



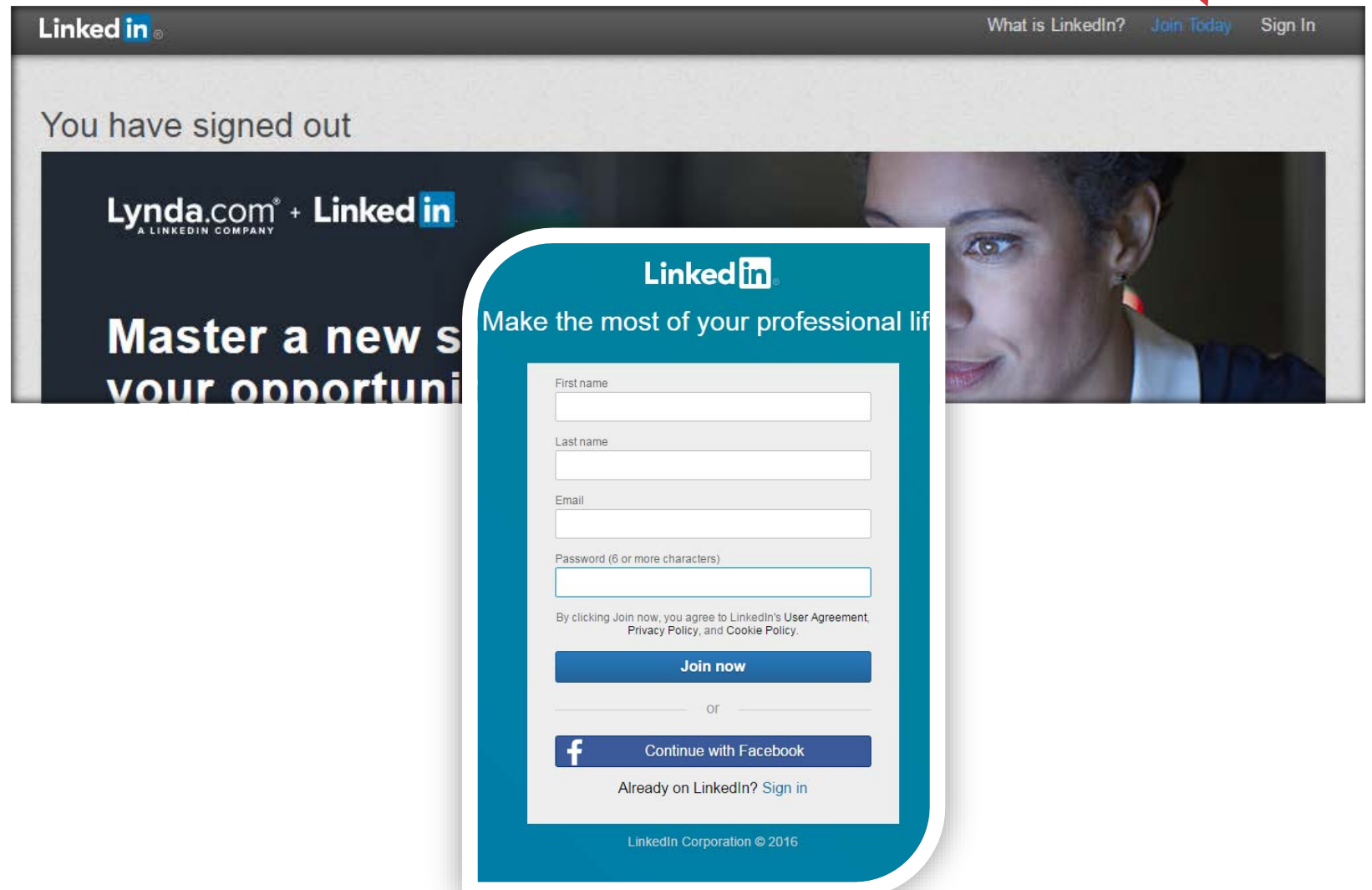
# Getting Started with Social Media

Gail Rushford, Recruitment Supervisor

Bill Meirs, Talent Acquisition Consultant

# Creating a Profile

- [www.linkedin.com](http://www.linkedin.com)
- If you don't have a profile, go on and create one (it's free)



The image shows the LinkedIn homepage. At the top, the LinkedIn logo is on the left, and links for "What is LinkedIn?", "Join Today", and "Sign In" are on the right. A red arrow points to the "Join Today" link. Below the header, it says "You have signed out". The main banner features the "Lynda.com + LinkedIn" logo and the text "Master a new skill to advance your opportunities". Overlaid on the right side of the banner is a sign-up form with the following fields: "First name", "Last name", "Email", and "Password (6 or more characters)". Below these fields is a checkbox for agreeing to the User Agreement, Privacy Policy, and Cookie Policy. There are two buttons: "Join now" and "Continue with Facebook". At the bottom of the form, it says "Already on LinkedIn? Sign in". The footer of the form says "LinkedIn Corporation © 2016".

LinkedIn

What is LinkedIn? [Join Today](#) Sign In

You have signed out

Lynda.com® + LinkedIn  
A LINKEDIN COMPANY

Master a new skill to advance your opportunities

LinkedIn

Make the most of your professional life

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy.

