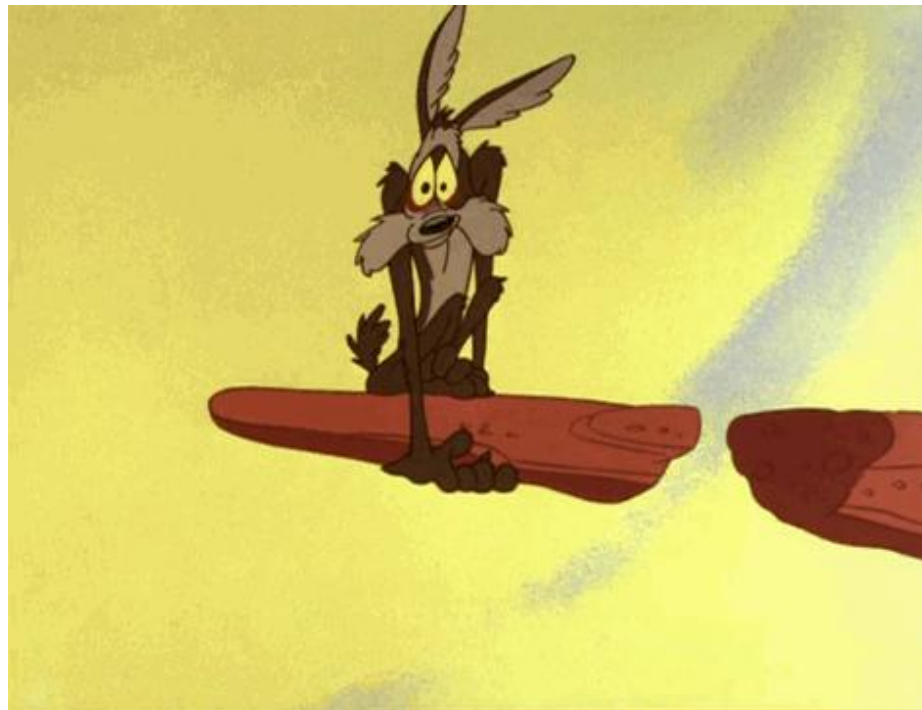


What If LinkedIn Disappeared?



