



# FOMO

*Frank Alaniz*

Workforce Field Trainer



# How many remember this?



# Recent Meetup

- 3 top employers
- 67 professional job seekers
  - 80% utilized their cell phone during the program
  - 45% (or more) utilized it more than once
  - 30% (or more) utilized for more than 5 minutes per use
  - Did you look at your cell to see if you were missing out?

FOMO



# Workshops

- Have you ever?

Looked at your cell phone while holding it under the edge of the table/desk

# Do you remember?



# Why FOMO

- Checking text messages?
- Checking LinkedIn?
- Checking Facebook? (yep that's me)
- What are you missing out on??????????

# Survey Says

71% of recruiters indicated

***“Checking Cell Phone”***

*Would automatically disqualify a candidate  
during an interview*

# AAR

- After Action Report
  - Follow up meeting with employers (2017)
  - 95% noted individual cell phone use during programs
  - 100% noted it was distracting
  - 100% noted it reflected negatively during the meet and greet
    - *Most did not get a next step request*



# What about this?



# Let's Talk

- Are you digitally dated?
  - Do you have a smart phone
  - Do you use it just for calls and simple texting
- Are you using social media for your job search
  - LinkedIn
  - Facebook
  - Google



# Using Your Cell For Job Search

- LinkedIn
- Facebook
- Google





# LinkedIn

- Select your top 10 employers you want to work for
- Follow them on LinkedIn
- 3x per week for 3 weeks view their company page on LinkedIn

# LinkedIn



UNINSTALL

OPEN

Contains ads



Downloads



1,140,084



Social



Similar

Invest in relationships. Your career will thank you.



## WHAT'S NEW

General bug fixes and performance improvements



LinkedIn Job Search

LinkedIn

Everyone

UNINSTALL

OPEN

## You Might Also Like

MORE



Ad

Indeed Job Search

4.2 ★

FREE



Glassdoor Job Search,

4.4 ★

FREE



LinkedIn Learning:

4.6 ★

FREE



UN J

4.6 ★



Downloads



177,767



Business

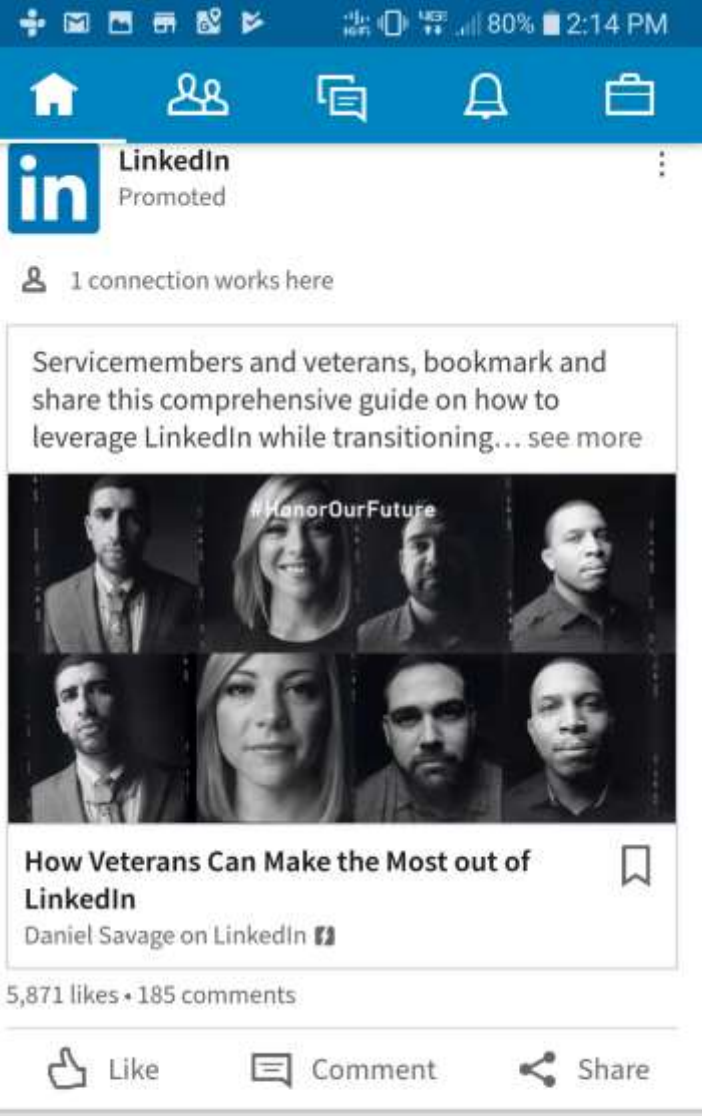


Editors' Choice

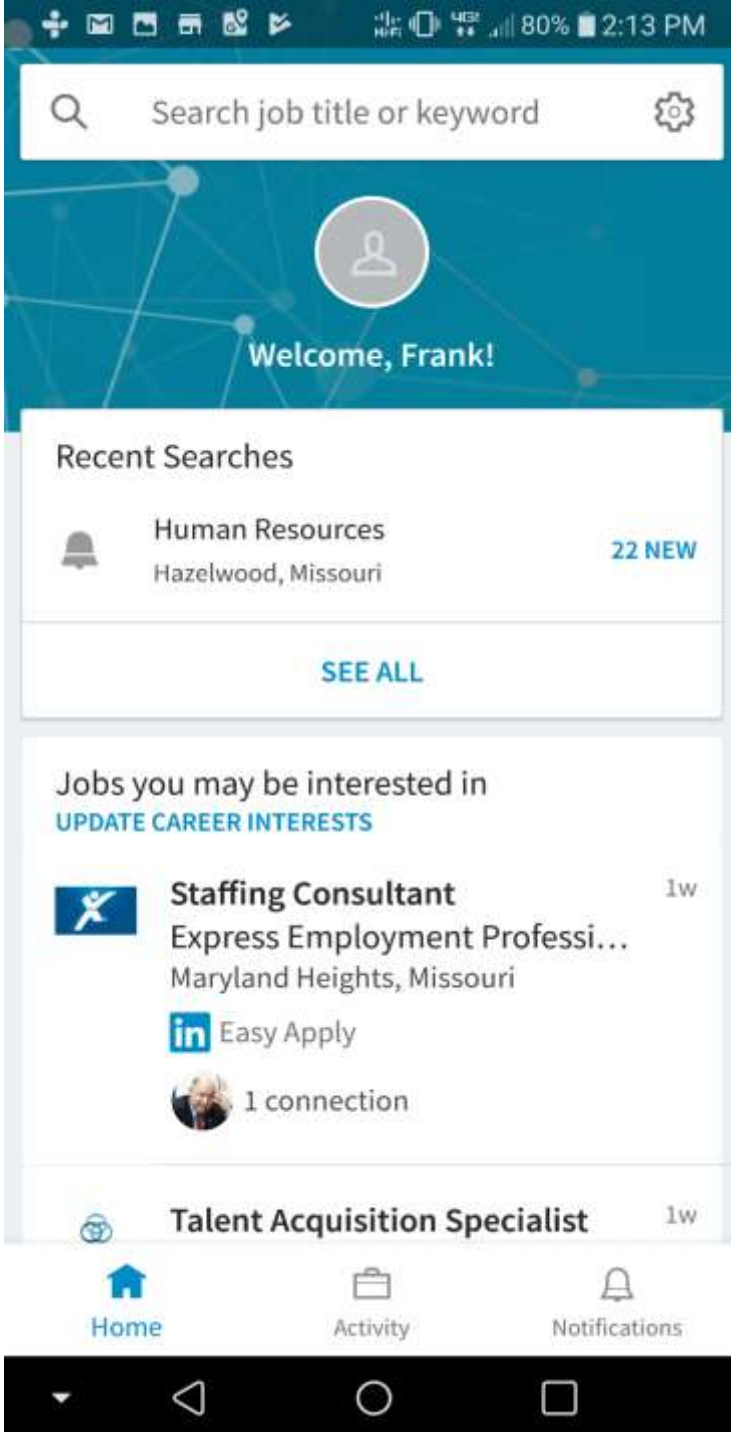


Si





# LinkedIn



# LinkedIn

- Notes:
  - 40% functionality
  - Use it for notifications
  - Use it for review of postings
  
  - Do not use it to apply for positions
  - Do not use instead of the Desktop
  - Do not use it for messaging





# Facebook

The Facebook logo makes sense now...



