



**Social Media and your  
career**



# Who is DATA Inc.

- Since 1983
  - Technology Staffing
  - Custom Application development
- Clients include Bank of America, United Parcel Service, Mercedes Benz, North Carolina, Virginia
- Over 100 new job openings every month
- East Coast – Quebec .. Florida
- We hire local

# Who is Conrad Leao

- With DATA Inc. since 1998 – VP Operations
- Over 20 years as a Programmer, Trainer, Business Developer, Franchisee Manager
- Built the DATA Inc. organization from owner driven to process driven
- Mentored DATA Inc. startups in UK,CH,IN

# Evolution of Hiring

1. Classified Ads, Unsolicited resume submittals
2. Phone calls to network, faxed responses, reviewed over days/weeks
3. Emails to network/database, email responses, reviewed over days
4. Advertise on Job Boards, scan Job Boards, resumes reviewed same day
5. Automated publishing, automated screening, automated matching

# What has changed

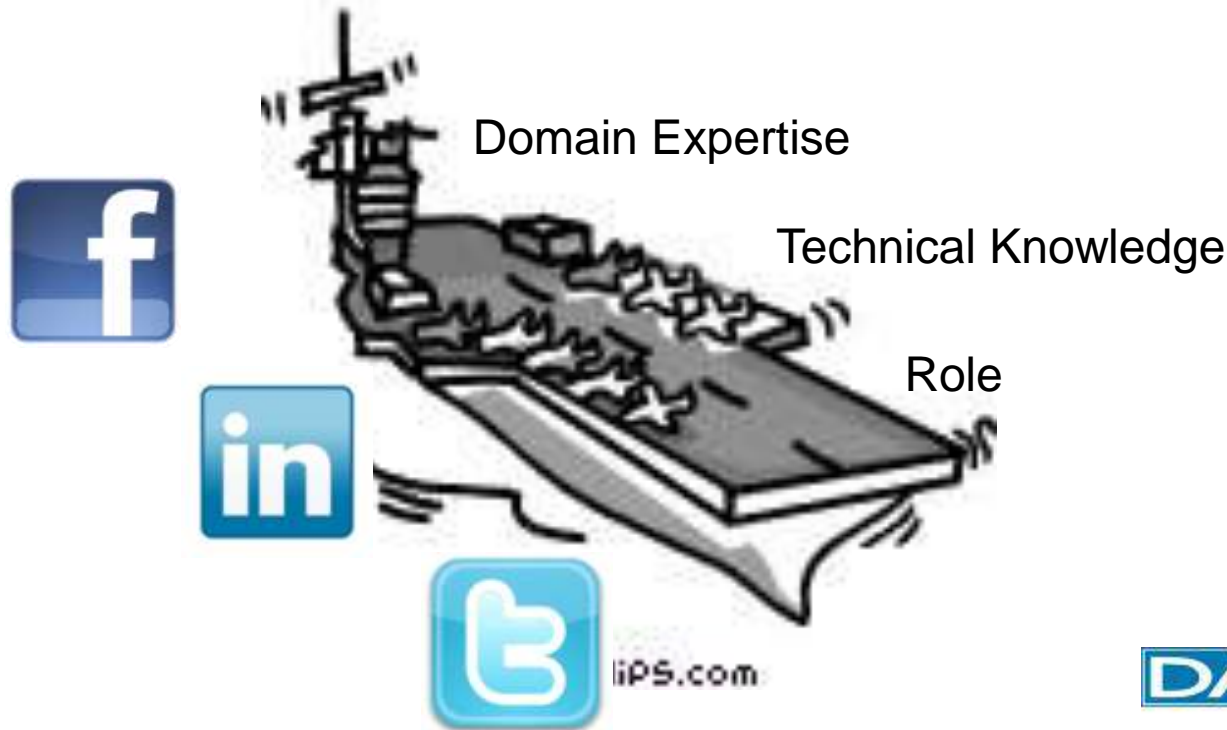
- » Pace
- » Scope
- » Precision

# How do I react ?

- Abandon traditional methods?
  - Writing a good resume
  - Building a local personal network
  - Face to face networking opportunities
  - Applying to classified ads
  - Sending unsolicited resumes

