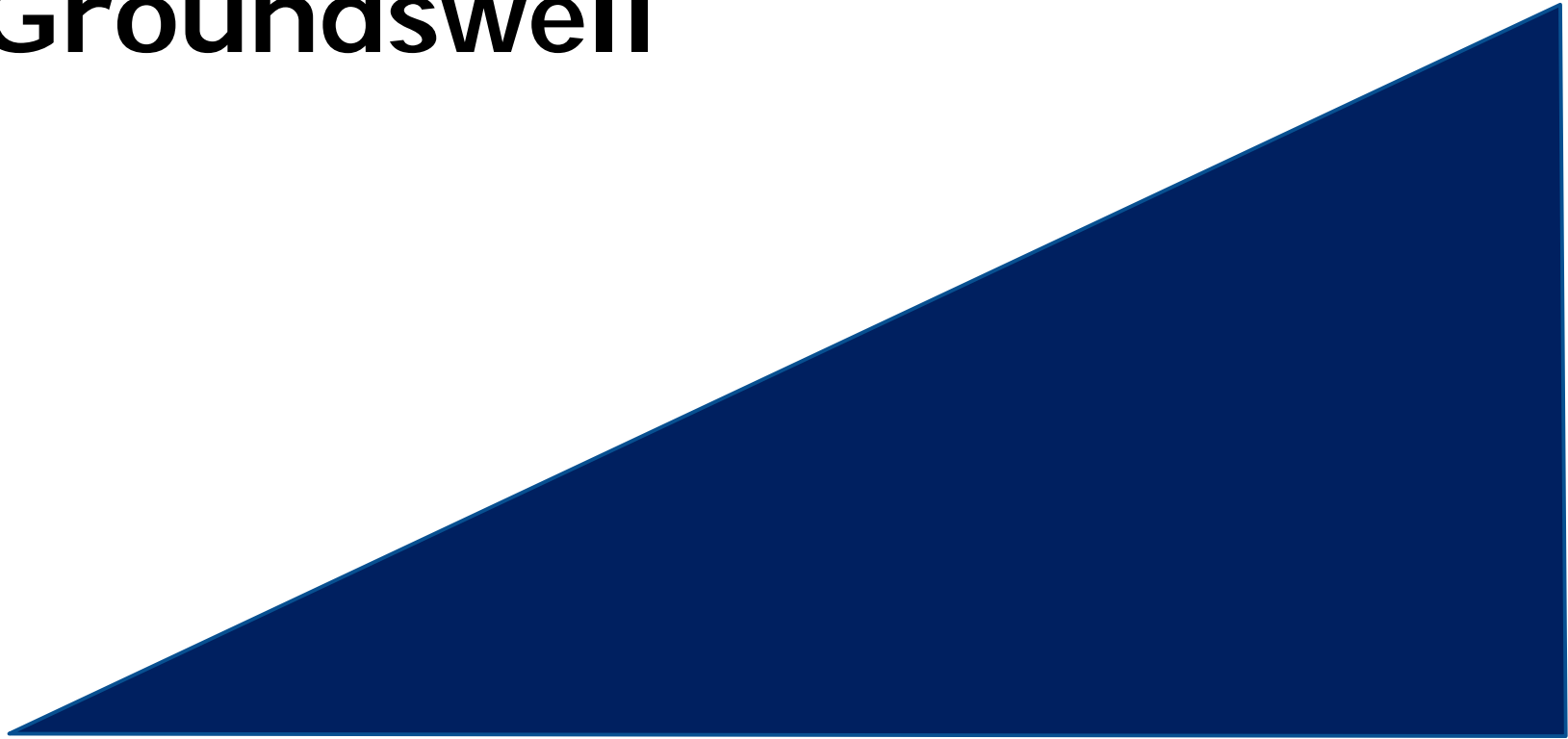


# Secrets to Using Facebook to Get a Job

Presented by:

