

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



Alyssa Milano  @Alyssa_Milano Follow

If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

4:21 PM · 15 Oct 2017

68K 25K 53K



Sparking a Movement



twitter Home Profile Find People Settings Help Sign out

Was thinking last night that if each of us helped just 1 person find a job, we could start making a dent in unemployment. You game?

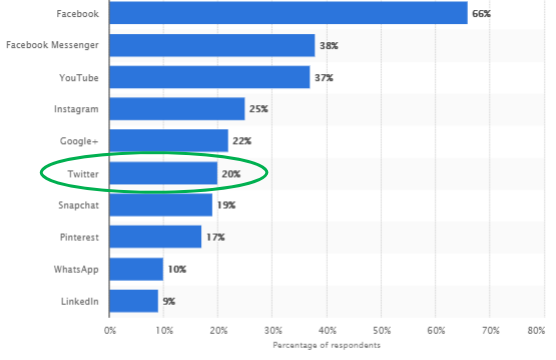
4:29 AM Jan 29th from web

 **stelzner**
Mark Stelzner



Mark Stelzner, Inflexion Advisors

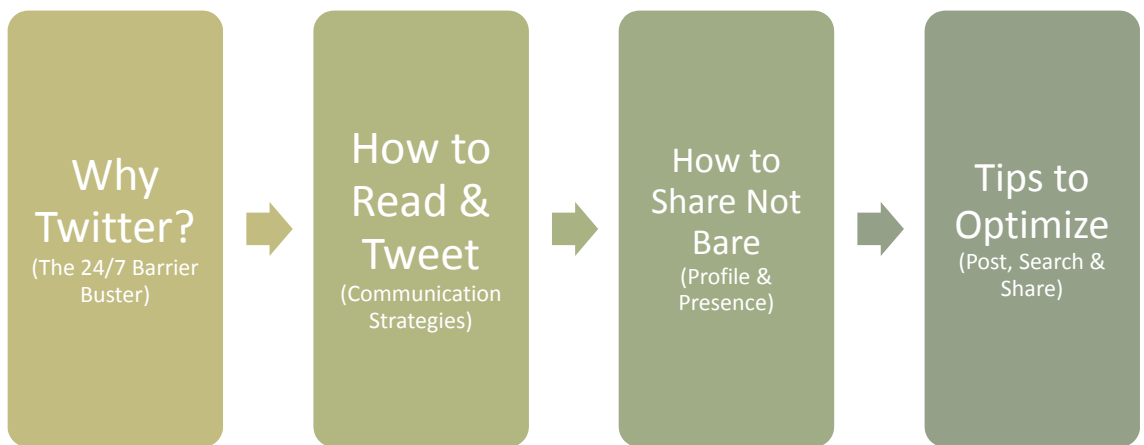
Social networks accessed several times per day by internet users in the United States as of January 2018



Additional Information
 United States; We are Flint ; January 20 to 22, 2018;
 2,007 respondents; 18 years and older

© Statista 2018
Source
 We are Flint

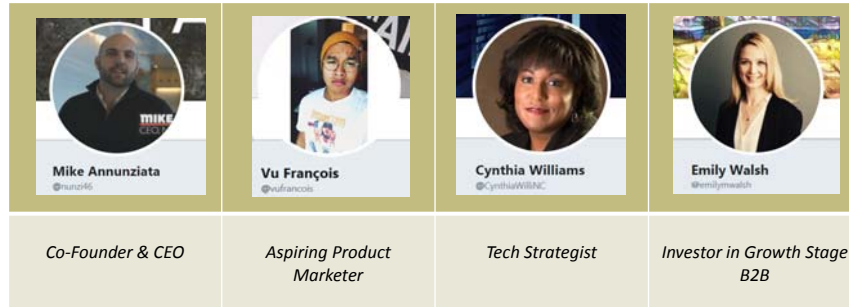
What We Will Cover



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.



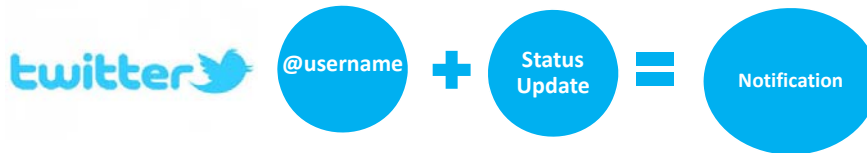
The Twitter Conundrum

- 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.

