

# How to Leverage

SOCIAL MEDIA

TO LAND

YOUR DREAM JOB

Virginia Bautista

FREELANCE WRITER | LINKEDIN CONSULTANT

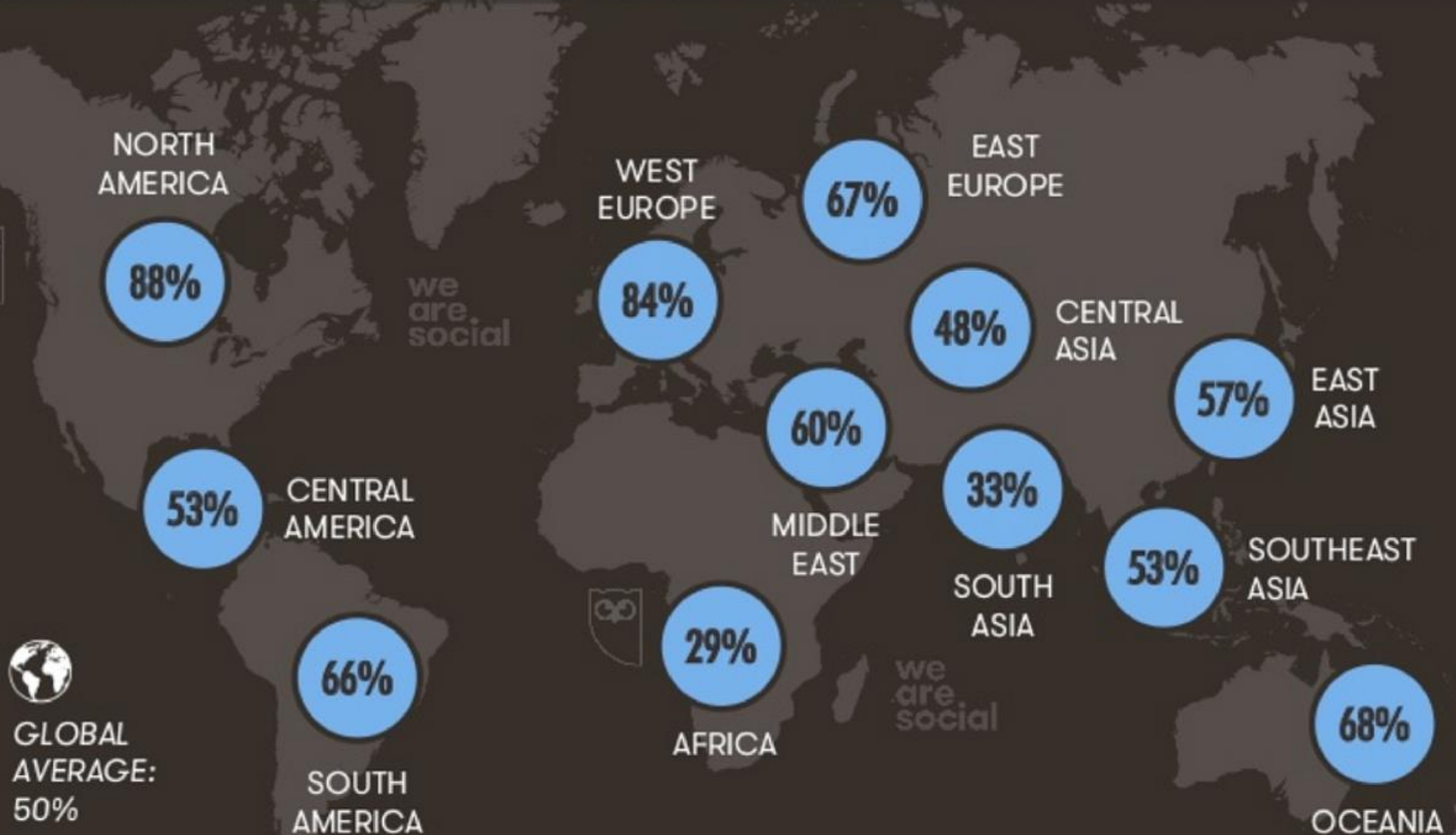
**VB**  
Consulting