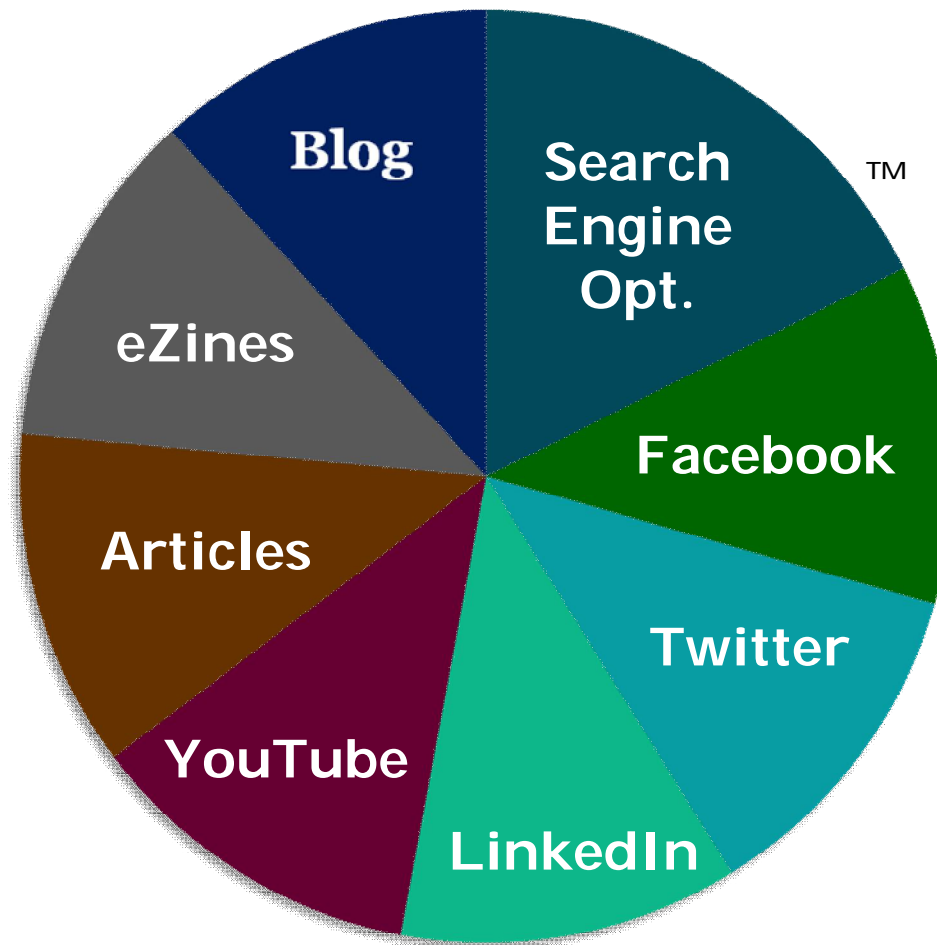
Stephanie Cross  
The Marketing Zen Group

