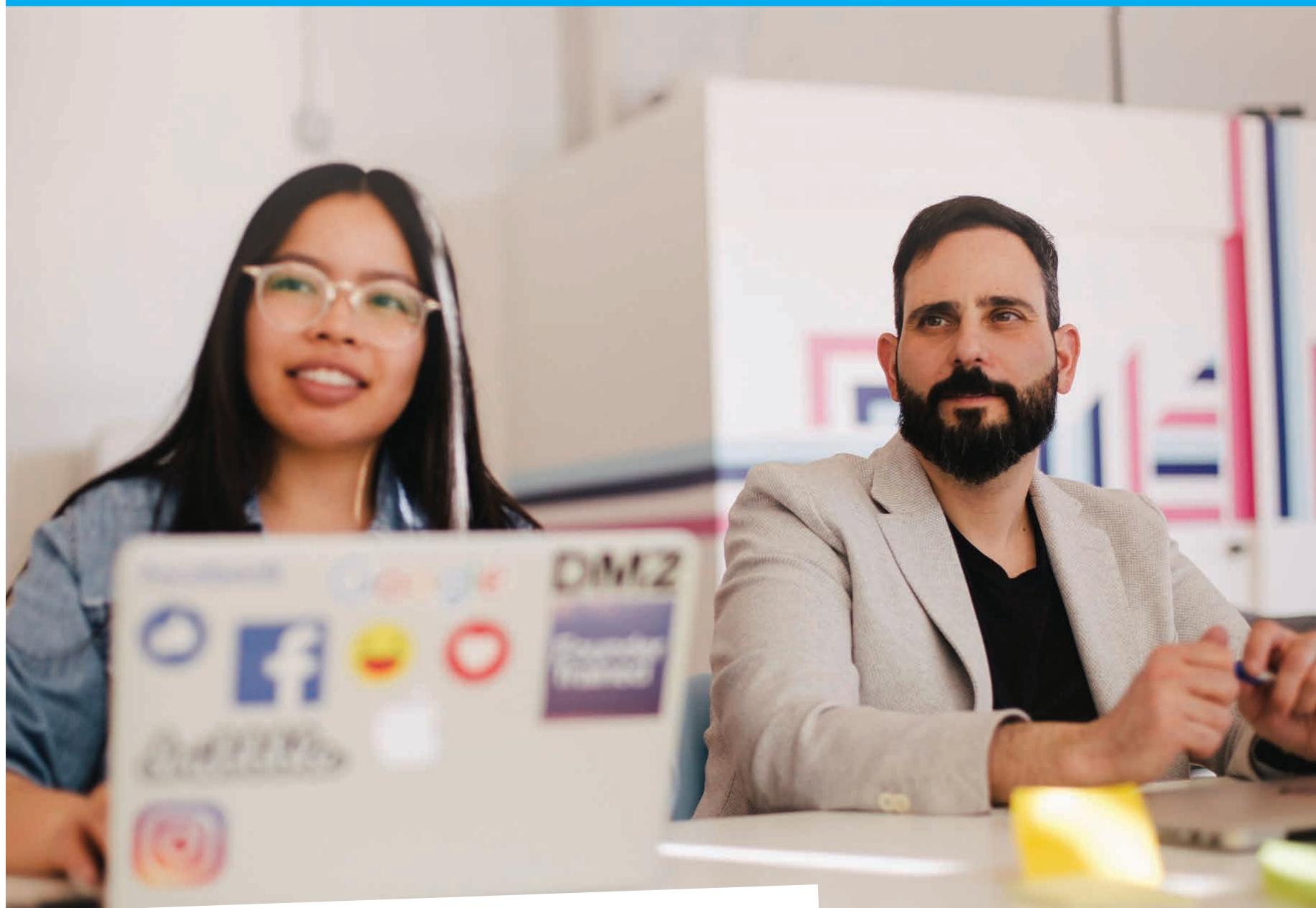


LAWEEKLY EDUCATION

CAREER & EDUCATION SPECIAL SECTION **SUMMER 2019 GUIDE**



“Recruiting is an extension of human resources and so naturally it’s a social endeavor and it always has been.”