Join now

OR

f Continue with Facebook

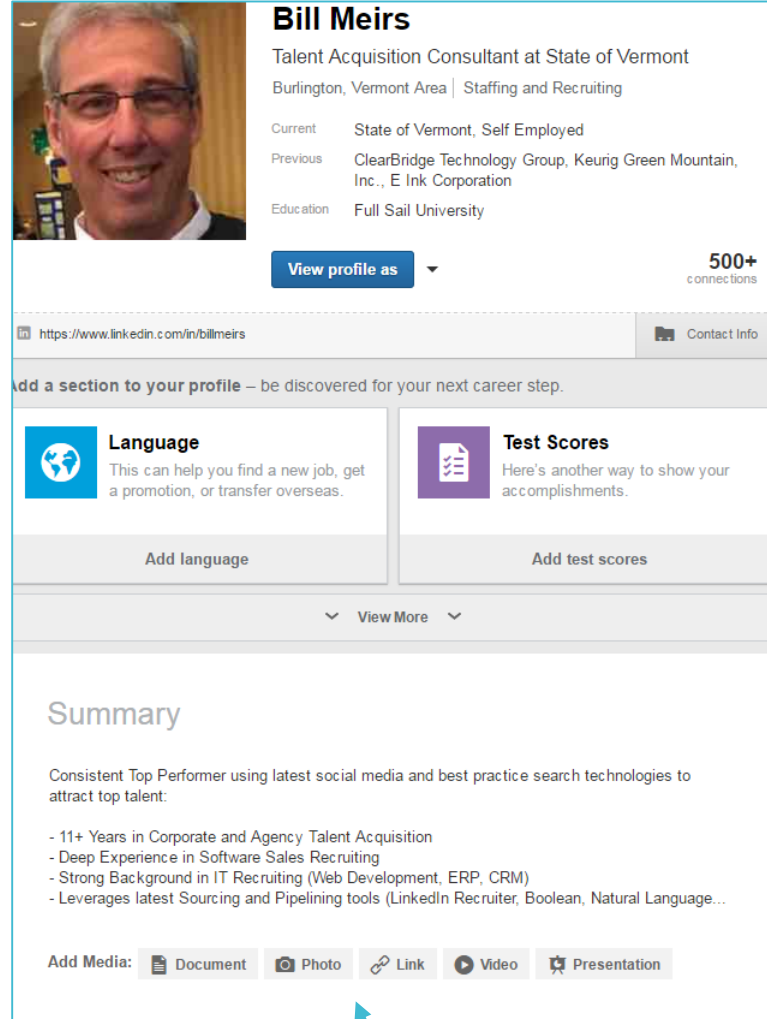
Already on LinkedIn? [Sign in](#)

LinkedIn Corporation © 2016

# Creating your profile in less than 30 minutes!

- 2 “Must Have” areas:
  1. Summary – highlight your career and accomplishments
    - Speak about jobs you typically hire for
  2. Experience
    - Have at least your current role on there with a description of your role within the Department or Agency and some things you like about working for the SoV. If it has been less than 5 years at the state, add at least one more job experience if possible.
- Nice to have areas:
  - Profile Picture: A profile picture has been proven to increase views of your profile and create a sense of connection. It should be professional, but not necessarily in “business attire” (a good headshot is best)
  - Groups: Join Groups that would most likely have members that may be potential employees
- “Must Do’s”:
  - Spell and Grammar Check your content
  - Less is more: be as brief and concise as possible
  - Be positive in your job and company descriptions

# Must Have Areas on your profile



**Bill Meirs**  
Talent Acquisition Consultant at State of Vermont  
Burlington, Vermont Area | Staffing and Recruiting

Current: State of Vermont, Self Employed  
Previous: ClearBridge Technology Group, Keurig Green Mountain, Inc., E Ink Corporation  
Education: Full Sail University

500+ connections

[View profile as](#)

<https://www.linkedin.com/in/billmeirs> [Contact Info](#)

Add a section to your profile – be discovered for your next career step.

**Language**  
This can help you find a new job, get a promotion, or transfer overseas.  
[Add language](#)

**Test Scores**  
Here's another way to show your accomplishments.  
[Add test scores](#)

[View More](#)

**Summary**

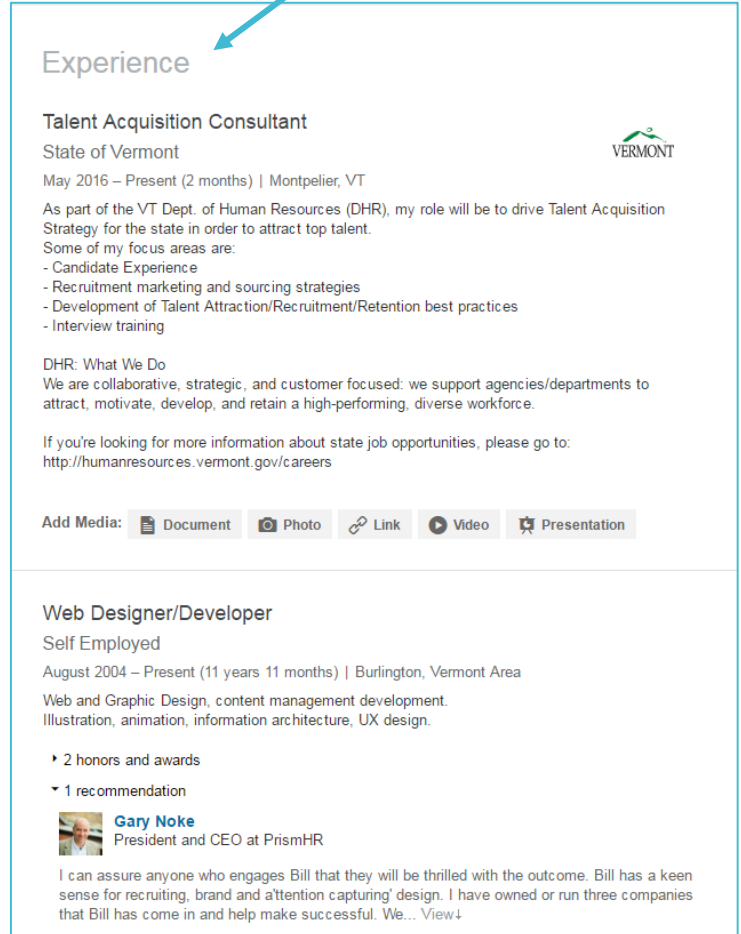
Consistent Top Performer using latest social media and best practice search technologies to attract top talent:

- 11+ Years in Corporate and Agency Talent Acquisition
- Deep Experience in Software Sales Recruiting
- Strong Background in IT Recruiting (Web Development, ERP, CRM)
- Leverages latest Sourcing and Pipelining tools (LinkedIn Recruiter, Boolean, Natural Language...

Add Media: [Document](#) [Photo](#) [Link](#) [Video](#) [Presentation](#)

## 1. Summary

## 2. Experience



**Experience**

**Talent Acquisition Consultant**  
State of Vermont  
May 2016 – Present (2 months) | Montpelier, VT

As part of the VT Dept. of Human Resources (DHR), my role will be to drive Talent Acquisition Strategy for the state in order to attract top talent. Some of my focus areas are:

- Candidate Experience
- Recruitment marketing and sourcing strategies
- Development of Talent Attraction/Recruitment/Retention best practices
- Interview training

DHR: What We Do  
We are collaborative, strategic, and customer focused: we support agencies/departments to attract, motivate, develop, and retain a high-performing, diverse workforce.


If you're looking for more information about state job opportunities, please go to: <http://humanresources.vermont.gov/careers>

Add Media: [Document](#) [Photo](#) [Link](#) [Video](#) [Presentation](#)

**Web Designer/Developer**  
Self Employed  
August 2004 – Present (11 years 11 months) | Burlington, Vermont Area

Web and Graphic Design, content management development. Illustration, animation, information architecture, UX design.

- 2 honors and awards
- 1 recommendation

 **Gary Noke**  
President and CEO at PrismHR

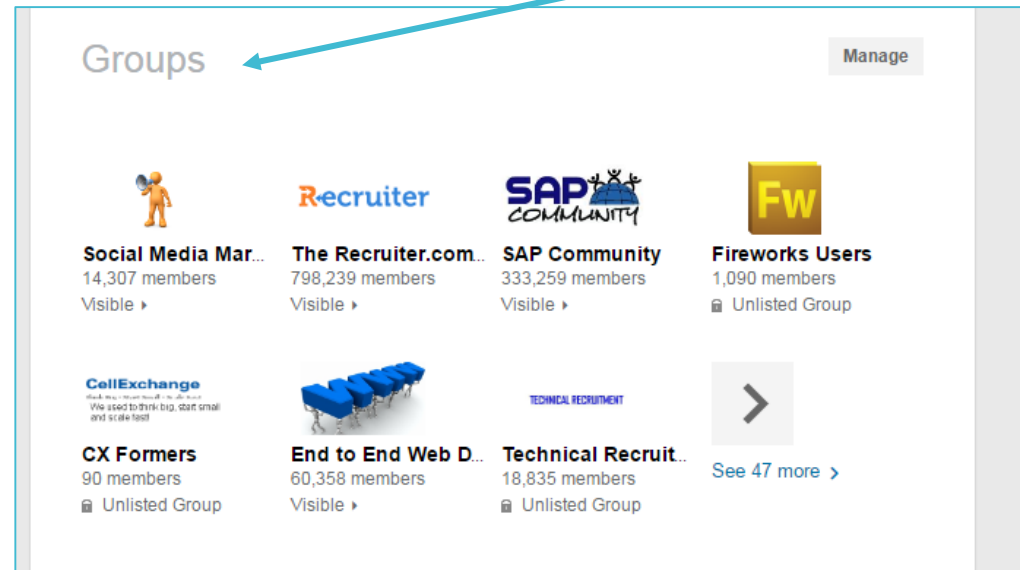
I can assure anyone who engages Bill that they will be thrilled with the outcome. Bill has a keen sense for recruiting, brand and a 'attention capturing' design. I have owned or run three companies that Bill has come in and help make successful. We... [View](#)

# Nice to Have Areas



1. Profile Picture

2. Groups



If you want to  
learn more tips  
on creating a  
great profile...



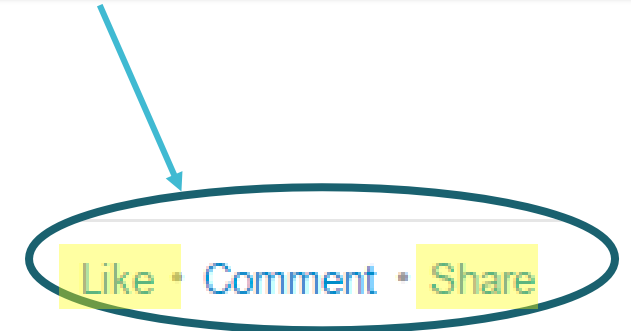
- [How To Create A Killer LinkedIn Profile That Will Get You Noticed](#)

# “Socializing” your jobs – Liking and Sharing LinkedIn Posts

1. Connect with DHR employees on LinkedIn that have Social Media posts about State jobs
2. These will show up on your LI “newsfeed”, but won’t be seen by your connections where you really need them, so here’s the easy solution:
3. **Like** or **Share** these postings. They will then show up on your newsfeed for your connections (either one works, but **Share** will allow you to also share to other social media (e.g. LinkedIn Groups, Your direct connections, and Twitter if you have an account) – see next slide.


