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

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.”

Mark Stelzner, Inflexion Advisors

Sparking a Movement
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.*

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

### 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.

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

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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 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.

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

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)
How to Share Not Bare

BUILDING STRONG DIGITAL FOOTPRINTS
Strategic Social Media

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:

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

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
“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.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Thesis</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Research</td>
<td>Case Studies</td>
</tr>
<tr>
<td>History</td>
<td>Tweet</td>
<td>White Paper</td>
</tr>
<tr>
<td>About</td>
<td>@Email</td>
<td>Learning Code</td>
</tr>
<tr>
<td>Terms</td>
<td></td>
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</table>

**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.

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 Bob’s power ballads.
@CornellUComm &@CornellMBA alumni. FCSR (GMMC Global) Board member @CityGrowersNYC. Views my own.

Harrison Jobe
@HarrisonJobe
@CornellMBA candidate (2019). Formerly of @NYTimes & @NPR. Alumnus @UNC & @EpiscopalHLS. 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
@moreelfsayan
Management Consultant @PwC Advisory 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.

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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

<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

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Career Coach & Resume Writer
Co-Author, The Twitter Job Search Guide
[linkedin.com/in/chandleebryan](http://linkedin.com/in/chandleebryan)

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

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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>RESULTS BOTH TERMS</td>
</tr>
<tr>
<td>OR</td>
<td>jobs (marketing OR sales)</td>
<td>MORE RESULTS, EITHER TERM</td>
</tr>
<tr>
<td>NOT</td>
<td>jobs (marketing sales) -internship</td>
<td>EXCLUDES RESULTS</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” “Neuro Marketing”</td>
<td>RESULTS WITH EXACT PHRASE</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>

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**Google Boolean Search** -> Find Recruiters

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Find Keywords for Job & Field of Interest

TagCrowd

Choose your text source:
- Paste Text
- Web Page URL
- Upload File

Paste text to be visualized:
- Advertising, Media
- The Associate Director of Major Events
- Office of President
- Collaboration
- Content Creation
- Writing
- Research

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

Hashtag Directory

#EXPLORE

#sustainability

Follow Hashtags.
Discover Conversations.

# sustainability
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)