- Eli Howayeck

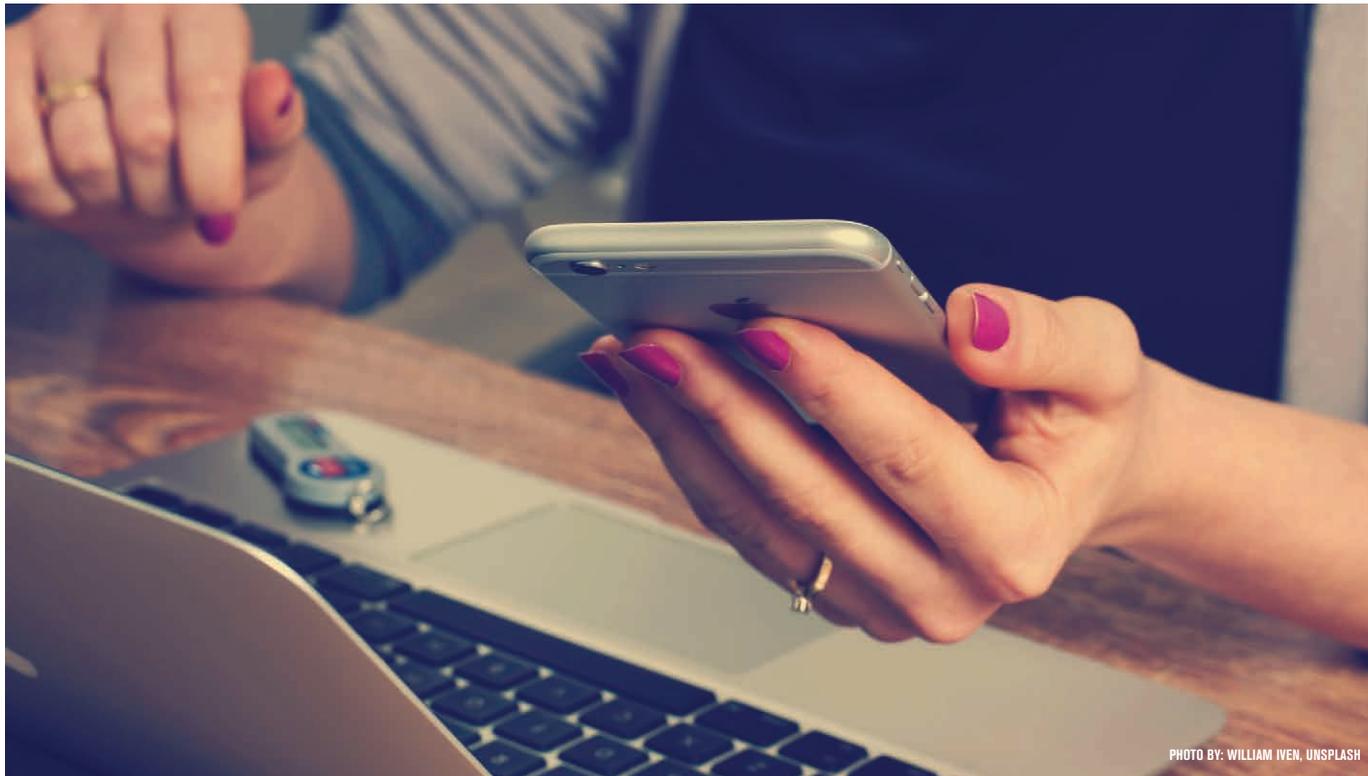


PHOTO BY: WILLIAM IVEN, UNSPLASH

SOCIAL RECRUITING

IT'S HERE TO STAY, SO MAKE THE MOST OF IT

BY PAUL ROGERS

When social media first became a mainstream phenomenon at the turn of the millennium, the word “social” may have suggested a separation from users’ professional lives. Yet, almost from the get-go, social media overlapped with online professional

networking, just as the lines between our social and work interactions blur in the face-to-face world. So “social recruiting” – that is, employers using social media platforms to advertise jobs, find talent, and communicate with potential new hires – is almost as old as social media itself.

“Recruiting is an extension of human resources and so naturally it’s a social endeavor and it always has been,” said career coach Eli Howayeck, CEO of Milwaukee, Wis.-based consulting firm Crafted Career Concepts. “When computers and the Internet were introduced, recruiting was still a human or social business, but there were new tools to expand the filter, bring more candidates into the funnel, and use artificial intelligence to find and screen talent.”

