

# Social media can help businesses and job seekers expand their networks

by Heidi Riley



**“Social media is about a conversation, having a two-way dialogue, and engaging others.” - Maureen Kerr**

Maureen Kerr is a Marketing Consultant who shows her clients how to get to the heart of effective Internet use.

**M**aureen Kerr, Owner of **Kerr Consulting** in Charlottetown, introduces clients to social media such as **Blogs, Facebook** and **Twitter**, and helps them realize how effective they are.

She builds websites and trains clients to build their own blogs. She also teaches HR professionals about using social media for employee recruitment, engagement, and retention.

## Beginnings

Three years ago, Maureen was working for a technology company and became aware of new ways of marketing using social media.

“In the past I owned and operated a successful on-line business. But I became discouraged by how expensive it was to start a website and keep it maintained. Now things have changed. You can build a website at a minimal cost, start a blog for free, and there are many more options.”

Maureen says the challenge now is choosing which on-line options will be the most effective way to connect with your target audience. “Not only do I help people set up on-line social networking options for their business or for themselves, but I also practice what I promote.

“On PEI, I have a wide range of contacts I can speak to personally,” says Maureen. “But to continue to build on my connections and to stay updated with my present contacts, social media is an effective strategy to make my skills and abilities known to potential clients.”

## Employers posting jobs

Maureen says social media sites are a good place for employers to post jobs. “These days, many people get their news from the Internet, and they may never see a job ad in print.

“Employers should put their efforts towards getting their future employees’ attention in virtual places. Employers need to have an Internet presence and give job seekers a compelling reason to want to work for them.”

## Blogging

“Promote your skills by starting a blog about something you’re passionate about such as a hobby, your travels, or your educational and employment interests,” says Maureen. “Choose a subject that you love to write about or have a collection of pictures and add articles and resources that are properly credited.

“When you create a presence for yourself, many connections could take place. A prospective employer who googles your name will find out more about your abilities and interests. Or a potential client could seek you out from your blog.”

## Valuable social media sites

**www.linkedin.com** is for professionals who want to exchange information, ideas and opportunities. You can open an account and post your resumé, pick up your tweets, and see your blog posts. You can join specialty groups within this site and communicate with others with the same interests or in the same field.

**www.twitter.com** is a great way to introduce yourself and show that you can add value to the conversation. You can set up an account and follow a person, organization, or company you would like to work for.

**www.twitjobsearch.com** is a job search engine. Type in the job you are looking for and you will get a list of job postings from all over the world.

**www.facebook.com** is a way to connect and share information. You need to be careful what type of information you post, because employers can form an impression of you based on the content of your Facebook page.

Facebook can also be used by employers to find potential employees by connecting with people with relevant skills and interests, or asking their existing staff to spread the word of a job opening through their respective networks.

**www.ratemyemployer.ca** posts company reviews from employees. You should take the comments with a grain of salt but it could be a way to gauge the morale of employees.

**www.youtube.com** can also be a way of finding out about a company.

**www.slideshare.net** can be used as a tool to post slide shows as a way to market your skills and attract potential clients to your website and blog.

To check out Maureen Kerr’s website and blog, visit [www.yourmarketingmavens.com](http://www.yourmarketingmavens.com) or follow her on [Twitter/moekerr.com](https://twitter.com/moekerr.com)



## Attention: See our website for the Calendar of Events - June, July & August

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