Katrina Collier

Founder | Chief Searchologist

the searchologist
✂



Katrina Collier

Social Recruiting &
Candidate Engagement Training

Since 2009

the searchologist
✂



7.524 billion people on Earth

3.028 billion social media users

2.780 billion mobile social users

Just 500 million LinkedIn profiles

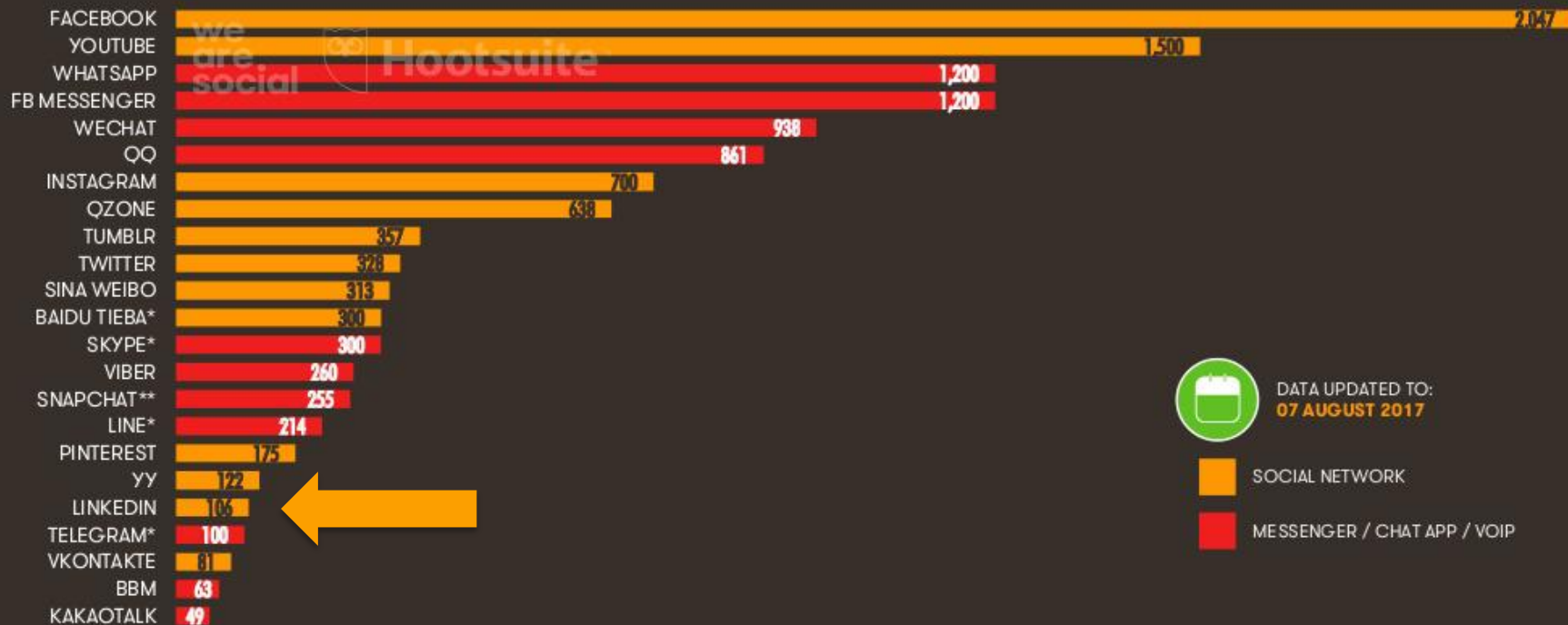
NO WAY



**AUG
2017**

