

Presented by



## Leveraging Social Media to Maximize Success in HR, Recruitment and Career Development

Monday, August 16, 2010, 7:30 a.m. - 4:45 p.m.  
Hauke Conference Room at Champlain College  
375 Maple Street, Burlington, VT

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7:30-8:00 a.m.: **Registration**

8:00-9:15 a.m.: **The Case for Using Social Media as an HR Professional: Growing Your Career & Competing for Talent in a Web 2.0 World: Jennifer McClure, Unbridled Talent, LLC**

- Using Social Media to assist with establishing and communicating your "personal brand" to assist with your career growth.
- The real opportunity Social Media provides to access resources, build your professional network and benchmark against industry leaders.
- Using blogs, social networks and online HR/Recruiting communities to stay current with what's going on in your profession and industry.
- Why using Social Media is critical in today's world for communicating your culture and your employment opportunities.
- How social networks provide access to more candidates than traditional recruitment methods.
- Choosing the specific tools or social networks that meet your organization's needs.

9:15-10:30 a.m.: **Panel: Leveraging Social Media from the Perspectives of Employers and Candidates:**

**Moderator: Rich Nadworny, Digalicious**

- **Corey Grenier, Brandthropology**
- **Kat Maund, Champlain College**
- **Brandy Rudolph, Enterprise Services**
- **Nichole Magoon, MyWebGrocer**
- **Cathy Resmer, Seven Days**
- **Ann Zuccardy, National Life**

Social recruiting is a game changer but some things will not change. Important elements like employment brand messaging, strong candidate relations and effective processes will continue to be critical to the foundation of any great talent strategy. Social Networking enhances existing programs. Web 2.0 enables organizations to reach a target audience and learn more about the population.

Are you wondering: What are the best tactics                      How do I measure the effectiveness?                      Where do I start?

10:45-11:45 a.m. and repeated again 2:15-3:15 p.m. (Choice of Workshops):

**Getting the Most Out of LinkedIn for Recruiting and Professional Networking:**

**Gahlord Dewald, Thoughtfaucet & Bibi Mukherjee, Curve Trends Marketing**

Have you read or heard about companies using LinkedIn to fill as much as 80% of their recruiting needs or slashing their recruiting budgets by thousands as a result of connecting to "passive candidates" there? Are you wondering how you can better utilize this online professional network to build connections and find resources to help you in your career? Do you believe that you'll need to upgrade to a paid account on the service in order to maximize your results? If you have these questions or others about how to best utilize LinkedIn and want to understand how to get the most out of it, then join us for this informative session to learn how to:

- Create a Personal Profile that assists in establishing your "personal brand" and "employer brand".
- Identify whether a free or paid account will best meet your needs.
- Build your network and manage your connections to get the best results.
- Use LinkedIn Applications to engage with connections, share information and publicize job opportunities.
- Get the most out of LinkedIn Answers.
- Use Advanced Search to find candidates and resources within your LinkedIn network.
- Use "x-ray" tactics to find candidates and resources on LinkedIn outside your network.
- Use Groups for career development, networking and connecting with "passive candidates".
- Identify additional tips and tricks for sourcing candidates.

## Facebook Personal Profiles and Company Pages: *Lisa Wood, Performance Web Solutions*

- Strategies for using your personal Facebook Profile/Friend Network for Recruiting
- Facebook Privacy Options in detail – separate the personal/professional you
- Facebook Applications/Resources for Recruiting
- Using Facebook to research potential candidates/background checking – risky business
- Setting up a Company Facebook Page – how, initial content, personalized url, etc.
- Driving traffic to your Company Careers website and/or job postings
- Creating a publishing schedule for your Facebook Page Wall - content ideas and examples
- Involving current employees as “Fans” and content providers for your Facebook Page
- Engaging with “Fans” and responding to comments on your Facebook Page Wall
- Preparing for potential negative comments and strategies to address

## To Tweet or Not to Tweet: Why Twitter makes sense in HR: *Elaine Young, Champlain College*

### Follow experts in the field

- Learn new information and stay current and share content and information
- Listen to what others are saying about your company/brand
- Recruit, find out information about your candidates, monitor

### What to Tweet and What NOT to Tweet

- Add Value for your Brand
- It's not about what you had for Breakfast!
- It's not about selling

### How to Tweet

- The Language of Twitter: @, DM, RT, #, Lists, Shortened Links, chats (like #u30pro)
- Can you say it all in LESS than 140 characters?
- Creating a Twitter Account
- Personal or Business Account? Or BOTH?
- Effective Bio
- Branded Twitter Site
- Connecting to your company accounts

### When to Tweet

- Finding time to Tweet
- Tools to make it easier

11:45-12:30 p.m.: **Lunch**

12:30-2:00 p.m.: (Three Half Hour Workshops Together in One Room)

## OMG, LOL and Way-TMI: The Legal Side of Social Media and Your Workplace: *Jeff Nolan, Esq., Dinse, Knapp & McAndrew, P.C.*

This session will include an interactive discussion regarding the identified and emerging legal issues raised by the use of social media in the hiring process and employee use of social media on and off-duty, and regarding the practices and policies that are needed to address these issues.

## Developing a Social Networking Policy: *Kerin Stackpole, Esq., Bergeron, Paradis & Fitzpatrick*

Creating smart, pro-active and enforceable policies involves some level of alchemy. You have to mix corporate culture with risk management and good employee training, and you have to add equal doses of reality and risk. But it can be done successfully! Come join us for a lively discussion about crafting and successfully enforcing social networking and other policies that address the ever-changing technology available at the fingertips of your employees!

## Synergy of HR and PR in Attracting and Retaining Employees:

*Nicole Ravlin, PMG Public Relations* and *Ann Zuccardy, National Life*

Can social media be beneficial in HR? How can it help your internal customer—your employees? We'll discuss how to communicate your "employment brand" and engaging employees, customers and potential employees to attract, recruit & retain talent.

## 3:30-4:45 p.m.: Bringing It All Together Followed by Small Group Discussions of What's Next and Action Plan: *Jennifer McClure, Unbridled Talent* and *Rich Nadworny, Digalicious*

- *Gahlord Dewald, Thought Faucet*
- *Jennifer Graham, Competitive Computing*
- *Jennifer McClure, President of Unbridled Talent*
- *Bibi Mukherjee, Curve Trends Marketing*
- *Rich Nadworny, Digalicious*
- *Lisa Wood, Performance Web Solutions*
- *Elaine Young, Champlain College*