Social Media for Business Development & Employee Recruitment

January 29, 2020
Logistics

• All audio will stream through your computer speakers.

• Please submit your questions anytime throughout the presentation in the Question box or Chat box, located on the bottom of your screen.

• Webinar recording and slides are posted within one week of the event.

ampsocal.usc.edu/webinars
USC Price
Center for Economic Development

Outreach arm of the Price School of Public Policy

Supports EDA’s mission by

- Providing technical assistance to economically distressed and underserved communities
- Developing strategies to enhance collaborative regional innovation

Capabilities

- Planning
- Economic development and policy studies
- Feasibility and market analyses
- Needs assessments
- GIS mapping
- Consensus building
- Technical assistance workshops
- Strategy development
About AMP SoCal

- Collaboration of government, academia, and industry partners
- Designed to strengthen the Southern California aerospace and defense manufacturing supply chain
- A federally designated “Manufacturing Community” by the U.S. Department of Commerce
Who We Are

AMP SoCal is led by the USC Center for Economic Development (CED), an applied research center of the USC Sol Price School of Public Policy, in partnership with the City of Los Angeles and over 135 companies and organizations.

Partners Include:
AMP SoCal Upcoming Events

February Webinar for A&D Suppliers
10 – 10:30 am
February 19, 2020
Exporting to Mexico

AMP SoCal Cal Annual Summit
April 29, 2020 @ USC
Featuring One-on-One B2B Matchmaking Meetings between Suppliers & Southern California OEMs

www.AMPSoCal.org
Today’s Presenter

Jessica Carlson
Social Media Expert
USC Annenberg School of Communication and Journalism
SOCIAL MEDIA FOR A&D BUSINESSES
SOCIAL MEDIA PLATFORMS AND PURPOSES
Getting Started

• Create a business account
• Upload a profile picture and cover photo
• Add contact and ‘About’ info
• Join LinkedIn Groups
• Follow other pages
• Post content
What should you post about?

• Company updates
• Events
• Company goals or values
• “Sneak peek” into company operations
• Job postings
• Innovative projects
• Employee engagement
HOW CAN A&D BUSINESSES USE SOCIAL MEDIA?
What are the benefits of using social media?

- Increased brand awareness: 68%
- Recruitment purposes: 59%
- Chance to become a recognised thought leader in the market: 56%
- Easier and freer relationship building with journalists and the media: 55%
- It's the cheapest form of marketing: 46%
- Lead generation: 39%
- Keeping tabs on the competition: 38%
- For collecting customer feedback: 34%
- To stay ahead of the competition: 28%
- Other: 11%
- There are NO advantages: 5%
Post videos when possible

Videos get on average 20% more clicks than still images.
Videos

• Interviews with experts
• Behind-the-scenes look
• Product or project feature
• Events
• Media coverage
• Finished products
• Capturing a moment in the workplace or at an event
• Professional photos or headshots for company announcements
• Sharing logos or infographics
Video vs. Image

Which format drives more ad clicks on Facebook?

- Videos: 59.3%
- Images: 29.6%
- No difference: 11.1%
Video Example
LinkedIn

LinkedIn is the largest professional global online network 260 million users.

MAIN FUNCTION:
• Lead generation to business website
• Connecting with professional groups
• Showcasing innovative work
• Establishing professional credibility among industry experts
LinkedIn is the platform with the largest audience size for A&D companies, with a median following of 142,000.

Facebook is the largest social network with 2.45 billion users globally.

**MAIN FUNCTION:**

- Sharing company updates and news
- Promoting and tracking events
- Build brand awareness
- Facilitate industry conversation and community
  - Direct messenger
  - Forums
  - Facebook groups
Facebook

Most popular social networks worldwide as of October 2019, ranked by number of active users (in millions):

- Facebook: 2,414 million
- YouTube: 2,000 million
- WhatsApp: 1,600 million
- Facebook Messenger: 1,300 million
- WeChat: 1,133 million
Twitter

Twitter is the 2nd most used social platform after LinkedIn for B2B.