# Groundswell

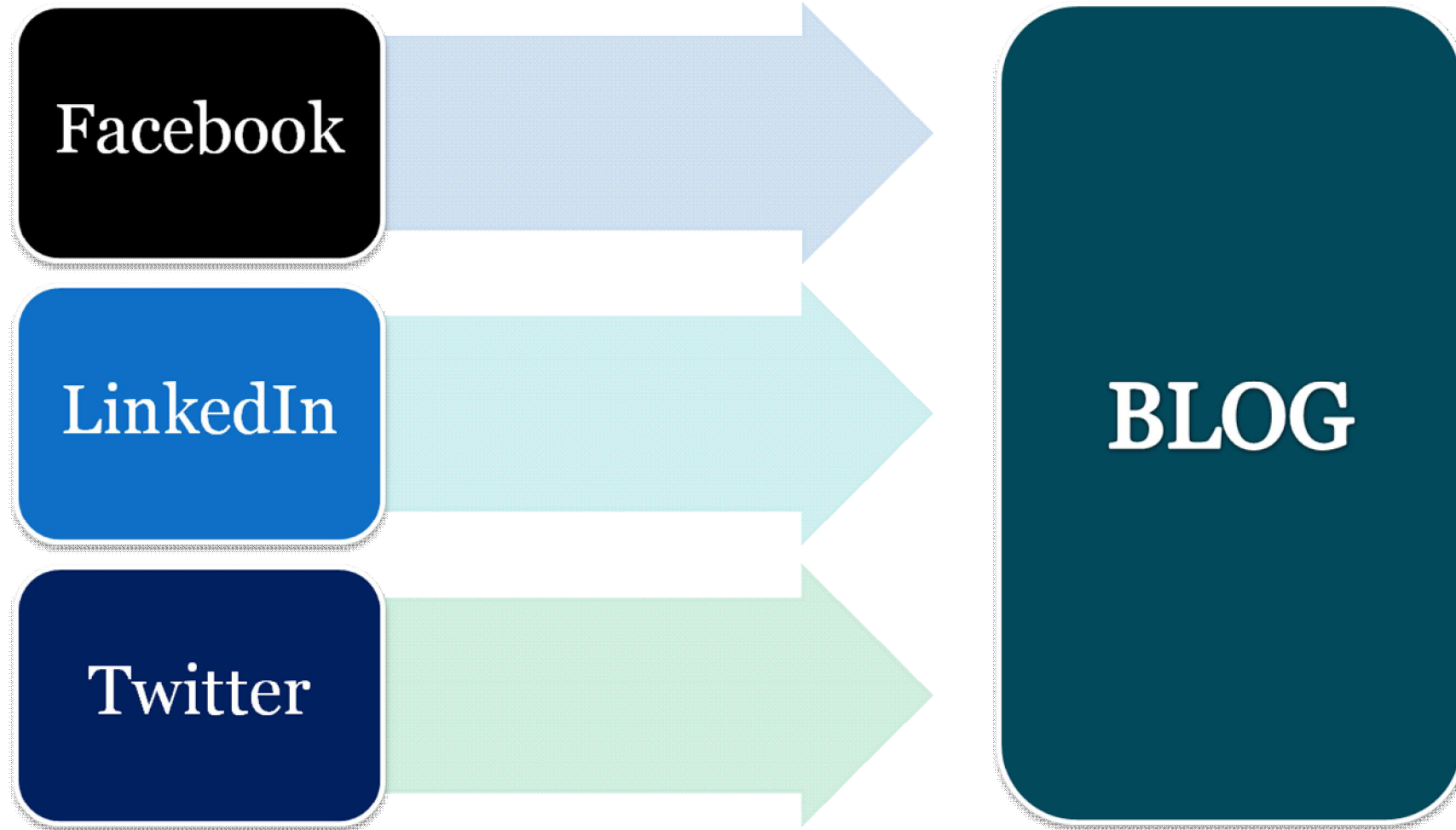


- Where do you want to be?