[Gail Rushford](#)

[Bill Meirs](#)



# Sharing jobs – From Connections’ Posts


Share

 **Psychiatric Social Worker**  
bit.ly • General Information This position, Psychiatric Social Worker (Job Opening #619315), is open to all State employees and external applicants. If you would like more information about this position, ...  
[Edit](#)

☒ Share an update

Share an update or mention someone using @...

Count: 24.

Share with: Public ☒ 

☒ Post to group

Group(s)\*

Title\*

Detail

🔒 Indicates Secret groups, which are only discoverable for group members. All group posts are only visible to members, regardless of whether it is Secret.

☒ Send to individuals

To\*

Message\*

[Share](#)

As the hiring manager, put some added detail or “selling points” about the job

If you have a Twitter account you can share here without having to do a separate tweet

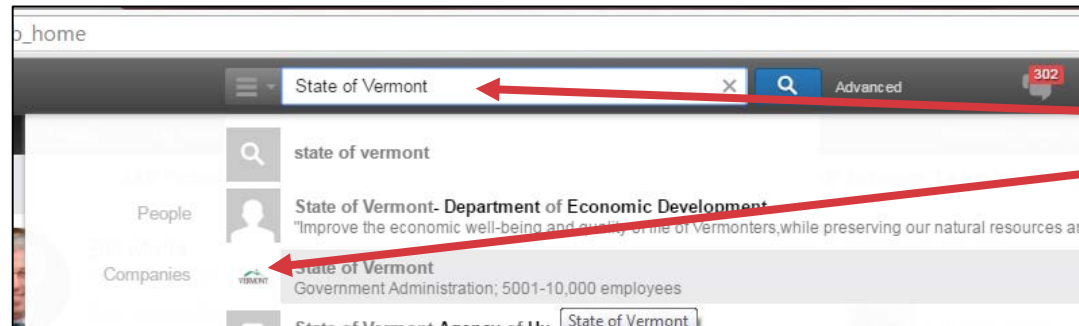
Share to relevant groups you belong to on LinkedIn

Send to individual connections you think may be interested or possibly know someone

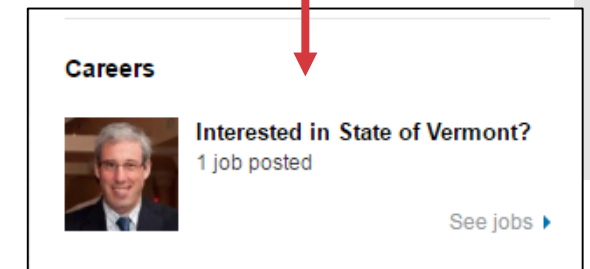
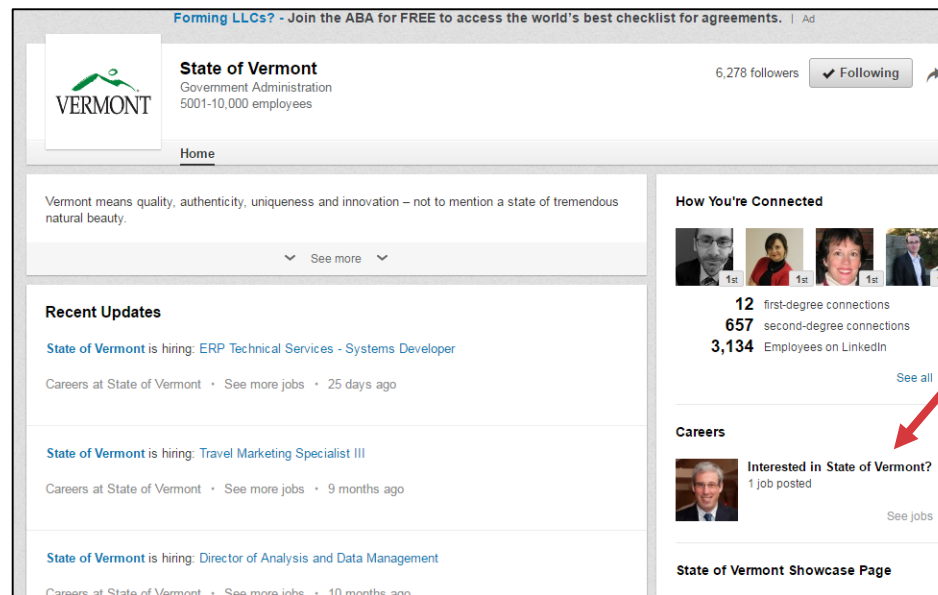


