



# **Social Media @ Work**

#recruitingtoptalent

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Los Angeles Unified School District  
Talent Acquisition & Selection Branch

**PTC-SC OCTOBER 2012**

## **Agenda**

- ◉ Why social media?
- ◉ Evolution
- ◉ Social media & branding
- ◉ Social media outlets
- ◉ Implementing a strategy
- ◉ Etiquette
- ◉ Challenges



## Why Social Media?



**Gen Y**ers are attached to electronics and will soon outnumber Baby Boomers

**96%** of them have already joined social networks

**50%** would rather lose their wallet or purse than their smartphone or mobile device

**33%** of those under 30 prioritizes social media freedom over salary in accepting a job offer

**56%** said that if their job blocked access to social sites, they would not accept the offer

<http://www.cisco.com/en/US/netsol/ns1120/index.html>

## Why Social Media for Recruitment?

- ◉ 9/10 orgs use social media to recruit
- ◉ The top three reasons recruiters are using social media networking is to:
  - › Reach passive job seekers
  - › Control costs
  - › Source candidates for specialized, hard to recruit positions

[www.nasrecruitment.com](http://www.nasrecruitment.com)



## Why Social Media for LAUSD?

- Social media presence
- Traditional tools: high volume – low quality
- Cost-effective
- Brand the classified service
- Being on the forefront of public education
- Add value to our HR roles

## The Evolution of Social Media



WEB 1.0

- Static
- One way
- Website



WEB 2.0

- Constant updates
- Interactive
- FB, Podcast, Twitter, Blogs, Wikis, Apps etc.



WEB 3.0

- Live
- 3D portals, avatar representation, Tinchat etc.
- Gotomeeting.com



## Recruitment 1.0

- ◉ Static
- ◉ Monologue
- ◉ Push information
- ◉ Targets active job seekers only
- ◉ Time consuming
- ◉ Narrow scope
- ◉ Costly



EXAMPLES:

- ◉ Monster
- ◉ CareerBuilder
- ◉ Newspapers
- ◉ Craigslist
- ◉ Print

## Recruitment 2.0

- Interactive
- Dialogue
- Also targets "passive candidates"
- Instant
- Unlimited scope
- FREE!



EXAMPLES:

- ◉ LinkedIn
- ◉ Twitter
- ◉ FB

## A brand is “a bundle of relationships”

- ◎ **80%** of companies agree that social networking plays a key role in building brand reputation.
- ◎ **75%** of HR professionals report that employer brand is critical in developing a talent pipeline.



Your brand, INTENTIONALLY OR NOT, will affect who will be in your applicant pool.

Sources: [www.shrm.org](http://www.shrm.org), [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

## FIRST...



- ◎ Recognize that your organization already has a reputation
- ◎ Understand what your prospective candidates are thinking about your organization or HR department
- ◎ What message do you want to convey to your job candidates?

## What's the word on the street?



- › NETWORK with organizational leaders, stakeholders and colleagues to find out what they think about your organization
- › GOOGLE ALERT your organization to get the latest news
- › MONITOR social media content about your organization – [www.socialmention.com](http://www.socialmention.com)

"Slow moving  
machine  
bureaucracy"

Let's  
highlight  
the  
positive!





## LinkedIn

- Largest professional network online
- Optimal for:
  - › Networking
  - › Recruiting for niche jobs
  - › Recruiting passive & active candidates
  - › Showcasing jobs
  - › Professional development





 **How we are using LinkedIn**

- FIRST – create your own profile!



