Strategic Social Media

MAKING NEW CONNECTIONS ON TWITTER

One advocate -> a movement to cure the incurable

ALS Foundation
$115M raised in Summer 2014
$96M to research projects
“The highest velocity culture shift seen in decades.”

- Edward Felsenthal, Editor-in-Chief, Time

Sparking a Movement

Mark Stelzner, Inflexion Advisors
Social networks accessed several times per day by internet users in the United States as of January 2018

What We Will Cover

- Why Twitter? (The 24/7 Barrier Buster)
- How to Read & Tweet (Communication Strategies)
- How to Share Not Bare (Profile & Presence)
- Tips to Optimize (Post, Search & Share)
Who shared it?

A Primer in Conversational Business

The use of messaging apps, speech-based assistants and chatbots to automate communication and create personalized customer experiences at scale.

Co-Founder & CEO
Aspiring Product Marketer
Tech Strategist
Investor in Growth Stage B2B

Co-founder & CEO
Вu Francois
Cynthia Williams
Emily Walsh

The Twitter Conundrum

- A simple format: Communicate in 140-280 characters or less.
- Many uses
- Valued at 7 times ($15.1B) more than the New York Times (<$2B) but...

no definitive consensus on how to use it.

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Why Twitter? 1. Communicate with Anyone

Twitter doesn’t require agreement to connect and communicate, only right to refuse.

@username + Status Update = Notification

Unsolicited messages can go unseen

Invite to connect can require introductions, premium membership

Why Twitter? 2. Keep Pace in Your Field & Exchange Knowledge
Why Twitter? 3. Used by Employers to Scout Prospective Hires

35% # of Fortune 500 companies with Recruiting Accounts

57% # of companies enjoy connecting w/ job seekers via Twitter

(Source: UnderCover Recruiter)

Why Twitter? 4. Conversation streams can lead to jobs.

Top sources of quality hires

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social professional networks</td>
<td>44%</td>
</tr>
<tr>
<td>Employee referral programs</td>
<td>42%</td>
</tr>
<tr>
<td>Internet job boards</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: United States Recruiting Trends 2016, LinkedIn Talent Solutions
Twitter Can Showcase

Jobvite: Three out of Four Methods for Best Candidates = Online Visibility

Jobvite Survey: 3 Top Traits of Candidates to Hire

1. Conversational Skills
2. Knowledge of Industry
3. Enthusiasm

(Source: Jobvite Recruiter Nation)
Why Twitter? 5. Expand your online presence

8th in traffic among U.S. websites
Source: Alexa Top Sites in United States, Alexa.com, February 2018
LinkedIn = #12.

Personal Branding > High SEO in Google Search
Complete profile & active presence expands personal visibility

More engagement on Twitter with active users.
Twitter users average 6:26 minutes on site, LinkedIn 5:12 per visit.

Visibility + New Connections => Referrals

#1 SOURCE OF EXTERNAL HIRE
HOW EMPLOYERS HIRE PEOPLE THEY DIDN'T KNOW BEFORE
REFERRALS
(Source: CareerXRoads)

79%
OF WORKING PROFESSIONALS AROUND THE WORLD ARE CONSIDERED PASSIVE CANDIDATES.
The other 21% ARE ACTIVELY SEEKING A NEW JOB
(Source: UndercoverRecruiter.com)
How to Read & Tweet

MAKING NEW CONNECTIONS ON TWITTER

Twitter 101 Resources

Using Twitter
Learn the basics to help you make the most of Twitter
Whether you’re new or a seasoned pro, we’ll help you make the most of Twitter. Explore answers to common questions about Tweeting, finding interesting stuff on Twitter, using the app, and more.

Help Center: help.twitter.com
mashable.com/guidebook/twitter/
How Following Works

Click the Follow button followed by your name to receive status updates.

You can send a public message to anyone via a status update addressed to @username or selecting account homepage.

Messages are visible on your public stream and to the sender’s Notification stream.

If you Follow an account and they Follow you, you can send Private Messages.

If you are seeking to grow your own online presence – and want to be found – use tips to create a LinkedIn headline that is easily accessible.
How to Engage, Share & Respond

![Google Search Image](image)

### Options: How to Engage

4 Options to Respond

- **Reply** = She can view in Notifications and Mentions
- **Retweet** = Share content & make comment
- **Like** = Saved but easy to miss
- **Message** = Only option if account follows you

(Courtesy of Digital Charlotte)

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How to Share Not Bare
BUILDING STRONG DIGITAL FOOTPRINTS
How to Share Not Bare

What’s common sense in real life is common sense on social media.