Why Twitter? 1. Communicate with Anyone

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



facebook Unsolicited messages can go unseen

LinkedIn 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

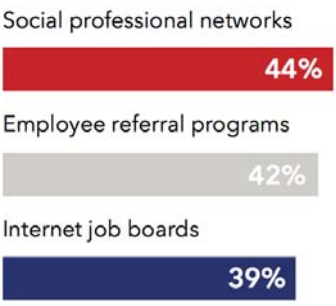
35% # of Fortune 500 companies with Recruiting Accounts

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



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)



(Source: UndercoverRecruiter.com)

How to Read & Tweet

MAKING NEW CONNECTIONS ON TWITTER

Twitter 101 Resources



Using Twitter

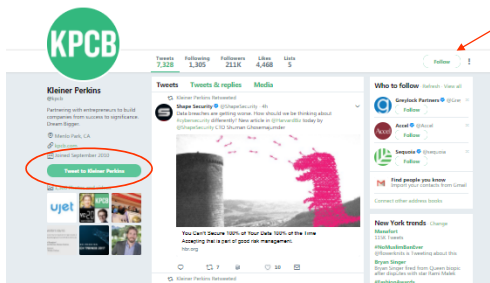
Learn the basics to help you make the most of Twitter

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 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



Irina Shamaeva @braingain · Nov 26

Important: Custom Headline Search booleanstrings.com/2017/11/26/imp...



3 5

LinkedIn Smart X-Ray



<https://tinyurl.com/li-headline-tip>

How this is helpful: *A recruiting insider's tip on how recruiters search for profiles.*

Search bar lets you *search inside LinkedIn headlines of individual users.*

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

Irina Shamaeva @braingain · Nov 26
 Important: Custom Headline Search booleanstrings.com/2017/11/26/imp...

Tweets **9,846** Following **6,460** Followers **24.2K** Likes **422** Lists **22**

custom search

Reply 3 Like 5

Retweet Like Follow

(Courtesy of Digital Charlotte)

Options: How to Engage

Irina Shamaeva @braingain Following

Important: Custom Headline Search
[booleanstrings.com/2017/11/26/imp ...](http://booleanstrings.com/2017/11/26/imp...)

7:34 PM - 26 Nov 2017

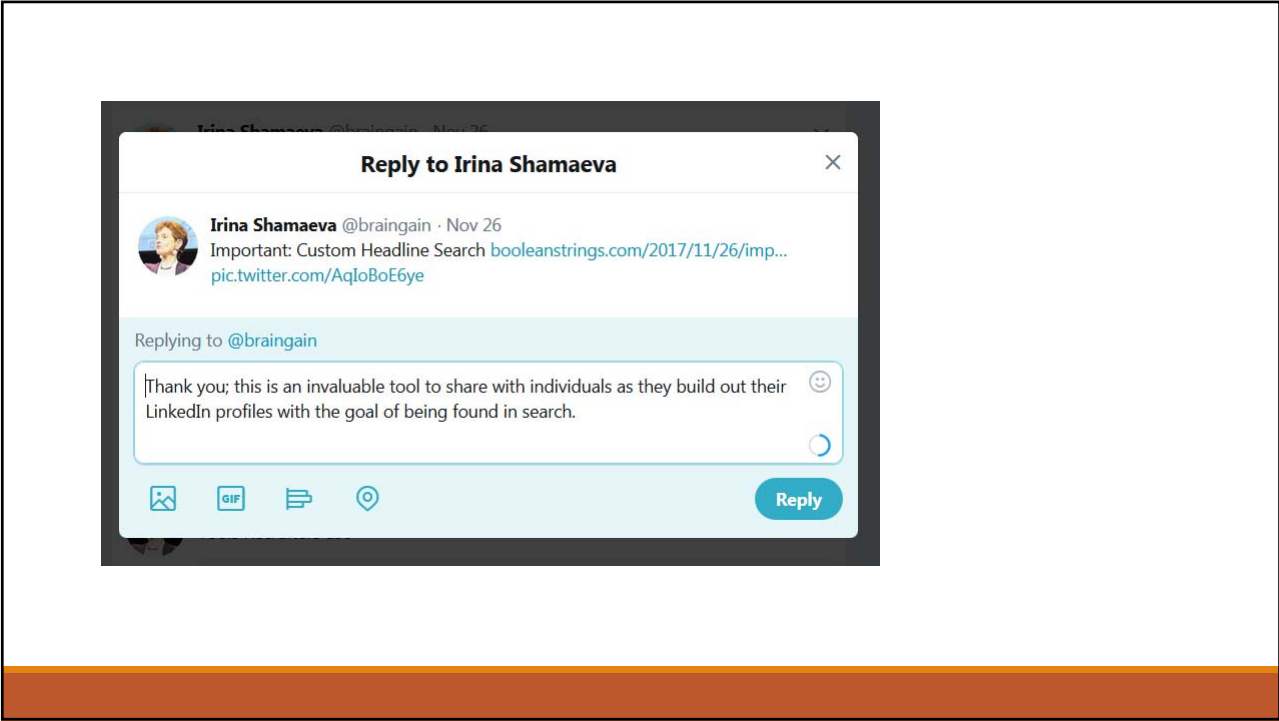
Reply 1 Retweet 3 Like 5 Message

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

Retweet Like Follow

(Courtesy of Digital Charlotte)



