



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

**“How to Use Social  
Media to Find a Job”  
04/26/2011**

For the FENG – Dallas CPE Team

by

Fred Campos, **FunCity**SocialMedia

Chief of Marketing

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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 a video. The left sidebar contains contact information for FunCityChief, including phone numbers (817-858-0936, 817-247-6003) and website ([www.FunCitySocialMedia.com](http://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

The screenshot shows the Twellow website interface within a Mozilla Firefox browser window. The browser's address bar displays the URL <http://www.twellow.com/>. The page features a navigation menu with options like 'Browse', 'All Categories', 'Search', 'Twellowhood', 'Friends', 'Followers', 'Suggested Users', and 'Email Marketing Webinar'. A search bar is prominently displayed with a 'Search' button. A sidebar on the right highlights '4.77 billion followers, 30.5 million Twitter profiles' and offers 'Register for FREE' and 'Log In' options. The main content area includes a 'GET SOCIAL MEDIA INSIGHT - FAST' banner for Vocus software, a 'Welcome to Twellow!' section with a 'Looking for local people? Try Twellowhood!' link, and a grid of category links such as 'Aerospace & Aviation', 'Energy', 'News', 'Arts', 'Entertainment', 'Politics', 'Publishing', 'Automotive', 'Financial Services', 'Real Estate', 'Biotechnology', 'Food', 'Recreation', 'Business Services', and 'Geeks'. A 'Tweets About Twellow' section shows recent tweets from users like 2ndimpression, ScottTheKern, davidazulay, and MomsAMagazine. A 'How to Generate More Leads' sponsored banner is also visible. The browser's taskbar at the bottom shows various open applications including TweetAdder 3.0, Twitter Search, Microsoft Office, and Skype.



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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!

1-800-489-0401 eContractorBids.com

[Learn More >](#)  
[Visit Your Local Territory](#)



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## **A Few Facebook Thoughts**

*"600 million users are not to be ignored."* March 2011

If Facebook were a country it would be the 3<sup>rd</sup> 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

The screenshot shows a Mozilla Firefox browser window displaying the SimplyHired.com website. The browser's address bar shows the URL <http://www.simplyhired.com/>. The website's header includes the "simplyhired" logo and navigation links for "My Jobs", "Settings", and "Sign In". Below the logo is a search interface with two input fields: "Keywords" (with a placeholder "job title, skills or company") and "Location" (with a placeholder "city, state or zip"). A "Search All Jobs" button is positioned to the right of these fields. Below the search area, a banner states "search 4,851,451 jobs across the web". A section titled "Find Jobs by Category" lists various job categories in three columns: Accounting / Finance, Administrative / Clerical, Architecture / Engineering, Art / Graphic Design / Media, Biotech / Science, Computer / Technology, Customer Service, Executive / Management, Health Care / Nursing, Human Resources, Legal / Paralegal, Marketing / PR / Advertising, Nonprofit / Volunteer, Restaurant / Hotel, Retail, Sales / Business Development, Software / QA, Teaching, Truck Driving, Transportation / Logistics, Writing / Freelance, Part-time / Temporary, Summer / Seasonal, and Entry Level / Internships. A "Browse Job Listings" link is located below the categories. A Facebook "Like" button shows "3,355 people like this. Be the first of your friends." Below this is a "Find jobs at your friends' companies" section with a "Login to Facebook" button. At the bottom of the page, there are links for "Browse", "Local", "Salaries", "Trends", "Blog", "About", "Employers", "Publishers", and "Help". International links for "Americas" (Argentina, Brazil, Canada, Mexico, United States) and "Europe" (Austria, Belgium, France, Germany, Ireland, Italy, Netherlands, Russia, Spain, Switzerland, United Kingdom) are also present. The browser's taskbar at the bottom shows several open applications, including TweetAdder 3.0, Job Search Made Simple, Microsoft Outlook, Skype, Microsoft PowerPoint, and Microsoft Excel. The system tray on the right shows the time as 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 various open applications, including Skype, TweetDeck, 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 2<sup>nd</sup> 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 shows the Wink People Search interface. At the top, it says "wink People Search" with a "Are" link on the right. Below this are search options: "People Search", "Email Search", and "Phone Number Search". The search form includes fields for "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. Below the search form is a "Refine search:" section with dropdown menus for "Personal", "Interests", "Groups", "School", "Career", "Tags", and "Distance".

The main profile section is for "Adam Ostrow", with a "Yes, it's me!" button and a "Yes" link for "Or is this your friend?". It indicates he is "living in Washington D. C. Metro Area". There are buttons for "Overview", "Work/School", "Activity", "Places (7)", "Friends (0)", and "Photos (1)".

Below the buttons is a bio: "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 is a "Tags:" section with a link to "University of Maryland College Park" and "Mashable" and "Editor".

On the right side, there is a profile picture of Adam Ostrow with a "View All" button below it. Below the picture is an "Add as friend" button. Further down is 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

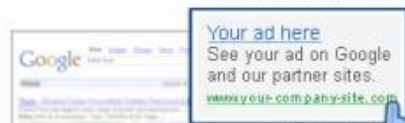
No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

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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## 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



### Latest jobs

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

<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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Commercial Break FCSM



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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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**We're Hiring**  
**Two Full-Time Outside Sales Reps**  
**(Dallas/Tarrant County)**

Your duties include:

- 50% of your time spent with clientele,
- 20% in the office and
- 40% working from home.

**FunCitySocialMedia**

732 Hurst Blvd, Suite 134

Hurst, TX 76053

[jason@FunCitySocialMedia.com](mailto:jason@FunCitySocialMedia.com)

[www.FunCitySocialMedia.com](http://www.FunCitySocialMedia.com)

214-356-6656



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

**FunCity Social Media**

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