# The Digital Landscape: Global Overview

JAN  
2017

# INTERNET PENETRATION BY REGION

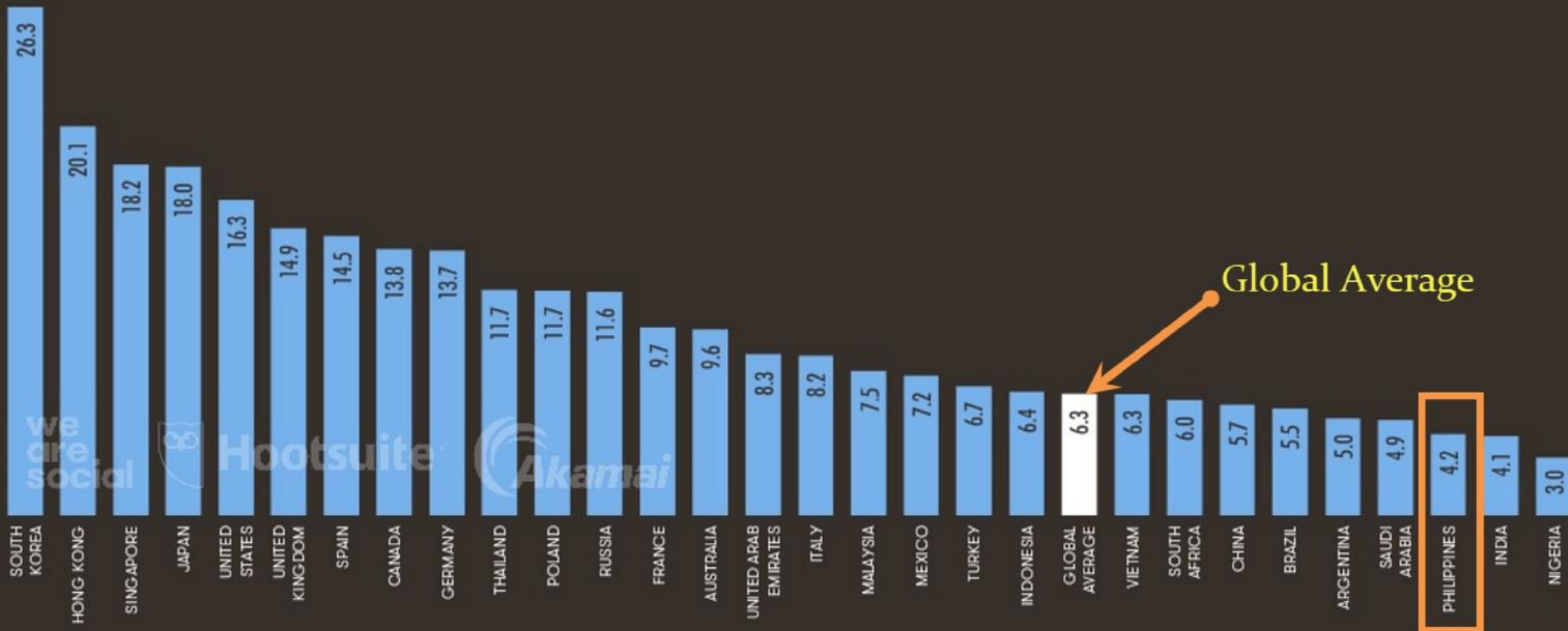
REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