# Ways to Connect



# Social Media Marketing



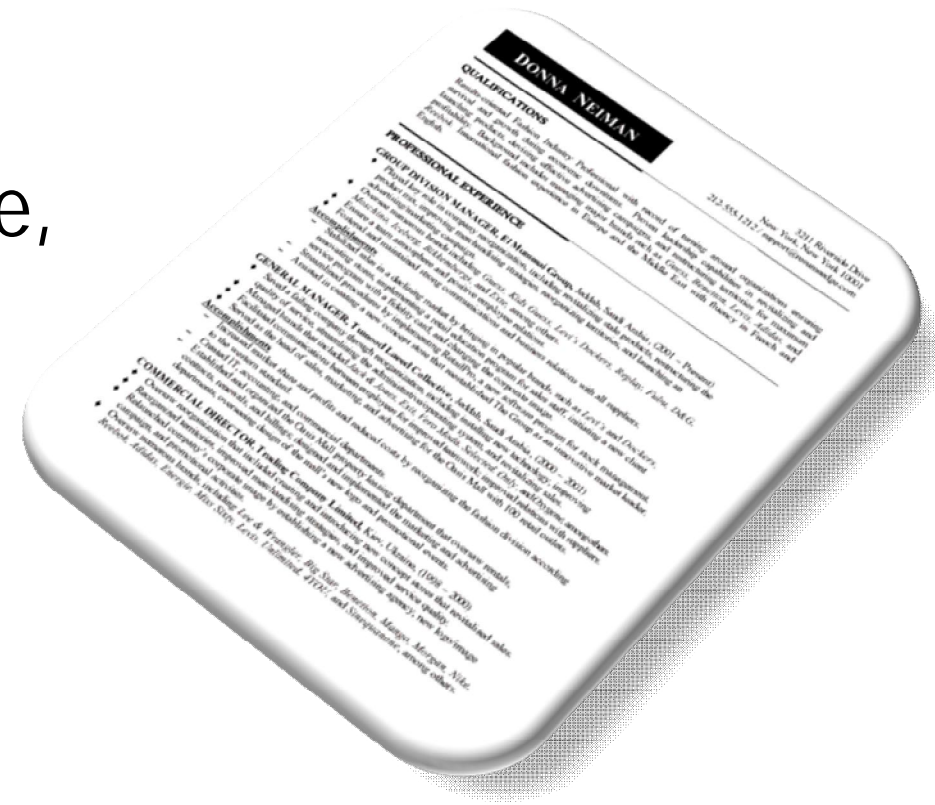
# Why Facebook?

- 400 million users and growing
- Employers and recruiters are looking
- A great platform to build your brand
- More than 1,000,000 pieces of content shared each week



# First Things First

- Electronic & hard copy of resume
- Clear path/direction
- Solid brand, outcome, differentiator
- Blog (not required but definitely helps)



# Blogging

- Host ON your domain
- WordPress ([www.wordpress.org](http://www.wordpress.org))
- Great for SEO
- Minimum 2 x per week
- Answers.yahoo.com



# Facebook Options

- Facebook Profile – Personal
- Facebook Page – Business
- Facebook Group (Idea)



# Growing Your Network

- Join groups
- Invite people
  - Send intro
  - Send thank you
- Post great tips/resources
- Stay active
- Business vs. Personal (60/30/10)
- Be transparent (Wal-Mart)



# Power of Video

- 64% people will watch an online video all the way through
- 22% of people will read the same article all the way through online
- Kinesthetic, Auditory, Visual
- Passion/expertise
- Creates “warm fuzzies”
- Been known to increase conversions by up to 60%.
- Very economical but very powerful.



# 5 Facebook Commandments

- ***Thou Shall Not Reveal:*** embarrassing details in your status updates (anywhere online)
- ***Thou Shall Not Post Photos:*** that in anyway could be construed as being damaging to your credibility.
- ***Thou Shall Not Be Negative:*** overly negative/hateful sentiments towards any issue, will certainly rub someone the wrong way.
- ***Listen and Engage:*** listen to others, engage, be personal, be yourself!
- ***Thou Shall Not Think They Are Not Listening:*** Big Brother is most likely watching, as 66% of bosses monitor employee social media outlets, and 52% of HR managers and recruiters check profiles of prospective employees.



# Searching

The screenshot displays the Facebook search interface. At the top, the Facebook logo is on the left, followed by three notification icons with counts: 11, 90, and 16. A search bar is located to the right of these icons. Below the search bar, there is a section with the word "undefined" and a "Search" button. To the left of the main search area is a sidebar with various search filters: "All Results", "People", "Pages", "Groups", "Applications", "Events", "Web Results", "Posts by Friends", and "Posts by Everyone". The "People" filter is currently selected. To the right of the sidebar, there are filter options: "Filter By:" followed by "Location", "School", and "Workplace", and a "Refine Search" button. Below these filters, a message reads: "Please enter a search query or select a filter to browse." Underneath this message, there is a prompt: "Looking for a person? Try searching by email:" followed by an input field and a "Search" button.

