

# What's happening?

Utilizing Social Media in the Job Search

Let's go!

Gary Zukowski, Founder, TweetMyJOBS.com  
April 26, 2011



# Gary Zukowski - @GaryZukowski

- Charlotte since 1996
- BSEE UMass, MSCE Northeastern
- 23 years of technology and business experience
- Founded IT consulting firm in 1996
- Founded TweetMyJOBS in March/2009
- Acquired by CareerArc Group in Feb/2011



My goal....

To disturb you

# What is the framework for tonight?

- Social Media – fad?
- Personal Branding
- Why Twitter and Social Media?
- Overview of TweetMyJOBS
- Q & A

# Social Media – Do we need it?



# Why Social Media?

**"The Internet? We are not interested in it."**

*- Bill Gates, 1993*

**"There is no reason anyone would want a computer in their home."**

*- Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977*

**"The Telephone? An amazing invention, but who would ever want to use one?"**

*- Rutherford B. Hayes on the telephone, patented on 7 March 1876*

**Social Media is following the same growth curve that the Internet did in the '90s**



# Socialnomics Revolution 2

The ROI of Social Media is...

**Your Business Will  
Still Exist in 5 Years**

# Personal Branding

# How to Set Yourself Apart



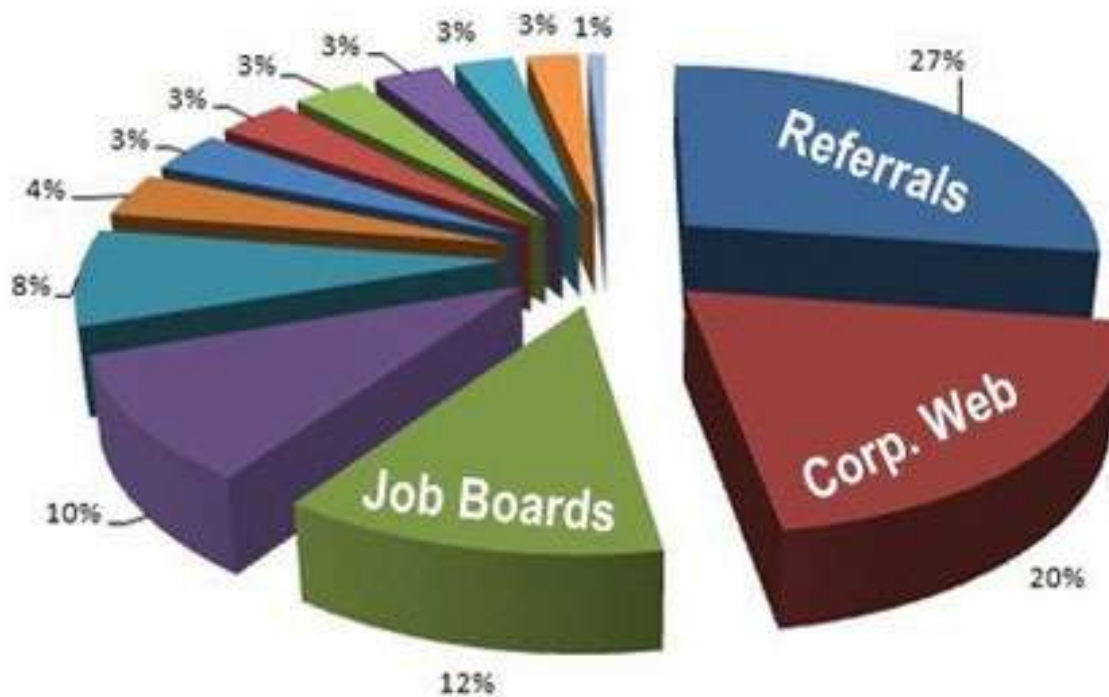
# Why?



TweetMy**JOBS**.com™  
IT'S THAT FAST!