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# AVERAGE FIXED INTERNET CONNECTION SPEEDS

AVERAGE SPEED OF FIXED INTERNET CONNECTIONS BY COUNTRY, IN MBPS



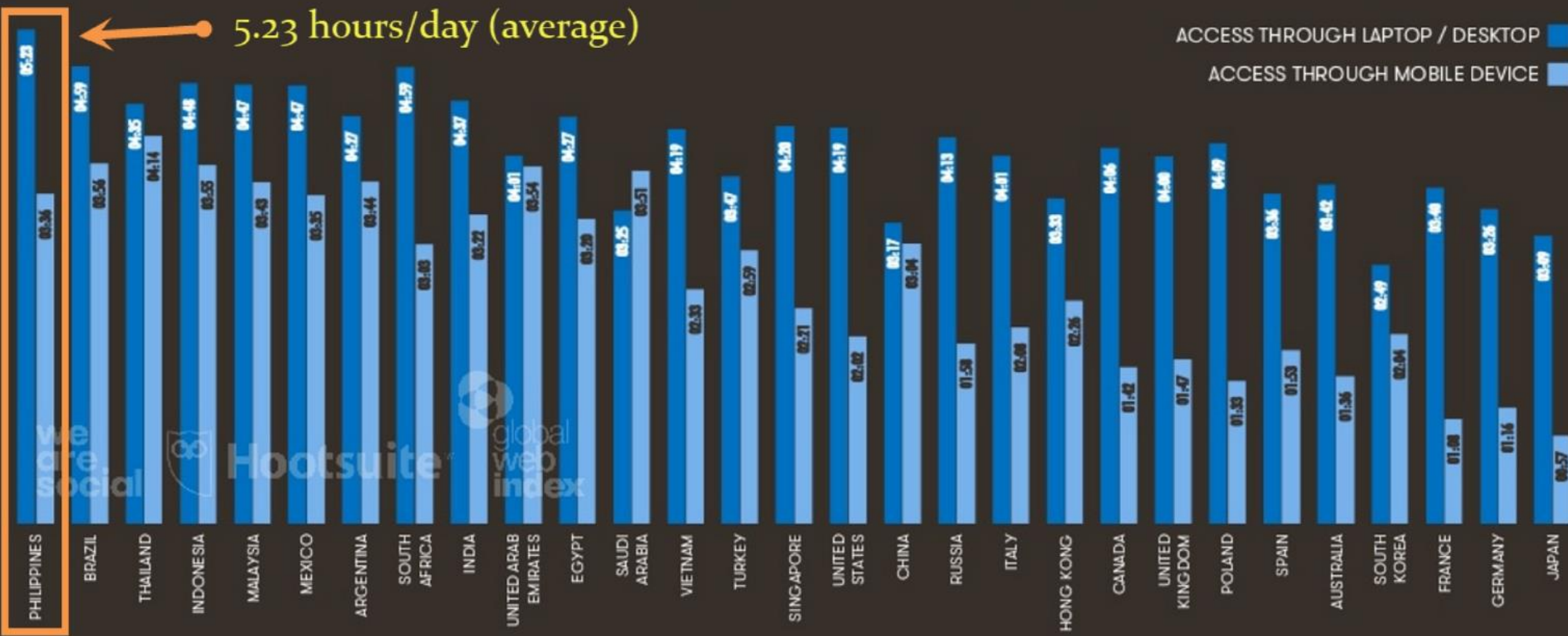
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# TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY, SPLIT BY COMPUTER USE AND MOBILE PHONE USE [SURVEY BASED]

NOTE THAT TIMES CAN BE ADDED TOGETHER TO FIND TOTAL INTERNET TIME BY COUNTRY; RANKINGS ARE IN ORDER OF TOTAL TIME SPENT USING THE INTERNET EACH DAY

5.23 hours/day (average)



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2017

# SOCIAL MEDIA GROWTH RANKINGS

BASED ON CHANGES IN ACTIVE SOCIAL MEDIA USERS IN COUNTRIES WITH A NATIONAL POPULATION OF 50,000 PEOPLE OR MORE

LARGEST GROWTH IN NUMBER OF SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (#)	▲ USERS	▲ %
01	CHINA	133,870,000	21%
02	INDIA	55,000,000	40%
03	INDONESIA	27,000,000	34%
04	UNITED STATES	22,000,000	11%
05	BRAZIL	19,000,000	18%
06	MEXICO	16,000,000	27%
07	PHILIPPINES	12,000,000	25%
08	BANGLADESH	11,000,000	73%
09	JAPAN	11,000,000	21%
10	VIETNAM	11,000,000	31%

LARGEST PERCENTAGE GROWTH IN SOCIAL MEDIA USERS vs. 2016

#	HIGHEST GROWTH (%)	▲ %	▲ USERS
01	CUBA	368%	2,760,000
02	CURAÇAO	173%	76,000
03	NORTH KOREA	135%	9,200
04	NIGER	111%	210,000
05	TURKMENISTAN	108%	13,000
06	KYRGYZSTAN	107%	310,000
07	BENIN	90%	520,000
08	MAURITANIA	85%	220,000
09	MYANMAR	84%	6,400,000
10	LAOS	84%	820,000