**Anna Forsberg, MS I/O, SPHR**  
Social Media & Branding Strategist, Search Acquisition & Assessment Professional, SWEARCREW Clothing  
Greater Los Angeles Area

Anna Forsberg, MS I/O, SPHR via Twitter  
LAUSDjobs Networking 101: <http://t.co/Js3Et>  
Favorite Retweet Reply See all activity

**Current** Social Media & Branding : Assessment Professional District

**Past** Human Resources Specialist Angeles Unified School District Teacher at International Bar Teacher at Nobelgymnasiet see all

**Education** California State University-Santa Barbara Hawaii Pacific University Santa Barbara City College

**Recommendations** 1 person has recommended Anna

**Connections** 500+ connections



**Barack Obama**  
President of the United States of America  
Washington D.C. Metro Area | Government Administration

**Current** President at United States of America

**Past** US Senator at US Senate (IL-D) State Senator at Illinois State Senate Senior Lecturer in Law at University of Chicago Law School

**Education** Harvard University Columbia University in the City of New York Occidental College

**Connections** 500+ connections


**Websites** White House website Join Barack's LinkedIn Group BarackObama.com

**Public Profile** <http://www.linkedin.com/in/barackobama>

Assistant to Immigration Specialist at California State University, Long Beach Plant Union Committee Member at Pharmacia & Upjohn (now Pfizer) see all

**Education** California State University-Long Beach California State University-Long Beach

**Recommendations** 3 people have recommended Barack

 **How we are using LinkedIn**

- Create your own group
- Post your jobs for free



**Chief Risk Officer \$139,800 - \$173,200 & Excellent Benefits!**

**Special Recruitment** [www.lausdjobs.org](http://www.lausdjobs.org) - Careers with L.A. Unified School District  
[lausdjobs.lausd.k12.ca.us](http://lausdjobs.lausd.k12.ca.us)

If you are looking for new challenges to take your career further, consider the Los Angeles Unified School District (LAUSD). Whether you're beginning your career, contemplating a career change, or are a seasoned professional...

posted 3 months ago

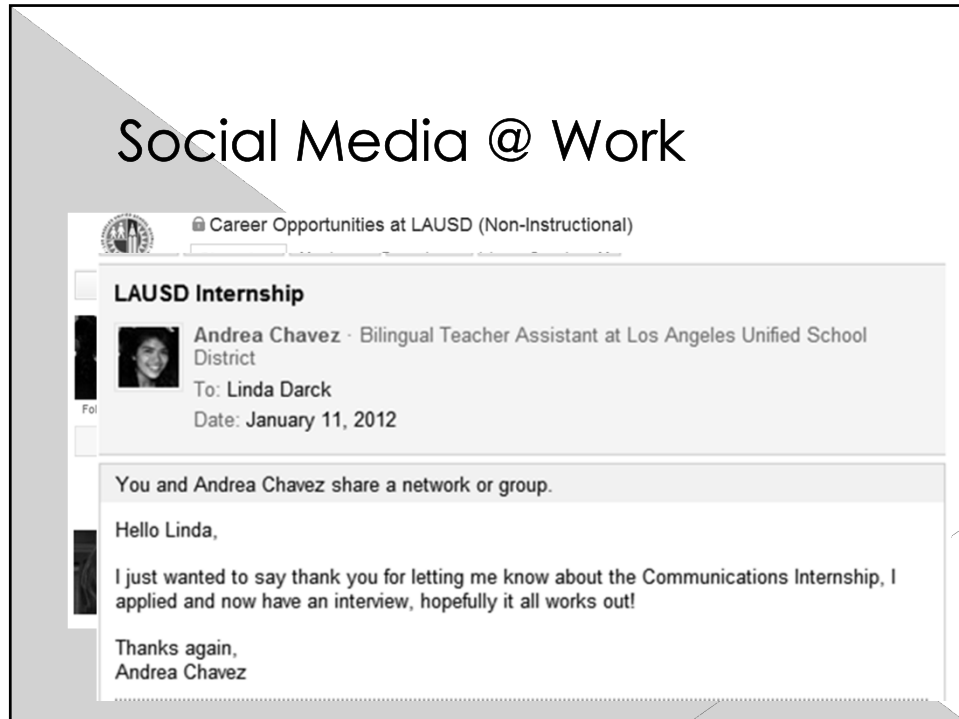
Linda Darck 19 days ago • Hi Scholastica, Thank you for considering a career with LAUSD! I regret that the recruitment period is over for the Chief Risk Officer ... »

See all 3 comments »

Like Comment Unfollow More

- Interact with candidates

# Social Media @ Work



facebook

**Los Angeles Unified School District Careers**  
2,403 likes · 19 talking about this

Education  
Your Future At Work. Visit [www.lausdjobs.org](http://www.lausdjobs.org) for more information about our many "non-teaching" job opportunities.