# Social Networking

- Another weapon in your arsenal
- Aircraft carrier – projects capabilities beyond conventional expectations

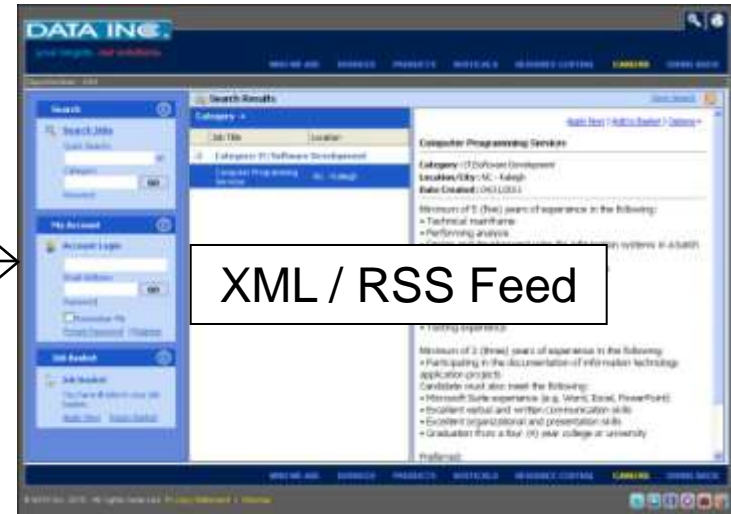


# How do we hire?

- Traditional Methods
  - Referrals
  - Advertising
  - Mailing list
  - Unsolicited resumes

# Social Networking

- Part of an integrated strategy
- In addition to traditional methods
- Opportunities stream directly
  - LinkedIn groups (alumni and techtalk)
  - Facebook Page
  - Twitter



# What do we look for

- Consistent web presence
  - *Who let the crawlers out?*
- Precision
  - *Scalpel not a chain saw*
- Responsiveness
  - *Coy is for dates*

# How can you stand out

- Work on your brand bio – 160 characters
  - Who am I?
  - Who do I want to be seen as?
  - Who do I want to be?

**OR**

- What do I do?
- What have I done?
- What do I want to do?

**Be Real**

# Also

- Register on target companies career portals
- Find the right tweeters to follow
  - Follow, retweet, tweet
- Link your Social Media lives
- Be active in your virtual lives
- Have a detailed resume link available
- Respond with attention to detail

# Measurement

- Visits, pageviews, pages/visit, Bounce rate, Average time, New visits
- Twitter
  - Reach
  - Amplification
  - Influence
- Klout, Twitalyzer, HootSuite
- Google Analytics, Facebook Insight



# DATA Inc.

Computers/Technology [Edit Info](#)

[Edit Page](#)



## Wall

DATA Inc. · Most Recent

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...



### DATA Inc.

Looking for a job? Going to be in Charlotte NC on 4/26? See our VP talk about how to use Twitter and other Social Media properties to find the next best opportunity.

#### Using Twitter In Your Job Search

[tweet4jobs.eventsbot.com](http://tweet4jobs.eventsbot.com)

Using Twitter In Your Job Search, Seminars/Conferences

51 Impressions · 0% Feedback

Friday at 2:26pm · Like · Comment · Share



### DATA Inc.

DATA Inc's UK Office (Totties) is doing a midnight walk to benefit Sue Ryder Care. Help them reach their goal of £500.00 by donating to the attached link.



#### Data Inc Totties - Sue Ryder Care

[fundraising.suerydercare.org](http://fundraising.suerydercare.org)

Sue Ryder is a charity registered in England and Wales (1052076) and in Scotland (SC039578). Company limited by guarantee registered in England and Wales (943228). Registered office: Kings House, King Street, Sudbury, Suffolk CO10 2ED

45 Impressions · 0% Feedback

Friday at 2:14pm · Like · Comment · Share



### DATA Inc.

Congratulations to the DATA Inc. Lightning Bolts for raising over \$1,000.00 to benefit the Special Olympics of New Jersey! We are still accepting donations! Please help out and stay tuned to see where the DATA Inc. Lightning Bolts will be next!