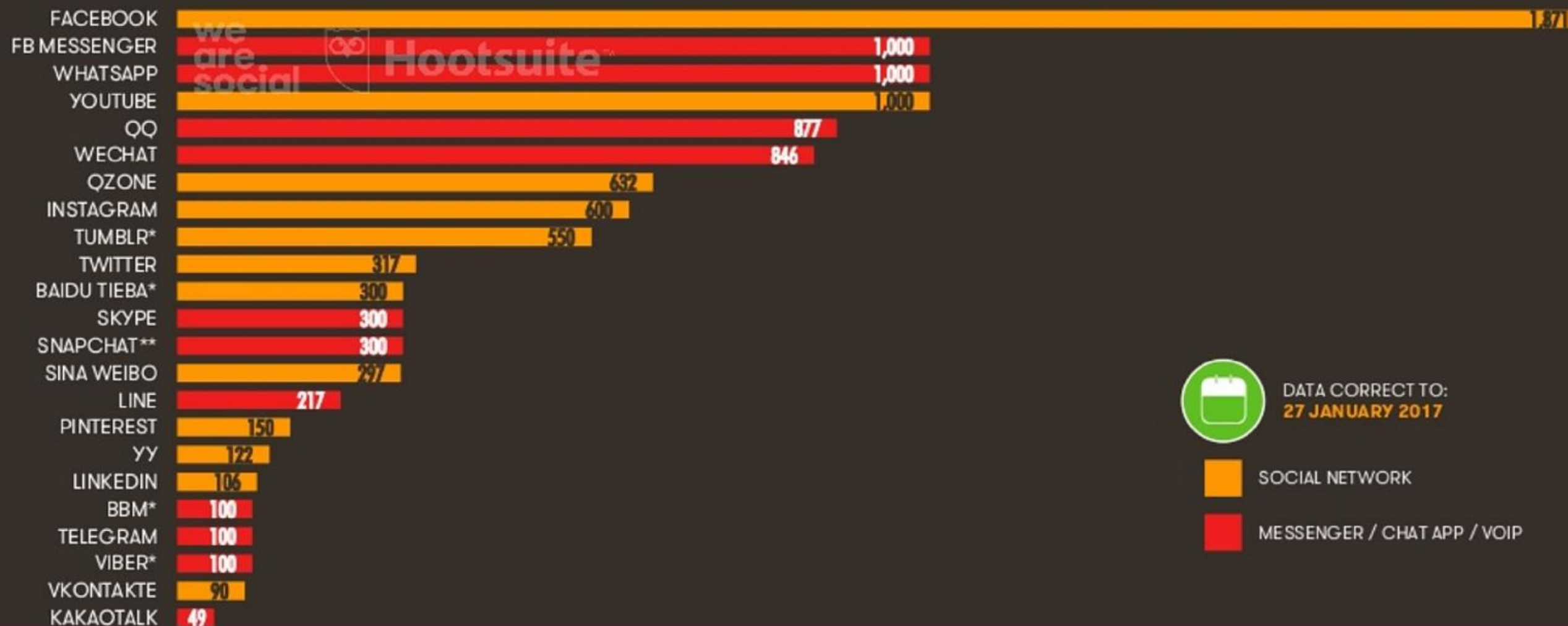


we  
are  
social

JAN  
2017

# ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



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2017

# FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	UNITED STATES	214,000,000	11%
02	INDIA	191,000,000	10%
03	BRAZIL	122,000,000	7%
04	INDONESIA 	106,000,000	6%
05	MEXICO	76,000,000	4%
06	PHILIPPINES	60,000,000	3%
07	TURKEY	48,000,000	3%
08	THAILAND	46,000,000	2%
09	VIETNAM	46,000,000	2%
10	UNITED KINGDOM	42,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	24,000,000	1.3%
02	MEXICO CITY	19,000,000	1.0%
03	DHAKA	16,000,000	0.9%
04	JAKARTA 	16,000,000	0.9%
05	ISTANBUL	14,000,000	0.7%
06	CAIRO	13,000,000	0.7%
07	SÃO PAULO	12,000,000	0.6%
08	NEW DELHI	12,000,000	0.6%
09	LIMA	11,000,000	0.6%
10	HO CHI MINH	9,700,000	0.5%



**Employer Branding**

**VS**

**Personal Branding**

EMPLOYER BRANDING

Attract candidates | Engage employees | Retain talents

# EMPLOYER BRANDING SUMMIT

ASIA 2017

Creating a winning candidate experience  
through strategy design and technology

MANILA  
25 MAY 2017



# EMPLOYER BRANDING



Charles Tyrwhitt

✓ Following

It's peak season for our Contact Center right now, so every day this week we will be redeploying senior leaders in into the role of "tea-boy". Here is our Operations and People Director, Mark keeping everyone well lubricated and sugar loaded. Biscuit anyone? show less



Patee Sarasin

CEO at Nok Airlines Public Co.,

Air stage



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Like • Comment • Share • 1780 129

*What if ...*

... the talents could also attract top companies?