# Source of Hire

- Referrals
- All Other
- Print
- Temp-to-hire
- Walk-ins
- Corporate Web Pages
- Direct Sourcing
- Search Engine Marketing
- Third Party Recruiters (TPRs)
- Job Boards
- College
- Career Fairs & Open Houses
- Rehires



# Tom Peters – The brand “YOU” 50

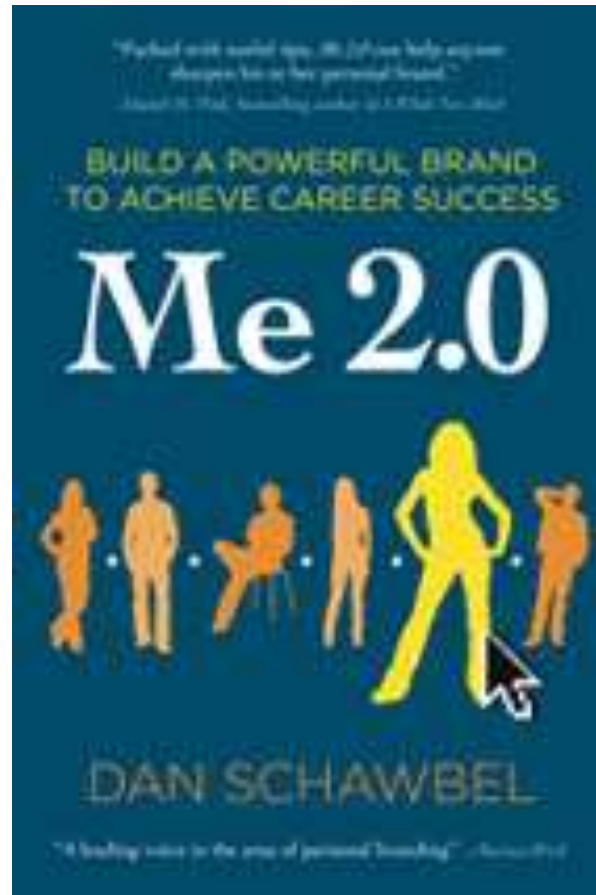
**Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion!**



TweetMy**JOBS**.com™  
IT'S THAT FAST!

# Dan Shawbel – Me 2.0

**Build a Powerful Brand to  
Achieve Career Success**



TweetMy**JOBS**.com™  
IT'S THAT FAST!

# Brand Management is VERY IMPORTANT to Corporations



Mercedes-Benz



**Why shouldn't we think  
the same way?**

# Differentiated Brands can Charge a Premium



**\$3.40**



**\$.99**

Miley

Oprah

Obama

Madonna

Brad

Jack

Paris

Media has made these personal brands household names



Branding is no longer just for rich and famous

TweetMyJOBS.com™  
IT'S THAT FAST!

# Why?

- Social Media has leveled the playing field
- Everybody can have a brand for \$0

# Benefits of a Personal Brand

- You are being googled
- Offers a strategic framework for managing your career
- Creates differentiation
- Increases your visibility
- Helps you achieve your goals
- Allows you to pick and choose jobs and assignments

# Social Media Blueprint



## LinkedIn

- Connect with Colleagues
- Find someone who can refer me for a specific position at a specific company
- Join Groups (active participation)
- Research Target Companies
- Write and seek recommendations
- Share my status and NEXT STEPS
- Build brand



## Twitter

- Find folks to follow
- Identify professional area of interest/expertise
- Use Twitter apps
- Follow potential employers
- Follow lists/streams
- Engage/Interact
- Build brand



## Facebook

- Stay connected with close friends
- Seek and give support
- Become a fan of potential employers
- Join Talent Communities
- Promote corporate/industry events
- Build Brand



# Clarity, Consistency, Constancy

- Complete your profile
- Seek Recommendations
- Avoid guilt by association
- Quality over Quantity
- Start a Conversation
- Ask Questions
- Be Responsive – Pay it forward
- Be a Joiner

“When you’re finished changing,  
you’re finished”

- Ben Franklin

# Twitter - Think Cable TV



# Relevant Statistics

- 210+ Million Users/500,000 new users per day
- 60% outside of the US
- 180 Million unique visits per month
- 1 billion tweets/week
- 600 Million search queries per day
- 250,000 Twitter applications
- 3 billion requests per day via API
- 182% increase in mobile users in past 12 months
- 53% of regular users do not tweet

# Who's on Twitter?

- **0-17 year olds**      **4%**
  - **18-24 year olds**    **13%**
  - **25-34 year olds**    **30%**
  - **35-44 year olds**    **27%**
  - **45-54 year olds**    **17%**
  - **55+ year olds**      **9%**
- 
- **\$30-\$60K**      **25%**
  - **\$60-\$100K**    **27%**
  - **> \$100K**      **30%**

**82% are  
working  
adults**

Source: Quantcast.com

# So Where Does TweetMyJOBS Come In?

The screenshot shows the homepage of TweetMyJOBS.com. At the top, the logo is on the left, and navigation links for 'Home', 'Job Seekers', 'Employers', 'Resources', and 'Company' are in the center. On the right, there are buttons for 'Sign Up', 'Login', and 'Looking to Hire?'. A banner image shows three people running, with the text 'Be FIRST. Apply FIRST. Get hired NOW. The easiest way to find jobs using Twitter.' and a 'Get Started' button. Below the banner, a notification states 'Are you receiving these? If not, these opportunities are flying right by...' and lists a job from the Department of Energy. The 'Featured Companies' section displays logos for various brands like Hertz, Starbucks, Sears, SAP, and Hewlett-Packard. The 'TweetMap™' section includes a map of the San Francisco area and text about finding jobs locally. The bottom right section features a smartphone icon and text about mobile job notifications.