# Facebook Marketplace

The screenshot displays the Facebook Marketplace interface for the United States. At the top, the Facebook logo is on the left, followed by notification counts (11, 90, 16) and a search bar. Below this is the 'Marketplace United States' header with a '(change)' link, a 'Post a Listing' button, and a 'My Account' link. A navigation bar contains categories: All, Items For Sale, Rentals, Vehicles, Real Estate, and Jobs. Below the navigation bar is a search bar with 'Find...' text, a location filter 'within 40 miles of 76063, USA', and a 'Search' button.

**Location**  
76063, USA +40 miles

**Friends & Networks**  
Friends

**Keyword**  
[Search bar]

**Subcategory**  
Accounting & Finance  
Admin & Support Services  
Advertising, Marketing & PR  
Architecture & Design  
Art, Media & Writer

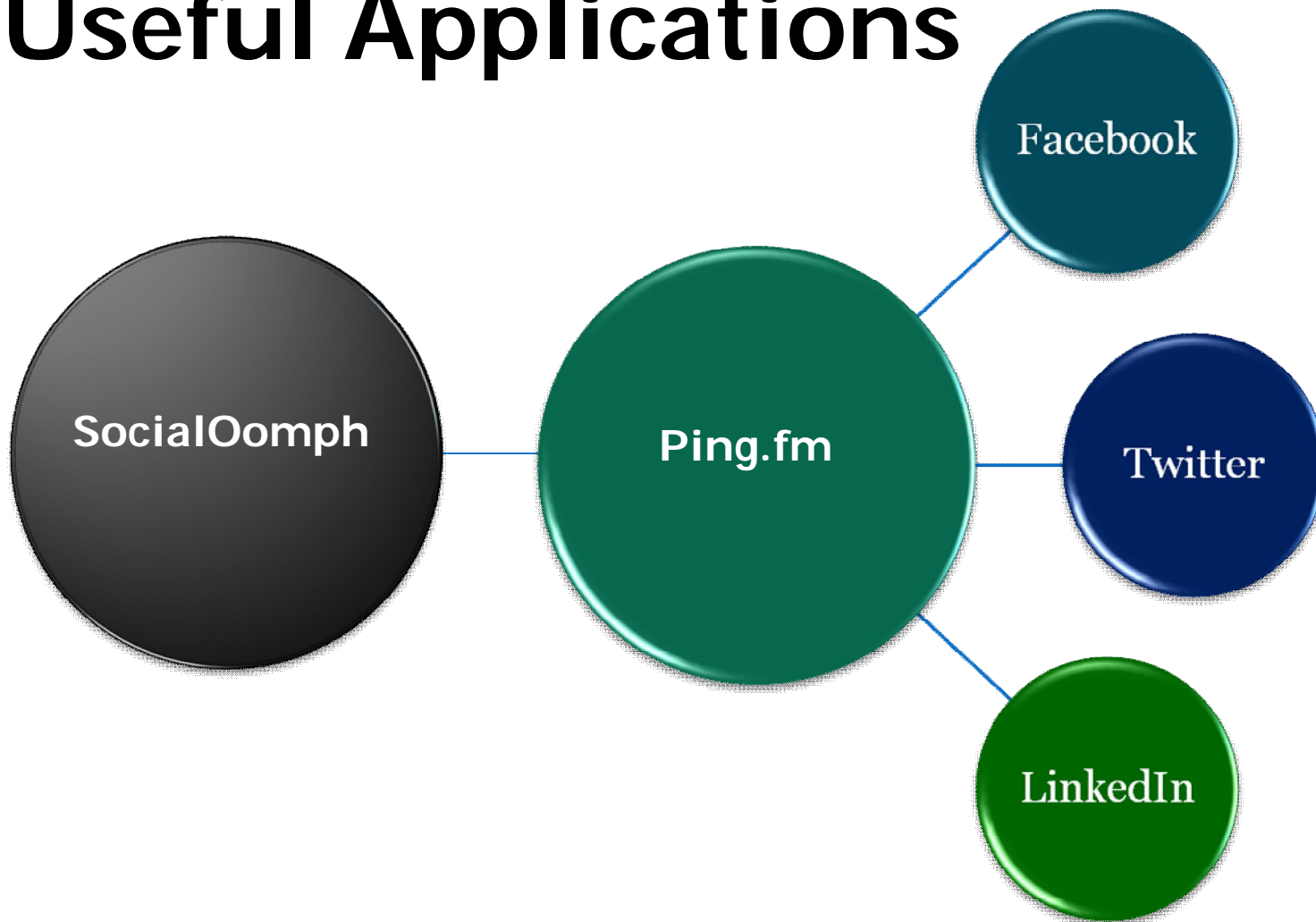
**Results 1 - 25 of 63**

**Director - Revenue Optimization Management**  
This Management position requires strong communication, interpersonal and organizational skills...  
