

Social Networking for HR



Robert Talbot

Internet Marketing Specialist

Numbers

○ Email

- * **90 trillion** - The number of emails sent on the Internet in 2009.
- * **247 billion** - Average number of email messages per day.
- * **1.4 billion** - The number of email users worldwide.
- * **100 million** - New email users since the year before.
- * **81%** - The percentage of emails that were spam.
- * **24%** - Increase in spam since last year.
- * **200 billion** - The number of spam emails per day (assuming 81% are spam).

Numbers

- **Websites**

- * **234 million** - The number of websites as of December 2009.

- * **47 million** - Added websites in 2009.

Numbers

- **Internet users**

- * **1.73 billion** - Internet users worldwide (September 2009).

- * **18%** - Increase in Internet users since the previous year.

- * **738,257,230** - Internet users in Asia.

- * **418,029,796** - Internet users in Europe.

- * **252,908,000** - Internet users in North America.

- * **179,031,479** - Internet users in Latin America / Caribbean.

- * **67,371,700** - Internet users in Africa.

- * **57,425,046** - Internet users in the Middle East.

- * **20,970,490** - Internet users in Oceania / Australia.

Numbers

- **Social media**

- * **126 million** - The number of blogs on the Internet (as tracked by BlogPulse).

- * **84%** - Percent of social network sites with more women than men.

- * **27.3 million** - Number of tweets on Twitter per day (November, 2009)

- * **57%** - Percentage of Twitter's user base located in the United States.

- * **350 million** - People on Facebook.

- * **50%** - Percentage of Facebook users that log in every day.

- * **500,000** - The number of active Facebook applications.

Numbers

- 1. Lady Gaga 6,814,119
- 2. Britney Spears 6,159,936
- 3. ashton kutcher 5,944,883
- 4. Justin Bieber 5,762,857
- 5. Barack Obama 5,683,732
- 6. Ellen DeGenerese 5,357,992
- 7. Kim Kardashian 5,105,511
- 8. taylorswift 4,444,021
- 9. Oprah Winfrey 4,416,816
- 10. Katy Perry 4,268,730

source: twitaholic.com

Numbers

- **Videos**

- * **1 billion** - The total number of videos YouTube serves in one day.

- * **12.2 billion** - Videos viewed per month on YouTube in the US (November 2009).

- * **924 million** - Videos viewed per month on Hulu in the US (November 2009).

- * **182** - The number of online videos the average Internet user watches in a month (USA).