# Facebook Job Postings

- June 2017 Facebook
  - Business can create “Free” job postings on Facebook
  - Job postings will appear on company new “Jobs” bookmark on desktop and mobile
  - Facebook’s “Jobs Page” in addition to news feeds
  - Business will be allowed to create targeted campaigns in new feeds

# Facebook Job Postings

- Businesses can customize their application with:
  - Interview questions
  - Salary information
  - Job location
  - Application requirements

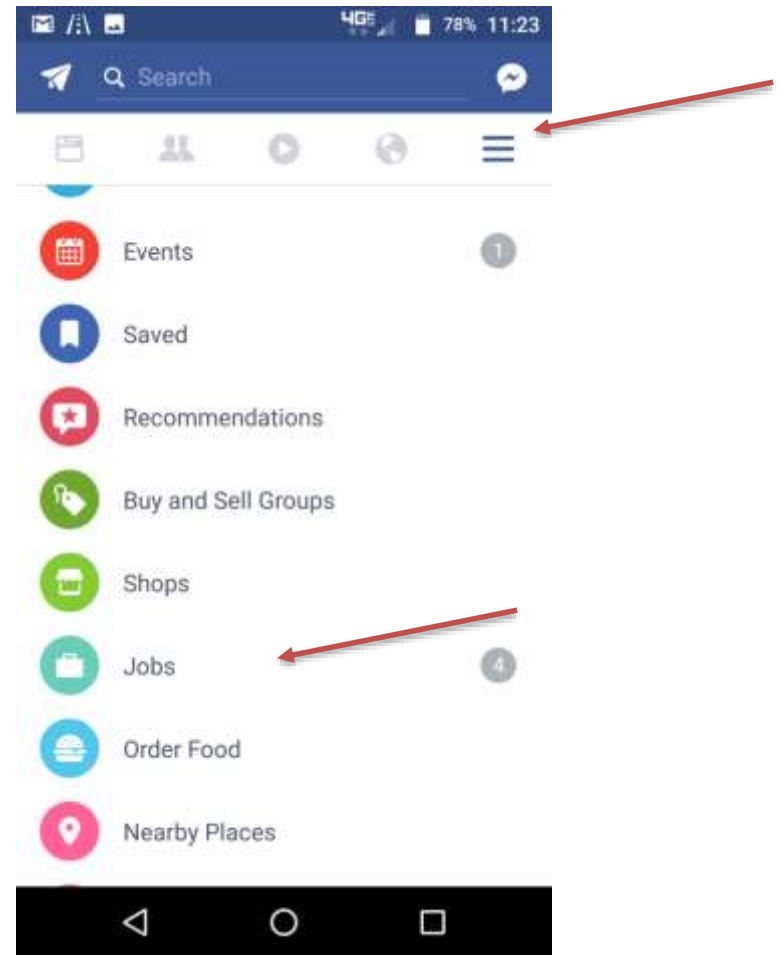
# Facebook Job Postings

- Click to apply
- Facebook pre-populates with portion of their public Facebook profile
- Users can edit every portion of the pre-filled form except their name and profile photo
- Submitting your application generates a Messenger thread with the business, which can track and review applications