Linda Kemp  
Fort Worth, TX · 2 hours ago  
Comment Like Share

**RN / Registered Nurse (Telemetry / Tele) as a Travel RN in a Hospital**  
links to partner Source: PPR Healthcare Staffing  
documentation. May advise patients on health maintenance and prevention or provide case...  
Dallas, TX · 1 day ago  
Share

**Associate Assistant to SVP**  
This open position reports directly to a Senior Vice President. You will need advanced...  
Linda Kemp

# Useful Applications



# Facebook Checklist... Are You Ready?

- ✓ Electronic resume
- ✓ Clear path/direction
- ✓ Solid brand, outcome, differentiator
- ✓ Blog

✓ Ready  
/

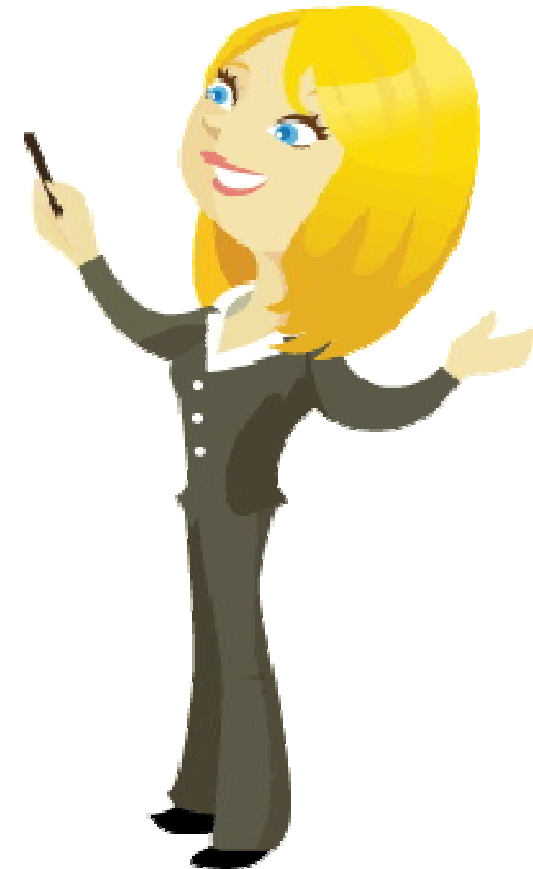
# Using Facebook to Find a Job

- Questions???



# Online Marketing Services

- Consulting
- Training
- Graphic Design
- Custom Web Design
- Search Engine Optimization
- Customization and management of social media marketing campaigns
- Retainer-based services for clients where it's a fit
- Private label services available



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