

The Importance of Being Found

Using Social Media To Brand Yourself and Your Organization

Ben Gotkin – National Recruiting Director – McGladrey

The logo consists of the words "IN TO WIN" stacked vertically. "IN" is in light blue, "TO" is in green, and "WIN" is in dark red. The letters are bold and sans-serif.

**IN
TO
WIN**

McGladrey

RSM McGladrey | McGladrey & Pullen

- McGladrey, for today
- 5th largest Accounting, Tax and Business Consulting Firm in US
- 7200+ Employees, \$1.4 B Revenues
- 100+ Offices in 25 States
- Founded – 1926
- Subsidiary of HR Block
- PGA – McGladrey Team Championship
 - Sponsor Zach Johnson, Chris DiMarco & Natalie Gulbis

Me and Social Media

- Blogging for past 5 years
 - Personal, Recruiting-related, RecruitingBlogs, McGladrey
- LinkedIn User for past 4+ years
- Facebook User for past 3 years
- Twitter User for past 7 months
- Google 'Ben Gotkin'

Social Media Facts

- If Facebook was a country...
- The fastest growing demographic on Facebook is...
- Twitter grew _____% in 2008
- The number of visitors to blogs (hosted by blogger and wordpress) in 2008...
- The number of HR & Recruiting professionals in a 50 mile radius in LinkedIn is...
- The number of Recruiters in the RecruitingBlogs.com DC Area Recruiters Group is...

What are you?

- **Creator** (publish blogs, upload audio/video, create content)
- **Critic** (post ratings/reviews, comment on blogs, contribute to discussion forums)
- **Collector** (use RSS feeds, add tags to web pages or content, vote for websites)
- **Joiner** (maintain a profile on a social networking site)
- **Spectator** (read blogs, watch video/listen to audio, read forums & customer ratings/comments)
- **Inactive** (none of the above)

Groundswell: Social Technographic Profile

Social Media and You

- What Social Media Sites Do you Use & Why?
 - If not, why not?
- Social Media is a Contact Sport
- Separating Personal and Professional
- The Value of Being Found
- The Risk of Being Invisible
- What Are Your Goals?

LinkedIn and Twitter 101

Closing Thoughts

- Being Inactive is no longer an option
- Social networking doesn't replace real relationships, it helps to foster new relationships
- Start small
- It doesn't take as much time as you might think
- Define and pursue your goals
- There has never been a more important time than now to be CONNECTED

Connect With Me

LinkedIn – <http://www.linkedin.com/in/bengotkin>

Twitter - <https://twitter.com/lifeatmcgladrey>

Blog – <http://mcgladreycareers.blogspot.com>

RecruitingBlogs.com -

<http://recruitingblogs.ning.com/profile/bengot24>

How-to Guide for Corporate Blogging

<http://standoutjobs.com/site/blog/corporate-hr-blogging-guide/>