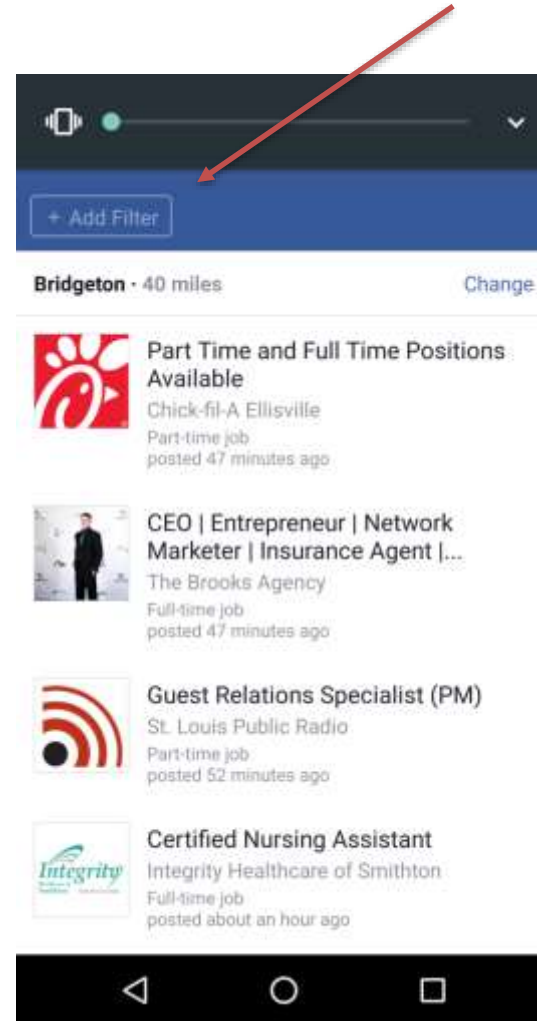
# Facebook Mobile App

- Select Menu to view apps
- Select Jobs App



# Filters

- Select to add filters



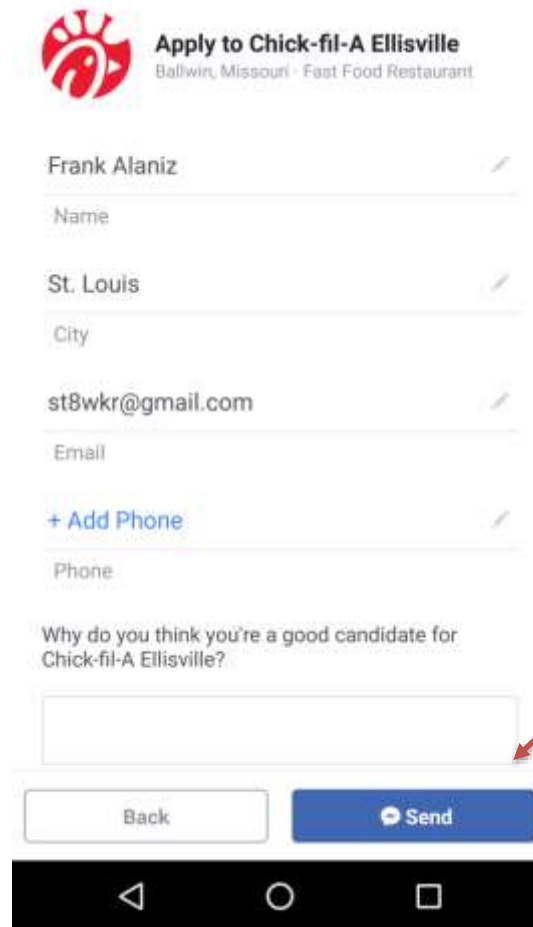
# Job Selection


- Select job
- Select “Apply Now”




# Update Information


- Update information as necessary
- Cannot change
  - Name
  - Photo (if selected)
- Employer notified via timeline




 **Apply to Chick-fil-A Ellisville**  
Ballwin, Missouri · Fast Food Restaurant

Frank Alaniz 


Name

St. Louis 

City

st8wkr@gmail.com 

Email

[+ Add Phone](#) 

Phone

Why do you think you're a good candidate for Chick-fil-A Ellisville?



# Do I run out a join Facebook?



# Nope...



# Google for Jobs

Android:

Use Chrome app do not use Google app

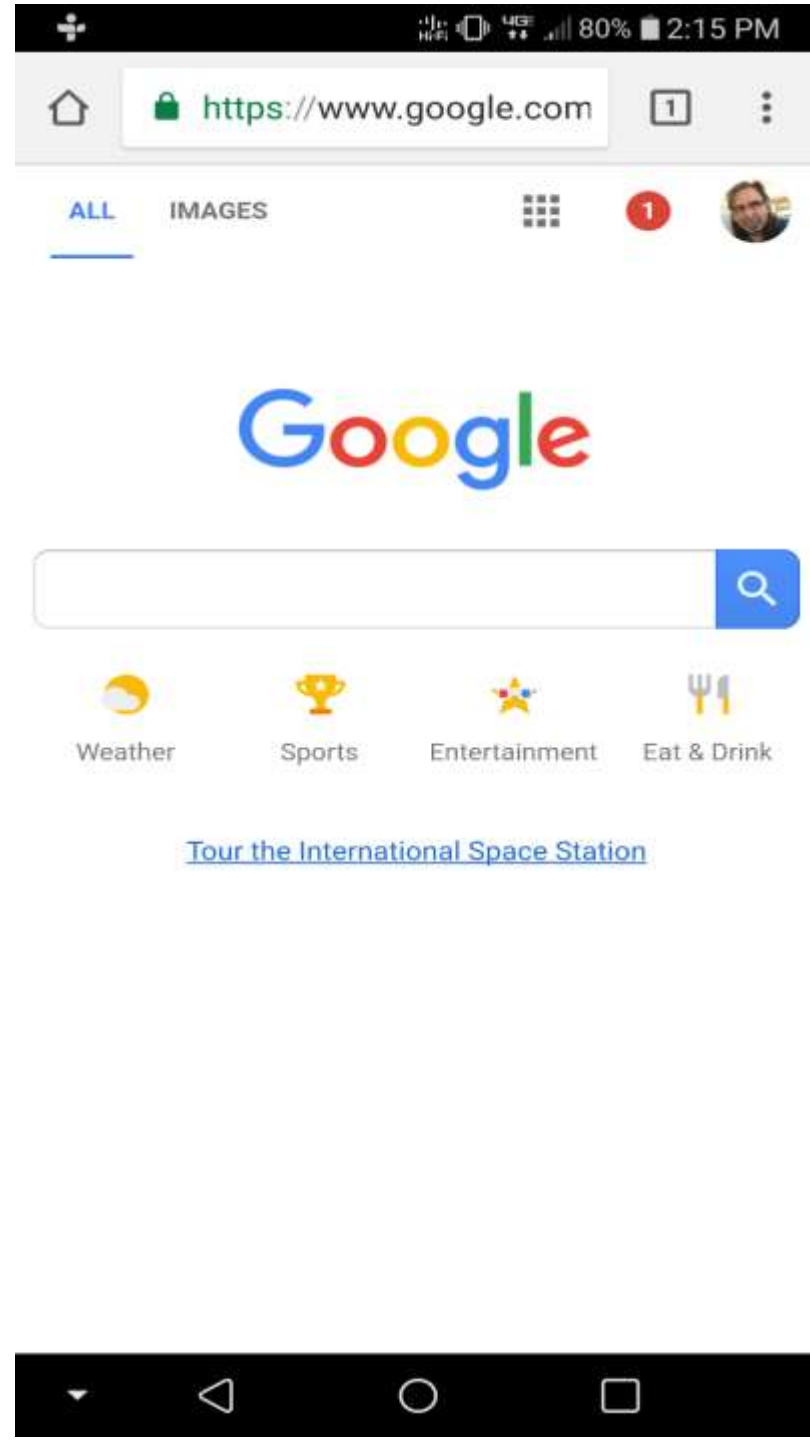
IPhone:

Use Safari app and type in full URL ([www.google.com](http://www.google.com))

FireFox:

Type in full URL ([www.google.com](http://www.google.com))

Can use on Desktop (Chrome) or use full URL ([www.google.com](http://www.google.com))

