



# Digital Dirt

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# Agenda



- Social Media Revolution
- Employers using social media to recruit
- What social mediums are companies using
- Why use social media
- Why does this matter to MA Graduates
- What does your online presence say about you
- Cleaning up your Facebook Page
- Keeping a strong social profile
- Positives of a strong social profile

# Social Media Revolution



# Employers ARE using social media to recruit!

- 92% of companies use social media to recruit potential employees
- 45% of Fortune 500 Firms include links to social media on their career page



# What social mediums are companies using?



- 93% of companies use LinkedIn
- 66% of companies use Facebook
- 54% of companies use Twitter

# Why use social media?

- 73% successfully hired using social media
- 42% of companies said that candidate quality has improved
- 20% stated it takes less time to hire



# Why does this matter to Medical Assisting graduates?

- 3 out of 4 hiring managers and recruiters check candidates social media profiles
- 1 of 3 employers rejected candidates based on something they found on social media
- 78% of recruiters disapprove of references to using illegal drugs
- 67% react negatively on posts of sexual nature
- When it comes to an online profile, “perception is reality”

# What does your online presence say about you?

- Perform a Google search for your name, making sure to use any maiden names, usernames or nicknames you've used
- Check your privacy settings
- Close down any pages you are no longer using
- Set up a Google alert to notify you anytime your name surfaces on the internet
- [Do's and Don'ts of Facebook](#)





Clean up your Facebook page!

Simple Wash



# Keep a strong social profile

1. LinkedIn is the #1 site companies use to recruit, keep your profile up to date
2. Join industry specific groups to keep up with trends and news in the field
3. Engage in posts from industry leaders from your social network
4. Create an online portfolio
5. Start a blog to establish yourself in the field
6. ALWAYS, keep it professional
7. Search yourself frequently to make sure your online presence is a positive one
8. [LinkedIn](#)

# Positives of a strong social profile

- Be found by recruiters/hiring managers, clients, managers, partners, colleagues and peers.
- Showcase your skills, knowledge, abilities and talents
- Gain respect and credibility
- Build online brand
- Create connections  
with leaders in your field



# Questions



# Contact Information

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