

WORKFORCE 3ONE**TRANSCRIPT OF WEBINAR****Using Social Media in the Public Workforce System****THURSDAY, OCTOBER 14, 2010**

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GARY GONZALEZ: So with that I'm going to take a breath and turn things over to RJ Flowers – or Ronald Flowers. He is a workforce analyst for the Employment and Training Administration. Take it away, RJ.

RONALD FLOWERS: Hey, thanks a lot, Gary. Again, my name is RJ Flowers. I'm a workforce analyst here at the Employment and Training Administration. I'm with the Office of Workforce Investment. I'm assigned to Division of Adult Services.

I wanted to thank you all for joining us today. It seems like there's considerable interest to a lot of folks around social media and we're fortunate enough to be able to bring you this particular webinar. I wanted to make sure that you understand that this particular webinar will not cover the entire universe of issues related to social media.

We wanted to take this particular opportunity to allow our folks from – our colleagues from NOVA Workforce Investment Board to share what they're doing with social media in their workforce system. And like I said, I will not take too much of your time, but I would like to introduce you to our presenters. We have two from NOVA Workforce Board.

Our first presenter will be Kris Stadelman. Kris is the director of the NOVA Workforce Investment Board. And she will be followed by Jen Tayer (sic) – Cheyer, I'm sorry. And Jen is the administrative coordinator of the NOVA Workforce Investment Board.

And with that I would like to turn it over to Kris. Go ahead, Kris.

KRIS STADELMAN: Well, thank you very much, RJ. And I want to thank the Department of Labor for giving us this opportunity to talk about how we're using social media for our customers.

So the world has really changed dramatically in the last decade. So has the world of work and so has the skills needed to navigate this new labor market. With this recent recession, it seems to have cemented some of these changes into permanent impact on the way we work and on the way we serve our customers. You're going to see in here today about what our workforce area is doing to respond to these changes. We're trying to adapt to these changes and we're even trying to stay a little bit ahead of the curve.

You might ask why we spend so much time and effort trying to keep pace with a changing environment. Really, if we don't, then we can't adequately prepare our jobseekers. We can't give them the tools that they need, that employers currently value, and they'll be even further disadvantaged in this marketplace. It's really – it's the individuals with the most current skills and tools that are the only ones who are going to find employment quickly and easily in this kind of an economy.

We're going to take a moment and ask a quick poll, since we know that some of our state and local government partners aren't able to access social media. Gary, do you want to explain how this is done?

MR. GONZALEZ: Thanks, Kris. So again, if you elected to go to full-screen mode and you want to participate, remember to deselect. So left-click that full-screen option at the lower left hand of your monitor

and the polling window will appear.

And to participate, just mouse over and left-click either yes or no or don't know – the radio options to the left of either yes, no or don't know. And we'll be able to see what you're saying. And it looks like you're pretty much split.

Kris, back to you.

MS. STADELMAN: We'll just watch that for a second as the numbers grow. It is pretty much split. And I'm glad to see that a lot of people have no restrictions. And for those who do, I'm hoping you can address that because clearly we're going to show you why you need to be able to do this. You need to be able to access social media for your customers in today's labor market.

So Gary, we'll go back to the PowerPoint. Thank you.

Right here is some evidence of this change. Just a few years ago employers were bemoaning the fact that their employees were wasting time and losing productivity because of their Web surfing activities. But now the story's changed. Now businesses want employees to know and understand these tools. They even want them to use these tools on behalf of their company.

This statistic doesn't mean that using social media will increase revenue. But it does show that those same companies whose revenues are growing are also the companies who are most engaged in social media. These are clearly the companies that we want our customers to go work for.

Remember that old adage: It's not what you know – or, it's not who you know – what you know, it's who you know? Well, now we say it's about who knows you. Personal contacts and connections are now the way that people get their résumé pulled from that huge stack of thousands that arrive in HR departments every day.

A recent example of the power of social media – I don't know if many of you heard of it, but there was a story about an executive who went to work for Skype. You know how you read those announcements? Well, TechCrunch made an announcement online about his hiring and employees from his old company started to post comments about him. The sheer volume and negativity of those public remarks cost him his job at Skype. And those comments are going to follow him around forever because they come up whenever you Google his name. So the moral of the story is: You ignore social media at your peril.

So think for a minute. Isn't it possible that your customers are already commenting about your services somewhere on the Internet, creating either a positive or a negative buzz about you?

Remember when we used to tell our customers that not all the jobs were listed in the newspaper? Now we have to explain that just e-mailing your résumé to an opening you see on a job board isn't enough to get you an interview or even a response that it was received. Recruiters and savvy media HR managers are using LinkedIn and other social media sites to recruit, to screen, even to hire customers.

So you can just see in that amount of the time the difference that changing media is having on our job market. We're going to give you some stats.

This is a Jobvite survey and it shows that 73 percent of the people that responded to the survey already use social media to recruit; and of those, which sites are used the most. So you can see the LinkedIn far and away is actually the most – the one that's used most. But look at Facebook. Look at Twitter. Look at YouTube.

So now I have another stat that shows how many of those responders – same Jobvite survey – actually hire using social media. Eighty-nine percent LinkedIn, but 14 percent – Twitter's in the double digits for responders to this survey of people that hire using social media.

Now, I want to offer a word of warning about our younger customers who are already using social media on a daily basis. Sometimes we have to explain to them how not to use it. Some of those personal photos and comments that they've got up on YouTube or Facebook, well, they can be used by an employer to screen them out of the applicant pool.

