



"WE BRING CUSTOMERS TO **YOUR** FUN STUFF
THROUGH SOCIAL MEDIA"

“How to Use Social Media to Find Your Next Job” 02/08/2011

Career Connection Finance Accounting Group

by

Fred Campos, **FunCity**SocialMedia

Chief of Marketing

FunCity Social Media

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What is Social Media?

Social Media Landscape



‘Social Media is the ability to market, promote, draw attention to or educate potential consumers through repeatable and ‘opt in’ contacts. This process is usually free and accomplished through:

Blogs, Twitter, Facebook, YouTube, MySpace, Flickr, FourSquare, Gowalla or other online connections.’

· Fred Campos, Chief of Marketing, FCSM

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My Suggested Three
Legged Stool:

Twitter

Facebook

YouTube

(Blog, LinkedIn)



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twitter

The screenshot shows a Mozilla Firefox browser window displaying the Twitter profile of Fred Campos (@FunCityChief). The browser's address bar shows the URL <http://twitter.com/FunCityChief>. The page features a yellow header with the Twitter logo and a navigation bar. The profile information includes the name "Fred Campos", location "Bedford, TX", and website <http://www.funcl.com>. The bio states: "Bio Bringing customers to your stuff through social media. Speaker, marketer, promoter of social media marketing solutions." The profile shows 2,354 following, 2,191 followers, and 25 tweets. A recent tweet from 25 minutes ago reads: "Doing some house cleaning at the FCSM office. I may be the chief, but I'm also the trash man. #hehe" with a link to <http://t.co/9e9zA3>. The left sidebar contains contact information for FunCityChief, including phone numbers (817-858-0936, 817-247-6003) and website (www.FunCitySocialMedia.com). The bottom of the browser window shows the Windows taskbar with various application icons and the system clock at 8:31 AM.



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Twitter

- Basic Networking
- Job Posting
- Connecting – read bios
- Companies – Twellow
- Tell the World Your Needs
- Have a Telling Twitter Name

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Twitter - Twellow

Twitter Search, Twitter Directory, Twitter Yellow Pages - Twellow - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.twellow.com/

Secure Search

HootSuite Belle Vie Bridal Couture Bill Hurlbut (1) Facebook and SimplyHired - Vie... Job Search Made Simple | Simpl... Twitter Search, Twitter Direc... Boost ROI of your campaigns.

A service of WebProNews

Home About Us Contact Us List A User

Twellow The Twitter Yellow Pages.

Browse All Categories Search Twellowhood Friends Followers Suggested Users Email Marketing Webinar

Search: Within: Search All Profiles Search

Advanced Search Tips

4.77 billion followers, 30.5 million Twitter profiles

Register for FREE Log In

GET SOCIAL MEDIA INSIGHT - FAST

With Vocus software, you won't just understand social media-you'll be able to integrate it straight into your marketing campaigns to boost your results.

Free Demo

Take a demo of Vocus and get an iPod Shuffle!

VOCUS

Looking for local people? Try Twellowhood!

Welcome to Twellow!

Twellow is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you.

Please take the time to [register for FREE](#) with us. Registering will allow you to [update](#) your Twellow profile and categories, [add links](#) to your other social media profiles, [create an extended bio](#) with whatever information and links you would like to add, and [easily follow](#) other Twitter users right from Twellow!

Aerospace & Aviation Pilots, Air Force, NASA...	Energy Oil & Gas, Solar, Conservation...	News Journalists, Reporters, Trends...
Arts Music, Design, Painting...	Entertainment Movies & Filmmaking, Fashion, Television...	Politics Conservative, Liberal, Progressive...
Associations & Organizations Nonprofit, Fan Clubs, Animal Welfare...	Family Babies, Daughters, Sons...	Publishing Authors & Writers, Books, Photography...
Automotive Ford, General Motors, BMW...	Financial Services Accounting, Venture Capital, Investing...	Real Estate Realtors, Mortgages, Estate Agents...
Biotechnology Pharmaceuticals	Food Beverages, Cooking, Restaurants...	Recreation Games, Sports, Pets...
Business Services Meetings & Events	Geeks	Religion & Spirituality