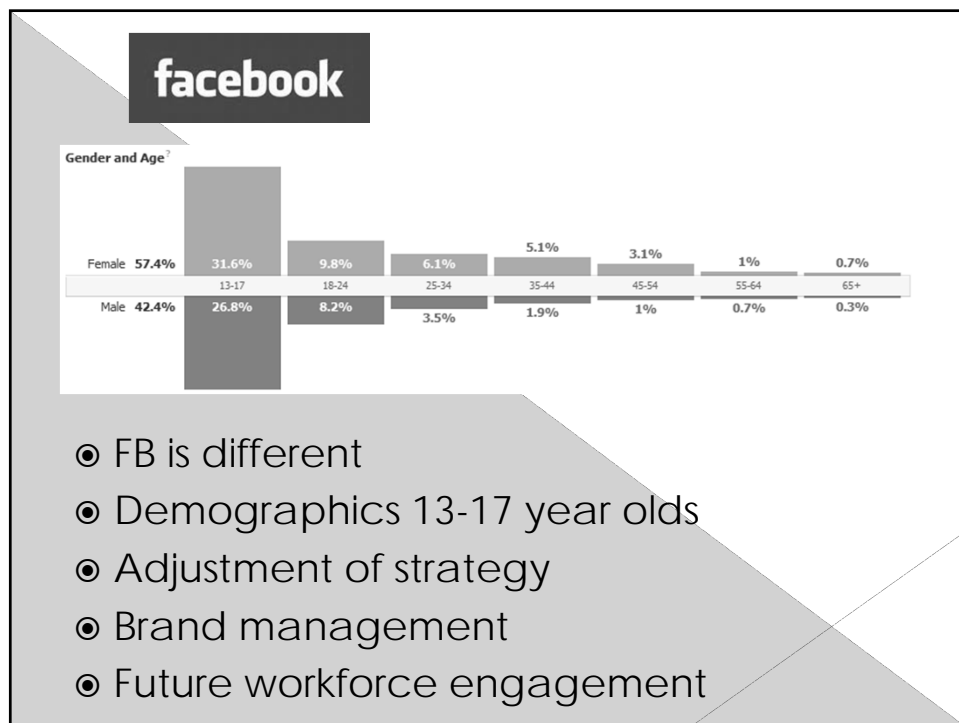
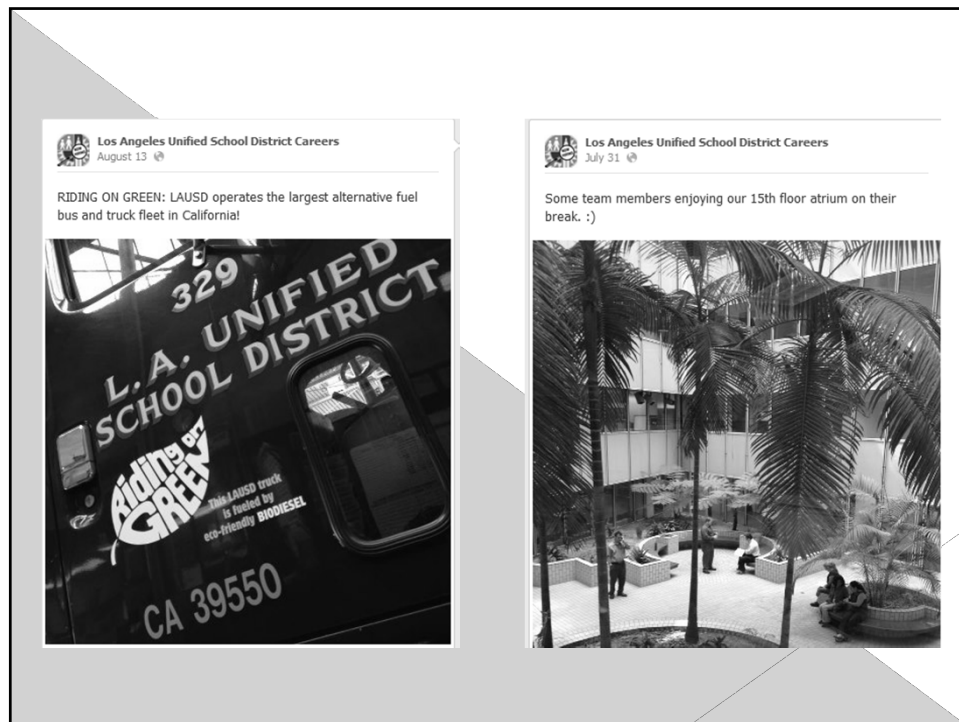
THE BEST IN THE WORLD

