

Beyond Sourcing: Smart Ways to Use Social Media in HR

with

Scott Allen

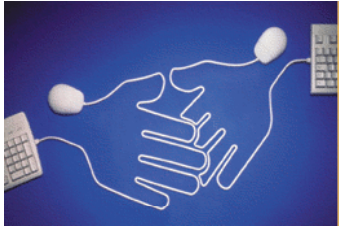
Coauthor, *The Virtual Handshake* and
The Emergence of The Relationship Economy

March 25, 2009

The
Virtual
Handshake

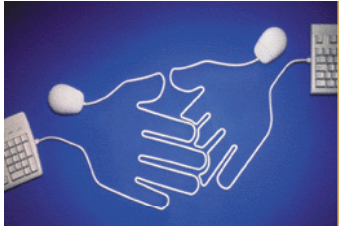


DAVID TETEN and SCOTT ALLEN



Your Network = Your Success

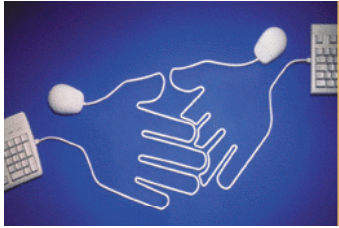
- **Getting a job**
- **Pay and promotion**
- **Influence and effectiveness**
- **Venture capital and financing (75%)**
- **Organizational learning and doing (80%)**
- **Word-of-mouth marketing**
- **Strategic alliances**
- **Financial stability**
- **Democracy**
- **Happiness**
- **Health (2x-5x mortality)**



Networking and Your Business

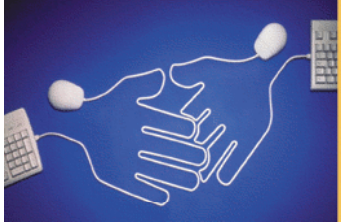
As an HR professional, networking impacts:

- 1. Sourcing**
- 2. Passive Candidate Referrals**
- 3. Beyond the Resume**
- 4. Employer Branding**
- 5. Competitive Intelligence**
- 6. Information & Research**
- 7. Personal Branding**
- 8. Personal Career Development**
- 9. Business Trips**
- 10. Organizational Development**



1. Sourcing

- **Traditional search engines aren't good at finding people.**
- **Resumes aren't current on job sites.**
- **Social networking sites offer current information, rich search.**
- **Blog and Twitter search help find people who are actively conversing in the field.**

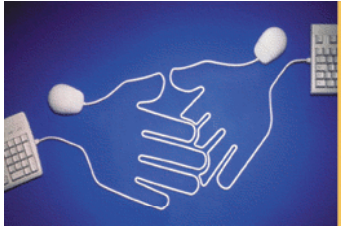


2. Passive Candidate Referrals

Social Network Theory 101:

People tend to know people like themselves.

Find and meet people like your ideal candidate, *build relationships*, and you will get introduced to more.



3. Beyond the Resume

Resumes are static & shallow.

With social media, you can learn:

- Values**
- Attitudes**
- Cultural fit**
- History**
- Expertise**
- References**



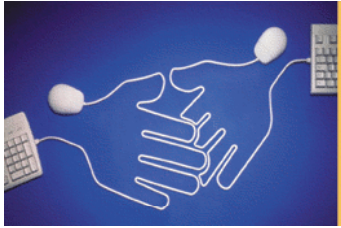


4. Employer Branding

Want to attract top talent?

BE A COOL PLACE TO WORK!!!

- **Live the brand.**
- **Share your corporate culture.**
- **Be culturally aware.**
- **Be social media savvy.**



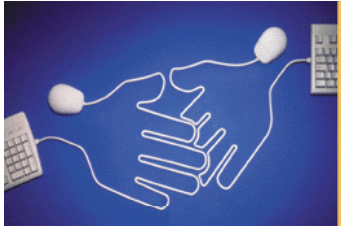
5. Competitive Intelligence

Obvious:

- **Where are your former employees?**
- **What positions are your competitors hiring for?**

Not-so-obvious:

- **Where are your competitors hiring from?**



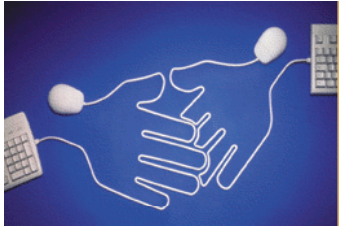
6. Information & Research

Google doesn't know everything!