**TweetMyJOBS.com**  
Last 30 days: 1,656,555 job tweets | last hour: 3,524 (updated hourly) | [Sign Up](#) | [Login](#) | [Looking to Hire? >>](#)

[Home](#) | [Job Seekers](#) | [Employers](#) | [Resources](#) | [Company](#)

**Be FIRST. Apply FIRST. Get hired NOW.**  
The easiest way to find jobs using Twitter. [Get Started](#)

**Are you receiving these? If not, these opportunities are flying right by...**  
Just got instant notification of: [Department Of Energy Western Area Power Administration, Western Area Power Administration - Electrical Engineer - Water](#)

### Featured Companies

Click a logo to see their jobs. Want to become one? [CONTACT US](#) today

### TweetMap™

Use our TweetMap to find jobs in your area, or sign in to search for jobs. [Check it out](#)

Learn about jobs first - even on your phone  
Use the power of Twitter and mobile technology to get instant notification of jobs on your phone. [Learn More](#)

# So Where Does TweetMyJOBS Come In?

- Founded 3/2009
- Largest Twitter job board in the world
- 1.6 million job tweets last 30 days
- Connects job seekers to employers, instantly via Twitter - mobile
- Nearly 10,000 vertical JobChannels™
- Public Profile
- Resume tweeting



# What's the Big Deal? Before...

Life **without** TweetMyJOBS



No Targeting = Bad jobseeker experience

# What's the Big Deal? After...

Life **with** TweetMyJOBS



10,000+ Job Channels = TARGETED job tweets

TweetMyJOBS.com™  
IT'S THAT FAST!

# One-click setup for instant notification

## Job Channels

Below is the list of all of our vertical Job Channels on Twitter. When you subscribe to a Job Channel, we will automatically include the jobs in the channel in your Twitter feed. If you have your cell phone registered on Twitter, the jobs will also be delivered to your device as a text message. You can subscribe to as many as you'd like. Simply filter the list, click on the "plus" button next to the channels you want, and you're done.








### Subscribing to:

| Job Channel                                                                       |                                   |
|-----------------------------------------------------------------------------------|-----------------------------------|
|  | USA-NC-Charlotte Metro Accounting |

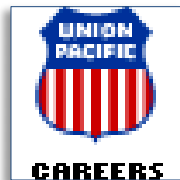
### Available Job Channels:

We have 9,763 job channels. Use the drop-downs to filter and search the list.

USA-NC-Charlotte Metro

| Job Channel                                                                         |                                                |
|-------------------------------------------------------------------------------------|------------------------------------------------|
|    | USA-NC-Charlotte Metro Actuarial               |
|    | USA-NC-Charlotte Metro Art/Design              |
|   | USA-NC-Charlotte Metro Banking                 |
|  | USA-NC-Charlotte Metro Business/Mgmt.          |
|  | USA-NC-Charlotte Metro Construction            |
|  | USA-NC-Charlotte Metro Cosmetology/Hairstylist |
|  | USA-NC-Charlotte Metro Customer Service        |