While some early social media platforms like Friendster and MySpace were about reconnecting old friends and finding new ones, peers such as Ryze (founded in 2001) and LinkedIn (launched in 2003) were, and are, overtly devoted to professional networking. More recently, purportedly “social” platforms such as Facebook, Instagram, Twitter and even Snapchat have increasingly

been embraced by recruiters as places to reach out to, research and even screen potential new hires. Meanwhile, LinkedIn – which claims an astonishing 610 million users worldwide – has evolved from being little more than a place to post resumes to a major content platform which offers recruiting teams myriad ways to attract candidates.

Social recruiting (also known as social media recruitment or social hiring) has snowballed to the point of now being an almost universal recruitment strategy (as early as 2013, 94% of professional recruiters were using social media as a recruitment tool, or planned to, according to online career platform The Muse). With Generation Z – the first true “digital natives” – now joining the workforce, social recruiting makes more sense than ever, and is clearly here to stay.

While it’s employers who initiate social recruiting efforts (such as creating recruitment-specific social media accounts, communicating their brand through Instagram photos, and using Facebook insights to study their audience), the near ubiquity of such practices also impacts how job seekers should curate and utilize social media. This transcends just keeping our feeds clean of controversial content or posts that could be off-putting to potential new employers. For just as employers can use social media to get a full-circle view of candidates, so too can those very candidates use it to study, and even establish relationships with, companies they might want to work for.

“You can learn a lot about a company, its values and the way they communicate through social media,” Howayeck continued. “Look to understand how and where they communicate their messages and value propositions. Most consumer-facing companies have invested in their social media presence.”

We spoke to employment experts to find out how companies are using social recruiting – and how job hunters can make the most of their doing so.

Which social media platforms are most popular with employers seeking new talent?

Professor Amy Quarton, Associate Instructor at Maryville University in the Online Bachelor’s Program for Organizational Leadership: Recruiters list Facebook, LinkedIn, Twitter, and blogs as the most widely used platforms. Instagram **CONT 52 >>**



LOS ANGELES FILM SCHOOL

Since 1985, **The Los Angeles Recording School**, a division of **The Los Angeles Film School**, has provided a foundation for entertainment education in Hollywood. The school specializes in all aspects of music production and audio production in hands-on studio environments. Its prime location on Sunset Boulevard provides a unique advantage for students looking to connect with top industry executives and influencers in music and entertainment.

In March, Billboard Magazine featured The L.A. Recording School as a leader in the music education space. The school has had a number of notable alumni successes the past few years, with multiple GRAMMY® and Primetime Emmy wins, including:

Andrés Borda (2011 alumnus) won a GRAMMY for his engineering work on Carlos Vives’ album, *Vives*. Jordan Wilby (2004 alumnus) won his second Primetime

Emmy award for his sound editing work on *Stranger Things* Seasons 1 and 2. Henrique Andrade (2011 alumnus) won a Latin GRAMMY for his work on Colombian recording artist Juanes’ album, *Mis Planes Son Amarte*.

With more than 35 years in higher education, The L.A. Recording School adapts to stay competitive in the entertainment industry. The school has expanded its program offerings and grown its network of recording industry professionals. Dedicated instructors teach a full range of audio engineering and music production skills such as recording, mixing and optimizing audio for music, movies, television, computer games and the web.

As the music industry continues to progress and diversify, the need for well-rounded artists and entertainment professionals is essential. Join the next generation of entertainment producers, engineers and

recording artists at The L.A. Recording School.

Interested in visiting The L.A. Recording School?

The campus includes the historic Ivar Theatre, a 6,000 square-foot venue offering a live-performance stage and expansive production spaces. The Ivar attracts exclusive industry showcases, private events and prominent artist performances and is the home to the live-sound training component for students in the Audio Production Program. Daily campus tours are offered as well as monthly All-Access Studio Tours, which give prospective students an inside look at every campus program offered. To go on the next All-Access Studio Tour, visit www.larecordingschool.com/rsvp.

For more information on how to enroll in The Los Angeles Recording School, please visit: www.larecordingschool.com or call 323.860.0789

WEEKLY EDUCATION CAREER & EDUCATION SPECIAL SECTION SUMMER 2019 GUIDE

<< **CONT 50** and YouTube are also used in specific industries (e.g., entertainment, art) or for specific roles (e.g., designer, influencer).