People want to help. People LOVE to help.

- **1000's of smart people are available and willing to help for free.**
- **The more you give, the more you receive.**
- **Q&A creates opportunities.**





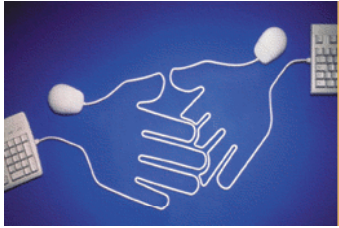
7. Personal Branding

Welcome to the era of
YOU, Inc.

Develop your reputation
as a:

- Connector
- Expert
- Influencer
- Leader

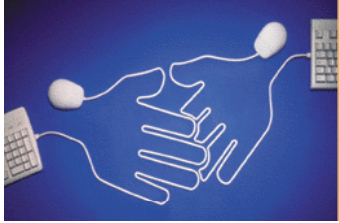




8. Career Development

Career development doesn't mean leaving your current company!

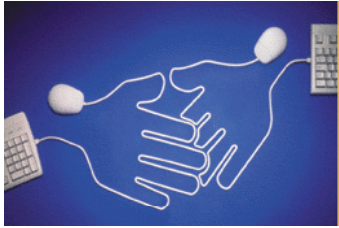
- **Writing / publishing / blogging**
- **Public speaking**
- **Consulting**
- **Advisory boards**
- **Expert witness**
- **Part-time entrepreneurship**



9. Business Trips

- **Get background information on people you will be meeting with.**
- **Plan to meet with specific people at conferences or during free time.**
- **Get tips from locals on restaurants, entertainment, site-seeing, shopping.**
- **Connect with people in airports, flight seating.**



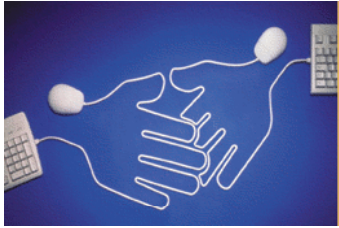


10. Be a Social Media Champion

**If social media is good for you,
isn't it good for the whole company?**

**“Corporate social media strategy”
is an oxymoron.**

**The only strategy that works consistently
is to help every individual
use social media to do their job better,
i.e., develop your human resources!**



Make a Plan

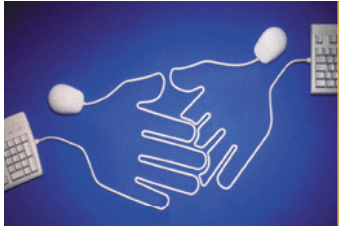
**The Missing Piece
in most networking:**