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

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



DATA UPDATED TO:
07 AUGUST 2017



SOCIAL NETWORK



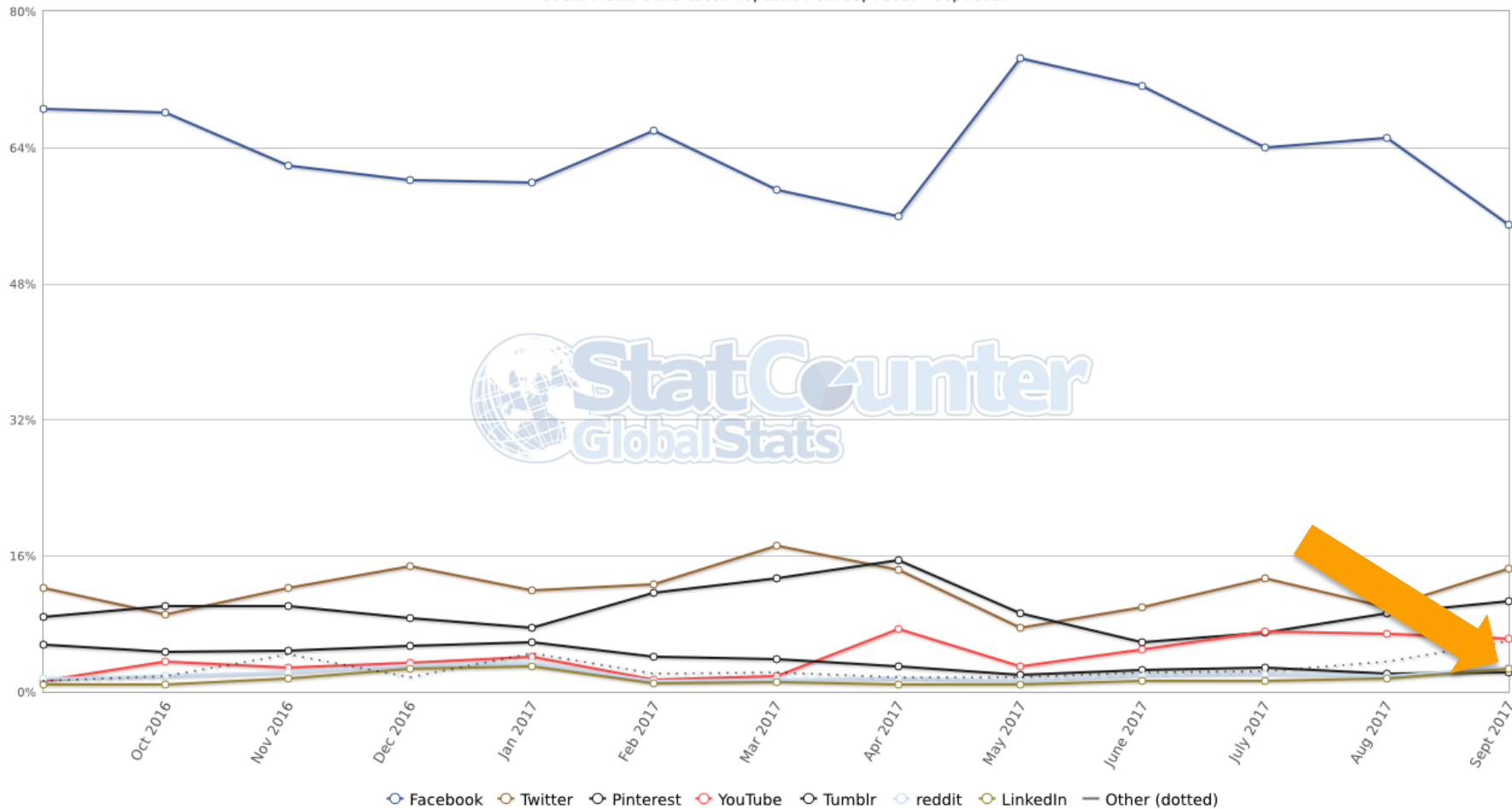
MESSENGER / CHAT APP / VOIP



Hootsuite™

**we
are
social**

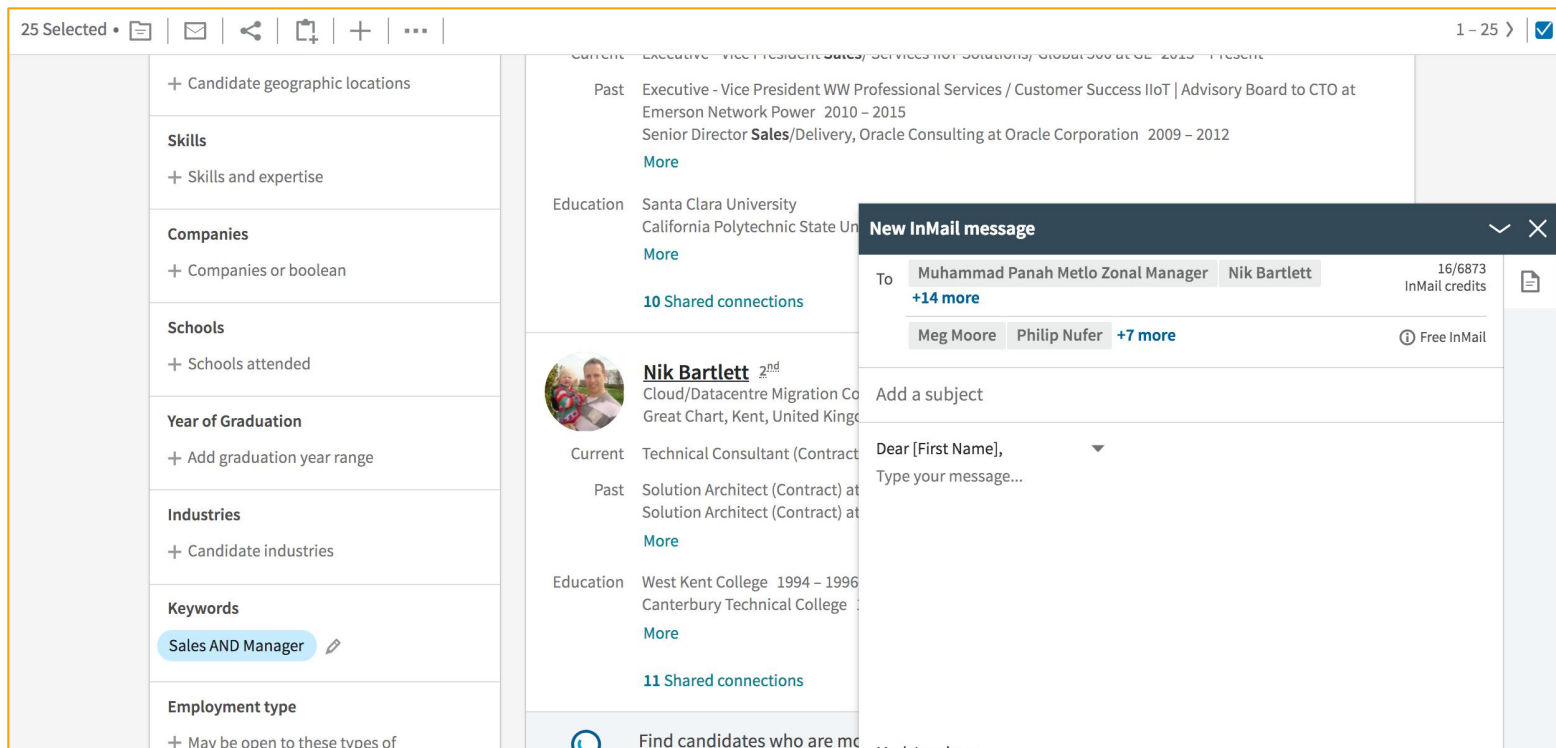
StatCounter Global Stats
Social Media Stats Czech Republic from Sept 2016 - Sept 2017



Why is LinkedIn so inactive?