Christopher K. Lee, San Diego-based business strategy consultant and founder of PurposeRedeemed: LinkedIn is the big one, since it's geared for professional use. However, it depends on the roles to be filled. LinkedIn is full of tech and business professionals. But retail and blue-collar workers generally aren't on the site. Likewise, few college students and entry-level employees are active on LinkedIn.

Why are employers looking to social media to help them recruit new talent? What does it offer them that other forms of outreach maybe don't?

Lee: Social media offers speed and efficiency. Employers can perform a targeted search and quickly compile a list of potential candidates. In turn, candidates tend to respond and engage more quickly, since they're connected to the Internet 24/7. In recruitment time is money... Social recruiting allows employers to be agile and minimize costs.

Quarton: Social recruiting can be a low-cost alternative to print and broadcast media. It can also be used to boost the influence of a company's presence using other forms of media. Some commercials and advertisements call for viewers to visit some form of their social media to "learn more" or "apply now".

What types of employers are using social media as active outreach to new talent?

Kelly Donovan, jobs-search coach and principal of Riverside County-based Kelly Donovan & Associates: The trend toward social recruiting has become universal, spanning virtually every industry. Companies that are more active in social media for their marketing are often more likely to leverage it more for recruiting, too.

And how are employers now using social recruiting?

Quarton: [They] post content about a job or the organization, engage in dialogue with users, screen profiles for potential talent, and invite qualified individuals to apply. The most effective social recruiting campaigns are creative in how they catch people's attention and supported across multiple online media channels (e.g., a Facebook post links potential applicants to the company's website).

Lee: One approach is recruiting for specific positions. This entails posting job openings, sharing it to online groups, reaching out to potential candidates, and so on... The second approach is brand building. This is less about filling a position and more about showcasing the company as a whole. The goal is to position it as an employer of choice. Businesses use Facebook, Instagram, and Twitter to highlight employee stories, share "behind-the-scenes" photos, and show how they support the local community.

Is "transparency" – that is, being able to gain a full-circle view of a candidate from their social media profiles – a big part of the appeal of social recruiting for employers?

Quarton: Yes, more and more companies are screening applicants' social media profiles at some point in the recruitment process. The legality and ethical guidelines of this practice are being debated now. For example, should companies be able to access and use information from private profiles?

How has the arrival of Generation Z in the workplace impacted social recruiting?

Donovan: Generation Z grew up using social media, so reaching them through social media is akin to companies using the newspaper to recruit in decades past. It's where the eyeballs are.

Lee: Organizations are using social channels to highlight their company culture, community engagement, and corporate social responsibility. These are factors Gen Z'ers value in a potential employer.

Is social recruiting particularly pertinent to so-called "passive candidates" – people who are currently employed but might consider a new role if it was presented to them?

Donovan: Employers have found that social recruiting is an optimal way to access passive candidates, who are less likely to apply for a job through a company website or job board. The Society for Human Resource Management's research identified passive candidates as the No. 1 reason employers used social recruiting.

How does the rise of social recruiting impact job seekers? What should they be doing in regard to the content and management of their social media profiles?

Quarton: Update your social media profiles regularly with the mindset that it influences your ability to get a job... Include information about your accomplishments in life and remove content that you wouldn't want shared on the evening news.

Donovan: Create and maintain a robust LinkedIn presence and post relevant career-related news and updates regularly. Their LinkedIn content should not be copied and pasted from a resume. Instead, it's best to create a conversational, first person LinkedIn summary that gives insight into what makes you tick as a professional, and use job descriptions that are a concise and sanitized version of what is on the resume.

For job seekers, what are the advantages of interacting with potential new employers through social recruiting?

Lee: The value of social recruiting for job seekers surfaces when you've followed a company for some time... You may not have any formal relationship with the organization. But over time you've read its news updates; you've seen its successes and setbacks; you know about its company culture and community involvement and corporate citizenship. This offers two advantages: First, you could better ascertain whether it's a place you want to work. Secondly, if so, you're well-positioned to connect the dots on why you're the perfect candidate.

Quarton: Interacting with potential employers can tell you quite a bit about what it might be like to work for them. By viewing content and starting the application process, you get a sense of what an organization values, what its culture is like, and what the job requires. You may learn something during the process that influences your decision to choose this company.