# Sharing jobs – from Job Feed on LinkedIn

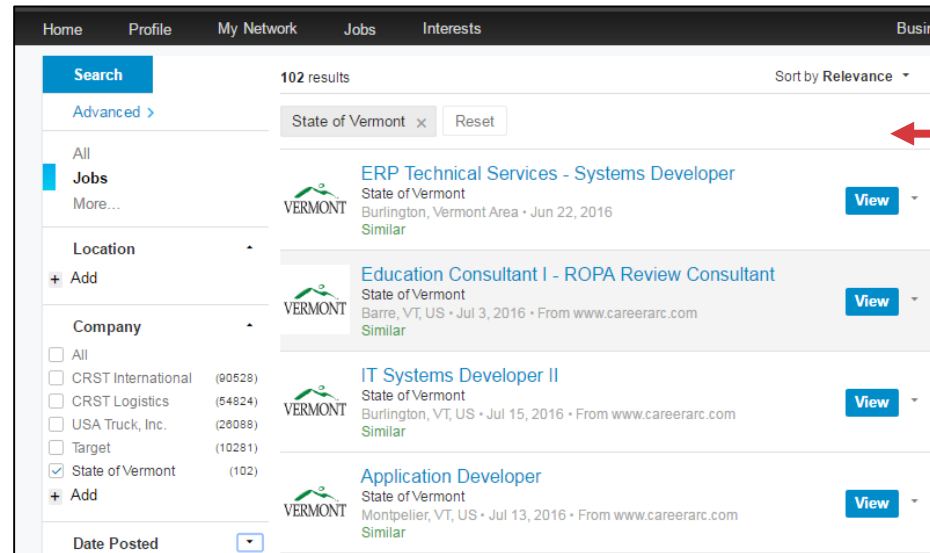
Another very simple way to share your jobs (and other SoV Jobs!) is to use the job listings that are fed from our Social Media Tool CareerArc. You don't need to know anything about CareerArc, just that it feeds the jobs we have to LinkedIn in a neat job listings page. The key is navigating to it and searching for specific jobs. We will review how to do that here.



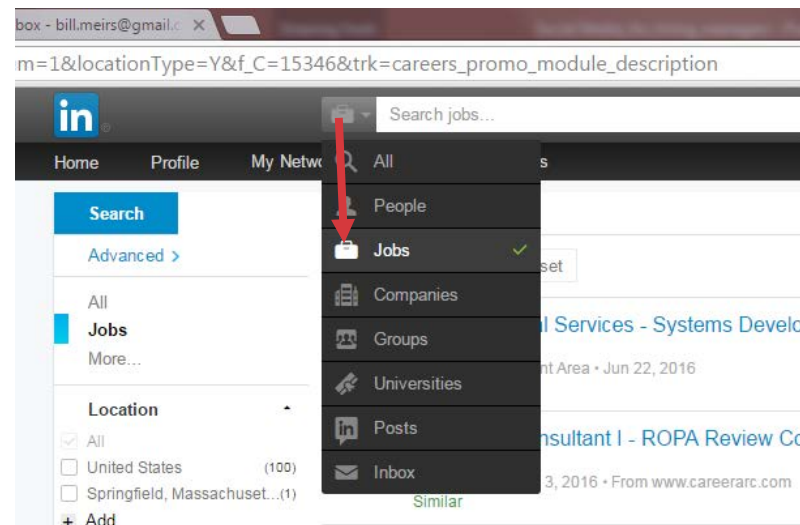
1. From your search bar, start typing in "State of Vermont." When you see the one with the State's logo, select that option
2. You will be directed to the State's LinkedIn home page. In the right hand column, you should see your profile picture under a "careers" section. Click the words "interested in the state of Vermont?" or the "see jobs" link.



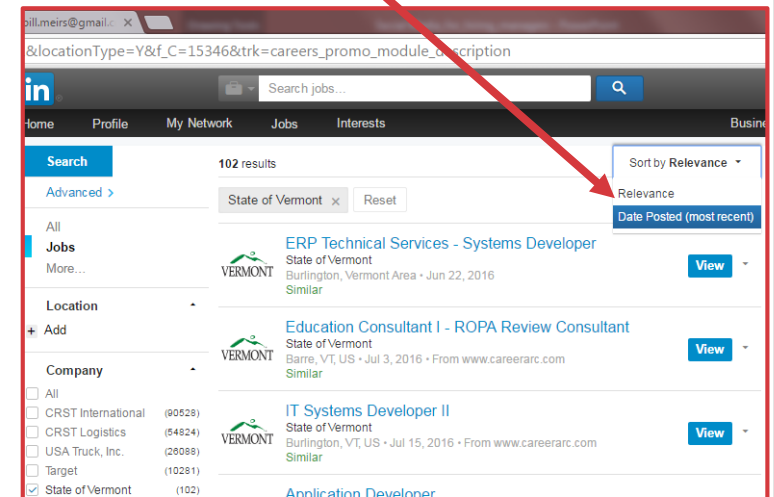
# Searching for specific jobs to share



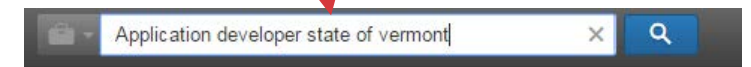
2. You can further refine your search by going to the search bar at top and clicking "jobs" from the sub menu



1. You will come to a page that lists all the jobs we have open. They are not sorted chronologically, they sort by other various criteria, e.g. paid LinkedIn job postings come to top. To sort by most recently posted, click the relevance dropdown button in top right and sort by most recent.