# Who is using TweetMyJOBS?

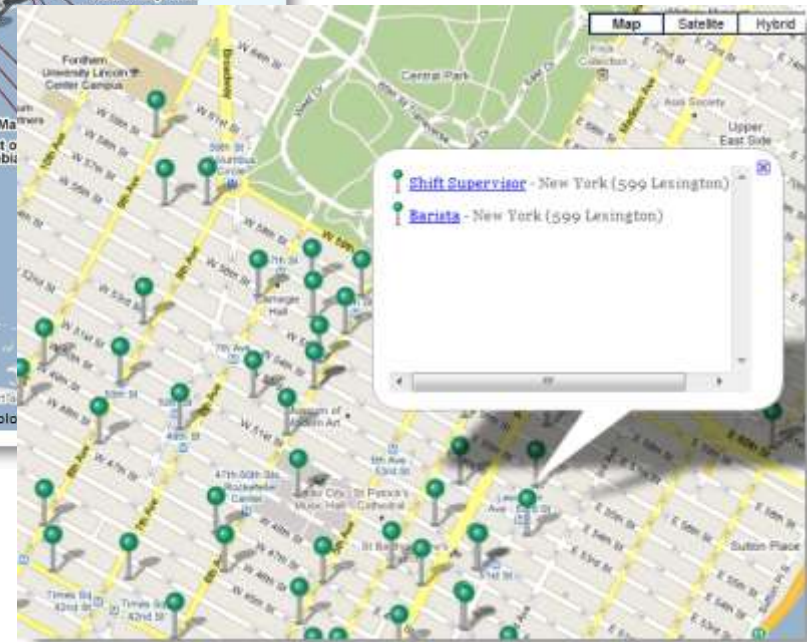


# Find jobs many different ways

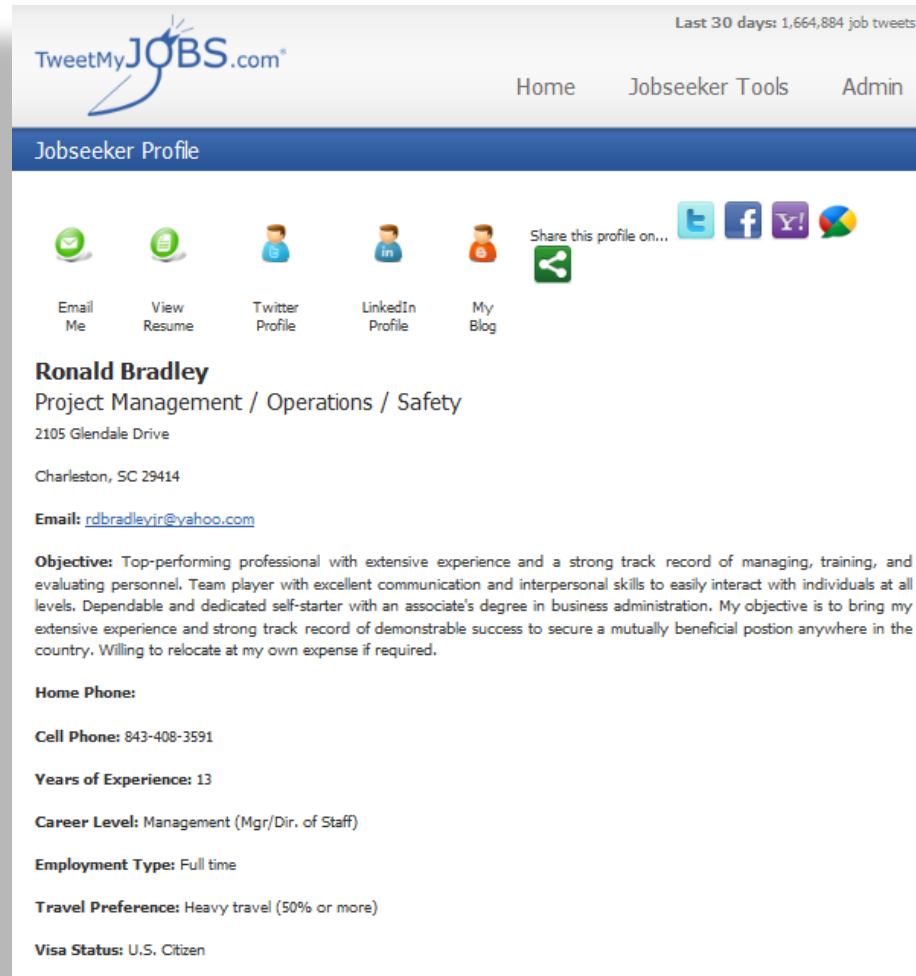
13,709 Active Jobs for Starbucks Coffee Company



NOTE: Job Map performs best in Firefox or Chrome



# Public Profile Has it All



The screenshot shows a public profile on the TweetMyJOBS.com website. At the top, the site logo is on the left, and the text "Last 30 days: 1,664,884 job tweets" is on the right. Navigation links for "Home", "Jobseeker Tools", and "Admin" are visible. Below the navigation is a blue header for "Jobseeker Profile".

The profile features several icons for actions: "Email Me", "View Resume", "Twitter Profile", "LinkedIn Profile", and "My Blog". To the right of these is a "Share this profile on..." section with icons for Twitter, Facebook, Yahoo!, and a generic share icon.