## Wall

Hidden Posts

- [Info](#)
- [Welcome](#)
- [Photos](#)
- [Events](#)
- [Blog](#)
- [Discussions](#)
- [Wall Paper](#)
- [Edit](#)

## About

[Edit](#)

Become a fan of DATA Inc. today and stay up-to-date on the latest technolog...

[More](#)

99

people like this

## Likes

[See All](#)



PRWeb



Times Square NYC

## Admins (2)

[See All](#)



[Use Facebook as DATA Inc.](#)

[View Notifications](#)

[Promote with an Ad](#)

[View Insights](#)

[Suggest to Friends](#)

## You and DATA Inc.



44 friends like this.

[NJ Small Business Development Cente...](#)  
Times Square NYC, Biz Buzz Network

## Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

## Sample Ad: DATA Inc.



The text of your ad will go here.

[Like](#) · George Nikanorov likes this.

## Sponsored

[Create an Ad](#)

## SharePoint Fest

Regional SharePoint

# What now?

- Facebook and Twitter
  - Click through and submit your resume through our career portal
  - Dialogue with us
  - Follow our Tweets

# What now?

- LinkedIn
  - Join our TechTalk group
  - Introduce yourself
  - Network through our group

Since 1983, DATA Inc. has delivered innovative IT solutions to some of the biggest Fortune 500 clients. Working seamlessly across the globe with offices in North America, Europe and Asia, the collective group of DATA Inc. has the knowledge, expertise and resources to deliver IT solutions on time and on budget.

Visit our website at <http://www.datainc.biz> for more information



## DATA Inc.

**@datainc** Our Clients

*A Global IT Solutions Provider specializing in IT Staffing and Application Development. Add us for tech talk and job opportunities.*

<http://www.datainc.biz>

[+ Follow](#)

[Text follow datainc to 40404 in the United States](#)

**Timeline** Favorites Following Followers Lists



**datainc** DATA Inc.

Looking for a #job? Going to be in Charlotte NC on 4/26? See our VP talk on using @twitter and other #socialmedia sites <http://bit.ly/F5Cvi>  
22 Apr



**datainc** DATA Inc.

Help @datainc's UK office meet their goal of raising £500.00 for Sue Ryder Care. <http://bit.ly/hMIPwN>  
22 Apr



**datainc** DATA Inc.

Will you be at @SNECPMI Professional Development Day? We will be! Sign up at <http://www.snec-pmi.org/>  
18 Apr



**datainc** DATA Inc.

New #Job - USA - Sr Network Engineer - Remote Access Specialist <http://bit.ly/h3hV3V> #tech #jobs #hiring  
11 Apr



**datainc** DATA Inc.

New #Job - USA - Java J2EE Developer <http://bit.ly/dMHuzy> #tech #jobs #hiring  
11 Apr



**datainc** DATA Inc.

### DATA Inc. is on Twitter

Don't miss any updates from DATA Inc.. Get your account on Twitter today to stay up-to-date on what interests you!

[Sign up »](#)



About @datainc

593

Tweets

487

Following

376

Followers

157

Listed

Following 487



[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Advertisers](#) [Businesses](#)  
[Media](#) [Developers](#) [Resources](#) ©2011 Twitter

(201) 802-8800  
[info@dataincusa.com](mailto:info@dataincusa.com)

#### Europe

200 Brock Drive,  
Reading, Berkshire,  
RG2 8J8,  
+44 (0) 118 925 4200  
[info@dataincuk.com](mailto:info@dataincuk.com)

2011-11-15  
Mohan Co-operative  
Industrial Estate  
Mathura Road  
New Delhi - 110 044  
Tel: (91) 11-4167 9261  
[info@dataincindia.com](mailto:info@dataincindia.com)



# DATA Inc. Tech Talk

Discussions Members Promotions Search Manage More...