Aligning Your Activities

With Your

Business Objectives





The Seven Keys to a Powerful Network

 **Character**

 **Competence**

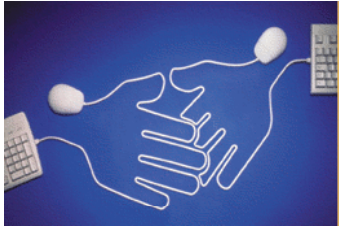
 **Number**

 **Strength**

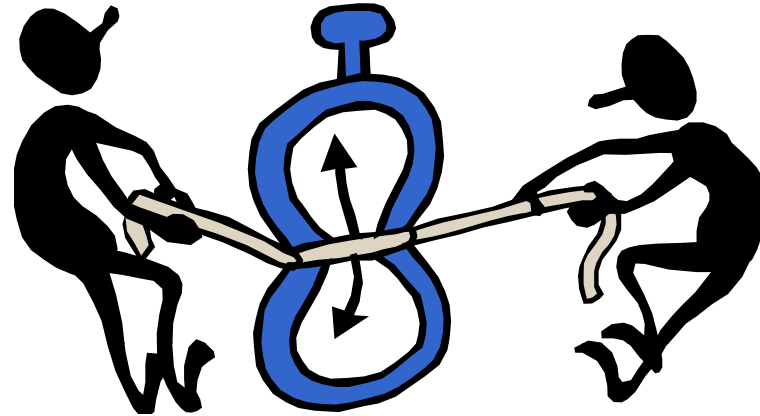
 **Information**

 **Relevance**

 **Diversity**

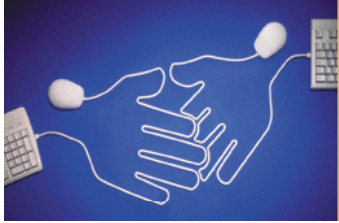


How Big Should My Network Be?



**It takes TIME
to build relationships.**

**The more people you know,
the less well you know them.**



Why Strength Matters

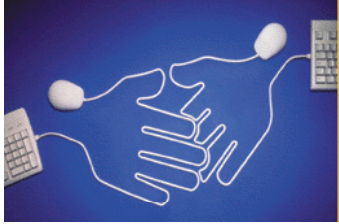
For any given request, people consider:

- **Strength of the relationship**
- **Effort / risk to them**

**In order to act on your behalf,
your relationship must be above the**

ACTION THRESHOLD

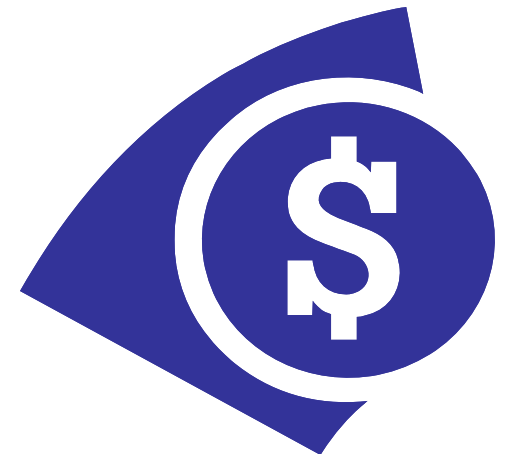
**In order to take action proactively, not
just reactively, the threshold is higher.**

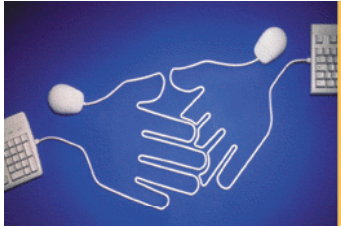


Create Value Everywhere You Go

Enlightened Self-Interest

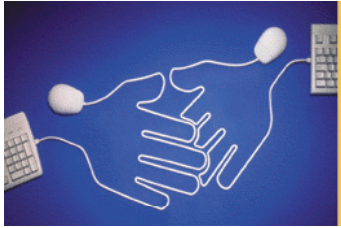
- **People want to hire and work with people who are willing and able to be of service to others.**
- **Generosity leads to reciprocity.**
- **If you're not creating value, you're wasting your time and theirs.**





Creating Value - Ideas

- **ASK! (on a regular basis)**
- **Proactively make introductions**
- **Share information**
- **Become a media outlet**
- **Choose service over socializing**



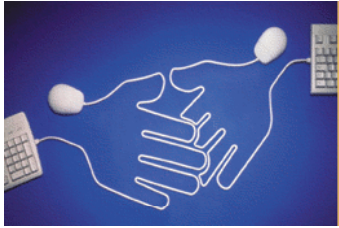
Make It Personal

Remember...It's Still About People

**No one wants to feel like a number –
*collect people, not database entries.***

- **Database segmentation + mail merge**
- **Customize social networking invitations and introductions.**
- **It's OK to share personal info online.**
- **Make time for people.**





Questions



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