



Social Media Best Practices

Employer Advisory Board

7/18/2014

Social Media Explained. With Bacon.



FACEBOOK 



TWITTER 



LINKEDIN 



PINTEREST 



INSTAGRAM 



GOOGLE+ 



YOUTUBE 



VINE 



TUMBLR





FOURSQUARE 



SNAPCHAT 



- Facebook, Twitter, and LinkedIn are the Big 3
- Blogs, Youtube, Vimeo, Pinterest, and Instagram are close behind

Social Media in the Job Search

Which social networking sites did graduating students use in the job search?



87.3%
FACEBOOK




82.9%
LINKEDIN



54.1%
TWITTER



LINKEDIN.....Site they believe is most effective



Engagement & Interaction

- Ask questions frequently
- Tell stories
- Share interesting news and useful insights about your company



- A Day in the Life
 - Give students an inside glimpse to your company.
 - Share employee [interviews](#)
 - Virtual tours of the building
 - Team/staff profiles and bios



- Insights into your Company Culture
 - What makes you unique?
 - Brag about your training and development.
 - Show that you're a [fun place to work.](#)



- Industry News
 - What's going on in your industry?
 - Candidates you desire are likely interested...



- Community News
 - What's happening in the community where you're located?

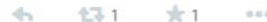


Phillips 66 Careers @P66Careers - Jul 8

Here's a look at how our Employee Resource Groups are giving back to the community. [#greatplacetowork](#) [ow.ly/yUnPJ](#)




YouTube



[View more photos and videos](#)

- How-To information
 - Share info that will help students become more successful.
 - Career and leadership development, interview tips, etc.

 Enterprise Careers @ERACCareers · Jul 16
You are 3x more likely to get or keep a job because of your attitude than just skills alone! #ERAC #Happy @youtern goo.gl/nCbiIQ


← ↻ 2 ★ ...

 Enterprise Careers @ERACCareers · Jul 16
Learn more about how Gerardo G., & Mags H., moved throughout @Enterprise to grow their careers bit.ly/1paSSwO



← ↻ ★ 1 ...

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- 
- Ask your Audience Questions
 - Drives engagement and interaction
 - Why are you interested in this industry?
 - What's one thing you want to know about our company?

Other best practices?



Resources:

NACE 2013
Student Survey

Jobvite 2013
Social Recruiting
Survey