YouTube

@LAUSDjobs

Send A Message

- Job listings
- Recruitment
- Positive news
- Build relationships
- Showcase Classified departments & jobs



facebook

COMMENT, SHARE AND WIN a DAY at our "Career Boot Camp!!"

Comment or share this post by 2/29 and your name will be entered in our "Career Boot Camp" raffle! This career boosting workshop will make YOU more marketable in today's competitive ...See More — with Anna Forsberg and 6 others.

GET YOUR CAREER IN GEAR

NOW HIRING

COMMENT AND WIN

Comment or Share this post by 2/29/12 to WIN a DAY at LAUSD "Career Boot Camp" Command NEW opportunities and march your career forward!

STUDENTS: Tell us about your experiences searching for jobs in today's job market! Are there any jobs available? Is it difficult/easy to get a part-time job while being a student?




Like · Comment · Share

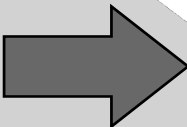
Arpi Rose Chatalian and 2 others like this.

**Mary Kleeman** [www.birdznest.com](http://www.birdznest.com) My daughter knows if you can't get a job make a job. Quit the poverty got no job mentality. Expand Preview · March 6 at 4:20pm · Like · Remove Preview

**Ryan Shāhbāzī** You can forget about the old days of going to college for 4 years and having a job lined up for you after you graduate. Companies care less and less about your degree and more and more about your experience and capabilities. Education



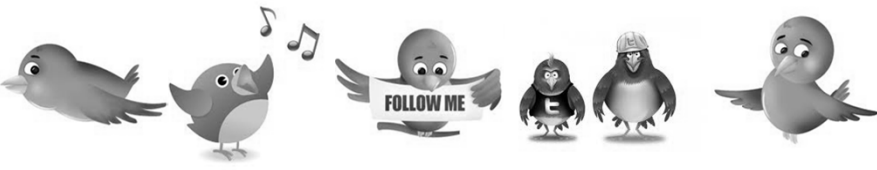
TWITTER - The real time informational network



◎ **Right now, 2 to 3 Twitter accounts are established... per second.**

◎ **175+ million tweets per day!**

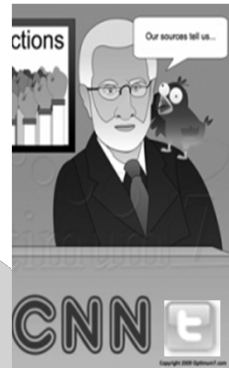
- Tweet is a short message (<140 characters)
- People can follow us
- We can follow others





## The place to be if you want NEWS!

- Keith Urbahn, the chief of staff for the former defense secretary Donald Rumsfeld, tweets before the White House announcement: ***"So I'm told by a reputable person they have killed Osama Bin Laden. Hot damn."***



## How we are using Twitter



### LAUSDjobs

@LAUSDjobs

Non-Teaching Jobs at the Los Angeles Unified School District  
Los Angeles, CA 90017 <http://www.lausdjobs.org>