 @KatrinaMCollier
#EvolveSummit

Recruiter laziness time pressures



The screenshot shows a LinkedIn search results page for the query "Sales AND Manager". The left sidebar contains filters for geographic locations, skills, companies, schools, graduation year, industries, keywords, and employment type. The main content area displays a list of search results, with the top result being Nik Bartlett, a Technical Consultant (Contract) at Cloud/Datacentre Migration Co. A "New InMail message" overlay is visible, showing the recipient's name, a subject line, and a message body.

25 Selected • [Icons] 1 - 25 > [Checkmark]

Filters:

- + Candidate geographic locations
- Skills**
 - + Skills and expertise
- Companies**
 - + Companies or boolean
- Schools**
 - + Schools attended
- Year of Graduation**
 - + Add graduation year range
- Industries**
 - + Candidate industries
- Keywords**
 - Sales AND Manager
- Employment type**
 - + May be open to these types of

Search Results:

Nik Bartlett ^{2nd}
Cloud/Datacentre Migration Co
Great Chart, Kent, United Kingdom

Current: Technical Consultant (Contract) at Cloud/Datacentre Migration Co

Past: Solution Architect (Contract) at [redacted]
Solution Architect (Contract) at [redacted]

Education: West Kent College 1994 - 1996
Canterbury Technical College [redacted]

10 Shared connections

11 Shared connections

New InMail message

To: Muhammad Panah Metlo Zonal Manager, Nik Bartlett, +14 more

Meg Moore, Philip Nufer, +7 more

16/6873 InMail credits

Free InMail

Add a subject

Dear [First Name],

Type your message...



People don't know what to do on there

 @KatrinaMCollier
#EvolveSummit

"People add me on LinkedIn all the time. I have over 100 connections... but I have no idea what I am doing."



som^{ee}cards
user card

What's this 'LinkedIn'? Is that like FaceBook for old people?



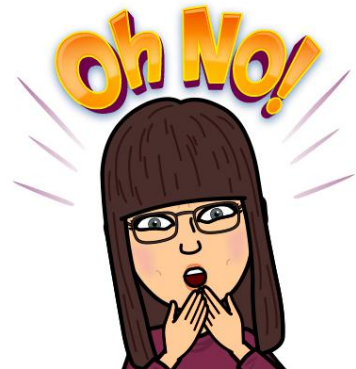
som^{ee}cards
user card



People run from recruiters...

 @KatrinaMCollier
#EvolveSummit

**WHEN A DEVELOPER
UPDATES THEIR LINKEDIN**





What I think I do



What my parents think I do



What my friends think I do



What clients think I do



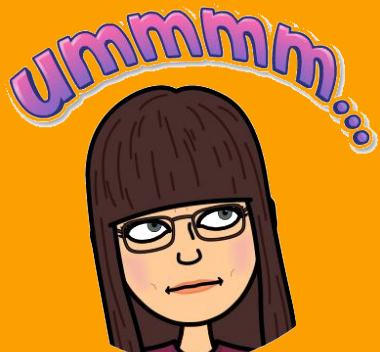
What candidates think I do



What I really do

...is focus too much
on LinkedIn?

Why are we so afraid to reach beyond LinkedIn?



 **Tammy Colson**
@TLColson Following

Replying to @KatrinaMCollier @jackyeclayton and 7 others

Because recruiters on the whole are inherently lazy. (I've been doing it for 20 years, and know 1000s in the industry)

4:17 PM - 31 Oct 2017

1 Like 

 **Ben Gledhill**
@recruiterguynw Following

Replying to @KatrinaMCollier @jackyeclayton and 6 others

The level of Recruiter has gone backwards IMO. 360 is now 180. Happy to rely on agencies/RPO rather than being innovative in approach

5:56 PM - 31 Oct 2017

 **Mark Lundgren**
@RecruitMark Following

Replying to @KatrinaMCollier @jackyeclayton and 6 others

The more people who are reluctant to source and contact people on Facebook the better - I get first dips on 2 billion potential candidates.

