

Social Media for HR

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Agenda

- Why HR Should Use Social Media
- Social Media policy
- Concerns with Social Media
- Recruiting
- What are the Social Media sites
- Ideas on how to use Social Media

Why HR Should Use Social Media

- HR professionals need to understand demographic, technological and social changes
- HR should take the lead in defining Social Media relationships
- Social Media are well established and are here to stay
- Connect to employees - they are all using it

Why HR Should Use Social Media

- Connect to community
- Social Media is changing the social dynamics of communities
- Need to understand the way people are communicating
- Recruiting
- Develop and grow your career

Social Media Policies

- Should be fluid
- Keep guidelines simple
- Consider your employees and write for LCD
- Be professional

Social Media Policies

- Protect confidential and proprietary company information
- Allow for oversight of company discussion
- Non compete
- Use on company time

Social Media Policies

- Make sure it gets read and is understood
- Consider your industry
 - Health Care, Legal, Financial
- Policy should be followed by training
 - Regular employees
 - Executives and management

Concerns with Social Media

- Loss of control over your organizations branding and marketing message
- Personal verses organizational voice
- Perception of wasted time and resources
- What is the ROI? How can company benefit from Social Media use
- Dealing with negative comments

Concerns with Social Media

- Legal concerns
- Privacy & data security
- Monitoring of activity
- Time commitment
- All industries affected

Recruiting

- Employees are Brand Ambassadors
- Single Facebook or LinkedIn post can cast a large net
- Job postings
- Informal Social Media Background checks

Social Networking

- Facebook
 - 600k Users join/day
 - Fastest growing group 35+
- LinkedIn
 - 30m users Sr. Execs
 - talent.linkedin.com
- MySpace
- Plaxo
- InTownColumbus.com
- Yahoo Groups

Blogging and Microblogging

- Blogger
- Wordpress
- Ning
- Twitter
 - 27m tweets/day
 - twitjobsearch.com
- Yammer
- Buzz
- Foursquare

Video, Photo and Audio

- YouTube
- vimeo
- Flickr
- Photobucket

HR Blogs & Sites

- RecruitingBlogs.com
- HRMtoday.com
- Ere.net
- Glassdoor.com
- Jobvent.com
- Yasni.com
- [Google Alert](#)

Ideas on How to use Social Media

- Answer questions on LinkedIn groups
- Ask questions on LinkedIn groups
- Use RSS reader for blogs about HR & Recruiting
- Use Google Alerts, etc to track candidates, company, etc.

Ideas on How to use Social Media

- Publish exit interview results (minus personal content) to encourage employees to comment & suggest resolution
- Create alumni pages to keep in contact with people you may want back some day
- Have Live Chat hours on intranet, FB, etc so employees get direct contact
- Departmental Facebook groups

Ideas on How to use Social Media

- Create video job ads and link to them in the job posting
- Create general recruitment video for YouTube
- Share job ads on Facebook and LinkedIn status
- Advertise jobs on Social Media sites
- Create FB page specifically for recruiting
- Run an online Career Fair with streaming video

Ideas on How to use Social Media

- Internal blogs about company issues, learning experiences, etc.
- Have training for new employees on blogs, SM, etc.
- Background research for potential candidates on all the above sites
- YouTube channel for videos of testimonials for anyone working for, with or being recruited by you company

Ideas on How to use Social Media

- Tweet company announcements
- Twitter conference updates
- Facilitate geographically wide spread teams
- Social Brainstorming Event

How so spend a Friday Afternoon

- Set up LinkedIn group
 - Invite 20 people
 - Ask and answer a question
- Set up Facebook group
 - Invite 20 people to become fans
 - Post a message
- Set up Twitter account
 - Follow 20 people
 - Post a tweet
- Find 3 blogs about social media in HR
 - Subscribe via RSS feed
- Work with these accounts for a couple of weeks and creatively think about how to utilize these sites in your organization

Questions

- Get these Slides
 - blog.tracsoft.com
- Contact Me
 - rluther@tracsoft.com
 - 706-568-4133
- Follow TracSoft on Twitter
 - @tracsoft
- LinkedIn
 - www.linkedin.com/in/reggieluther
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