Tweets About Twellow

2ndimpression 5 hours ago
6 Powerful Ways for Twitterers to Use #Twellow for #Twitter <http://bit.ly/eMKZHU> RT @MarketingNewsG

ScottTheKern 5 hours ago
6 Powerful Ways for Twitterers to Use #Twellow for #Twitter - <http://ow.ly/3RLki>

dauidazulay 5 hours ago
6 Powerful Ways for Twitterers to Use #Twellow for #Twitter - <http://ow.ly/3RLRl>

MomsAMagazine 9 hours ago
Are you on Twellow yet? I just registered my profile: <http://twellow.com/u/MomsAMagazine>

Show More »

POWERED BY twitter

How to Generate More Leads

Sponsor

In this free webinar see real data and science to take your email marketing to the next level... [Read More...]

Done

Secure Search

McAfee

TweetAdder 3.0 Buil... Twitter Search, Twit... Inbox - Microsoft O... Skype™ - fullcustod... Microsoft PowerPoi... Microsoft Excel non... 9:25 AM



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- @DallasFinance
- @tmj_dfw_it
- @tmj_dfw_acct
- @Jobs_Dallas
- @Jobs_FortWorth
- @Irving_Jobs
- @GrandPrairieJob

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Make Sure [Change Picture](#) on This Page.



→

FunCitySocialMedia Showing @FunCityGal some Facebook Fan Page FMBL magic for i
Come to my free class Tues. <http://ow.ly/2sTrW> on Saturday clear

Wall Info Welcome News! Current Class Class FAQ T#9 >> +



**Tuesday
August 24th
Irving, TX
Four
##FREE##**

**Social Media
CLASSES**

FunCitySocialMedia.com
817.858.0936

[Edit Page](#)

[Promote with an Ad](#)

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

Bring customers to Your Fun Stuff. We are a team of social media experts who provide: websites, iPhone apps, Twitter, Facebook, YouTube, Virtual Billboards, Coupon Promotions, etc for business outsource their social media services.

Information

Location:
2600 Oakwood Dr Su #264
Bedford, TX, 76021

Phone:
817-858-0936

Mon - Fri:
8:30 am - 5:30 pm

Insights

[See All](#)

112 Monthly Active Users

Contractors & Suppliers

What is eContractorBids.com?

- One Part: Local Contractor Network
 - delivering information to targeted audiences
- One Part: Online Marketplace
 - send/receive pricing, exchange info, develop new contacts
- One Part: B2B Resource
 - interactive industry network connecting local businesses
- One Part: Your Cheerleader
 - we promote reputable contractors and help close new jobs

[Click here to learn more!](#)

What's your business?



[General Contractors Click Here](#)



[Suppliers Click Here](#)



[Tradesman Click Here](#)



Certified & Rated
Compare rated and reviewed local contractors that pass a 7 point certification.
[More Info](#)



Get Estimates Online!
Select the contractors of your choice, compare side-by-side pricing online, and save time and money!
[Get Started](#)

Compare and Save at eContractorBids.com!

100% FREE

1-800-489-0401 eContractorBids.com





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A Few Facebook Thoughts

"500 million users are not to be ignored." July 2010

If Facebook were a country it would be the 4th largest in the world.

Clients search FB behind Google.



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Facebook

- Status Updates
- Build a “Job Resume Business Fan Page”
- Notes
- Blog Post
- Tag Your Friends

<http://jobsearch.about.com/od/networking/a/socialmedia.htm>

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Facebook/SimplyHired.com

Job Search Made Simple | SimplyHired - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.simplyhired.com/

HootSuite Belle Vie Bridal Couture Bill Hurlbut (1) Facebook and SimplyHired - Vie... Job Search Made Simple | Sim... Job Search Made Simple | Sim...

My Jobs Settings Sign In

simplyhired®

Keywords **Location** **Search All Jobs**

job title, skills or company city, state or zip

search **4,851,451 jobs** across the web

Find Jobs by Category

Accounting / Finance	Health Care / Nursing	Software / QA
Administrative / Clerical	Human Resources	Teaching
Architecture / Engineering	Legal / Paralegal	Truck Driving
Art / Graphic Design / Media	Marketing / PR / Advertising	Transportation / Logistics
Biotech / Science	Nonprofit / Volunteer	Writing / Freelance
Computer / Technology	Restaurant / Hotel	Part-time / Temporary
Customer Service	Retail	Summer / Seasonal
Executive / Management	Sales / Business Development	Entry Level / Internships

[Browse Job Listings »](#)

3,355 people like this. Be the first of your friends.