So if you read these stats, social – the use of social media for recruiting, the dollars spent using social media to recruit are growing, while expenditures for other recruitment tools are shrinking. This slide shows the danger of ignoring these tools if you're in our line of work.

So we have another survey. Have you seen an increase in the usage of social media by employers in the hiring process? (Pause.) Just watching the numbers fly by. And it appears that the vast majority are seeing an increase compared to those who are not, and then an equal number of those who don't know.

Okay. So we'll go on.

So what is social media? What is it exactly? It's really all about the creation and exchange of user-generated content. These are just some examples of the types of social media and the sites.

Actually, Workforce3One can be considered social media. It's used to create groups around common interests, it's used to share content and it's used for best practices.

So what is social networking? Social networking is a life skill. I'll even call it the new soft skill. And it's a mandatory job search skill needed by all jobseekers if they're going to navigate today's labor market.

So just a few words about who we are. NOVA is a workforce board that serves a consortium of these seven cities in northern Santa Clara County, California. We're the heart of the Silicon Valley.

These are some of the companies that are located in our service area. Yes, we're lucky. You can see from this list why we have to stay on top of new technologies and the skills that are required to use these technologies. But you need to understand, these are national and international companies whose technology products and practices influence everyone everywhere every day. This means you.

This is our customer base. And I know it's surprising. Sixty-two percent of our customers have a bachelor's degree or higher. And we're actually showing you this because we know it's unusual to have a labor force with such a high number of educated individuals.

Still in this economic downturn, professional, educated and experienced workers are walking in the door of every One-Stop in the country as dislocated workers. And the networking skills we're about to show you are necessary for all jobseekers, doesn't matter if they're dislocated workers, low income or youth.

Now it's my pleasure to introduce Jen Cheyer, who's our resident expert on LinkedIn, and she's going to teach you how to use this valuable tool for your customers. Jen?

JEN CHEYER: All right. Thanks, Kris. And I think Kris just did a really amazing job of describing industry's shift in the use of social media. So I want to turn the table a little bit and talk about how we have adapted to this change and how we're bringing social media to our customers.

I'll start with just a little history. In 2008 we launched our first class around social media, and that was a "Using LinkedIn" class. Then in 2009, exactly a year later – September of 2009 – we launched a group as a means for our customers to interact with each other and for us to interact with our customers using social media.

And then just this year in February we started to see a real change in our demographic around the "Using LinkedIn" class and our customers are becoming a little bit more savvy around the technology and using social media. And so we had two groups of people: the entry-level people who really didn't know social media and those people who were much more familiar with it. So we broke our class into two classes to

better accommodate our audience.

And then just this year, this summer, we've launched a social media study to get a better understanding of the hiring trends in our local area through the use of social media, and also to better understand the expectations that employers have for customers around their social media skills.

And I actually want to show you at this time the website we created to go along with that study. (Pause.)
And -

MR. GONZALEZ: And this is Gary. Sorry to break in. I just want to point out that we are moving the broadcast display over the PowerPoint. So if you would like, you can go to full-screen mode or go to scroll-to-fit mode, whatever best suits your needs to view the content that's being displayed.

Kris (sic), back to you.

MS. CHEYER: Thanks, Gary.

So what we have here is, as part of our social media study we wanted to actually use a social media tool to disseminate the information from our report. And so we created, using WordPress - which is a blogging software - this website, which is called SocialMediaFAQ.org. And I'm hoping that after the webinar you'll take a chance to look at it because this is hopefully going to become our one-stop shop for what's going on in social media.

Right now we're using it as a tool. When our researchers are doing their research and collecting the data, instead of waiting three to five months for a finalized report to come back, we're actually having them post the data real time. And then we are having that data, through bloggings being posted, we're having our customers and our career advisors and even industry experts responding back to that data. And what we're hoping to do is validate the data or to question the data. So this is really becoming a communication tool between us and the researchers.

And ultimately, we'd like to develop the site into an ongoing conversation about social media and its uses. And it's constantly changing, so that conversation will be ongoing.

And so actually now at this point we want to switch back and do a quick poll, make sure you're still awake and with us. And what we would like to know is, is your One-Stop currently offering LinkedIn training to your jobseekers? Yes, no or no vote.

(Pause.)

MR. GONZALEZ: And I just want to remind everyone, to participate, mouse over and left-click the radio option to the left of the selection of either yes, no or don't know.

MS. CHEYER: All right. So definitely more towards the no or not. And I'm hoping you're on this webinar to learn more about it and that if we did this webinar in six months or a year we'd see very different statistics on that question.

So want to talk a little bit about why we chose LinkedIn. Back in 2008 we chose LinkedIn because at the time it was the most professional of all the social media tools. And it actually continues to be the most professional source.

When we started LinkedIn in 2008 there were 25 million users on LinkedIn. And I know our slides says 75 million users here. As of this morning LinkedIn updated their site to 80 million users. They claim they have about one new member join every second.

And just some statistics about LinkedIn. They're located - I mean, users are located throughout the world. So they have 200 countries represented on LinkedIn with about 50 percent of all users outside of the United

States.

We also chose LinkedIn because we really believe in networking. And as Kris mentioned, networking is not a job search skill; it really is a life skill. And we're really hoping that LinkedIn will provide people with the means to keep their network going, keep it alive and stay engaged with their network, not just when they're looking for work but while they're in work and through every career transition that they'll go through.