How to Share Not Bare

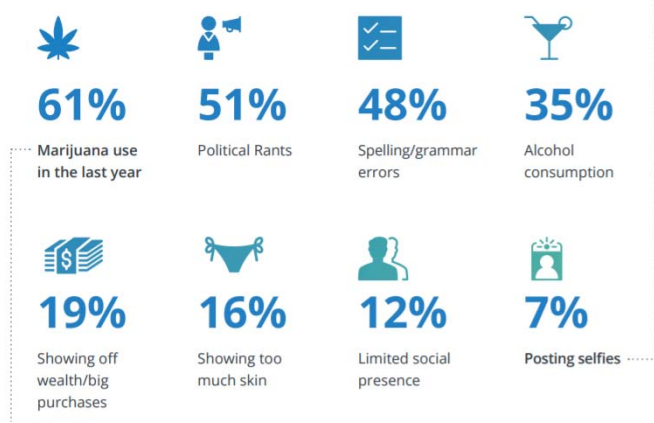
BUILDING STRONG DIGITAL FOOTPRINTS

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:



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

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.



Emily Walsh

@emilymwalsh

Investor in growth-stage B2B #SaaS companies @GeorgianPartners, former consultant (@McKinsey) & dancer (@JulliardSchool); interested in all things #tech & #art

Toronto, Ontario



Georgian Partners

@GeorgianPartners

Growth stage fund investing in SaaS business software companies exploring applied analytics, security first, applied AI & conversational business

US & Canada

georgianpartners.com



Emily Walsh

Vice President

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

Georgian Partners @GeorgianPartners · Aug 13
Conversational Business: A Market Overview. Download our new CEO guide now.
gptrs.vc/2wL2kmi #chatbots #messaging #CEOguide



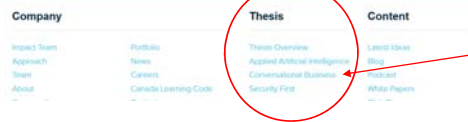
Tweets	Following	Followers	Likes	Lists
77	400	293	81	1



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



AIM Example: Sharing Collaborative Work



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.

7 Tips to Generate Great Content

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."

Bio Link > Portfolio



Georgia Maloney

@gmaloney24

Local food eater & #climate champion. Love 80's power ballads. @CornellUComm & @CornellMBA alumna. #CSR @MMC_Global. Board member @CityGrowersNYC. Views my own.

Integrated Personal & Professional



Harrison Jobe

@harrisonjobe

@CornellMBA candidate (2019). Formerly of @NYTimes & @NPR. Alumnus @UNC & @EpiscopalHS. EP of PresentValuePodcast.com.

Knowledge & Sector Experience

AIM Bios: Johnson Alumni



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



Cissoko Mamady
 @ciskomamady
 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

Advanced search

Words
 All of these words
 This exact phrase
 Any of these words
 None of these words
 These hashtags

Written in

People

Places
 [Add location](#)

Dates
 to

Twitter Advanced Search -> Find Recruiters

Advanced Search

Words

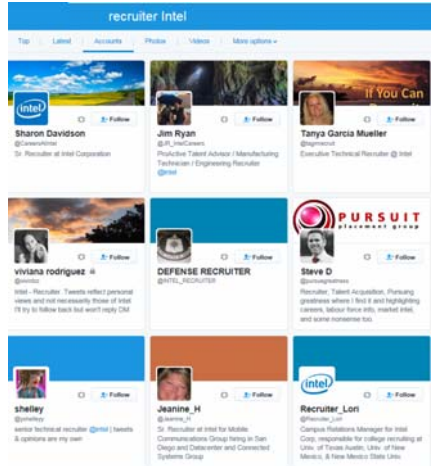
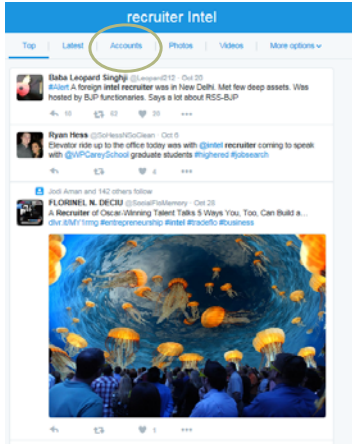
Written in

People

Places
 [Add location](#)

Dates
 to

Other
 Positive Negative Question Include retweets



#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.

