Strategic Social Media

MAKING NEW CONNECTIONS ON TWITTER
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.

<table>
<thead>
<tr>
<th>Mike Annunziata</th>
<th>Vu François</th>
<th>Cynthia Williams</th>
<th>Emily Walsh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-Founder &amp; CEO</td>
<td>Aspiring Product Marketer</td>
<td>Tech Strategist</td>
<td>Investor in Growth Stage B2B</td>
</tr>
</tbody>
</table>

@mikeymi   @vafrancois   @cynthiaWILLVC  @emilywalsh
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.

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

- Social professional networks: 44%
- Employee referral programs: 42%
- Internet job boards: 39%

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, December 2017

Personal Branding > High SEO in Google Search

Complete profile and active presence expands your personal network and visibility
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: support.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
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

https://tinyurl.com/li-headline-tip
How to Engage, Share & Respond

(Courtesy of Digital Charlotte)
Options: How to Engage

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

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)
Thank you; this is an invaluable tool to share with individuals as they build out their LinkedIn profiles with the goal of being found in search.
How to Share Not Bare

BUILDING STRONG DIGITAL FOOTPRINTS
What’s common sense in real life is common sense on social media.
No-no’s during the social sleuthing process:

- Marijuana use in the last year: 61%
- Political Rants: 51%
- Spelling/grammar errors: 48%
- Alcohol consumption: 35%
- Showing off wealth/big purchases: 19%
- Showing too much skin: 16%
- Limited social presence: 12%
- Posting selfies: 7%

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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.
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
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

Emily shared a tweet about a market overview guide titled "Conversational Business: A Market Overview." The tweet includes a link to download the guide and uses hashtags such as #chatbots and #CEOguide.
AIM Example: Conversational Business

Showcasing company mission & research

- **Audience**: 292 Followers
- **Intent**: Education
- **Messaging**: Tailored to organization’s focus
AIM Example: Showcasing Core Values

Great to visit @gillicint together with Jeff Rowe, several exciting high yield Golden Harvest corn hybrids.

#WorldFoodDay reminds us of the challenges to #foodsecurity... a challenges that grows by the year. Follow #WFD2016 to learn more.

In the year 2050... there will be about 9.7 billion people on Earth.
AIM Example: Sharing Collaborative Work

Harrison Jobe @harrisonjobe - Nov 30
Check out the new podcast I’ve been working on with a few of my b-school friends at Cornell! First guest is economics Professor Robert H. Frank. Subscribe here: apple.co/2sQK1cS. More info at PresentValuePodcast.com

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

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.

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

Ponsi Trivisvavet
@P_Trivisvavet

Passionate about global agriculture; serving as Chief Operating Officer, Indigo Ag.

Mission Focused | Bilingual Tweets

Cissoko Mamady
@ciskomamady

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

Int’l (Japan) | Ivy Explanation

Elsa Yan
@moreelsayan

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

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

You can see lists users are subscribe to under their profile

Account Limit:
1,000 Lists
Up to 500 Users/List
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
@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><strong>AND</strong></td>
<td>jobs (marketing sales)</td>
<td>KEYWORDS, NO SPACES</td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td>jobs (marketing OR sales)</td>
<td>ALL CAPS</td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td>jobs (marketing sales) -internship</td>
<td>-nospaces</td>
</tr>
</tbody>
</table>
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 “phrase”</td>
<td>“B.A. in Neuroscience”</td>
<td>RESULTS WITH EXACT PHRASE</td>
</tr>
<tr>
<td></td>
<td>“Neuro Marketing”</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>
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</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 -> 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 kilobytes max
- Advertising, Media
- The Associate Director of Major Events
- Office of President
- Collaboration
- Content creation
- Website
- Writing
- Social media

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**
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)