[Edit your profile](#)  
186 TWEETS  
59 FOLLOWING  
633 FOLLOWERS

Tweets  
Following  
Followers  
Favorites  
Lists  
Recent images  
Similar to you



**LAUSDjobs** @LAUSDjobs

Networking 101: [nxtbook.com/nxtbooks/nace/...](http://nxtbook.com/nxtbooks/nace/)

21 Mar



**LAUSDjobs** @LAUSDjobs

Deputy ERP Project Director (\$114,800 - \$143,100 Annually): [lnkd.in/stPKD](http://lnkd.in/stPKD)

12 Mar



**LAUSDjobs** @LAUSDjobs

LAUSD is looking for a Deputy ERP Project Director who has experience with SAP ERP. More information at [lausdjobs.org](http://lausdjobs.org)

8 Mar



**LAUSDjobs** @LAUSDjobs

Food EXTRAVAGANZA at LAUSD HQ as employees raise money to help families in the community. In 2011, \$1 million raised! [sharingbringshope.org](http://sharingbringshope.org)

8 Mar



**LAUSDjobs** @LAUSDjobs

16-21 and need a job? Check out this amazing program: [hirelayouth.com/Job\\_Seekers.html](http://hirelayouth.com/Job_Seekers.html)

5 Mar



## Job Library

- ◉ Realistic job preview
- ◉ Showcase jobs and environment
- ◉ Hard to recruit jobs
  
- ◉ Goal: An existing library of all jobs



## "School Bus Driver" This Is My Job!

LAUSD Production proudly presents:



Classified jobs gone social.  
Starring LAUSD employees.

## Establishing a Social Media Strategy



### Phase 1 BUILD

- Brand clarification
- Attract traffic
- Retain a broad fan base



### Phase 2 ENGAGE

- Develop content
- Engage fans
- Brand management



### Phase 3 LEVERAGE


- Maximize ROI
- Benefit your organization's goal

## Etiquette & Guidelines

- › Common sense and sound judgment
- › Set clear guiding principles for "off-topic" conversations
- › Existing code of conduct, IT, and privacy policies
- › Good examples: Intel & Australia
  - › [http://www.intel.com/sites/sitewide/en\\_us/social-media.htm](http://www.intel.com/sites/sitewide/en_us/social-media.htm)
  - › <http://www.youtube.com/watch?v=8iQLk15CG8I>




## Common Concern: Managing Negative Comments



**Jannette Low** • Why is LAUSD still hiring when they have such a huge deficit?

1 month ago • Like • Reply privately • Delete

Follow Jannette




**Linda Darck** • Good question, Jannette. There are several District functions that need to be performed to meet legal requirements and/or are business necessities. For example, currently we are seeking an Inspector General, Director of Maintenance and Operations, and we are almost always in need of School Police Officers and School Bus Drivers. Despite the budget deficit, our District could not operate without these critical functions. We appreciate your concern!

1 month ago • Unlike

1

## Common Concern: Wasting Work Time




**Johannes Sundlo** • Jag tycker vi ska förbjuda rätten att prata med varandra också. Det tar tydligen enormt mycket tid som kunde användas på mycket bättre sätt.

9 days ago • Unlike • Reply privately • Flag as inappropriate

11

Johannes  
Unfollow

### Translation:



**Linda Darck** • I think we should block the right to talk to each other as well. Apparently, it takes up copious amounts of time that could be much better spent.

1 second ago



## Our Challenges



- ◉ Engagement:
  - › Personal/professional
  - › Fear of the unknown
  - › LAUSD employees not active job seekers
  - › Not using social media

## Our Challenges



- ◉ Blocked
- ◉ HR vs. District branding
- ◉ Un-brandable
- ◉ Strategy and manage content
  - › Few jobs available
  - › Flexible but purposeful strategy
  - › Time
- ◉ Staff expertise/training



- @lausdjobs



- Facebook.com/LAUSDcareers



- Career Opportunities at LAUSD  
(Non-Instructional)



- linda.darck@lausd.net
- bryon.miller@lausd.net
- anna.forsberg@lausd.net