We've already mentioned that 78 percent of recruiters are starting to source on LinkedIn. And this idea of self-marketing and exposure and online presence is huge. When I'm talking to recruiters, what they're really saying is, if I can't find you on LinkedIn or if I can't find you on the Web, I'm really beginning to wonder where are you? Where have you been? What rock have you been hiding under? So we want to really make sure our jobseekers are getting that exposure they need so that they can be found.

And also, we like LinkedIn because it's an amazing tool to do research on companies as well as people.

So what do we offer? In our center to our customers we offer two classes: a LinkedIn 1 and LinkedIn 2 class, and I'll go over those agendas in just a minute. And we also developed our CONNECT jobseeker center group, which is specifically for our enrolled customer base.

So LinkedIn 1, this is an hour-and-a-half workshop which is really the fundamentals of LinkedIn. So we talk about what is LinkedIn and how is it set up? We talk people through how to create an account, how to not only set up a profile but what goes into your profile to better market you?

How to deal with your account settings, which is about your privacy. We definitely have people who are concerned about what information is out there on the Web about them. So LinkedIn has some pretty nice fine-grain controls to help people with that.

And we also talk through how to go through and build your network. And we tell most jobseekers, to have a useful network when you're using LinkedIn, you want to have somewhere between 20 and 100 contacts. So we're not looking for you to have 10,000 contacts on LinkedIn. Twenty to 100 really makes the tool worthwhile.

And then we offer our LinkedIn 2 workshop, which is another hour-and-a-half session, which is really about how do I use LinkedIn in my job search? So here we talk about how to find people. And when we talk about finding people, what we mean is how to find names of hiring managers, how to find names of people at target companies, how to find people to do informational interviews with for target companies or target industries.

We talk about groups as an avenue to expand your network, how to research companies, find job postings. There's actually two avenues on LinkedIn for finding job postings that we'll talk about. How to access the events so you can expand your networking.

And then we spend a considerable amount of time talking about how we use LinkedIn to prepare for job interviews. Half the battle of an interview really is knowing your audience and how to tailor your questions. You can utilize LinkedIn, if you find out who you'll be interviewing with, to learn about them. Not that you're going to go into the interview tomorrow morning and say, oh, I looked you up online; I know everything there is to know about you. Because in that case you've just become a stalker. But rather, what you're trying to do is learn their point of view so you can better target and tailor your interview responses.

And then we wrap up our class by talking about how employers are using LinkedIn. And that's really around researching you and conducting the background check process.

What I want to do is share with you a little bit about what we've learned from developing these LinkedIn classes over the last two years. And what we've learned, staffing resources are essential. We actually have

all in-house staff presenting our workshops. What we've found is that you really need to have not only technically savvy staff teaching the class, but people who really use the technology. LinkedIn changes on a continual basis; if not weekly, sometimes daily it's making updates. So you need to have staff that's on there looking at LinkedIn and actually using it so they can stay current with what's going on.

We also are updating our materials constantly because of those changes. So this isn't a workshop where you can create a workbook, send it to the print shop and have 1,000 copies made. We are updating those materials on a monthly basis, if not more often than that.

Something else I learned was that it's important to have a - what we call a fake user account. When I launched the workshop in 2008, I initially used my own LinkedIn account. And I very quickly realized that I was exposing my personal network to all of our jobseekers and that was not a comfortable thing for me to do. So we created a fake account. We call him Joe.

And interestingly enough, Joe has been contacted by recruiters. Recruiters from Google and recruiters from LinkedIn have actually sent Joe e-mails asking him if he was interested in job opportunities at their company. So I think that goes to show that if you're online and you have a decent profile that's really marketing your skills, you can get that attention to move you forward in your job search.

And we've also learned a little bit about the live connection for a demo. We have a live connection and it's great because customers like to see the technology happening real time. At the same time, sometimes Internet connections can be slow and sluggish and that's been a problem for us.

And also, we've had the Internet connection actually go down in the middle of a workshop. So in that case, you just really need to be prepared to continue teaching even though you don't have the live materials. And that's why our workbooks are a lot of screen shots, so that we have that backup.

And speaking of our workshop materials, we've actually uploaded to the Workforce3One site copies of our LinkedIn 1 and LinkedIn 2 workbooks that you are welcome to download and access at your leisure.

So that's a little bit about our LinkedIn classes. Now I want to just chat a little bit about our groups.

So LinkedIn has these groups, which are a great platform for people with like interests to come together and share ideas and information. Groups are a great way to increase your network. And what I mean by increasing your network, one thing you can think about with LinkedIn, let's say that you are a user and you have 100 connections. What that does is it means you are connected to 100 people and you're connected to the people they know. And then you're connected to your connections' connections. And that's what LinkedIn calls three degrees.

If you have about 100 people, you are potentially connected to, let's say, 500,000 people through the LinkedIn portal. But if you join some groups, that can actually grow to over 1 million. And that gives you a lot of search power when you're looking for connections at companies or within a specific industry.

The groups also allow for an interaction and exchange of ideas and information. By engaging in discussions, you can hear from other people what's going on with them, with their work, and you can learn a lot more about what's hot and trendy within your own field. And I think from a jobseeker's perspective that's pretty important because when you're out of work you tend to lose that connection. And when you go into an interview, employers really want to know have you remained engaged during this time out of work? And the groups really provide for that engagement.