1:00 PM - 1 Nov 2017 from South East, England

    1 

 **Katrina Collier** @KatrinaMCollier · 14h
Why do you think it has gone backwards?

 1    

 **Ben Gledhill**
@recruiterguynw Following

Replying to @KatrinaMCollier

Think people are looking for a magic piece of tech to do it for them

9:10 PM - 31 Oct 2017



FACEBOOK

LinkedIn users average
17 minutes per MONTH

Facebook users average
35 minutes per DAY



10 x more active users per DAY!

Dispelling some myths!

 @KatrinaMCollier
#EvolveSummit

1. No you don't add strangers as friends!
2. No messaging via Facebook isn't the only way!
3. Yes you use your own profile



Candidates Google you...



katrina collier - Google Search

Secure https://www.google.co.uk/search?q=katrina+collier&rlz=1C5CHFA_enGB528GB528&oq=katrina+collier

katrina collier

All Images News Videos Shopping More

About 425,000 results (0.48 seconds)

Katrina Collier | Professional Profile - LinkedIn
<https://uk.linkedin.com/in/katrinacollier>
London, Greater London, United Kingdom - Globally recognised Social Recruiting Recruitment Training - online or onsite | Keynote Speaker - The Searchologist
View **Katrina Collier's** professional profile on LinkedIn. LinkedIn is the world's largest professional network, helping professionals like **Katrina Collier** discover inside ...

Katrina Collier - The Searchologist
www.thesearchologist.com/about/
Since 2009 Chief Searchologist, **Katrina Collier**, has trained HR & Recruiters in 50+ countries around the world to source their new employees ...

The Searchologist Proven Social Media Recruitment Training
www.thesearchologist.com/
Chief Searchologist, **Katrina Collier**, is globally recognised as an expert on social recruiting; she travels the world sharing knowledge gained from over a decade ...

Katrina Collier (@KatrinaMCollier) | Twitter

<https://twitter.com/katrinacollier?lang=en>

The latest Tweets from **Katrina Collier (@KatrinaMCollier)**. Social Media #1 Trainer & Keynote Speaker | Co-host The #SocialRecruiting Show | Dog ...

Katrina Collier Profiles | Facebook

<https://en-gb.facebook.com/public/Katrina-Collier>

View the profiles of people named **Katrina Collier**. Join Facebook to connect with **Katrina Collier** and others you may know. Facebook gives people the power...

Images for katrina collier



→ More images for katrina collier

Report images





...and which would tempt you more?

facebook

Email or Phone

Password

Log In

Forgotten account?

SEARCH BY NAME

Katrina Collier

SIMILAR NAMES

Katrina Collie

FILTER BY SCHOOL

Hammond High School

Hammond High School (Louisiana)

Đại Học Y Dược Thái Nguyên

Trường PT Vũng Cao Việt Bắc

Đại học Thái Nguyên

Salisbury University

Washington High School (Cedar Rapids, Iowa)

Stratford Career Institute

Rhea County High School

Washington High School (Maryland)

See more...

FILTER BY CITY

Hammond, Louisiana

Thái Nguyên

People named Katrina Collier

Find your friends on Facebook

Log in or sign up for Facebook to connect with friends, family and people you know.

Log In

or

Sign Up

Katrina Collier

See Photos

Social Recruiting Trainer & Keynote Speaker | Founder at The Se...