**“Your brand is what other people say about you when you’re not in the room.”**

JEFF BEZOS, FOUNDER OF AMAZON

# What is personal branding?



Marketing yourself and your career as a brand



Creating an impression in other people's minds

HOW CAN SOCIAL MEDIA  
**HELP BUILD YOUR BRAND?**

But first -- answer this question:

*What is your dream job?*










**Research the company.**

- **Company culture**
- **People you may know who work there**

Research the company.

# GMA Network

**GMA Network, Inc.**  
Broadcast Media • 8,264 followers

     107 connections work here. See all 2,735 employees on LinkedIn →

[View in Sales Navigator](#) [See jobs](#)


**About us**

GMA NETWORK, INC. is one of the largest broadcast companies in the Philippines.

It operates a network of 47 Very High Frequency (VHF) stations, including 32 Ultra High Frequency (UHF) television stations and 21 radio stations throughout the country.

The Network was founded by Robert La Rue Stewart in 1950 as Republic Broadcasting System (RBS) with flagship AM radio station DZBB operating from the Calvo Building in Escolta, Manila.

**Recent update** [See all](#)

  
**FULL POTENTIAL.**

**BE ONE IN HEART WITH THE BEST IN THE**

Magandang araw mga Kapuso! For our updated list of vacancies, kindly visit ou...

46 Likes 10mo

**SUNDAY GRANDE GMA**

**ALL-STAR VIDEOKE**

HOSTED BY SOLENN HEUSSAFF & BETONG SUMAYA

SUNDAYS | AFTER 24 ORAS WEEKEND



Tweets 128K Following 615 Followers 963K Likes 6,701 Lists 1

**GMA Network** @gmanetwork

This is the official Twitter account of GMA Network. Follow us on Instagram @gmanetwork.

**Tweets** **Tweets & replies** **Media**

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**Kapuso ArtisTambayan**

**JAK ROBERTO**

September 8, 2017 | 4:00PM

IN FB.COM/GMANETWORK

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**Videos**

Akaka: Abangan Ngayong Setyembre


**TV Network in Manila, Philippines**

4.4 ★★★★★

[Very responsive to messages](#)

**BE A VOLUNTEER FOR THE GMA KAPUSO FOUNDATION!**

**PLAYLIST**



**GET TO KNOW PAOLO ONESA ON THE PLAYLIST**

**SHOWBIZ NEWS**

#TRVIA: 6 secret celebrity weddings 07:40 PM

Gabby Concepcion bags Asian Star Prize at the 12th Seoul Int'l Drama 07:00 PM

Vicki Belo and Hayden Kho honeymoon in Amalfi Coast, Italy 05:06 PM


LOOK: Chynna Ortaleza stuns in her pre-nup photo shoot 03:04 PM

**LATEST FROM GMA NEWS**

Senate orders arrest of Faeldon 9:07 AM

PAO chief on Carl Arnaiz case: Baka...