And finally, another benefit of the groups: It allows people to actually explore job openings. Every group has its own job board and it's actually a free service on LinkedIn and I'm hoping that continues to be a free service. And what we've found is that recruiting budgets have really begun to shrink down with the economy and employers are looking for other ways to do their recruitment.

LinkedIn has an avenue where hiring managers, recruiters and even line staff can post openings. And what they're doing is they're targeting an audience of people who are likely to be able to fill those positions because they have similar background and similar interests to the person who's doing the posting.

So that's overall the benefits of a group in general.

We created a group for these reasons. We wanted to be able to post to our customers online the job postings that we were receiving. We have staffing specialists that are engaged with employers and finding out what positions they have open. And then we wanted to get that information out to our customers. So on our LinkedIn job board we're daily posting those positions.

We wanted an easy avenue to update our jobseekers on all the different events that are happening at our One-Stops, and those can be employer presentations or industry topics related events. And we post those on our job board - or on our groups as well.

And the real benefit to our customers has really been the third bullet, the linking customers to each other. What we found is that our jobseekers are posting on our discussion board questions that they're answering to each other about the job search. So we'll have a jobseeker who will say, I have an interview tomorrow at this company. Does anyone have any advice or suggestions? And people are actually doing some responses back and forth. So it's allowing for that engagement between the customers through the discussion board.

Although our customers are getting a lot of benefit out of the site, we have also experienced a huge benefit from having a group. And the benefit back to us, we're able to collect some real-time job information. We found that customers are more likely to update their LinkedIn profile than they are to call us and say, I got a job. So when a customer's been out of touch with us after maybe 90 days, we can actually go into our group, look them up and find out if they've updated their profile with job information.

We're also using LinkedIn as a tool to match skills with requests for talent. So when those employers are calling our staffing specialists and saying, do you have an administrative assistant, or do you have a project manager? Is it worthwhile for me to post my positions with you? What we can do is we can search our LinkedIn group and give that employer an idea of the number of people that could be a potential match for a position. And a little bit later on when I do the demo, I will show you that search option.

And also, once again, I mentioned earlier, it's an easy way for us to work to update our customers on what's going on with us, what are the events happening in our center. And although we're happy to advertise upcoming events, sometimes we also have to let people know that events have been cancelled. Employers have hiring needs and they change, so on one week they want to hire and the next week they're not hiring. This is a way that we can get the message out so that customers don't have to drive into the One-Stop to find out that something has been cancelled.

So now at this point, actually, I want to go to our live demo and show you how to create a LinkedIn group of your own, and also take you on a tour of the LinkedIn group that we have created. So we're going to be going live in just a second.

(Pause.)

All right. So here you are at the LinkedIn main page. And this is assuming that you've already logged in. And we're going to be accessing groups, so I'm going to be up here at "groups." And what I'm going to be doing is clicking on the "create a group" link.

And then to create a group, what we're going to do is just go through and answer these following questions. You can add a logo to your group. So if you have an existing logo, you just upload that. You don't have to have a logo.

You want to create your group name. In our case, we called it the "CONNECT job center group," so identify

our One-Stop. What type of group? And there's a series you can choose from – alumni group, corporate group. We've chosen a networking group.

And then there's two description or summaries. The first one is a summary. And the summary allows you to put down one or two sentences, baseline what is this group about? And this is what will show up in the directory when someone searches for your group.

The description – that is a more extensive – it could be a paragraph-long description of what is the group, what is the purpose of the group and who is it directed to and who should join the group?

You can add a website to the group and then the group owner. And this is actually an important thing to look at. With the group owner, what we want to do is we created a separate LinkedIn profile. So we didn't link this to my account on LinkedIn, or any other staff members'; we created our own account called the CONNECT LinkedIn profile and gave it its own e-mail address. And that way it'd stand alone. It's not tied to any one person. It's its own entity.

From there, granting access. So open access means that anyone out there in the public who's on LinkedIn can join the group. And then there's requests to join, where people actually have to be approved to join the group. And a little bit later on I'll talk about what we did and why we went that way.

So I scroll down a little bit. Just to finish up here, you'll choose your preferred language. You can choose location-specific if you want; you don't have to. And then finally, you just click the agreement box which says that you're going to abide by LinkedIn's terms of service. And at that point, you create a group and you actually have a group ready and up and running.

So in about five, maybe 10 minutes max, you can have a group ready to go.

Once you have a group, this is what a group will give you to. I'm going to now go and demo our group to you. (Pause.) It's loading.

Welcome to our CONNECT jobseeker center group. There's our logo. There's the name. And this is what the main page of the group looks like. It starts on the discussion tab. And the discussion tab allows you to scroll through and see all the different posts that people are putting up. Pretty much at this point in time our posts are all put up by our customers.

So people are finding articles. Here we have one, 2010 employer résumé preferences; people announcing upcoming workforce events; and the bottom here, career transitions. So this is an interaction where customers say, this is what's important to me around the job search process and re-employment and they're trying to find out if it's important to other people and engaging in conversations.

In addition to discussions, the members – I'll click on that. This will show you and everyone else how many members are in the group. So currently we have about 1,150 members. And you can therefore search a group. And everyone has access to this; not just the owner of the group, but as a member you can go on and look at this.