Find jobs at your friends' companies.

[Browse](#) [Local](#) [Salaries](#) [Trends](#) [Blog](#)

[About](#) [Employers](#) [Publishers](#) [Help](#)

Americas: [Argentina](#) [Brazil](#) [Canada](#) [Mexico](#) [United States](#)

Europe: [Austria](#) [Belgium](#) [France](#) [Germany](#) [Ireland](#) [Italy](#) [Netherlands](#) [Russia](#) [Spain](#) [Switzerland](#) [United Kingdom](#)

Done

Secure Search

TweetAdder 3.0 Buil... Job Search Made Si... Inbox - Microsoft O... Skype™ - fullcustod... Microsoft PowerPoi... Microsoft Excel non...

9:27 AM

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An Example of a YouTube Channel

The screenshot shows a Mozilla Firefox browser window displaying the YouTube channel page for FunCity Social Media. The browser's address bar shows the URL <http://www.youtube.com/user/FunCitySocialMedia>. The channel page features a yellow header with the channel name, a 'Subscribe' button, and an 'Uploads' button. The main content area displays a video player for the video 'FunCity SocialMedia #17 Chief Talks Clients'. Below the video player, there is a list of recent uploads, including 'FunCity SocialMedia #16 Harry Potter Magic?', 'FunCity SocialMedia #15 Professional Suit or Flip', 'FunCity SocialMedia #14 Twitter Name - Multiple', 'FunCity SocialMedia #13 Retro iPhone Apps', and 'FunCity SocialMedia #12 Professional or Skating'. The Windows taskbar at the bottom shows several open applications, including Skype, TweetDeck, YouTube, and Microsoft PowerPoint, along with the system clock showing 4:07 PM.



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A Few YouTube Thoughts

“In 2012 there will be more video content online than text.” July 2010

YouTube is the 2nd most searched site, behind Google.

In an A.D.D. world, video is king.

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Secrets to Getting Your Next Job

1. Conduct a People Search Instead of a Job Search

- A. Wink People Search
- B. Track People that Work There
- C. Connect with People Directly.

The screenshot displays the Wink People Search interface. At the top, it says "wink People Search" with a "Are" link on the right. Below this are three search options: "People Search", "Email Search", and "Phone Number Search". The "People Search" option is selected. The search form includes three input fields: "Name:" (with a placeholder "First name, last name, user nam"), "Location:" (with a placeholder "City, state, province, country, zip"), and "Other:" (with a placeholder "Interests, School, Music, TV, Mc"). A green "Search" button is to the right of these fields. Below the search form is a "Refine search:" section with several filter options: "Personal", "Interests", "Groups", "School", "Career", "Tags", and "Distance".

The search results show a profile for "Adam Ostrow" living in "Washington D. C. Metro Area". The profile includes a "View All" button, a "Work/School" tab, and a "Photos (1)" tab. A bio reads: "I'm one of the creators of Qwizzy. I'm also Editor of the social networking news blog Mashable. In my free time I enjoy playing sports, watching truly mindless television and movies, and traveling. Feel free to ask me anything about the site, the Web, business, sports, current events, or whatever else is on your mind!". There are also "Tags:" and "Work and School" sections.

On the right side of the profile, there is a "View All" button, an "Add as friend" button, and an "About Adam" section with fields for "Gender:", "Relationship status:", and "Birthday:".

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Secrets to Getting Your Next Job

2. AdWords Your Job Search

A. Google AdWords



English (US)

Advertise your business on Google

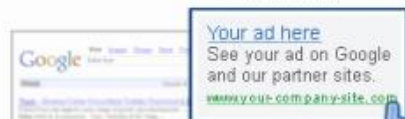
No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Start now »

Your ads appear beside related search results...

People click your ads...

...And connect to your business



Loading...