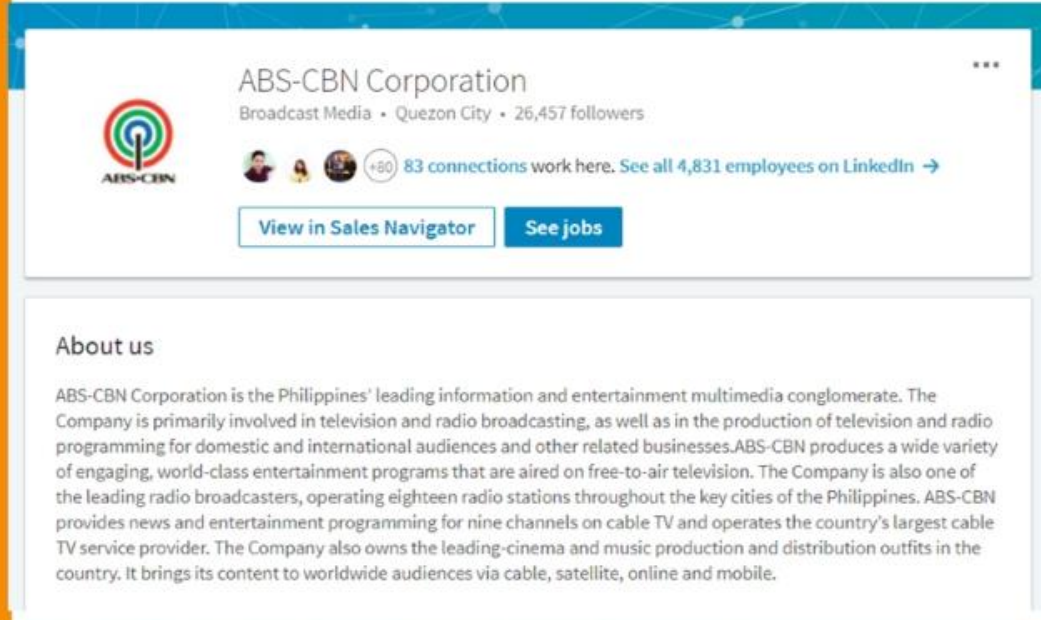
**KAPUSO VIDEO**



**WATCH: SUPER SEPTEMBER SA GMA**

Supercops, super relaps...

# ABS-CBN



**ABS-CBN Corporation**  
Broadcast Media • Quezon City • 26,457 followers

83 connections work here. See all 4,831 employees on LinkedIn →

[View in Sales Navigator](#) [See jobs](#)

**About us**

ABS-CBN Corporation is the Philippines' leading information and entertainment multimedia conglomerate. The Company is primarily involved in television and radio broadcasting, as well as in the production of television and radio programming for domestic and international audiences and other related businesses. ABS-CBN produces a wide variety of engaging, world-class entertainment programs that are aired on free-to-air television. The Company is also one of the leading radio broadcasters, operating eighteen radio stations throughout the key cities of the Philippines. ABS-CBN provides news and entertainment programming for nine channels on cable TV and operates the country's largest cable TV service provider. The Company also owns the leading cinema and music production and distribution outfits in the country. It brings its content to worldwide audiences via cable, satellite, online and mobile.



**ABS-CBN News** @ABSCBNNews

Stories, video, and multimedia for Filipinos worldwide, from ABS-CBN News and Current Affairs, the Philippines' most

Tweets 523K Following 1,301 Followers 5.5M Likes 873 Lists 15 Moments 6

[Following](#)

**Tweets** Tweets & replies Media

**ABS-CBN News** @ABSCBNNews · 6m  
Replying to @ABSCBNNews  
UPDATE: Senate sgt-at-arms arresting team now in the residence of former Customs Chief Nicanor Faeldon | via @sherieanntorres

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HOME NEWS BUSINESS ENTERTAINMENT LIFE SPORTS OVERSEAS TRENDING FOCUS WEATHER ANC DZMM TV PATROL



**1.2 million people 'battered' by Hurricane Irma: Red Cross**

**MARCOS WEALTH**

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Recovery continues

**THE PINOY TAX REFORM CALCULATOR**

DUTERTE TAX REFORM

Panalo o talo?

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ts

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News & Media Website in Quezon City, Philippines

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14,243,975 people like this [Chat with them](#)



# Facebook

● Engaged Employer

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2.2k  
Reviews

1.9k  
Jobs

4.7k  
Salaries

3.1k  
Interviews

717  
Benefits

166  
Photos

Following

[+ Add a Review](#)

## Facebook Overview

<b>Website</b>	<a href="http://www.facebook.com">www.facebook.com</a>	<b>Headquarters</b>	Menlo Park, CA
<b>Size</b>	10000+ employees	<b>Founded</b>	2004
<b>Type</b>	Company - Public (FB)	<b>Industry</b>	Information Technology
<b>Revenue</b>	\$5 to \$10 billion (USD) per year	<b>Competitors</b>	Google, Snap, Uber

Facebook is defined by our unique culture - one that rewards impact. We encourage people to be bold and solve the problems they care most about. We work in small teams and move fast to develop new products, constantly iterating. The phrase "this journey is ... [Read more](#)

**Mission:** Our mission is give people the power to build community and bring the world closer together.

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## Affiliated Companies



## Job Seekers Also Viewed < >



## Glassdoor Awards



Best Places to Work: 2017 (#2), 2016 (#5), 2015 (#13), 2014 (#5), 2013 (#1), 2012 (#3), 2011 (#1)

Highest Rated CEOs: 2017 (#10), 2016 (#4), 2015 (#4), 2014 (#10), 2013 (#1)