And this has actually been really beneficial to our customers. Maybe they'll come into a workshop and they'll meet somebody and they'll just say hi and get a name and then realize that later on they want to reconnect with them. They can go here and search the database of our group, potentially find that person and then engage in a follow-up conversation.

The third tab, "promotions," is a new feature. LinkedIn launched this within the last three to four weeks. It is just that; it's about promotional material or LinkedIn says sales material. We're using it as an avenue to promote our upcoming events. So these are all of our upcoming employer events. And actually, I just mentioned things change. So right here in our title it says "this session is a change," meaning they changed the date. So once again, quick, easy way to get information out to customers and let them know who will be

onsite.

The fourth tab, our “jobs” tab, is where we are posting all of the positions that are coming into our center specific to us from our employers. And how we decide what goes on this board is we have a relationship with that employer, meaning once a jobseeker applies, they can contact the person who posted.

We have two individuals – Judy (sp) and Joyce – who do our postings. And if somebody applies to a position, they can call Judy or Joyce and say, I applied to this position; can you do some follow-up for me? And Judy or Joyce will contact the employer to find out the status of that person’s application.

And a lot of times they’re able to get direct feedback from the employer for that candidate. It could be very positive – you’re in the running; just hang on. It could also be your résumé was not a fit for this position or your résumé actually had too many errors on it; we need to have you work with our advisors on getting a more professional looking résumé up and running.

One thing I want to point out – I’m going to actually scroll down. Something interesting happened this week. We had – eventually. (Inaudible) – Gordon. He’ll be loading in a second.

We have actually requested that our jobseekers not post positions on this group. We have a subgroup that I’ll talk about in a minute for that. But just this week, this customer, Gordon, posted that blog.com is hiring 100 people. I actually looked up Gordon and we found out that in August Gordon got a job at blog.com.

And what happened was, just this week Judy actually contacted Gordon, because he gave his information, and she said, these are great positions; can you get me in touch with the person in charge of hiring? And Gordon has given her the name and direct phone number of the key recruiter and she is now engaged with that recruiter to find out if maybe they can come on site and do some presentations here or how we can get our jobseekers better connected to all of these positions in our area.

So that’s been a huge win. And it really goes to show that our customers are really connected. Gordon left, he got a job and he wanted to bring back that good energy and help other people.

So those are some of the key features I want to go over in a group. As I said earlier, it’s really quite easy to create the group.

And now what I want to do is show you how you can search a group to find people for possibly opening those positions.

So I’m going to go and click on “home.” (Pause.) And just waiting for it to load. (Pause.)

All right. So this should bring you now to the LinkedIn – back to their main page, or what they call their home page. And from here we can do a search. And to do a search on LinkedIn, for those of you not familiar, at the top there’s a “people” section. By clicking on “advanced,” what we can do is we can search.

And let’s say that I want to find an administrative assistant. Just going to do a keyword search on administrative assistant. And I’m going to scroll down a little bit to where it says “relationship.” You can see my mouse there. And what I’m going to do is click on “group members.” And what this is going to do, it’s only going to now search that group that I’m in, which is our CONNECT group.

And by searching, what it’ll pull up is how many people in our LinkedIn group – so out of that 1,150 people, how many people have an administrative background. And we’re going to see those results in just a second. (Pause.) And what we’re coming up with right here, you can see 79 results.

So what we can do with this is that when Judy or Joyce are on the phone with the employer, they can say we’ve got about 80 people, minimum, who might be a fit for this position. Do you want to come in and do a presentation? Or we can help the employer do some sourcing.

So now we can take this group of 79 people and start looking at their profiles and seeing which profiles are a match for this employer's specific position, and then get in touch with that jobseeker and see if they want to move forward with the application process. So that's been a really valuable tool to us and it's helping us make that more direct connection between our jobseekers and our employers.

All right. So that's going to conclude our demo portion of our using LinkedIn for right now. I'm going to go back to our PowerPoint – (pause) – and talk through with you just briefly some of our key lessons learned around having a LinkedIn group.

One is requiring approval to join. That is one of those options when you're setting up your group, open access or approval. We have limited it to just approval and, in fact, in the last year I've had about 250 people who are outside of our group try to get access. And we really want to keep this group pure to people who are registered members of our jobseeker center. So I do encourage people to keep it closed to your group.

Using subgroups to target an audience. So we have a subgroup. One of our subgroups is around job postings. So I showed you our job postings and said that we're trying to keep that limited to the positions that we are directly posting. What we've found is that we have jobseekers just like Gordon who want to share the wealth. They find positions that aren't a good match for them, or they go through an interview process and it's not right, or they're working and they want to post positions. So as to not clutter our job group, we created a subgroup called "job postings that are not from CONNECT staff." And that is an avenue for our jobseekers to post those positions.

But we can also create subgroups around industries. So we foresee having a health-care subgroup, a high-tech subgroup, a green careers subgroup; and that would allow people with more targeted interest areas to come together and engage in discussions.

Avenues to market to customers. We have about 1,150 customers. That's about 25 percent of our enrolled customer base. It's a great number to have. I would obviously like to see that be higher. So we are really targeting doing more marketing through our career advisors and through our workshops to get people to sign up, to have them really see the value that that group can give to them.

At the same time, we have to really understand that not all jobseekers want to be on LinkedIn because there are still privacy concerns. So we know we're never going to have probably 100 percent return, but we're hoping to get that number up over the next month or couple of months.