Share group



Start a career discussion or share something with the group...

Maximum length is 200 characters.

Attach a link Share

My Activity

**Manager's Choice**

[Question of the week] Are your certifications worth their weight... in projects?  
George Nikanorov, MBA, NJTC, AMA [See all »](#)

## Latest Discussions

2 of 2 [See all new discussions »](#)

Will you be at SNEC PMI's Professional Development Day this month? • 5 days ago

Will you be at the SNEC PMI Professional Development Day? We will be....

Welcome to the Southern New England Chapter of PMI

Like Comment Flag More

## Updates: Last 7 Days

**Colette Collins, PMP** has joined the group.  
36 minutes ago • [Send message](#)

**George Nikanorov, MBA, NJTC, AMA** started a discussion:  
Learn how to use Twitter and other Social Media Tools in your job search - 4/26 in Charlotte NC  
2 days ago • [Like](#) • [Add comment](#)

**Remo Morettini** and 1 more commented on:  
Please introduce yourself  
4 days ago • [20 comments](#)

[See all updates »](#)

## Most Popular Discussions

**Please introduce yourself**  
If you are new to the group, please take a moment to introduce yourself.  
posted 9 months ago

**Remo Morettini** 4 days ago • Hello, I worked at Thomson Reuters for 30 years, specializing in Mainframe Application Development, Cobol DB2, SQL automation, and ... »

[See all 20 comments »](#)

**Proud sponsor of New York City FIRST Mega Event - Jacob Javits Convention Center - March 11-13, 2011**

DATA Inc. is proud to sponsor the New York City FIRST Mega Event - held on March 11-13, 2011 at the Jacob Javits Convention Center. Come watch as over 100 school teams of all ages flex their robotic strength for a chance to advance to the national competition. This event is





### DATA Inc. Alumni

Discussions Members Promotions Jobs Search Manage More...

Share group



My Activity

Start a career discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

#### Manager's Choice



Take part in DATA Inc's IT Industry Survey before it closes on December 24th  
George Nikanorov, MBA, NJTC, AMA

See all >

#### Latest Discussions

1 of 1 See all new discussions >



Will you be at SNEC PMI's Professional Development Day this month? - 5

days ago

Will you be at the SNEC PMI Professional Development Day? We will be....

Welcome to the Southern New England Chapter of PMI

Like

Comment

Flag

More

#### Most Popular Discussions



Learn how to use Twitter and other Social Media Tools in your job search - 4/26 in Charlotte NC

Looking for a job? Going to be in Charlotte NC on 4/26? See our VP talk about how to use Twitter and other Social Media properties to find the next best opportunity.

Using Twitter In Your Job Search [tweet4jobs.eventsbot.com](http://tweet4jobs.eventsbot.com)

Using Twitter In Your Job Search,...

posted 2 days ago

Priti invite at sharmapriti2020@yahoo.co.in 1 day ago • Excellent Idea George... Great event it gonna be... M sure it will transform into a profitable venture for Data INC as well. ....



Like

Comment

Stop following

More

See more >

#### Updates: Last 7 Days



Priti invite at sharmapriti2020@yahoo.co.in commented on:

Learn how to use Twitter and other Social Media Tools in your job search - 4/26 in Charlotte NC

1 day ago • Like (1) • Comment (1)



Priti invite at sharmapriti2020@yahoo.co.in likes:

Learn how to use Twitter and other Social Media Tools in your job search - 4/26 in Charlotte NC

1 day ago • Like (1)



George Nikanorov, MBA, NJTC, AMA is discussing:

Learn how to use Twitter and other Social Media Tools in your job search - 4/26 in Charlotte NC

2 days ago • Like (1) • Comment (1)

See all updates >

Good luck!

A copy of the presentation will be available at :

<http://www.slideshare.net/datainc>