**MAIN FUNCTION:**
- Short term updates about event participation
- Promotion of trainings and professional development opportunities
- Sharing company updates
- Showcasing innovative company projects
Twitter

Social Media Platforms B2B Marketers Use for Content Marketing Purposes (Top 6)

- LinkedIn: 97%
- Twitter: 87%
- Facebook: 86%
- YouTube: 60%
- Instagram: 30%
- Google+: 28%

The Best B2B Social Networking Channels To Grow Your Business
Instagram

Instagram is the fastest growing social platform with over 1 billion users.

MAIN FUNCTION:

• Recruiting
• Showcasing work culture
• Employee recognition
• Capturing events
Instagram
Promoting your products and establishing credibility
Connecting with other businesses

Owens Design
727 followers
5mo •

Owens Design, in collaboration with 3D3 Solutions (known as LM! Technologies), will be holding our next Technical Seminar on September 12th, 2019. The topic will be the "Guide to 2D/3D Scanning and Inspection."

Please join us to learn how to solve manufacturing problems and improve product quality with high speed and advanced laser technology!

RSVP here: https://lnkd.in/gAH647

#3dlaserscanning #sensors #manufacturing #inspection

Alcoa @Alcoa · Dec 6, 2019

We are proud of our role in the development of the breakthrough @ELYSIS_techno smelting technology and the first metal sale to @Apple!

ELYSIS @ELYSIS_techno · Dec 5, 2019

Great news! @Apple purchased from ELYSIS a first carbon-free commercial aluminium batch. This purchase represents an important milestone for ELYSIS, which is aiming to revolutionize the aluminium industry. Details ➪ reut.rs/387v8G4

Guide to 2D/3D Scanning and Inspection Applications
Promoting events, workshops, or trade shows

Alcoa - @Alcoa - Nov 18, 2019
Stop by Alcoa Booth 616 Hall 8 @EUROGUSS Nuremberg Germany (Jan. 14-16, 2020). Meet our technical/commercial teams. Learn about cost-saving EZCast-NHT™ HPDC alloy for structural parts, SupraCast™ for high performance engines and more. Request a meeting: specialalloys@alcoa.com

Relativity Space - @relativitiespace - Jun 14, 2019
Earlier this week the Relativity team was fortunate to have #additivemanufacturing industry expert and founder of @castheon Dr. Youping Gao on site to present Aerodef: The Art of Additive Manufacturing and Industrialization. Thank you Dr. Gao!

Hexagon | Manufacturing Intelligence - @Hexagon... - Sep 25, 2019
Day 2 of #WESTEC! Stop by booth 1845 for a hands on demo of the new-to-market RS6 Laser Scanner and the #3D scanning #lasertracker, the Leica Absolute Tracker ATS600.
Recruiting and showcasing work culture
RECRUITING IS A TOP PRIORITY.

SOCIAL MEDIA CAN HELP.
“ABOUT 2.7 MILLION WORKERS ARE EXPECTED TO RETIRE IN THE NEXT 10 YEARS, WHILE 700,000 NEW JOBS ARE PROJECTED TO RESULT FROM BUSINESS GROWTH.”

Deloitte: The skills gap in U.S. manufacturing 2015 and beyond
Why recruit with social media?

Baby boomers’ retirement is the most extensive threat to the future talent shortage. It is important to focus on recruiting young professionals with problem solving skills and high emotional intelligence.
“52% OF ALL TEENAGERS SAID THEY HAVE NO INTEREST IN A MANUFACTURING CAREER.”
Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:

LinkedIn: 87%
Facebook: 55%
Twitter: 47%
Pinterest: 38%
YouTube: 21%
Google+ (plus): 14%
Instagram: 13%
Snapchat: 5%

Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!
WHICH PLATFORMS DO GEN Z AND MILLENNIALS USE?

<table>
<thead>
<tr>
<th>Generation Z</th>
<th>Millennials</th>
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Business Insider: Teens aren't using Facebook as much as millennials and Gen Xers here's the social platform each generation uses the most
FREE SOCIAL MEDIA RESOURCES
FREE SOCIAL MEDIA RESOURCES

You can find our booth at the corner of Sections A and B. Looking forward to pouring you a cup! :)

Coffee Expo Location

Latte Art

Making an Espresso
Reach Out with Questions

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Thank you!