When you start a group, we recommend having a few staff on site who are part of the group who can post information. As you saw from the demo, in our discussion board it's all customer-driven at this point. But for the first couple of months we needed to have staff who was filling in information to get people interested.

And also along staff, once we launched this we realized that all of our staff – our career advisors and even our frontline admin staff – had to be familiar enough with LinkedIn to be able to ask (sic) some baseline questions because once you get people engaged in it, they want to know more.

So those are a couple of our key lessons learned. And actually, that is going to wrap up our portion about how we're using LinkedIn at the CONNECT jobseeker center and through the NOVA Workforce Board. And at this time we want to open it up to your questions.

MR. FLOWERS: Hi. It's RJ Flowers again. And it looks like we have a few questions here. I want to encourage you, if you still have questions please feel free to go ahead and add them.

It looks like our first question will be for Kris. We're having someone who's asking if the demographics you used in your slide are the people you've served or if they are of the population in your region. Kris?

MS. STADELMAN: It is of the people that we've served. And that's one of the reasons we knew that was

sort of going to be an eye-popping number because it's so large. But the point I want to make about that is we're using a model where we enroll everyone who walks in the door that chooses to be enrolled. And last year that was over 8,000 individuals just in our seven cities. So even that percentage is high, I'm sure it's much higher in our demographics. But that is just a reflection of what's going on in our economy. We have a high-tech economy and those are the people being laid off.

MR. FLOWERS: Thanks, Kris. It's RJ again. It looks like I'm going to toss question – the next question to you as well, Kris. And the question is, “Are there specific staff positions for this service to customers that you provide with your training?”

MS. STADELMAN: The answer is no. We're selling this to our customers as a skill that everybody needs in their life, not just at work. And so we're trying to walk the talk and train all of our staff as well. In fact, we use blogs and wikis and try very hard to keep our staff's skills up to date.

So I think – obviously we have people like Jen who deliver the workshops, who use it more than others and who keep up on all the latest changes, but we have no specific staff positions. Jen has many, many other duties. And all of our career advisors have learned about LinkedIn.

MR. FLOWERS: Thanks. Thanks, Kris. And that's a pretty good segue to our next question, which I'm going to throw at Jen.

And the question is – someone wants to know, “What does it mean to hire using social media?” Can you take that, Jen?

MS. CHEYER: Sure. I think that comes from the Jobvite survey. And when we're talking about hiring, what companies tend to do after they've hired is they look at where did that candidate come from. And so in that survey, what they were looking at is when they went through and looked at all the people they hired, that number – those people directly came from that social media avenue, meaning their recruiter sourced them on LinkedIn and found their profile and brought that to the hiring manager's attention.

MR. FLOWERS: I'm sorry. Thanks, Jen.

The next question for you, Jen, is, “Have you guys developed any workshops for employers?”

MS. CHEYER: No. That's actually a really great suggestion. We have done training actually for board members, so I guess those would be considered employers in our area. But we haven't done any formal training outside to market to employers on how to use LinkedIn in the employment process.

MR. FLOWERS: Thanks, Jen.

I'm going to take a moment to ask Gary a quick question. We've had some questions asked about the PDF and the materials with this presentation. Can you tell us how to get those, Gary?

MR. GONZALEZ: Sure. So you'll notice that I've moved a file share window up to the top left of your screen, covering the attendee list. You can download today's PowerPoint or the referenced handouts.

We've also archived them on Workforce3One. So if you don't have the time to download them now, or if you're on a computer that you don't – you're not going to have access to later, they are archived on Workforce3One. You can visit any time. Just log into your account and you'll have access to those materials.

But as I said, the file share window at the top left of your monitor does have – or does contain the reference materials that Kris and Jen were speaking about.

RJ?

MR. FLOWERS: Thanks a lot, Gary.

I'm going to send the next question to Kris. I think it's appropriate for Kris.

The question is, "Does NOVA post jobs solely through LinkedIn or also through other types of job boards?"

MS. CHEYER: Actually, RJ - it's Jen. I'm going to answer that question.

MR. FLOWERS: Okay.

MS. CHEYER: So we have a job board within our jobseeker center where we post all the positions that you would see on LinkedIn we have in hardcopy on the wall for customers to access. So we're not screening anyone out. We're not telling people, you're not on LinkedIn so you can't get the data. We want to get it out to people in any avenue or means available to them.

MR. FLOWERS: Thank you, Jen.

I'm not sure if I should - I'm just going to toss it up in the air to either Jen or Kris, the next question. The question is, "How long do you think it would take a One-Stop to get to the point where you guys are?" How long did it take you guys to get to where you are?

MS. CHEYER: To where we are today? We've been doing this for two years but it didn't take, obviously, two years. It's just been an evolution over time. With the workshop, it probably took about a month to develop the material and then we just launched. And I'm under the philosophy of just do it. So get out and do it. You can fix mistakes later. Waiting until it's perfect is just going to take too long because the technology just changes so quickly.

MS. STADELMAN: And we're giving you the materials that we've developed, so there's no reason to wait to try it out.

I think one of the things that I'll recommend from the management perspective is to find a staff person like Jen who's comfortable with technology, who's already knowledgeable about LinkedIn, who's using it in their personal life, and I'm sure they would enjoy teaching a workshop on it.

MR. FLOWERS: Thanks a lot, Kris and Jen.

The next question is a question regarding if you can make a group without paying for upgraded services. Kris, can you take that question?

MS. STADELMAN: That's Jen's expertise. I'm going to hand it to her.