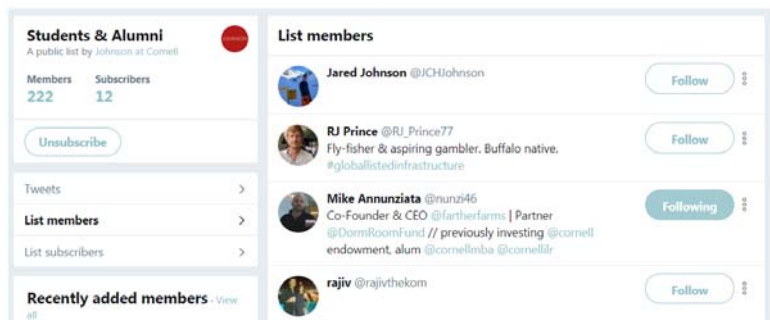


Using Twitter to Find Conversations

- 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



Account Limit:
1,000 Lists
Up to 500 Users/List

You can see lists users are subscribe to under their profile

Tweets	Following	Followers	Likes	Lists
4,296	5,486	6,711	1,447	41

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**.

For More Information

Chandlee Bryan, M.Ed.

Career Coach & Resume Writer

Co-Author, The Twitter Job Search Guide

[linkedin.com/in/chandleebryan](https://www.linkedin.com/in/chandleebryan)

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

Bonus Tools

ADDITIONAL TIPS

Understanding Search (Or How People Find You) Boolean Operators

OPERATOR	HOW TO PRESENT	YIELDS
AND <code>jobs (marketing sales)</code>	KEYWORDS, NO SPACES	RESULTS BOTH TERMS
OR <code>jobs (marketing OR sales)</code>	ALL CAPS	MORE RESULTS, EITHER TERM
NOT <code>jobs (marketing sales) -internship</code>	-nospaces	EXCLUDES RESULTS

Understanding Search (How to Get Better Results)

Boolean Modifiers

MODIFIER	EXAMPLE	YIELDS
QUOTATIONS "phrase"	"B.A. in Neuroscience" "Neuro Marketing"	RESULTS WITH EXACT PHRASE
PARENTHESES	(marketing or neuromarketing)	CLEARER SEARCH (used as part of search string)

Google Search Commands (allows you to search inside sites)

COMMAND	EXAMPLE	YIELDS
site:DomainName.Ext	site:twitter.com	RESULTS INSIDE TWITTER
inurl:	Inurl:consulting	KEYWORD IN WEB ADDRESS
intitle:	Intitle:resume	WORD IN WEBPAGE TITLE

Google Boolean Search -> Find Recruiters

Find Keywords for Job & Field of Interest

TagCrowd Create your own tag cloud

Start Over | Blog | Help | Contact | Patrons of TagCrowd

Choose your text source:

Paste Text | Web Page URL | Upload File

Paste text to be visualized:
 plain text, 500 kilobyte max
 Advertising, Media
 The Associate Director of Major Events
 Office of President
 collaboration
 content creation
 website
 writing
 speechwriting

Visualize!

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

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

Showing top 10 of 31 possible words.

advertising applications assessing associate tax business building collaboration
 communication conference contact conversation cross platform degree
 design director ad education electronic events excellent
 execute experience job title higher leadership leading major
 management materials media marketing office one planning president
 pilot based professional project public relations speech teams via web website workflow writing
 written

Find Hashtag/Discussion Threads -> Twubs

HASHTAG DIRECTORY
 FIND A TWUB

Add Your Hashtag

#EXPLORE

BY LETTER: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BY CATEGORY: Event | Organization | Topic

SEARCH: What are you looking for?

#TWUBS Directory | Chats | Tools | # enter a hashtag | Register Hashtag

Follow Hashtags.
 Discover Conversations.

sustainability

#sustainability

POST MESSAGE TO #SUSTAINABILITY

ENABLE CHAT MODE | New! More room to chat. | Feed Speed: Fast

Live Feed

@GC_Advisors RDM DC Advisory
 @UNEP @environmental @social and @Economic #sustainability : #stakeholders response mechanism goo.gl/TygvQh #CSR

@_kleid WLEID
 In #WLEID we believe that #nomad #style is for our #cotters will help them to #live longer. #sustainability... twitter.com/web/status/7...

Participate

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



Find Jobs w/ #Hashtags Used by Employers

#job OR #jobs or

typeofjob (example: #operations, #sales)

Location (example: #Denver)

Event specific (example: #conference)