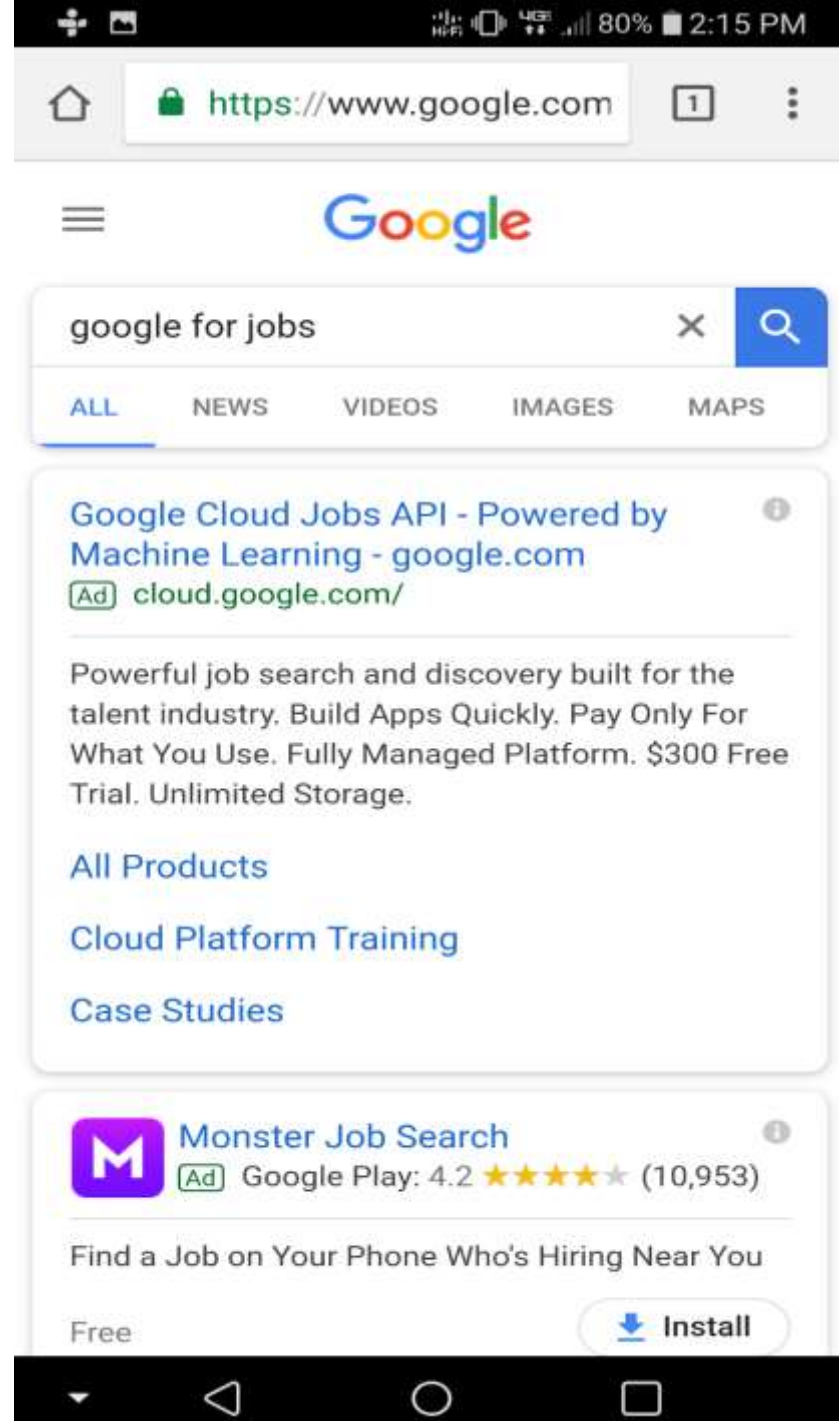


# Google for Jobs

Type in search bar


Google for jobs


Scroll to you see “Blue Bar” that runs the width of the page




Jobs  
Near St Ann, MO

Computer & IT   Past 3 days   Full-time   Manage

 **Software Engineer, Google Cloud Platform (GCP)**  
 Google  
 Mountain View, CA  
 via Google Careers  
 Over 1 month ago   Full-time


 **Software Engineer, Machine Learning**  
 Google  
 Mountain View, CA  
 via Google Careers  
 Over 1 month ago   Full-time


 **Kotlin Software Engineer, Android Framework**  
 Google  
 Mountain View, CA  
 via Google Careers  
 Over 1 month ago   Full-time


100+ more jobs

← google for jobs   St Ann, MO   🔍

Turn on email alerts for this search  

 **Software Engineer, Google Cloud Platform (GCP)**  
 Google  
 Mountain View, CA  
 via Google Careers  
 Over 1 month ago   Full-time