MR. FLOWERS: Hand it to Jen.

MS. CHEYER: All right. So a linking group is completely free. You do not need to access the premium services. And everything we teach to customers - so any data that you see in those workbooks - those are all free services. We do not believe in paying LinkedIn for their services and we encourage jobseekers that they do not need to upgrade their accounts. If they build a network somewhere between 20 and 100 people, they will be able to get the full benefits without having to pay a dime to LinkedIn.

MR. FLOWERS: And this is RJ again. The next question, "How many people have attended your LinkedIn workshops?"

MS. CHEYER: Oh, they've actually been very - we feel very well attended. We launched - I'm just going to kind of give you the breakdown for LinkedIn 1 and 2. We launched that one in February of this year, as I mentioned. We've had over 1,000 people attend each workshop. So in the past not even 10 months, 1,000 people per class. So very well attended. Our classroom can hold 40 people per class and we typically get

very close to that every time we offer it. And we offer each class once a week.

MR. FLOWERS: Thank you. Thank you very much. And I think the next question is probably going to be a Jen question again.

The question is, "In the LinkedIn group, why do user profiles not have last names?"

MS. CHEYER: So that's one of those account settings in the privacy settings on LinkedIn. You can opt to have your full name shown; your first initial, last name; or – you know, you have those options. And we show jobseekers that so they can be more comfortable having the data and information out there.

MR. FLOWERS: Okay. And that's the next question I'm going to ask. I'm not sure who's more appropriate to answer, so I'm just going to ask the question.

"What occupations/careers should be using LinkedIn? For example, is this of use to welders or other (executives ?)"

MS. CHEYER: So I can take that question. And we believe it's across the board, any occupation can use LinkedIn. I think welders probably a little bit less than your professionals, but we have admin assistants on LinkedIn; I actually demoed that. We have our software engineers. We have a huge number of technician-level people using LinkedIn. So they don't necessarily have a bachelor's degree but they have an interest in technology.

So I really think it's important not to limit it and not to, as you're advertising it, say this is for the professional population. A lot of people in non-profit and academics are using LinkedIn. So I think it's important just to encourage people to get on and use it and not worry so much about their field. The fields are coming. So what we're finding is more and more positions are being posted on LinkedIn and groups are forming around every occupation.

MR. FLOWERS: Thank you. I have a question that I'm going to ask. I'm just going to throw it out there.

And the question is, "Does LinkedIn have any analytics tools that One-Stops could use?"

MS. CHEYER: That's a really good question. And so LinkedIn does have some analytics. I believe they're more in the premium accounts. So actually, it's one of the things that I want to get in touch with LinkedIn and talk about is – you can do an analytics on your own account. So I can look up my account and figure out the demographics of my account; meaning, what industries are represented by my network?

So I can see that 22 percent of my network are in high-tech and IT and 34 percent are in non-profit and government. I'm actually hoping they'll add that functionality to groups so that we can get a better understanding of those demographics of the group.

One thing that I have been doing on LinkedIn – and I can just give you a quick thing. I wanted to know how many people in our LinkedIn group, of those 1,100 people, were from the semiconductor field. So I did a search on the group just using the word "semiconductor" and I was able to pull up about 300 people. So I was able to find that that's definitely our demographic. It's our area. We're high-tech and high semiconductor.

So we can do a little bit of searching, but we don't have access right now to all of those analytics.

Go ahead, Kris.

MS. STADELMAN: I'll just add that LinkedIn just happens to be in our service area. So we have had meetings with them. We have – we do use board members to talk to them. We've tried to get them on the board. One of the things we discuss with them is creating some canned reports that would help us and other workforce areas to do the kind of analytics that would be really valuable. They're very, very busy, so

they weren't really interested.

But I'll confess that we hope to use the interest in this webinar and the interest in any downloads of the material and the archive to show them just how important this market could be for them. So maybe we can make that happen.

MR. FLOWERS: Okay. Thank you.

The next question is an interesting question. It's a data question. "Do you collect data on how many jobs have been secured through your social networking?" is the question. Jen or Chris?

MS. CHEYER: So we haven't yet secured specific data. When we do have jobseekers who are getting jobs, we're asking them how they're finding those resources. And so we find out was it through a network connection or through social media? But we don't have any hard statistics at this point.

I honestly think that it's just really in its infancy in terms of the social media, the recruiting side. It's growing. When we started the class in 2008, the 78 percent of people recruiting, it wasn't that high. It was probably more in the 30 (percent) to 40 percent. So it's really just starting to take off in the last year or so.

Kris?

MS. STADELMAN: For anybody that's using the model that we use, which is to enroll everybody who walks in the door and chooses to be enrolled – we don't control our exits either; they're soft exits. So when people don't come back, they're exited and we don't know if they've gotten a job until much later when it comes through the UI wage database.

So one of the things that's been really important for our staff is to get the job satisfaction of seeing their customers become employed. We're using this to determine that some of those people have been employed. So it hasn't gotten to the point where it's definitive data yet, but the information has real meaning to our staff.

MR. FLOWERS: Okay. I think we have time for one more question. I'm going to throw it out to either Kris or to Jen.

The question is, "What is the impact on staff work load and activity at your center?"

MS. STADELMAN: I'll just take that because I think we're all worrying now about managing the numbers of customers that we're seeing with diminishing resources. So I'll just say that this is one of those things that it's a choice about how we prioritize our activities and our work load. In fact, we believe this is a valuable tool for our customers. It's not a more important tool than some of the ones we used to us.