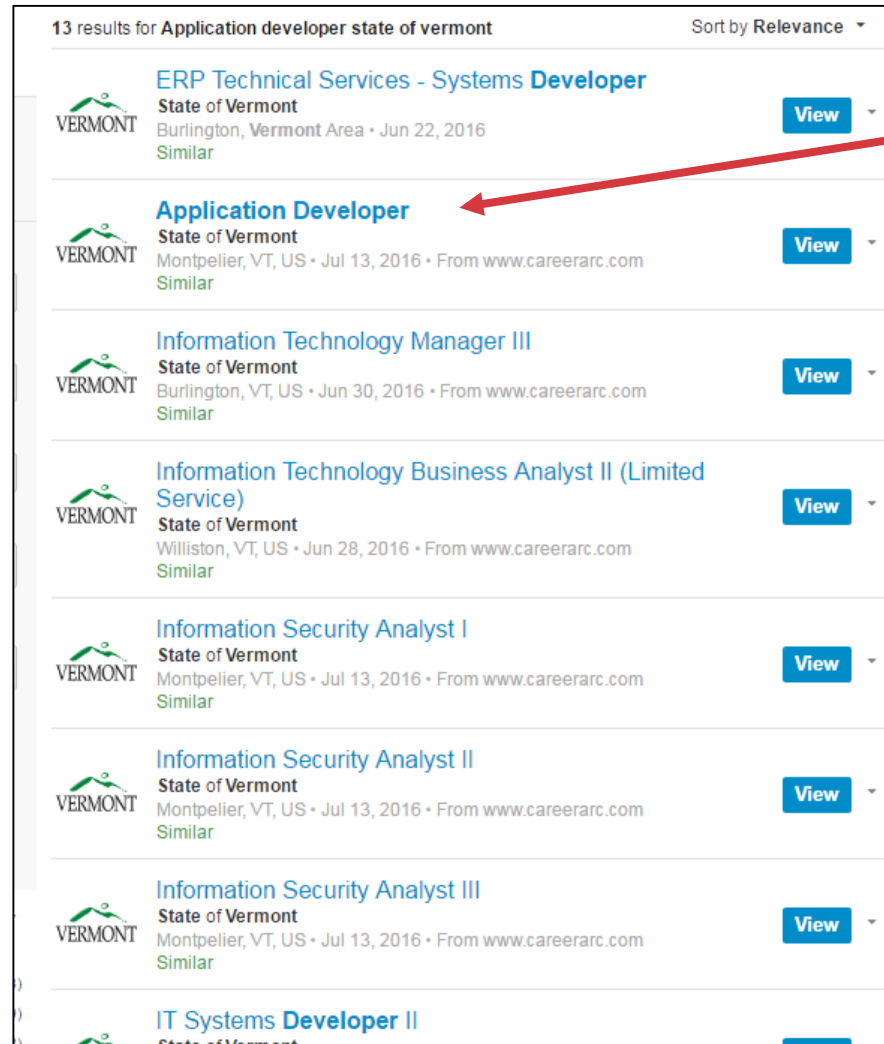


3. In the search field, type in word(s) from the job title and "state of Vermont", for example "Application Developer State of Vermont" (don't use quotes) and click blue search button. It's also not case sensitive



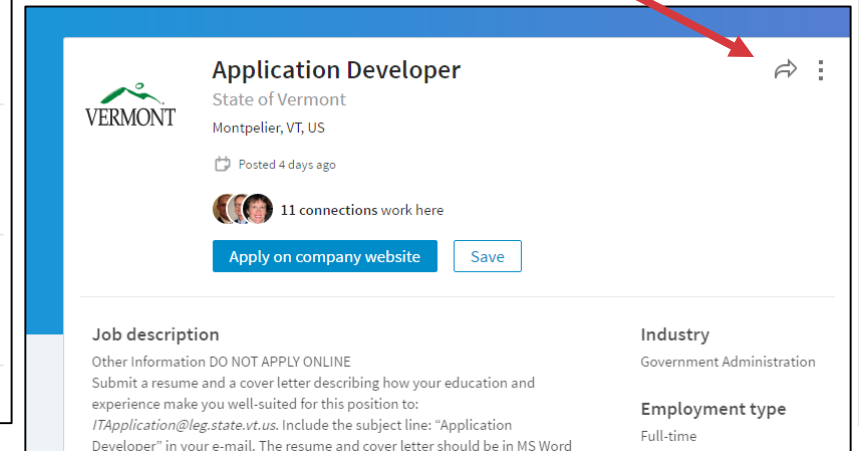
# Searching for specific jobs to share

It should return a search page like this...



You will notice the job titles that are closest to the search terms will be in **BOLD**. Select the one you want to share.

1. When you get to the listing page, click the arrow in the top right to share it.



# Searching for specific jobs to Share

The screenshot shows a LinkedIn job posting for 'Application Developer' at the 'State of Vermont' in Montpelier, VT, US. The post was made 4 days ago and has 11 connections who work there. Below the post is a 'Job description' section. A social sharing overlay is visible on the right side of the post, showing options to share on LinkedIn, Facebook, Google+, and Twitter. A red arrow points to the Facebook option. In the foreground, a Facebook share dialog is open, showing the user 'Bill Meirs' and the job details being shared. The dialog includes a 'Post to Facebook' button and a 'Cancel' button.

**Application Developer**  
State of Vermont  
Montpelier, VT, US  
Posted 4 days ago  
11 connections work here  
Apply on company website Save

**Job description**  
Other Information DO NOT APPLY ONLINE  
Submit a resume and a cover letter describing how your education and experience make you well-suited for this position to: ITApplication@leg.state.vt.us. Include the subject line: "Application Developer" in your e-mail. The resume and cover letter should be in MS Word or PDF format.  
General Information  
The Office of the Legislative Council, IT Department is seeking an IT Developer to work with legislative department business requirements, and to design and develop software that meets those requirements. Developed products include Microsoft Office, proprietary legislative software, and more.

