or Group page to connect

Share photos, links, videos

Over 55,000 regional, work-related, collegiate and high school networks

2. Facebook for Business

More than 25,000 members

Advertise

Tap Regional Networks

Stimulate conversations using
“the wall”

My Company is Hiring
Facebook application where
you can enter current job
opportunities

3. LinkedIn

Offers the deepest occupational and professional data of any of the social networks.

View people connections

Join Groups

Post Jobs

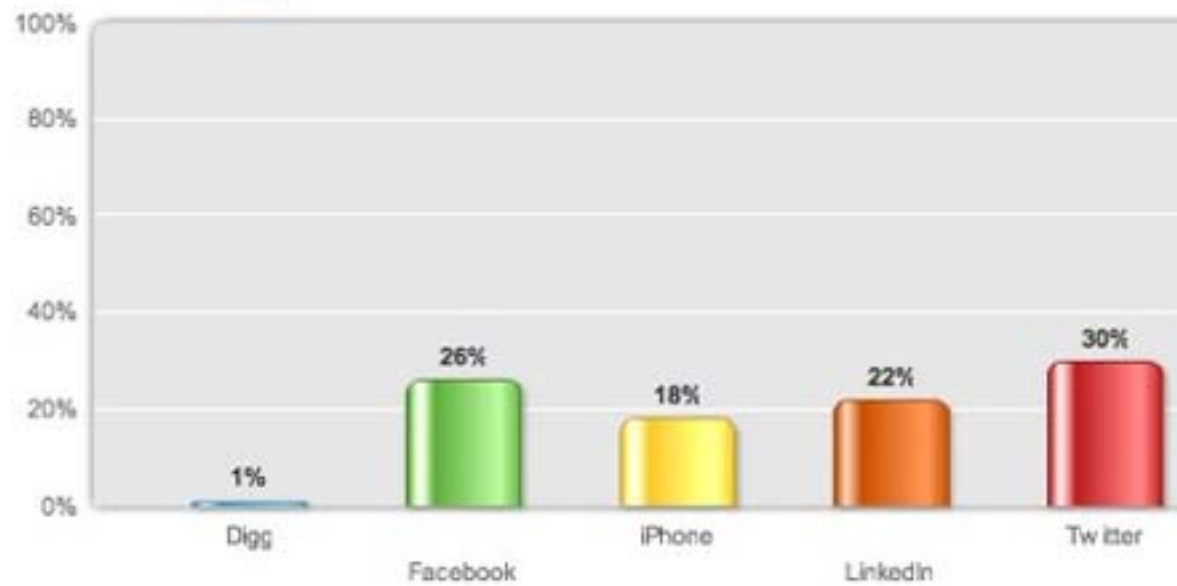
Create a Business Page

Events

What is the most important new platform for brands to master?

LinkedIn

3,615 responses since May 01, 2009



Most appreciative of Twitter

Business owners, C-Level or VPs.

People at large- or medium-sized companies.

People doing business development, marketing or creative work.

[ReadWriteLab](#)

Least appreciative of Twitter

Non-managers. People at very large or small businesses. Consultants, Salespeople and Engineers.

Most appreciative of LinkedIn

C-level and non-managers
Small or medium sized businesses
Doing consulting or sales

ReadWriteLab

Least appreciative of LinkedIn

Owners and managers
At large or enterprise companies
In create or marketing departments

Thank you.

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