## Facebook Reviews

4.6



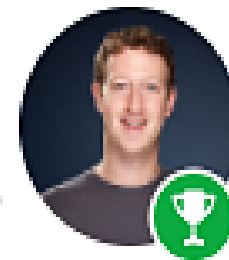
Rating Trends



Recommend to a friend



Approve of CEO



Mark Zuckerberg  
1,472 Ratings  
Highest Rated CEO 2017

More



# LinkedIn

Part of Microsoft

● Engaged Employer

Overview	2.0k Reviews	29 Jobs	2.4k Salaries	1.3k Interviews	662 Benefits	93 Photos
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[Follow](#) [+ Add a Review](#)

## LinkedIn Overview

Website	<a href="http://www.linkedin.com">www.linkedin.com</a>	Headquarters	Mountain View, CA
Size	5001 to 10000 employees	Part of	<a href="#">Microsoft</a>
Founded	2003	Type	Company - Public (LNKD)
Industry	Information Technology	Revenue	\$2 to \$5 billion (USD) per year
Competitors	XING AG, Monster Worldwide		

LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of ...

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## Companies to Explore < >



[Yesware](#)

### We're Hiring

[Senior Sales Consultant -](#)

## Glassdoor Awards



Best Places to Work: 2017 (#8), 2016 (#6), 2015 (#23), 2014 (#3), 2013 (#14)

Highest Rated CEOs: 2017 (#35), 2016 (#5), 2015 (#12), 2014 (#1)

## LinkedIn Reviews

4.3



 Rating Trends



Recommend  
to a friend



Approve  
of CEO



Jeff  
Weiner  
1,538 Ratings  
Highest  
Rated CEO  
2017

More



Google

2017 BEST PLACES TO WORK

Engaged Employer

Overview

7.4k Reviews

3.1k Jobs

17k Salaries

7.5k Interviews

2.2k Benefits

305 Photos

Following

+ Add a Review

Google Overview

Work Here? Get a Free Employer Account

<b>Website</b>	<a href="http://www.google.com">www.google.com</a>	<b>Headquarters</b>	Mountain View, CA
<b>Size</b>	10000+ employees	<b>Founded</b>	1998
<b>Type</b>	Company - Public (GOOG)	<b>Industry</b>	Information Technology
<b>Revenue</b>	\$10+ billion (USD) per year	<b>Competitors</b>	Microsoft, Apple, Facebook

Google is not a conventional company, and we don't intend to become one. True, we share attributes with the world's most successful organizations – a focus on innovation and smart business practices comes to mind – but even as we continue ... [Read more](#)

**Mission:** Google's mission is to organize the world's information and make it universally accessible and useful.

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Work in HR or Marketing?

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Companies to Explore



Bloomberg L.P.

Bloomberg harnesses the power of information for people who want to change the world. We help our clients



## Glassdoor Awards



Best Places to Work: 2017 (#4), 2016 (#8), 2015 (#1), 2014 (#8), 2013 (#6), 2012 (#5), 2011 (#30), 2010 (#14), 2009 (#7)

Highest Rated CEOs: 2017 (#17), 2016 (#7), 2015 (#1), 2014 (#11), 2013 (#11)