Lives in London, United Kingdom

Katrina Collier

See Photos

Owner-Operator at Katrinas

Lives in Salisbury, Maryland

Studied at Salisbury University

Katrina Collier

See Photos

Works at Fort Bluff Camp

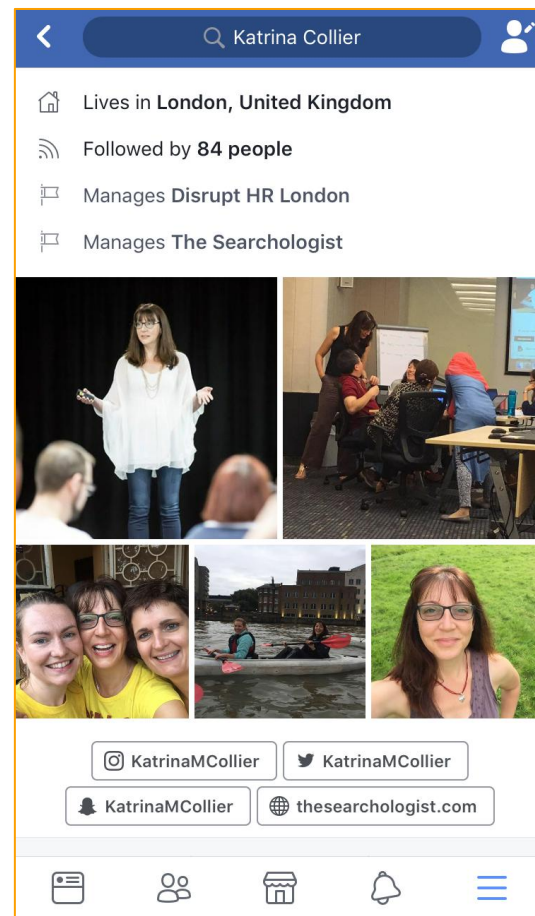
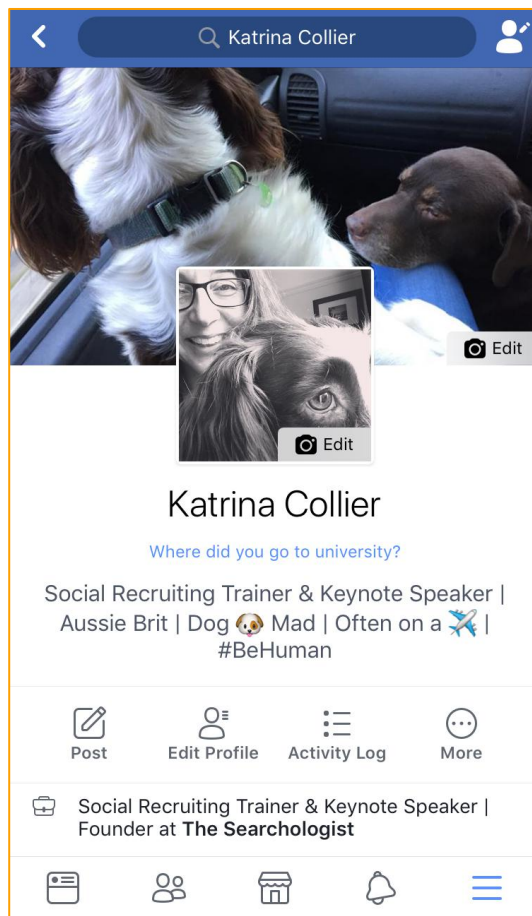
Lives in Dayton, Tennessee

Studied at Stratford Career Institute



Positive Profile

 @KatrinaMCollier
#EvolveSummit



Public Posts

 @KatrinaMCollier
#EvolveSummit



 **Katrina Collier** is 🥰 feeling grateful. ...
20 October at 14:34 · 🌐



So grateful for this line up!!

Taking on the 5 minute **Disrupt HR London** challenge on December 5 are Adam Gibson, Steve John, Samantha Perry, Miriam Gilbert, Dan Hammond, **Iain Merlin Hamilton**, Jane Graham, Sara Duxbury, Jessica Hayes, Lucy Tallick, Ken Ward, St... See more

 Adam Gibson, Strategic Workforce Planning Leader - Metropolitan Police, "Stop leaving employees on the shelf!"	 Steven John, Customer Success Manager at Predictive Hire, "CVs are ruining your business"
 Samantha Perry, Head of People at carwow, "Diversity and Inclusion takes more than words"	 Miriam Gilbert, Future Of Work Specialist at Coincidence, "How to manage without managers."
 Dan Hammond, Chief Disruption Officer at LIW, "The future of work requires new HR leadership"	 Iain Hamilton, In-house Consultant at People Traction, "Employer branding, digital marketing & experience funnels"
 Jane Graham, Resourcing Manager at Wiltshire Council, "Why do we still insist on nonboarding?"	 Sara Duxbury, Business Psychologist at Carter Corson, "Don't box me in!"
 Jessica Hayes, Head of People & Talent at Wonderbly, "HR on a Shoestring"	 Lucy Tallick, Head of Wellbeing at Reward Gateway.