So as you adjust to today's market, you have to get rid of what's not working anymore. We don't teach people how to find jobs in the classified ads anymore. We don't subscribe to a bunch of newspapers anymore. You let other things go as you focus on what has priority and what is working.

So I would say that there isn't a negative – any negative impact on staff work load and activity.

MS. CHEYER: And I'll jump in and say that I manage the LinkedIn group. And if I spend 10 minutes a day approving requests to join and just going through the content, that's a lot. So it's not a huge amount of time.

And around the workbooks, you know, I make those updates probably about – it takes maybe an hour a month to update the workbook. So not a huge time investment but a huge payoff to our customers who are really – they even come back and they tell us how valuable this tool is and that they're really glad that they have access to it and understand it better in their job search.

MR. FLOWERS: Thank you. And I think we're going to take one more question.

The question is, "Besides being self-taught, where else do you find training for LinkedIn?" And I could probably also add and other social media training.

MS. STADELMAN: Frankly, I don't think that there's a lot out there. We've become rather well-known for delivering the classes to the point where even the community colleges have asked us if we're interested to come over and put on classes at their site for their students. So I think it's probably pretty rare.

And I also want to say this gently, but there is sort of an age difference. An awful lot of our younger customers don't really need a lot of training at all. But it's more of the customers in my age group that really require some help in learning how to use it.

MS. CHEYER: And I'll throw out some resources. The LinkedIn website is actually a great resource. The LinkedIn help section can answer just about any question you have about LinkedIn. And there's also a section on LinkedIn called the "learning center," where they actually have videos put up around using the tools. So those are some great ways to get started to become more familiar with the technology.

MR. FLOWERS: Okay. Thank you, guys, very much. And it looks like that's about all the time we have left for the question-and-answering.

I want to thank you all for joining us here on the webinar today. And I'm going to turn things back over to Gary to close us out.

MR. GONZALEZ: Thank you, RJ. Here we have the sites that we demoed, LinkedIn and Social Media FAQ.

We also are providing you with Kris and Jen's contact info. Should you have any questions after today's session, there's their contact info which they've been great in providing.

Also, we are going to be posting an FAQ with today's overflow questions, the ones that weren't addressed. We're going to be creating an FAQ. Once it's posted, we'll e-mail you, letting you know that it is up for you to download. SO if you did have a question and it wasn't addressed, we are putting together an FAQ. Or if you have a question now that's just coming to you, type it in. We'll make sure that you get it answered and we'll post that on Workforce3One as well.

So I just want to let you know a little bit about Workforce3One. As Kris pointed out, it is sort of a social media site. We have an area where you can suggest content. If you have innovations to share, programs to feature or any really relevant information that you'd like to exchange with your colleagues, if you click that link on the home page you'll be able to upload a document or upload a URL that you think your colleagues would find beneficial.

We also have been recording today's session, as I said at the top. To access the recording, simply log into your Workforce3One account. From there you'll be taken to your Dashboard page. If you click the Attended tab, you'll have access to the recording, transcript, PowerPoint and handouts. The recording and transcript will be up in two business days. The PowerPoint and handouts are already up. And as I said, the FAQ - once it's posted, we will notify you of its posting via e-mail.

Now, just a bit more about that Dashboard view. We have communities of practice on Workforce3One where we have discussion forums, wikis, blogs, really great information that is simple to access. To become a part of these communities of practice, you don't have to create a new account. If you have a Workforce3One account, all you have to do is actually go to these sites, become a member.

And even if from there you don't want to actually navigate out to the sites after you become a member, through this Dashboard page you'll notice that there is an activity stream section. You can actually filter out the information that's posted to these sites, whether it's documents that have been uploaded, blog postings,

discussion threads, anything. You'll be able to filter them out specifically by communities or from newest to oldest, so you don't actually have to navigate away from this page and sort of rake through the communities of practice each individually. You can have that information come directly to you.

Now, with webinars, which feature leaders and experts from industry and from government, such as today's, we do archive all our sessions. If you wanted to view those archived sessions, all you need to do is click the Webinars section and then go down to "list of recorded webinars" - or "available webinars." And we do already filter them from newest to oldest. So you can from there type in a few keywords or filter it from either the (soup ?) category or resource type.

We also have our podcasts, which you can download or listen to from your desktop if you're on the go. You can download them to your MP3 player.

And we have our newsletter, which goes out at the end of every month. Lots of good information in the newsletter. It features content that's been uploaded. So if you don't receive a newsletter, we do archive that as well.

And we have thousands of generated resources that have been submitted by users just like you, all free. All the content on Workforce3One and all of its sister sites, all these CoPs, are free to you. Pretty much a wealth of information that's been submitted by your colleagues. So maybe you don't want to reinvent the wheel. Maybe you search around, you find something that is relevant to you. It's really great.

We also really hope that you join these communities of practice, as they depend on your interactions and what you say on them.

So with that I'm going to wrap up today's session. We've gone just a couple minutes over, so I want to thank you all for attending - and our speakers.

And I just want to point out that if you want to know more about the workforce investment system you can call 1-877-US2-JOBS, or you can visit www.careeronestop.org.

With that I want to wrap up today's session by thanking everyone for their time and we hope to see you on future Workforce3One webinars. Have a great day, everyone.

(END)