## Google Reviews

4.4



Rating Trends



Recommend to a friend



Approve of CEO



Sundar Pichai  
1,382 Ratings  
Highest Rated CEO 2017

More

HOW TO LEVERAGE

# **SOCIAL MEDIA**

to Land Your Dream Job



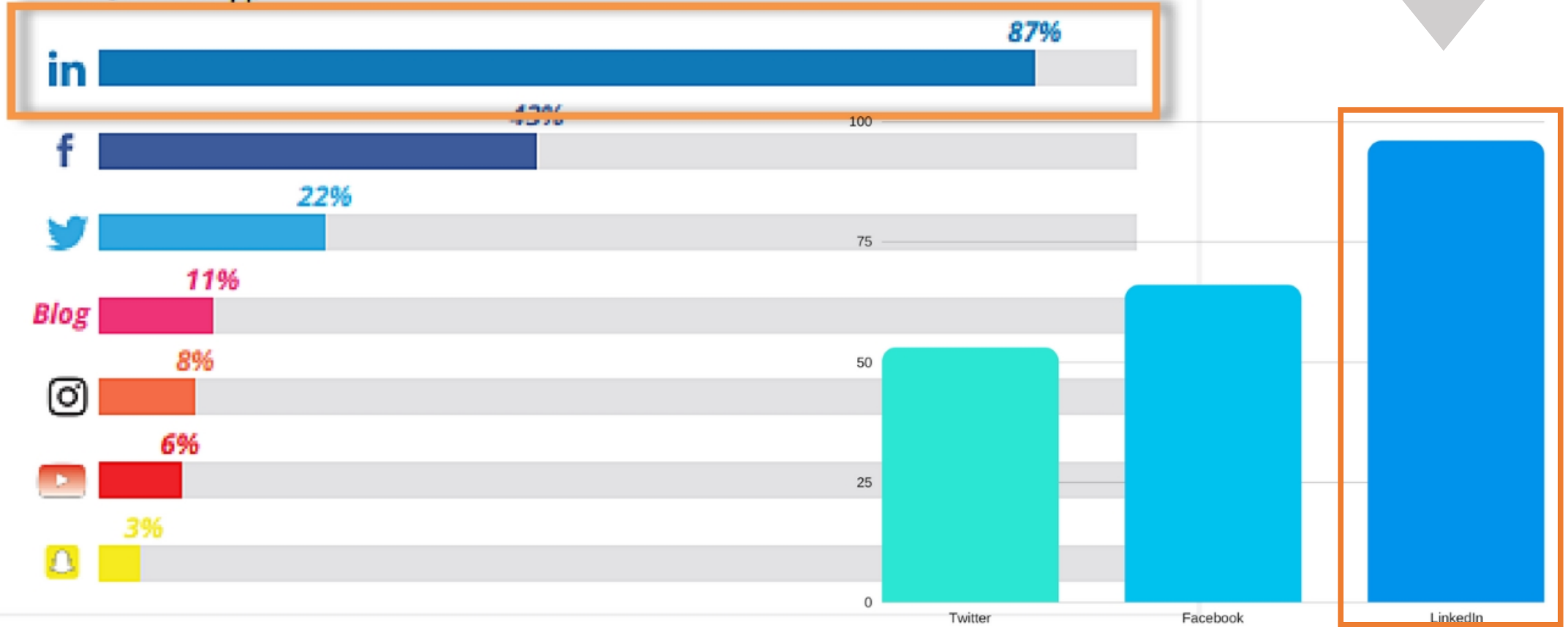
# Create a strong online presence.

- Clean up your digital footprint.
- Choose your platform.
- Tell your story. Highlight your skills.



84% of hiring managers (SHRM)  
87% of recruiters (Jobvite)

Recruiters use the following networks to evaluate candidates when hiring:



500,000,000+

REGISTERED MEMBERS



138+M  
UNITED STATES OF  
AMERICA

29+M  
BRAZIL

31+M  
CHINA

1+M  
JAPAN

42+M  
INDIA

1+M  
HONG KONG

1+M  
REPUBLIC  
OF KOREA

8+M  
AUSTRALIA

1+M  
NEW ZEALAND

8+M  
INDONESIA

4+M  
PHILIPPINES

3+M  
MALAYSIA

1+M  
SINGAPORE

23+M UNITED KINGDOM

14+M FRANCE

10+M DACH

10+M ITALY

9+M SPAIN

7+M NETHERLANDS

3+M BELGIUM

2+M DENMARK

2+M SWEDEN

1+M IRELAND

Over 4  
million  
in the  
Philippines



Manu Goswami • 2nd

Canada's Top 20 Under 20 & Young Entrepreneur of the Year | UN Youth Ambassador  
| TEDx Speaker | Venture Capitalist  
JB Fitzgerald Venture Capital<sup>SM</sup> • University of Toronto





## **Build relationships.**

- **Don't ask for a job.**
- **Follow the company in social media.**
- **Connect with people from the company.**
- **Engage with their content online.**



## **Provide consistent value.**

- **Create content that demonstrates your skills and expertise.**
- **Add value to other people's lives. Offer your help to those who might need it.**
- **Be consistent.**



Seth Godin: “Don’t wait to get picked. Pick yourself.”



“ Be found. Be remembered. Be recognized. Make LinkedIn work for you. ” Virginia Bautista

Read my articles on



SocialMediaToday

LinkedIn

Featured on:

**Forbes**



## Virginia Bautista

★ Freelance Writer ★ LinkedIn Consultant ► I help freelancers & consultants build a strong personal brand on LinkedIn ★

VB Consulting (VBC) • University of the Philippines

Region III - Central Luzon, Philippines • 500+

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