No-no’s during the social sleuthing process:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>Marijuana use in the last year</td>
</tr>
<tr>
<td>51%</td>
<td>Political Rants</td>
</tr>
<tr>
<td>48%</td>
<td>Spelling/grammar errors</td>
</tr>
<tr>
<td>35%</td>
<td>Alcohol consumption</td>
</tr>
<tr>
<td>19%</td>
<td>Showing off wealthy/bag purchases</td>
</tr>
<tr>
<td>16%</td>
<td>Showing too much skin</td>
</tr>
<tr>
<td>12%</td>
<td>Limited social presence</td>
</tr>
<tr>
<td>7%</td>
<td>Posting selfies</td>
</tr>
</tbody>
</table>

So what is a positive sign on social media?
Examples of written or design work (65%), engagement in volunteering, mentoring, or non-profits (63%), and mutual connections (35%) are the top three positive factors that impact a recruiter's decision to move forward with a candidate.

Jobvite: Recruiter Nation Report 2017
Discretionary Authenticity

“The art of presenting your genuine voice in an accessible, positive, and professional light.”

The Twitter Job Search Guide

Discretionary Authenticity

A Framework to

1. Create conversations.

2. Show your personality – but not your “digital dirt”

3. Be your own pr and booking agent

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AIM Model: You in Your Best Light

- **Audience**: Define who gets your message
- **Intent**: Define what you want to convey
- **Messaging**: Tailor message for audience

AIM Example: “Late To Work”

**Need**: Better Early Morning Routine

- **Audience**: Don’t go public w/ problem
- **Intent**: Get ideas to fix problem
- **Messaging**: Tailor message
AIM Example: Emily Walsh (Who shared it...)

A Primer in Conversational Business

The use of messaging apps, speech-based assistants and chatbots to automate communication and create personalized customer experiences at scale.

63% of Facebook users have increased messaging with businesses over the last year

Mobile app usage has declined 20%, year over year.

Georgian Partners certain tech trends change every aspect of a software business over time including business models, product plans, people and skills, technology platforms, pricing, and packaging.

Emily’s Tweet
AIM Example: Conversational Business

Showcasing company mission & research

- **Audience**: 292 Followers
- **Intent**: Education
- **Messaging**: Tailored to organization’s focus

**Strategy:** Quality over Quantity

She stays **on brand** and shares what is important to her.

She is also **accessible**.
AIM Example: Showcasing Core Values

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7 Tips to Generate Great Content

1. Use **#hashtags** to join conversations and also increase visibility of your tweets.

2. **Share** information on your field of interest, trends or news that makes you lean forward.

3. If you don’t have something to say, share the thoughts of someone else.

4. Ask for help, but **don’t lead with a need**.

5. **Invite people to join you** on or offline for conversation.

6. **Don’t be shy** when sharing your job interests.

7. **Avoid going negative** – share what you can see with the naked eye.
Creating a Strong Personal Brand

- 160 characters for bio. Build profile bio with keywords in your field, job, and industry
- Identify relevant keywords
- After you have posted and retweeted 10+ relevant tweets, follow others and start to share content

AIM Bios: Johnson Students & Alumni

Vu François
@vufrancois
Cornell Tech MBA Candidate | Product Designer | Aspiring Product Manager | NYC By Way of Dallas | "I like things that change my perspective."

Georgia Maloney
@gmaloney24
Local food eater & #climate champion. Love B3's power ballads. @CornellUComm & @CornellMBA alums. #CSR (#MMC_Global; Board member @CityGrowersNYC; Views my own.

Harrison Jobe
@HarrisonJobe
@CornellMBA candidate (2019). Formerly of @NYTimes & @NPR. Alumnus @UNC & @EpiscopalNG. EP of PresentValuePodcast.com.
AIM Bios: Johnson Alumni

Ponsi Trivisvavet  
@P_Trivisvavet  
Passionate about global agriculture; serving as Chief Operating Officer, Indigo Ag.

Cissoko Mamady  
@cissokomamady  
Cissoko Mamady #Author #Strategy Consultant #Human Resources #HR #Japan #SocialMedia #Management Consultant Education Johnson @Cornell (Ivy League)

Elsa Yan  
@moreelsayan  
Management Consultant @PwCAdvisory on #Analytics #Digital #CX #Customer and other fun things. @Cornell mba. Views are mine

Mission Focused | Bilingual Tweets  
Int’l (Japan) | Ivy Explanation  
Specialty Areas | Disclaimer

Optimizing Your Search

FINDING PEOPLE, OPPORTUNITIES & COMMUNITIES
Twitter Advanced Search

-> Follow Hashtags or Search by Keywords

search.twitter.com

Twitter Advanced Search

-> Find Recruiters
#Hashtags: Discussion threads

#Hashtag

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet.

Hashtags were created by Twitter to categorize messages – and group conversations.

