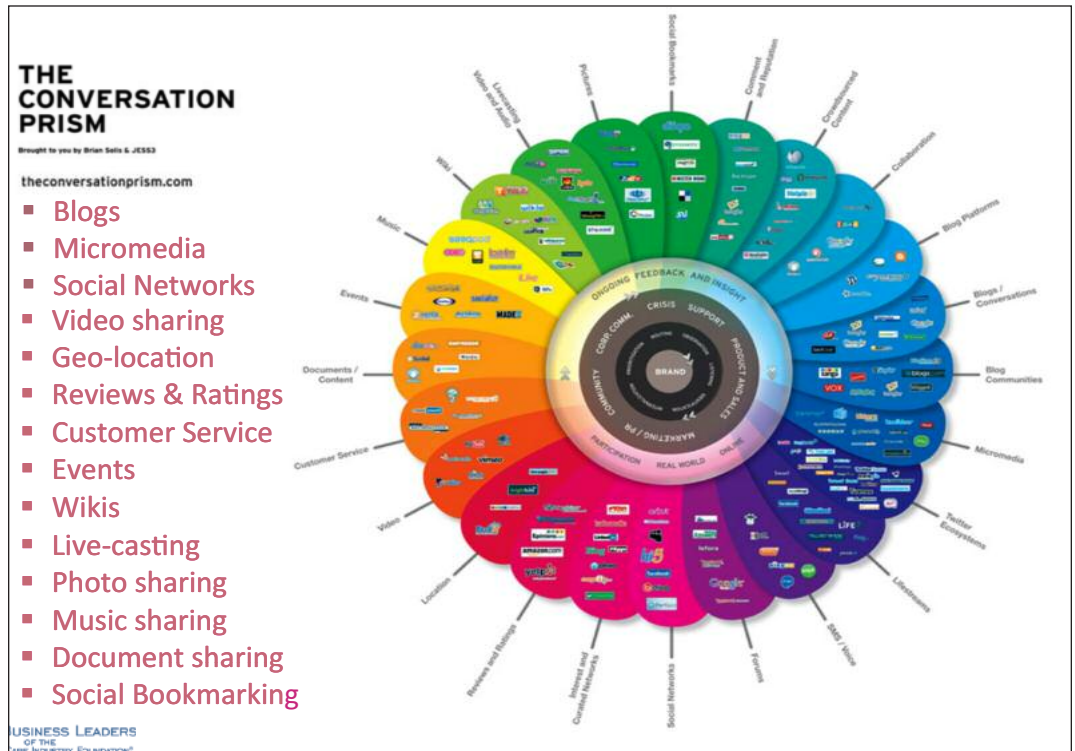


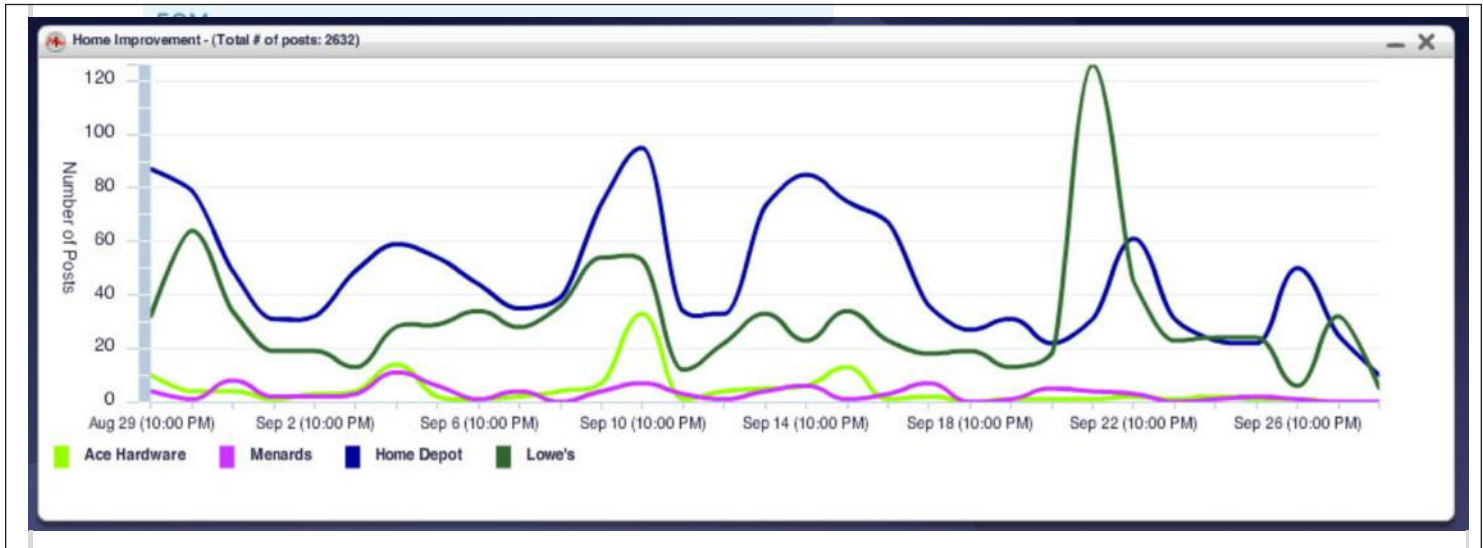
Social media has dramatic implications for communication and marketing. It is an undeniably valuable tool for today's employers and recruiters. Social media changes and expedites the way information is transferred, not unlike the impact that the phone and the internet had years before. But, it should not be mistaken for a recruiter's silver bullet. It is simply another, very important, tool in the toolbox.

There are numerous “social platforms” or ways to communicate online. They are becoming more prevalent every day, and the increased adoption has transformed the way businesses communicate and how recruiters find skilled candidates. “The Conversation Prism” is borrowed from Brian Solis and Jesse Thomas. It provides a snapshot of the multiple channels where conversations are happening and information is being exchanged. Social media facilitates dialogues on all of these channels almost instantly, which is one of its greatest attributes for a brand that is looking to broadly promote itself or an idea. However, it can create a monitoring headache for the more cautious communicator.



Social media is like the old Breck commercial “...and they tell two friends, and they tell two friends, and so on, and so on...” It’s not about who you know, but who your connections know and who their connections know. To use one example, if the average person has 297 friends on Facebook, they have a potential maximum reach of 13.5 million people (if something they communicate turns viral).