 **Katrina Collier** ...
Friday at 18:06 · 🌐

Love the golden nuggets **Mark Lundgren** is dropping here <http://recruitingdaily.com/recruitinglive-w-mark-lundgren> and, of course, that his **#BeHuman** man is on display while he's talking! 🙏🙏🙏



  Bettina Starkmann and 13 others 2 comments

 **The Searchologist** was live. ...
Posted by Katrina Collier
20 October at 15:00 · 🌐

Audra Knight & Katrina Collier are chatting to **Iain Merlin Hamilton** about pixels, in-bound marketing, source of hire and more

The #SocialRecruiting S

Special Guest
[@hamilton_iain](https://twitter.com/hamilton_iain)

Hosts
[@Media2Knight](https://twitter.com/Media2Knight) [@KatrinaMCollier](https://twitter.com/KatrinaMCollier)

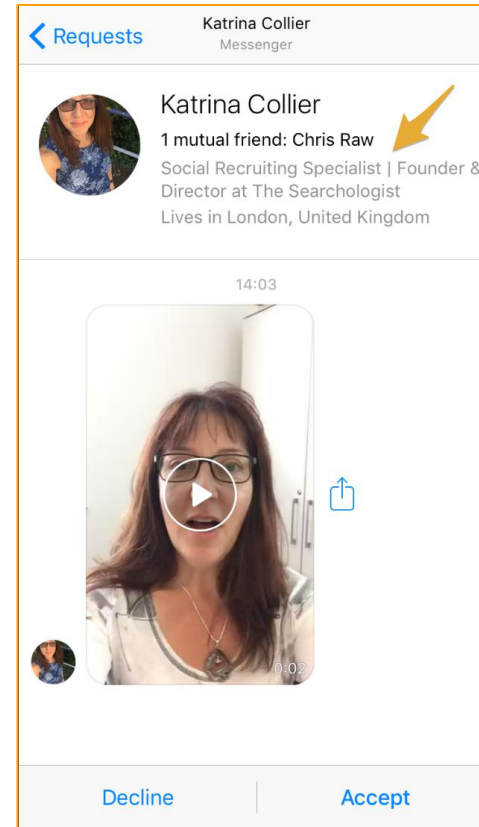
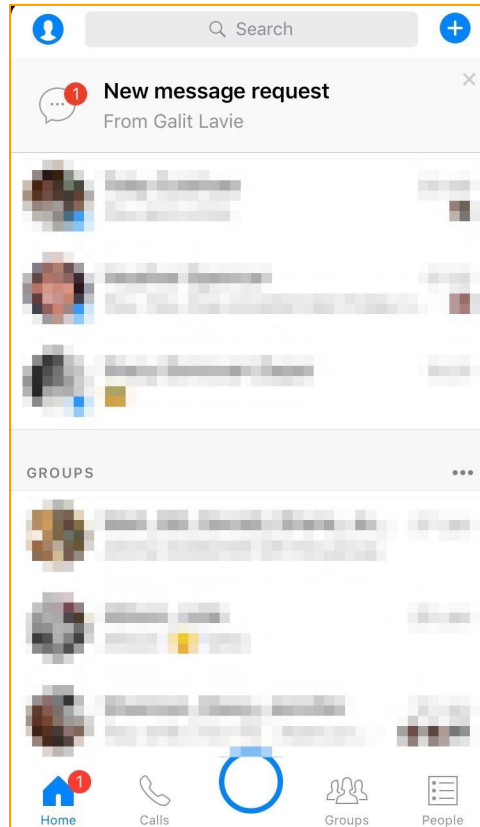
Ep. 70: Facebook, Pixels, Recruiting
Friday October 20 at 10am EDT /