**Share on Facebook**  
Share on your own Timeline  
Bill Meirs  
Say something about this...  
Application Developer  
Other Information DO NOT APPLY ONLINE Submit a resume and a cover letter describing how your education and experience make you well-suited for this position to: ITApplication@leg.state.vt.us. Include the subject line: "Application Developer" in your e-mail. The resume and cover letter should be in MS...  
LINKEDIN.COM  
Friends Cancel Post to Facebook

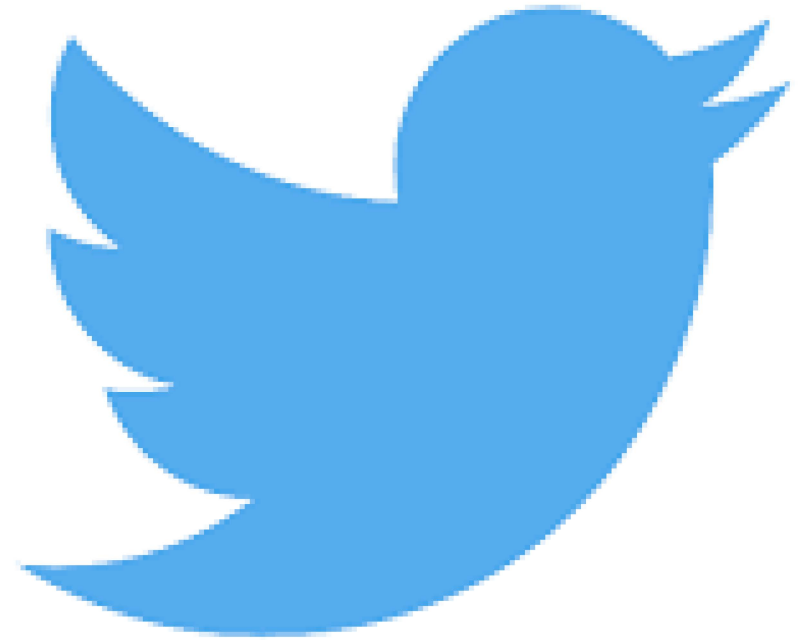
You can now share with various social media channels. If you click to share with LinkedIn, it will open the same share dialog box as shown earlier in [slide 8](#) and you can share to Twitter from that same form without have to do a separate share from the Twitter option here.

You can also share to Facebook here. You will have to authorize LinkedIn to share content to Facebook by putting in your Facebook login credentials when prompted

## What to do Next?

1. If you haven't done so, go on LinkedIn.com and create your profile in 30 minutes or less (or It's free 😊) [Slides 3-6](#)
2. Summary, experience are musts for your profile [Slide 4](#)
3. Profile photo is very good [Slide 5](#)
4. Make sure you connect with Gail and myself as jobs are frequently posted to our LinkedIn newsfeed [Slide 7](#)
5. Find people you know on LinkedIn and connect with them
6. Go to the State's Homepage on LinkedIn and find all the jobs posted and share the ones you want to your social media channels (LinkedIn, Facebooks, Twitter) [Slides 9-12](#)
7. Keep a copy of this presentation handy for reference
8. Call or email me with any questions

# Using Twitter to Share Job Notifications





# 1. Going Direct to VT DHR Recruitment

- <https://twitter.com/VtRecruitment>



## Recruitment

ever greater purpose...  
Vermont offers diverse  
from skilled labor to  
positions.

sources.vermont.gov/career

January 2015

TWEETS 439 FOLLOWING 89 FOLLOWERS 166 LIKES 1

Tweets Tweets & replies Media

Pinned Tweet  
VT DHR Recruitment @VtRecruitment · Jan 8  
Search for our jobs by location with our interactive #jobs map! >  
[careerarc.com/job-map/state-](http://careerarc.com/job-map/state-)



Following

Who to follow · Refresh · View all

- PearsonNorthAmerica @...  
Followed by eLearning Indust...  
Follow Promoted
- VermontDMV @VTDMV  
Follow
- Texas Wine & Spirits @TXW...  
Follow

# Setting up Notifications on Mobile Device

1. Go to [twitter.com](https://twitter.com) in mobile device browser and download and install the Twitter Mobile App or install from app store

2. Search @VtRecruitment, tap to go to the feed



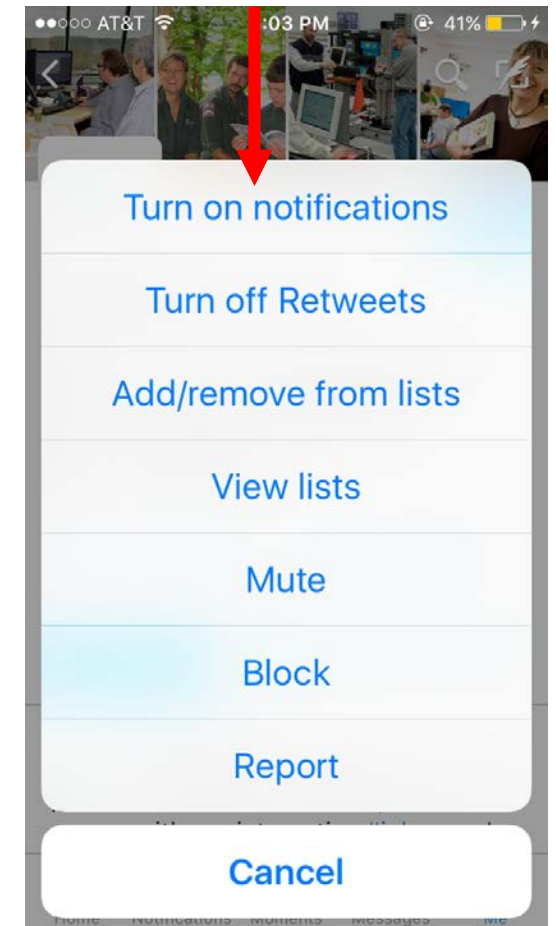
3. Tap "Follow"