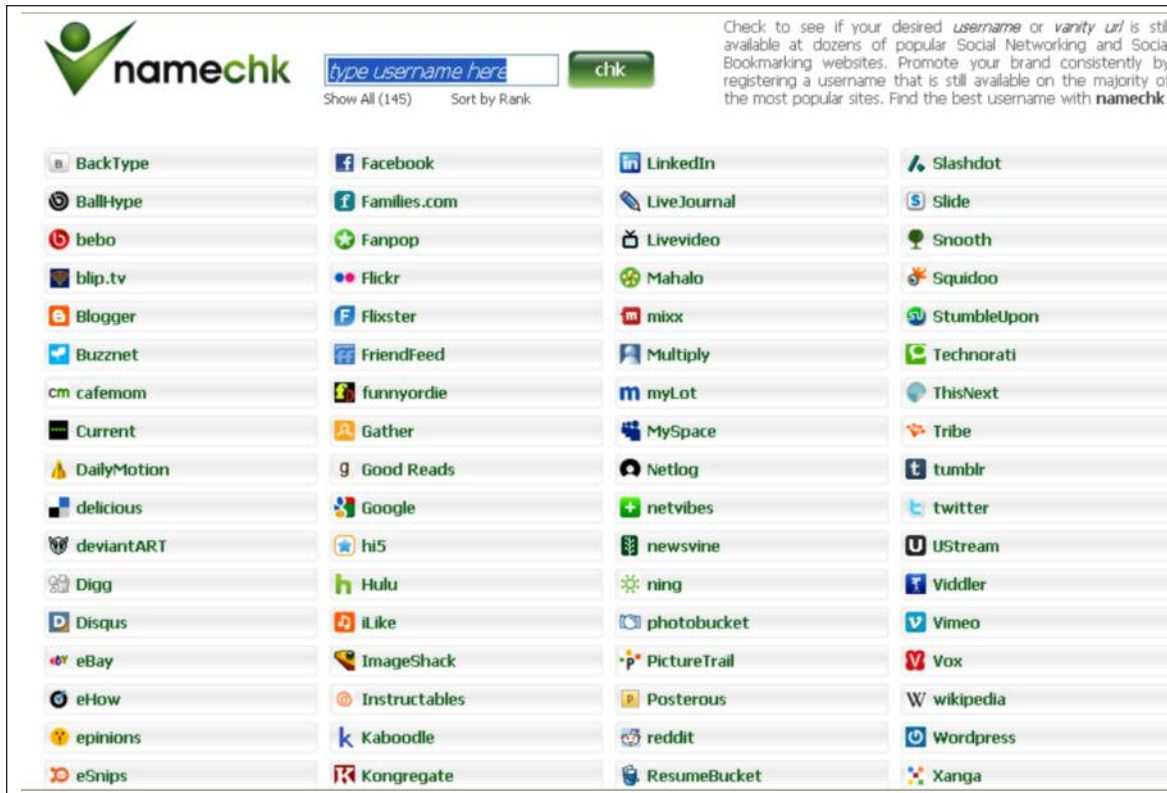
Social Networking



Like it or not, they are out there talking about you. Social media offers tremendous market data about your company and all of your competitors, if you take the time to listen. You'll need to make use of available technology tools to capture and track all the data. Once you have a system in place, you have a golden opportunity to find out what consumers, employees, prospects, and the world in general, think about your company and your products. Armed with that information you'll have the opportunity to respond or take action. Progressive businesses are listening to customers, shaping their brand, and promoting their organizations through social media platforms. The organizations that have not yet leveraged this technology are ignoring customers—just as they would if they disconnected their phones.

Be careful what you disclose online. The site foursquare lets individuals share their locations, which inadvertently could reveal when homes are vulnerable to robbers who are paying attention. This extreme case provides a powerful example of the danger of sharing too much information online. The cautionary note is "BE CAREFUL" when you post online, because it is out there for everyone to see (so skip posting pictures of the Halloween party that got a little wild!).

The screenshot shows a social media post from plessershome.com. The main content is a post titled "Listing all those empty homes out there" with a sub-header "Check out the same results on Twitter search". The post includes a "Next step" section with a warning icon and text: "We at Forthehack have been thinking about how we want to continue plessershome.com. It has received a lot of attention and it's time for a next We want to offer this website to a professional foundation, agency or company focuses on raising awareness, helping people understand and provide answers online privacy related issues. If you're such a foundation, agency or company, contact us." To the right of the main post is a sidebar with a search bar containing "ADT9 Home" and a list of search results including "ADT9 Home - Official Site", "24/7 Monitoring w/ Award-Winning Security Systems - Now Just \$1/Day!", "1 Trick of a tiny baby", "Get Your Physician Report Access background and performance information on now/laurent doctor", and "Bank Robberies Need A Lawyer? Free Search Of Over 1,000,000 Lawyer Listings - FindLaw".



If you haven't already, make sure to check on all of the social media sites and confirm that your company name or vanity url is still available. You'll want to stake the claim to your name as soon as possible, before it's hijacked by someone else.



Given the number of social media platforms, the task of managing and monitoring your company's employer brand image seems impossible. Fortunately, there are management tools like Hootsuite that will simplify the effort involved.