B. Facebook Ads

Advertise on Facebook

Get started in four easy steps.

1. Get Started

What do you want to advertise?

I have something on Facebook I want to advertise.

Continue

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"WE BRING CUSTOMERS TO YOUR FUN STUFF
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Secrets to Getting Your Next Job

3. Resume Video





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Secrets to Getting Your Next Job

4. Subscribe to Job Posting Blogs

A screenshot of the JOBS.PROBLOGGER website. The header features a logo with a stylized 'P' in a circle and the text "JOBS.PROBLOGGER" in grey and orange. A blue "Po" link is visible in the top right. Below the header is a section titled "Latest jobs" with a list of job postings. Each posting includes a date, a job title, the employer, and a category link.

Date	Job Title	Employer	Category
01/04	Architecture/Home Design and How to Bloggers	Home Design Find	Blog Networks
01/02	Instant Messaging Blogger	Brosix	Corporate/Business
01/01	Assistant Needed! \$12- \$16 Per Hour, Benefits	Axis Global	Blog Networks
12/29	Bargain/Fashion Shopper for Women's and Men's Fashion Blogs	Simply Good Media	Blog Networks
12/23	Personal Finance Bloggers Needed	CreditShout	Blog Networks
12/23	Get Paid to Write	Today.com	Blog Networks
12/23	Gadgetell Contributor	Dabbledoo Media	Blog Networks

<http://mashable.com/2009/01/05/job-search-secrets/>



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LinkedIn

- Company Search – pay the \$30 to get peoples emails & additional contact info
- Job Postings – High quality professional jobs
- Email – through LinkedIn
- Blog Link – allows blogs links to your profile
- Twitter Links
- Headline – a place for professional headlines



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Blogs

- Build an online Resume
- Allows for you to link your social media to a landing page
- Keeps your network informed of the type of jobs you are looking for.
- Allows access to your Portfolio online and downloadable.



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Tips

- [Jobing.com](#) – Great tips on connecting on LinkedIn & finding a job.

Excellent Internet Job Websites

- [SimplyHired.com](#) – Claims the largest online database of jobs on the planet.
- [Indeed.com](#) – Scrapes job sites, companies & association, adding 750k jobs a week.
- [Jobster.com](#) – Great place to post a resume to 100s of places.
- [GetTheJob.com](#) – Owned by Google as a resource for find 50-60% of unlisted jobs.
- [HotJobs.Yahoo.com](#) – Same as above but from Yahoo.

Excellent Internet Job Boards

- [Monster.com](#) – Most well known generic job board.
- [CareerBuilder.com](#) – Another popular generic job board.
- [CollegeGrad.com](#) – Entry level and just out of college type job board.
- [6FigureJobs.com](#) – Executives, VPs, CEOs, and C level management positions.
- [JobsIntheMoney.com](#) – Accounting & Financial Professionals.

Google "Job board <type> <city>"

New Quick Way to Find the Right Job, Resume's for Dummies, Joyce Kennedy



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“Free Social Media Tools to Bring Clients to Your Business”

By

Fred Campos, **FunCity**SocialMedia

Chief of Marketing

Wednesday, February 9th, 2011 8:30a



"WE BRING CUSTOMERS TO YOUR FUN STUFF
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“Why Small Businesses Need Facebook & Twitter”

at

La Madeline 3072 Mockingbird Lane, Dallas
TX 75205

Tuesday, February 15th, 2011 3p



"WE BRING CUSTOMERS TO YOUR FUN STUFF
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**“Social Media: How to
Effectively Use It for
Business”**

at

La Madeline 897 E I-30, Rockwall TX 75087

Tuesday, February 22nd, 2011 2p

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Commercial Break FCSM



"WE BRING CUSTOMERS TO YOUR FUN STUFF
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We Provide 7 Social Media Services

1. Social Media Websites and Blogs
2. Facebook Fan Pages & Custom Tabs
3. Twitter Campaigns & Platforms
4. Virtual Billboards & Marketing
5. iPhone Apps for Marketing
6. YouTube Channel Platforms
7. Social Media Education



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**You Focus on Running Your Business,
We Focus on Bringing You Customers!**

FunCity Social Media

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