

Integrating Offline & Online Social Networking

Virginia Career Network

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Target Market

- Enjoyable – activities you like
- Engage - get involved
- Exercise - your best talents
- Execute – target with purpose



Process vs. Event

Observations

- Top offline performers
- Relevance – Recruit
- Relationships – Retain



Methods



Example: Car Club Survey

~ 15,000 people surveyed

Information ranked well above **social interaction** and **events**.

Become a source of respected information for your target market and those influencing your target – content is still King.



Online - Use of Social Media

Two Choices

1. Develop a plan and implement a strategy that provides useful information to your target market;
or
2. Waste a lot of time on ineffective activities.

Leverage technology built and paid for by others.



Social Media

In the time it takes you to read this sentence, some 20 million emails traveled the information superhigh.

E-commerce hasn't reached 1% of Procter & Gamble Co.'s sales, but now the company is looking to increase that share more than fivefold – to the tune of \$4 billion - as it seeks to capitalize on its growing investment in digital media.



Best Social Media Outlets

The ones that reach your target market, over and over...

- Email – driven to online content (relevance)
- Blogs – disseminate info (recruit and retain)
- Social media networks – interaction moves content, generates conversations (relationships and referrals)



Robots read more than people

- Search engine tactics, research and use the right keywords
- Multiple outlets
- Persistence pays



Questions

VCN Website

- Is it necessary to have active accounts on Facebook, Twitter, and LinkedIn ... or is there one that is more effective with job searching?
- With the number of sites increasing daily, it would be great if the panel could share their top 3-5 LinkedIn/Twitter groups.



Thanks for having me!

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