Using Twitter to Find Conversations

- Check out Twitter’s Advanced Search Engine
- Use #hashtags for your field, industry and location
- Use search to find company accounts, people to follow and engage
Twitter Lists: Get Organized

Subscribe, Get Listed or Create – Only See Tweets from those Listed

<table>
<thead>
<tr>
<th>Account Limit:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 Lists</td>
</tr>
<tr>
<td>Up to 500 Users/List</td>
</tr>
</tbody>
</table>

You can see lists users are subscribe to under their profile

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Following</th>
<th>Followers</th>
<th>Likes</th>
<th>Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,296</td>
<td>5,486</td>
<td>6,711</td>
<td>1,447</td>
<td>41</td>
</tr>
</tbody>
</table>

Twitter Lists

- **Johnson Students & Alumni List**
  222 Members | 12 Subscribers

- **Cornell on Twitter**
  101 Members | 66 Subscribers

- **Recommended**: See what lists others are on & subscribe (or start your own)
Adapt to Fit Your Needs
CUSTOMIZING HOW YOU USE TWITTER

4 Ways Twitter Can Fit Your Needs

1. Job leads
2. Make new connections in areas of interest
3. Communicate and grow your network, knowledge & expertise
4. Optimize your online presence
In Sum...

Twitter is **user defined.** (You set the tone.)

**Search like a detective** to find what you need.

**Adapt Twitter** to suit your own needs.

Act as interested as you are interesting for **success.**

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For More Information

**Chandlee Bryan, M.Ed.**
Career Coach & Resume Writer
Co-Author, The Twitter Job Search Guide
[linkedin.com/in/chandleebryan](https://linkedin.com/in/chandleebryan)

[@chandlee](https://twitter.com/chandlee)
Bonus Tools

ADDITIONAL TIPS

Understanding Search (Or How People Find You)

Boolean Operators

<table>
<thead>
<tr>
<th>OPERATOR</th>
<th>HOW TO PRESENT</th>
<th>YIELDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AND</td>
<td>jobs (marketing sales)</td>
<td>KEYWORDS, NO SPACES</td>
</tr>
<tr>
<td></td>
<td></td>
<td>RESULTS BOTH TERMS</td>
</tr>
<tr>
<td>OR</td>
<td>jobs (marketing OR sales)</td>
<td>ALL CAPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MORE RESULTS, EITHER TERM</td>
</tr>
<tr>
<td>NOT</td>
<td>jobs (marketing sales) -intership</td>
<td>-nospaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EXCLUDES RESULTS</td>
</tr>
</tbody>
</table>

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Understanding Search  (How to Get Better Results)

**Boolean Modifiers**

<table>
<thead>
<tr>
<th>MODIFIER</th>
<th>EXAMPLE</th>
<th>YIELDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUOTATIONS</td>
<td>“B.A. in Neuroscience”</td>
<td>RESULTS WITH EXACT PHRASE</td>
</tr>
<tr>
<td>“Neuro Marketing”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PARENTHESES</td>
<td>(marketing or neuromarketing)</td>
<td>CLEARER SEARCH (used as part of search string)</td>
</tr>
</tbody>
</table>

**Google Search Commands (allows you to search inside sites)**

<table>
<thead>
<tr>
<th>COMMAND</th>
<th>EXAMPLE</th>
<th>YIELDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>site:DomainName.Ext</td>
<td>site:twitter.com</td>
<td>RESULTS INSIDE TWITTER</td>
</tr>
<tr>
<td>inurl:</td>
<td>inurl:consulting</td>
<td>KEYWORD IN WEB ADDRESS</td>
</tr>
<tr>
<td>Intitle:</td>
<td>Intitle:resume</td>
<td>WORD IN WEBPAGE TITLE</td>
</tr>
</tbody>
</table>

**Google Boolean Search**  

\[ \text{site:twitter.com} \text{("Ocean Spray") OR "Ocean Spray" (recruiting OR recruiter OR talent))} \]  

-> Find Recruiters
Find Keywords for Job & Field of Interest

AND PASTE JOB DESCRIPTION INTO TAGCROWD.COM
MAKE A LIST OF REQUIREMENTS
VISUALIZE!

TO BE FOUND, INCLUDE KEYWORDS IN BIO
TWEETS & IN LINKEDIN PROFILE

Find Hashtag/Discussion Threads -> Twubs
Participate

- Find and contribute to conversations in your industry
- Search discussion topics
- Follow, share & retweet conferences, meetings & industry news

#HASHTAGS

Find Jobs w/ #Hashtags Used by Employers

#job OR #jobs or
typeofjob (example: #operations, #sales)

Location (example: #Denver)

Event specific (example: #conference)