

NewsRelease

CONTACT:

Seamus Kelleher

215.751.1767

seamus.kelleher@mrinetwork.com

GETTING NOTICED IN THE SOCIAL MEDIA IS CRITICAL IN TODAY'S JOB MARKET *Cutting through the competition grows more difficult every day, says MRINetwork®*

(Philadelphia) - Until recently, job seekers benefited from posting a resume on a variety of general and specialized employment websites. The application would be visible to recruiters and companies looking to hire, and candidates were often called for an interview. Today, the rules of the game have changed and continue to evolve, say recruiters at **MRINetwork**, one of the world's largest search and recruitment organizations.

"Social media sites have become increasingly important platforms for finding jobs by facilitating connections and demonstrating the achievements and interests of job seekers," says Tony McKinnon, president of **MRINetwork**. "But capturing the attention of prospective employers and recruiters – who have made the sites a routine part of their searches – has also become more difficult because of the overwhelming amount of information available."

McKinnon offers a number of useful tips to help job seekers adapt their messages so they are more likely to go viral:

Keep it simple. Trim your text to its core message and stick to the point. Leave no room for interpretation. "Remove any superfluous or flowery language, and clever wordplay," advises McKinnon. "Remember, too, that your audience may include many for whom English is a second language." He further cautions, however, that brevity should not come at the expense of clarity. Just be sure that people know what your message is, why it is important, why it affects them personally, and what they should do about it.

Tailor your message to your audience's needs. You won't get far if the people you want to reach cannot see what's in it for them. "Relate to them by tying your story to what drives them," says McKinnon. "Make it about them and what they should do about it." On a practical note, McKinnon suggests using pronouns like "you" and "your" and "our" and "ours."

Consider your timing. If you find your message is being drowned out by noise, change the timing of your posts. If you've noticed, for example, that your target audience tends to check their online sources in the late afternoon, you're probably posting at that time. But if it is a highly competitive timeslot, the likelihood that your message will be forwarded, reposted, or even read could be lower. Even if fewer people are reading their online sources a bit earlier or later, your message may just spread wider during slightly less busy times. Test various windows to see how your particular audience reacts.

Be selective in choosing your channels. Although the three most popular channels are commonly accepted to be Facebook, Twitter and LinkedIn, it is very likely that an influential segment of your audience is listening to other channels as well such as:

- Blogs: use blogsearch.google.com, technorati.com, twingly.com, and similar sites to find popular blogs that your target audience is likely to follow. Befriend key bloggers and arrange for some cross-posting.
- Ning: there are millions of groups. Just browse the categories and you'll quickly arrive at popular ones you can join.

It's also helpful to find the right groups within Facebook and LinkedIn where you can post your message and develop a following.

Craft an interesting story. Fundamentally, people care about people, says McKinnon. “We all seek connections, so don’t just push a bunch of isolated facts. Craft a story and keep spinning it as you send out your messages,” he says. “Not all your content has to be tied to one single thread, but weaving it into many of your posts will give readers continuity and help keep them coming back for more.”

Push to get the word out. It is very hard to predict what will go viral and get noticed, observes McKinnon. To increase the probability of your message spreading widely, enlist the help of your friends, colleagues, and others in your network. Use every vehicle you can: Make your message into a blog post on your own blog, or if you don’t have one, ask other bloggers to post it or to publish a link to it on their blogs. Direct-message your Twitter followers and ask them to re-tweet it. Post it on your friends’ Facebook wall and ask them to share it with their friends. Post it on LinkedIn Groups and send a message to your LinkedIn network to post it as a status update.

“As recruiters, we know how difficult it is for job seekers to capture the attention of the people who can help them the most,” concludes McKinnon. “But if you plan your approach, focus your content, pick your medium, and involve your friends, you can significantly increase your chances of getting through the noise.”

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