 **Kotlin Software Engineer, Android Framework**  
 Google  
 Mountain View, CA  
 via Google Careers  
 Over 1 month ago   Full-time

 **User Experience Researcher, Google Cloud Support**

1 x   **CATEGORY**   TITLE   LOCATION   DATE

All   **Computer & IT**   Management

Advertising & Marketing   Sales & Retail

Science & Engineering   Business Operations

Legal   Media, Communications & Writing



# Notes

Partners

LinkedIn

Monster

Direct Employers

Way Up

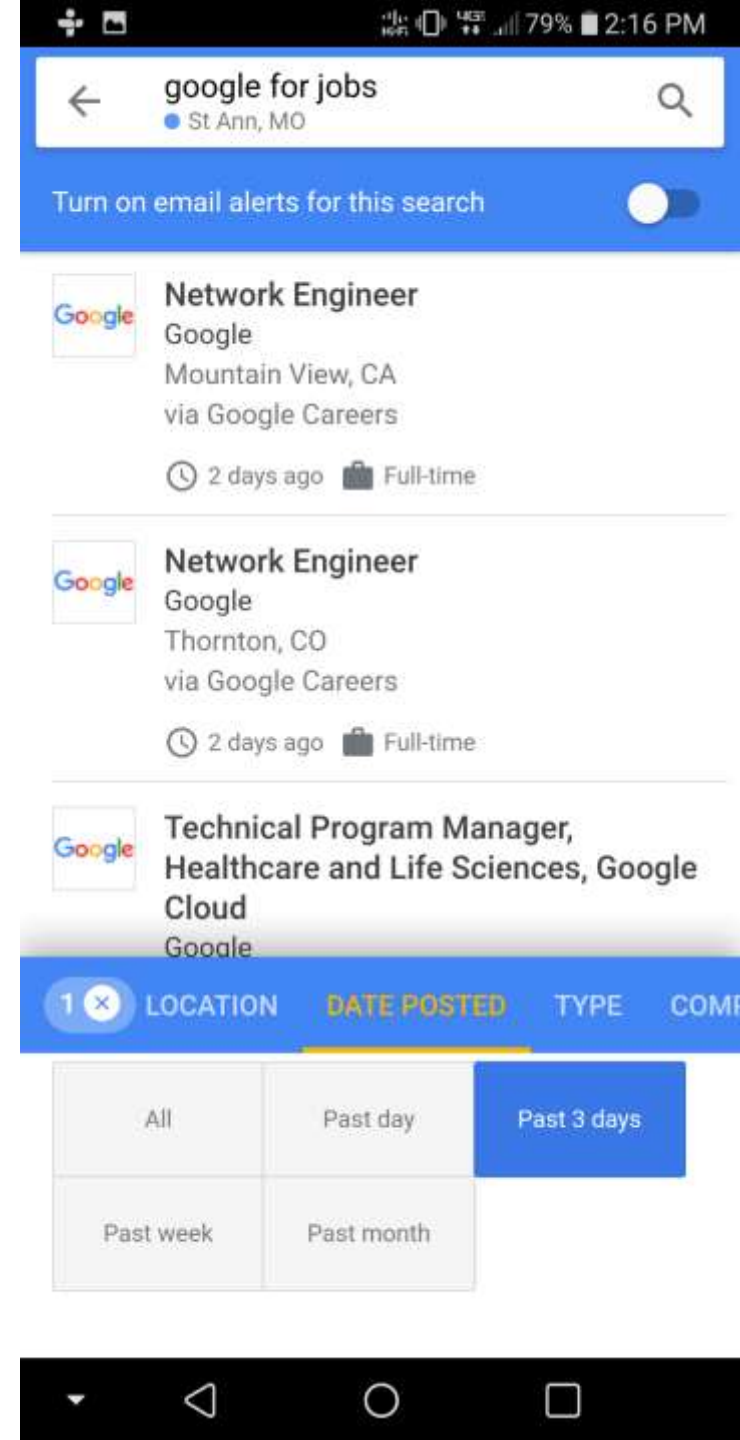
Career Builder

Facebook

others

Provides link to job posting

Apply via Link







# Greatest Strengths

- We been around the block a couple of times
  - 10+ years of experience
- We have a great depth of experience
  - Been there done that
- We have excellent job skills
  - What can't we do?
- We have excellent workplace skills
  - On time everyday
  - We are there for the long haul
  - Interpersonal skills