4. Tap the "Settings Icon"

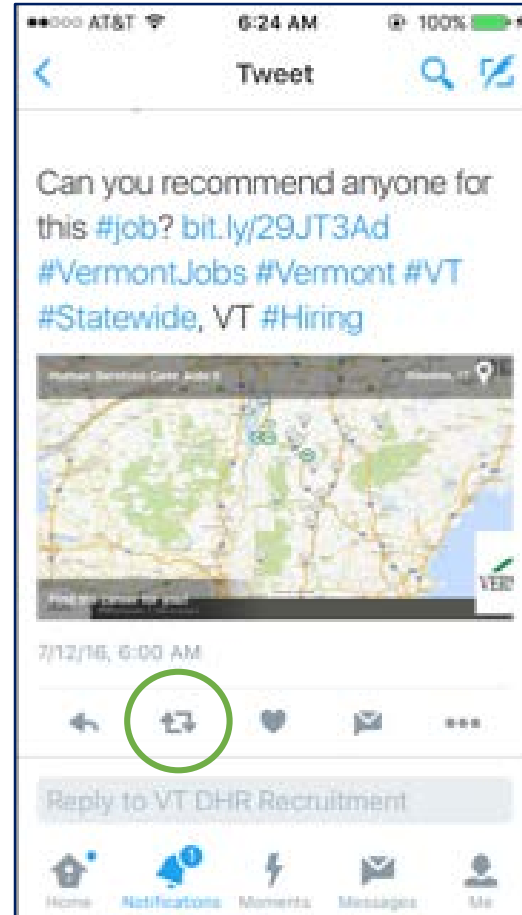
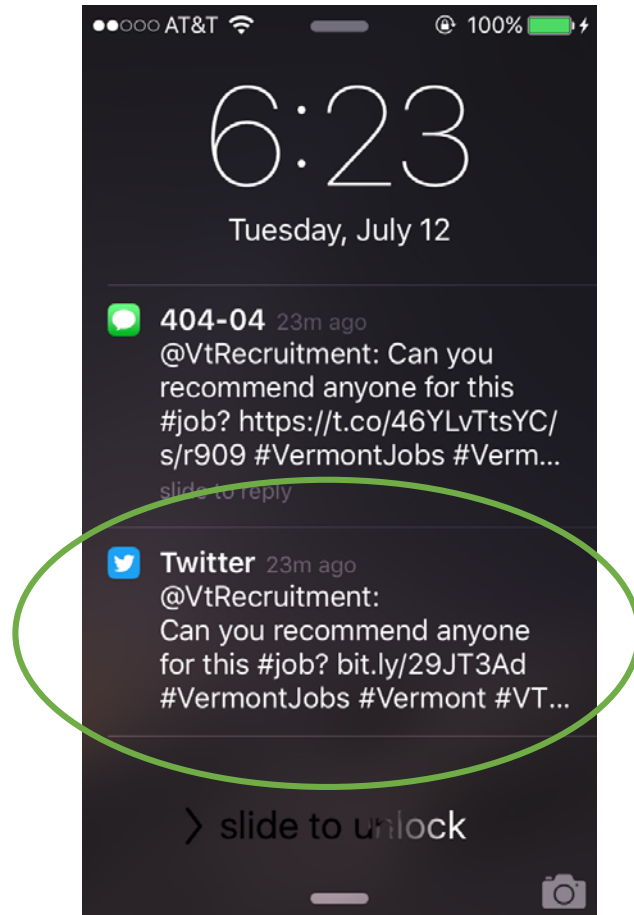


5. Tap the "Turn on Notifications"





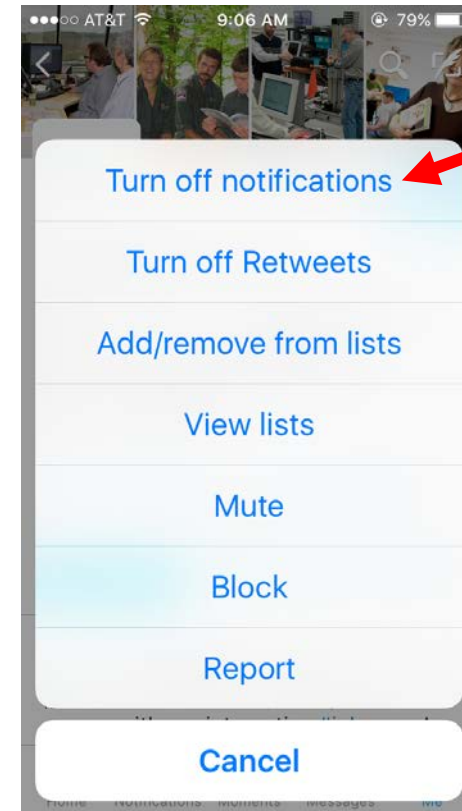
# Getting Notifications and retweeting



# To turn off notifications



1. From the Vermont DHR Twitter Feed, tap the settings icon (looks like a cog)



2. Tap "turn off notifications"

Help

**Call or email to ask questions anytime!**

☐ 802.461.3891

☐ [bill.meirs@vermont.gov](mailto:bill.meirs@vermont.gov)