**Ronald Bradley**  
Project Management / Operations / Safety  
2105 Glendale Drive  
Charleston, SC 29414  
Email: [rbradlevjr@yahoo.com](mailto:rbradlevjr@yahoo.com)

**Objective:** Top-performing professional with extensive experience and a strong track record of managing, training, and evaluating personnel. Team player with excellent communication and interpersonal skills to easily interact with individuals at all levels. Dependable and dedicated self-starter with an associate's degree in business administration. My objective is to bring my extensive experience and strong track record of demonstrable success to secure a mutually beneficial position anywhere in the country. Willing to relocate at my own expense if required.

**Home Phone:**

**Cell Phone:** 843-408-3591

**Years of Experience:** 13

**Career Level:** Management (Mgr/Dir. of Staff)

**Employment Type:** Full time

**Travel Preference:** Heavy travel (50% or more)

**Visa Status:** U.S. Citizen

<http://tweetmyjobs.com/jobseekerprofiles/10463>



# You Can Tweet your Resume

**twitter** Have an account? [Sign in](#)

**TweetMyJOBS.com**

**For Job Seekers**  
The easiest way to find a job using Twitter.

**Get short, timely messages from Tweet My Resume.**  
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @TweetMyResume](#).

[Sign Up >](#) Get updates via SMS by texting [follow TweetMyResume](#) to **40404** in the United States  
Codes for other countries

**For companies**  
Simple and Effective

- Post ALL JOBS
- Connect to your ATS
- Analytics
- Source codes
- Targeted reach
- Effective branding
- JobMAPS
- Mobile recruiting

**Be FIRST. Apply FIRST. Get Hired NOW.**

**Sign up for your free account at**  
<http://tweetmyjobs.com>

**TweetMyResume**

**Ronald Bradley - Project Management / Operations / Safety - (Charleston, SC)** <http://bit.ly/cw6dAr> #relo #SkilledTrade #HireFriday  
about 3 hours ago via SafeTweet by TweetMyJOBS

**Brian Baldwin - bbaldwin - (Avondale, AZ)** <http://bit.ly/c8cugw> #relo #Government #HireFriday #Resume #cv  
about 4 hours ago via SafeTweet by TweetMyJOBS

**Daniella Mohrer - Social Media Marketing Manager - (New York, NY)** <http://bit.ly/aQ1P5V> #norelo #Marketing #HireFriday #Resume #cv

**Name** Tweet My Resume  
**Web** <http://www.tweetm...>  
**Bio** Create a free account at [tweetmyjobs.com](http://tweetmyjobs.com) and we'll Tweet your resume out for you, hashtags included! Follow us to get qualified candidates in your stream.

2 following 6,727 followers 77 listed

**Tweets** 6,134

**Following**

**RSS feed of** TweetMyResume's tweets

**Your one source for:**

- [in](#)
- [f](#)
- 

**877.718.1880**  
Call us today to learn more about our Social Media Recruiting Solutions

<http://www.twitter.com/tweetmyresume>

**TweetMyJOBS.com**  
IT'S THAT FAST!



Home



Profiles



Connections



Opportunities



Invite

Find Opportunities

Keyword: consulting

Location: NJ

Company Name: Disney, Sony,...

Sort By: Most Relevant

Search



Consultant

Accenture — Florham Park, NJ

Posted: 3/17/2011



These friends have worked here:



These friends have connections here:



IT Consultants

Confidential — Sayreville, NJ

ConsultPal.Com assists in Billing, Billing Transfers, Payroll and H1B Transfer. Their Expert Billing and Collection Team...

Posted: 3/17/2011

VIEW



These friends have worked here:



These friends have connections here:



Pega Systems Consultant

Accenture — Florham Park, NJ

Posted: 3/17/2011

VIEW



These friends have worked here:



These friends have connections here:



Ability to ask your friends to help



# Summary

- Targeted Job Tweets via 10,000 vertical JobChannels
- Instant Notification - mobile
- Jobseeker Profile includes all Social Media links
- @TweetMyResume
- Daily emails
- Free!

# How Do I Get Started?

- Create a Twitter account at <http://twitter.com>
- Click on “Sign Up” at <http://tweetmyjobs.com>
- Subscribe to JobChannels
- Create Public Profile and tweet resume
- Sign up for CareerAmp on Facebook

# Thank You!

**Gary Zukowski**

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@TweetMyJOBS

@GaryZukowski