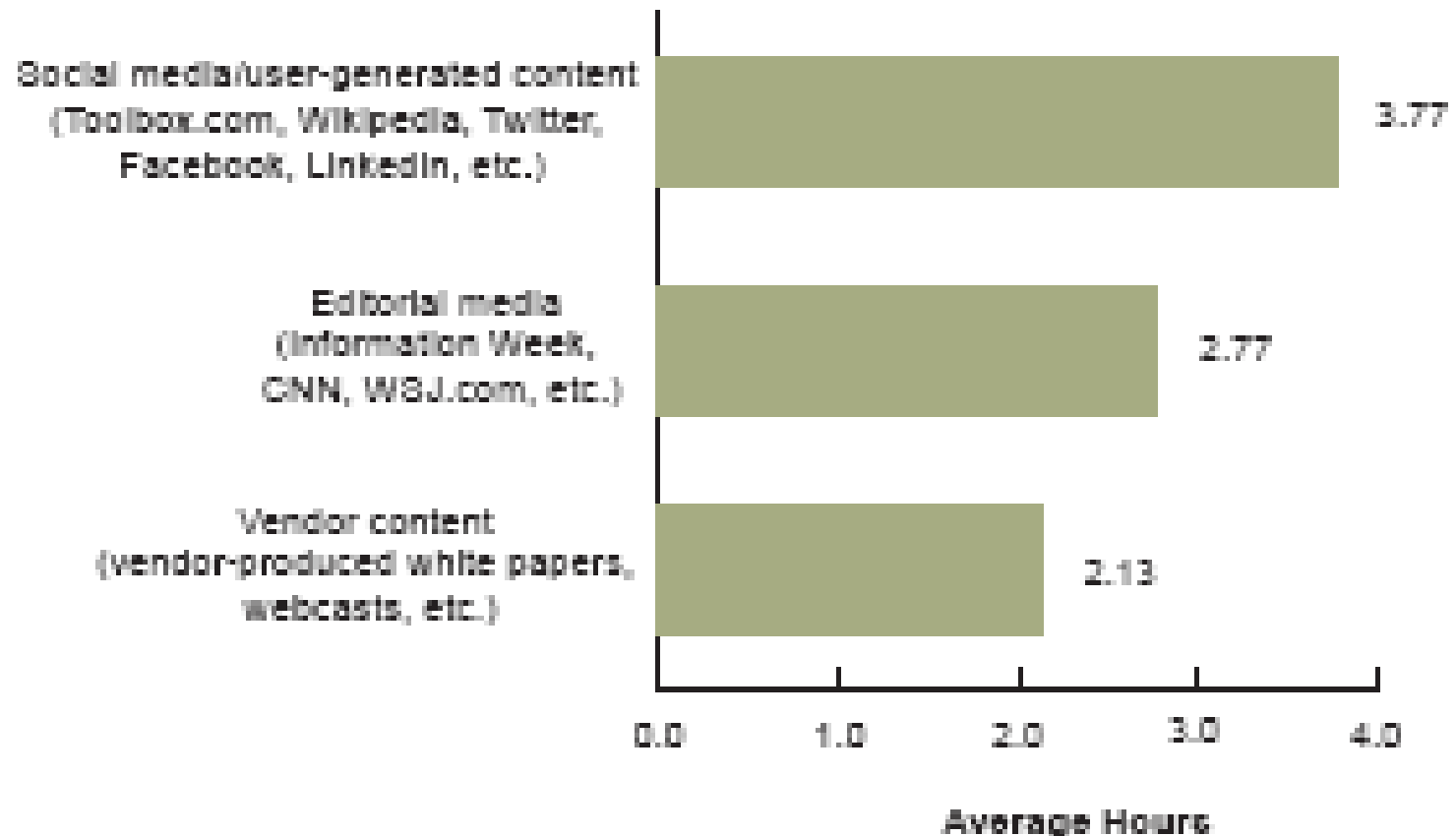
- * **82%** - Percentage of Internet users that view videos online (USA).

- * **39.4%** - YouTube online video market share (USA).

- * **81.9%** - Percentage of embedded videos on blogs that are YouTube videos.

Media Consumption Rates

HR Audience



Source: [Toolbox.com/PJA Social Media Index, Wave V](http://Toolbox.com/PJA_Social_Media_Index_Wave_V)
925 Responses