Finally, what is the near future for social recruiting? How might it morph and adapt?

Donovan: Artificial intelligence (AI) is starting to be used in hiring now, so I'll be interested to see how AI will dovetail with social media in the years ahead. Many of us hope for the hiring process to become easier for candidates and incorporate more human interaction.

CAL STATE LA DOWNTOWN



Build and Bridge Business Relationships: Complete Your B.A. in Communication at Cal State LA Downtown

Beginning spring 2020, **Cal State LA** will launch a new B.A. in Communication program with an option in **Organizational Communication** at its Downtown Los Angeles campus. As LA's university since 1947, **Cal State LA** has long served as an economic engine for Southern California by providing quality, accessible education. In fact, it was ranked #1 in the nation for the upward mobility of its students in a study published by the New York Times.

Continuing in this tradition, the newest degree program offered by the University's College of Arts & Letters in partnership with the **College of Professional and Global Education** provides individuals with the skills required to pursue careers in diverse fields that include marketing, sales and public relations. The program's curriculum, however, is also broad-based in a way that allows it to be applicable to a variety of professional contexts including business, management and more. The addition of the new program is timely given projected employment trends. According to the U.S. Bureau of Labor Statistics (BLS), employment in communications and media-related fields is projected to grow 6% while careers in business occupations is anticipated to grow by 10% respectively between 2016 and 2026. Expansion of both sectors is expected to be fueled by increased globalization, a growing economy, and the need to create, edit, and share information across a variety of channels and platforms. Additionally, a 2016 study by the Pew Research Center found that individuals with college degrees

earn \$17,500 more per year when compared to their counterparts with a high school diploma.

The **B.A. program's Organizational Communication** focus includes coursework emphasizing the ways globalization, changes in technology, and innovation contribute to a dynamic and changing environment in which human communication is both a primary and fundamental process. As an upper division transfer program, the B.A. in Communication is a great fit for working professionals and community college transfer students with busy schedules who have completed 60 units of transferable coursework, but have not received their degree. Convenient classes are taught at **Cal State LA Downtown** by respected faculty who also teach at Cal State LA's main campus. Students take several courses per term and are able to complete their degree within approximately two years.

Located in the heart of the city's financial district, **Cal State LA Downtown** is within close proximity of major industries, freeways and public transportation options. The campus offers bachelor's degree, master's degree, certificate, and professional training programs offered through the College of Professional and Global Education in fields that range from business and social work, to healthcare and game design. The modern facility, which opened in early 2016, features 12 technology-enhanced classrooms, MAC and PC labs with the latest hardware and software, comfortable student lounges, collaborative work spaces, and convenient onsite, underground parking.

Applications for the Spring 2020 B.A. Communication program are expected to open this summer. To learn more about the program, join our interest list, and sign-up for an upcoming webinar, please visit calstatela.edu/dtla/degree-programs.

PACIFICA GRADUATE INSTITUTE

Pacifica Graduate Institute is an accredited graduate school offering degrees in **Clinical Psychology, Counseling Psychology, the Humanities, and Mythological Studies**. The Institute has two beautiful campuses nestled between the foothills and the Pacific Ocean in Santa Barbara. All of Pacifica's degree programs are offered through low-residential learning sessions that take into account vocational and life commitments. Our educational environment nourishes respect for cultural diversity and individual differences, all while providing our students with access to an impressive array of educational resources. Students come to Pacifica from various backgrounds in pursuit of an expansive array of academic, professional and personal goals. Pacifica's faculty bring a passion for depth psychology, education, and a wealth of real-world experience into the classroom. Many of our faculty are licensed psychotherapists, clinicians, MFT's, Certified Jungian Analysts. Pacifica's unique mission primarily attracts innovative and creative working professionals who are interested in a rigorous intellectual experience that connects with their souls and positively transforms how they see the world. A Pacifica graduate degree equips our students for the vocation they feel called to, whether to enhance what they are already doing or equip them for new and additional work in the world.

To learn more about Pacifica, join us for one of our upcoming information days and learn about our various degree programs in the tradition of Depth Psychology, informed by the teachings of C.G. Jung, Joseph Campbell, Marion Woodman, James Hillman, and others.

Pacifica is currently accepting applications for Fall 2019 apply online at www.pacifica.edu.