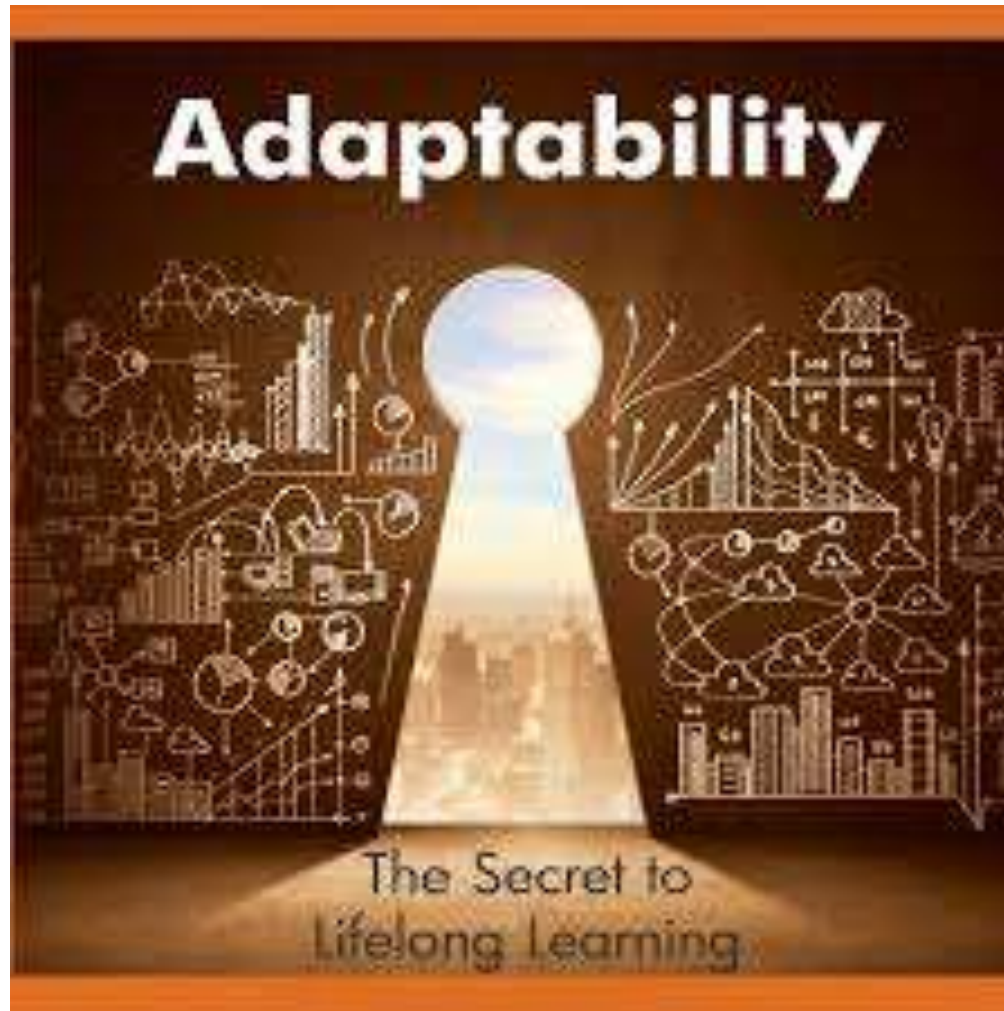




# Be Relevant

- Talk about your current skills
  - Not skills from 10 years ago
- Emphasize your skills
  - Give examples on how those skills match the job
- Dress for success
  - Don't be overdressed
  - Don't be underdressed

# The Key to our Success



# Questions



# Program Developed by:

Work-Ready Employment Assistance Program



# EO and Federal Funds Taglines

## Additional Information

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at [jobs.mo.gov](http://jobs.mo.gov) or 1-888-728-JOBS (5627).

## Equal Opportunity

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users can call (800) 735-2966 or dial 7-1-1.

## Federal Funding

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the contracting agency and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.

