Social Media
-Building a Sustainable and Strategic Presence





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SOCIETY FOR HUMAN RESOURCE MANAGEMENT

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My First Lesson in Social Media….



What Social Media Isn't

Social Media is not….

- **A networking site, a blog or piece of technology**
  - ***Social media is an organizational and cultural shift in how we communicate and interact as individuals and as organizations***
  - ***Platforms may come and go but social media is here to stay***
- **A substitute for traditional communications efforts**
  - ***Complimentary part of a broader communications effort***
  - ***No such thing as "Social Media Pixie Dust"***
- **Something to dive into without a plan**
  - ***Having a Facebook page is not a strategy it's a tactic***
- **Is not mistake proof**

Not Reversible- *But Repairable!*

Where it all began ☺



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Why is it so Hard?!?

Content Management

Creating real & relevant content and Knowing how to use it

Platform Management

Selecting and Applying Best Practices

Community Management

Managing your community of followers

Who Wants to Listen to Me?

What's the 'Magic Formula' for Viral?

Not Enough Time!!

Ever-Changing!!

What if I Make a Mistake?

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Audience & Objectives Before all else!

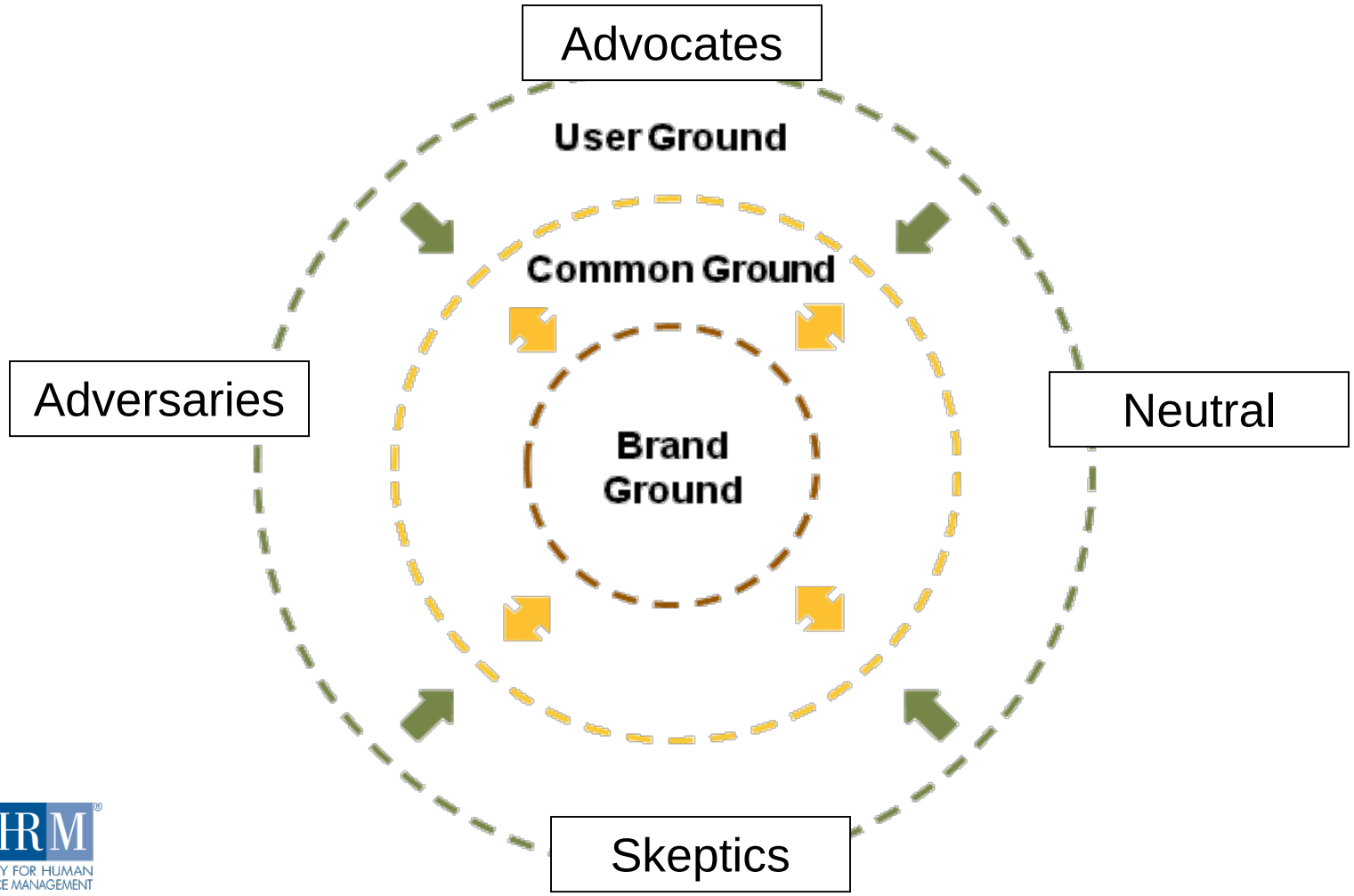
SHRM's Take:

- **Promote Awareness, Engagement and Advocacy** within primary audience(s)- **Members and HR Professionals**
  - Empower Advocates with resources, information and a forum to share their thoughts and connect with each other
- **Enhance SHRM's standing as the subject-matter-expert in HR practices** within the business community and HR trade publication circles
  - Foster SHRM's **"Global Thought Leader"**
- **Promote** SHRM's **Products and Professional Offerings**
  - Define and Promote the **"Value of Membership"** (tangible and intangible)

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Know Your Brand & Who's Talking About It

Even if you're "not out there"….You're "out there"



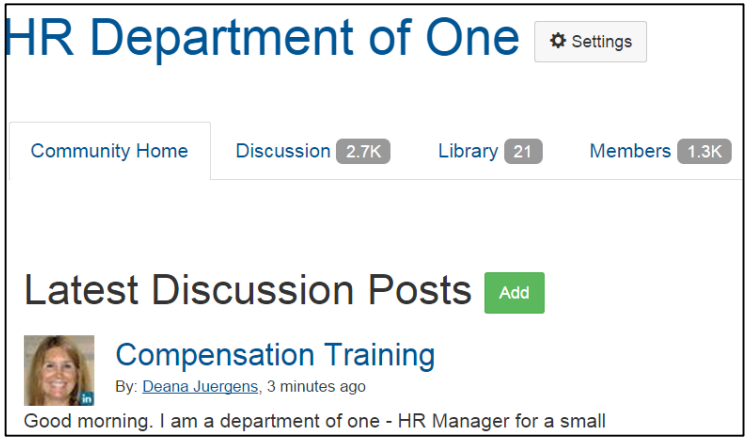
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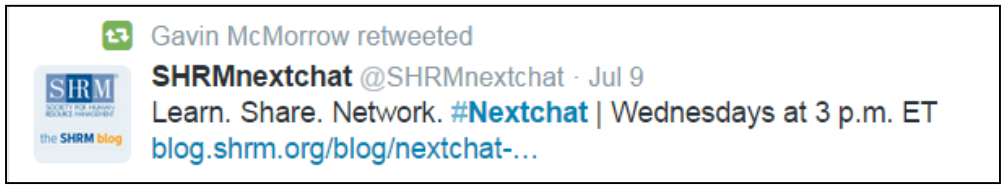
Then you choose platforms that fit

Your Audience…Your Mission…Your Objectives…

SHRM CONNECT









Then Follow the 90-9-1 Rule

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Social Recruiting

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“War For Talent” Gets Tougher!

68% of new hires will not be with their organization in 5 years!



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New Ideas For Recruiting

Time for a Poll!

73% of recruiters have hired someone thru social media*

Which of the following social media sites have you used to hire candidates?

Twitter
Facebook
LinkedIn
Pinterest
Google+
Other

*Jobvite, 2014

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Content is Still King

- **What is your firm's value proposition?**
- **Why would someone want to work for you?**
- **Does the message you send on social reflect your company's culture? Do people enjoy working there?**
- **What are the benefits, perks, reasons to join?**
- **Make it Mobile!!**
- **Share, share and share again**

Tap Existing Talent to Help You Find New Talent

chatter

Use Social Media to Engage Staff to Foster Better Hires Later

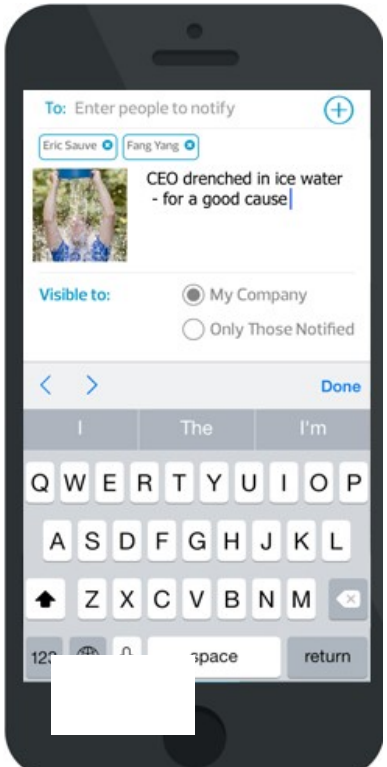
Instagram

Foko

Apps for That

yammer

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New Ideas For Recruiting

Consider



They share Funny, Useful, Cool & Balanced information

25% is about company culture

25% is fun

25% is job postings

25% focuses on how to get hired

Your ratio depends on your voice and the channel

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What You Can Do Today

- **Familiarize Yourself with Social Platforms**
- **Develop a Talent / Community-Management Team**
- **Never Underestimate the Power of Referrals**
- **Measure your success strategically; not in likes or shares but bottom line results**
- **Take a Multi-Channel, Yet Prioritized Approach**

Final Thoughts

- **Social Media is not a fad, piece of technology or a networking site**
  - ***It's a shift in the way we communicating and interacting that's here to stay***
- **Organizations and Individuals who are successful in Social Media**
  - ***Define their goals***
  - ***Define their audience***
  - ***Define and follow best practices and Rules of Engagement***
  - ***Train those expected to uphold them by planning for success and preparing for Crisis***
  - ***Plan for Success and Prepare for Crisis***

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THANK YOU!!!

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