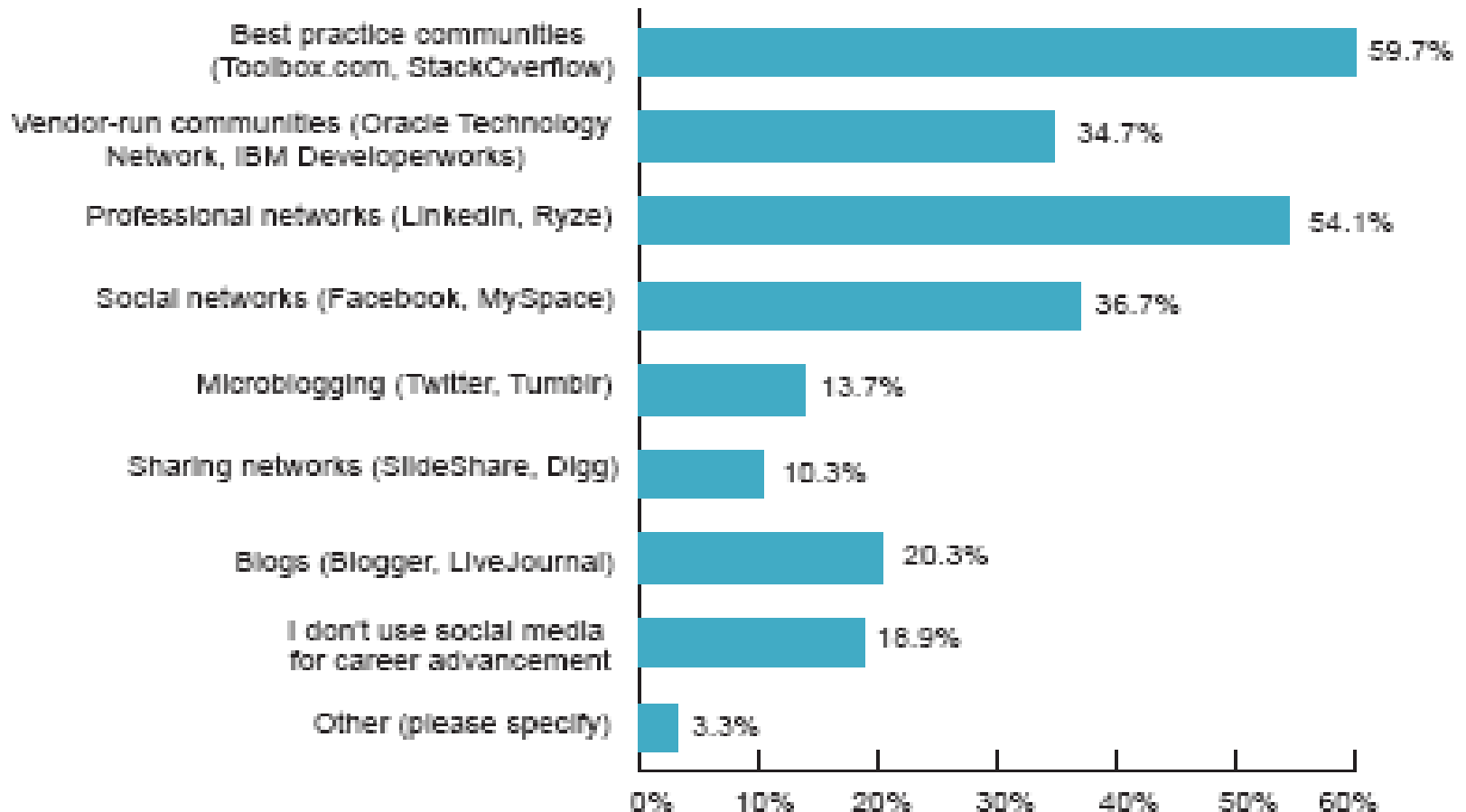
Social Media for Professional Use

HR Audience



Source: [Toolbox.com/PJA Social Media Index, Wave V](https://www.toolbox.com/PJA/Social-Media-Index-Wave-V)
925 Responses

Types of Social Media for Career Advancement IT Audience



Source: [Toolbox.com/PJA Social Media Index, Wave V](http://Toolbox.com/PJA_Social_Media_Index_Wave_V)
3,088 Responses

Facebook

1. Create a Facebook Page
 2. Add Facebook applications
 3. Offer exclusive offers and discounts.
 4. Engage your fans with creative content
 5. Interact with your fans and respond to their questions and concerns.
 6. Consider using “Facebook Connect”.
 7. Consider buying Facebook ads to market your business.
 8. Join Facebook groups related to your business.
1. Spam – your Facebook fans come to Facebook primarily to share and socialize, not shop. Hard marketing pitches will not win you fans on Facebook.
 2. Invade fans’ privacy or violate Facebook’s terms of use.

Source: T R U S T e W H I T E P A P E R
Business Owners: How Not to Botch Social Media

Twitter

1. Engage in dialogue
 2. Humanize your tweets
 3. Re-tweet content you find interesting.
 4. Track conversations mentioning your name or brand with Twitter Search.
 5. Exclusive offers or discounts.
 6. Advertise job openings.
 7. Follow experts and competitors in your industry.
 8. Use Twitter Lists to organize and manage your followers.
1. Automate tweets – Twitter is a conversation platform, not an RSS feed.
 2. Spam –again, like Facebook, you need to socialize your marketing messages and use them sparingly. Give your Twitter followers compelling reasons to re-tweet (spread) your content.

Source: T R U S T e W H I T E P A P E R
Business Owners: How Not to Botch Social Media



Steps for Social Networking Plan

- Create Plan
 - Decide on Venues
 - Create a Team
 - Assign Responsibilities
- Implement the plan
- Review the Plan
- Adapt the Plan

Thank You



www.talbotservices.com

405.359.7741

www.talbotservices.com