 3 2 comments 1 Share 132 views



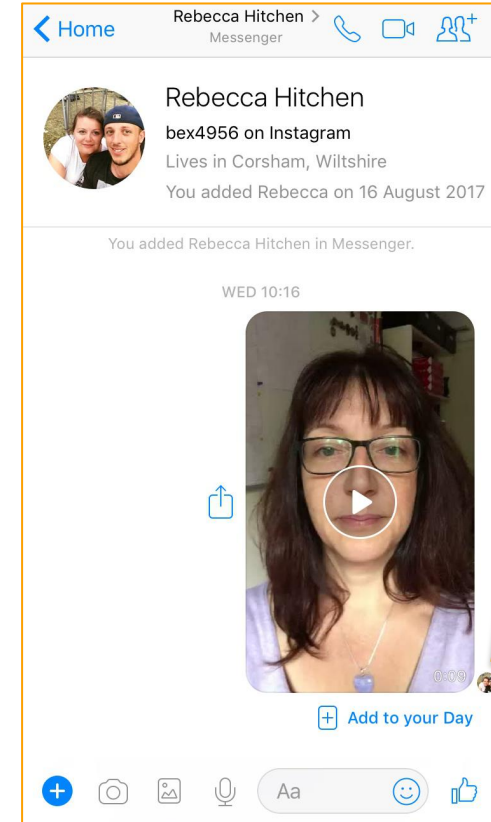
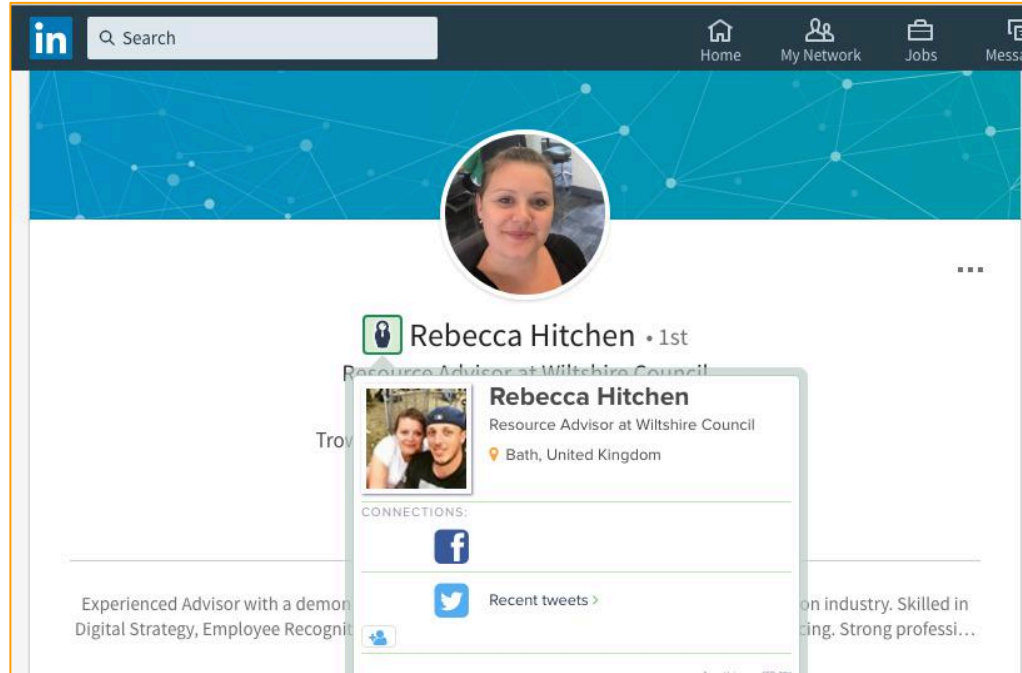
Facebook Message Requests

 @KatrinaMCollier
#EvolveSummit



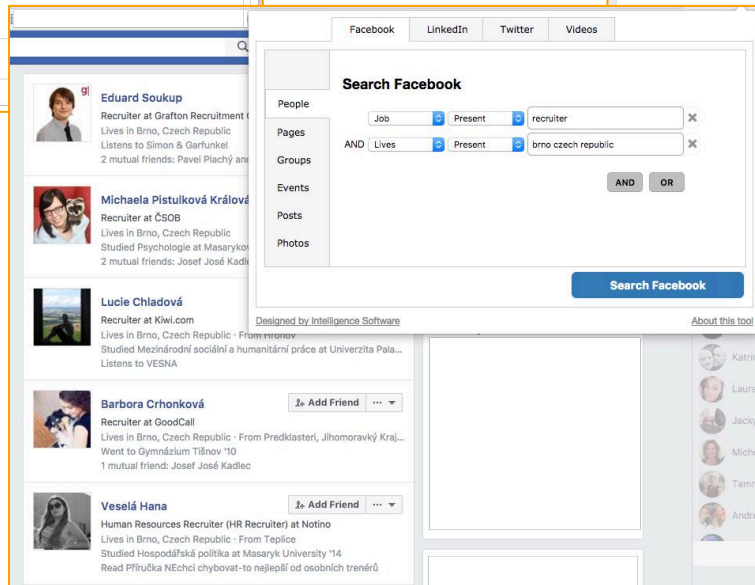
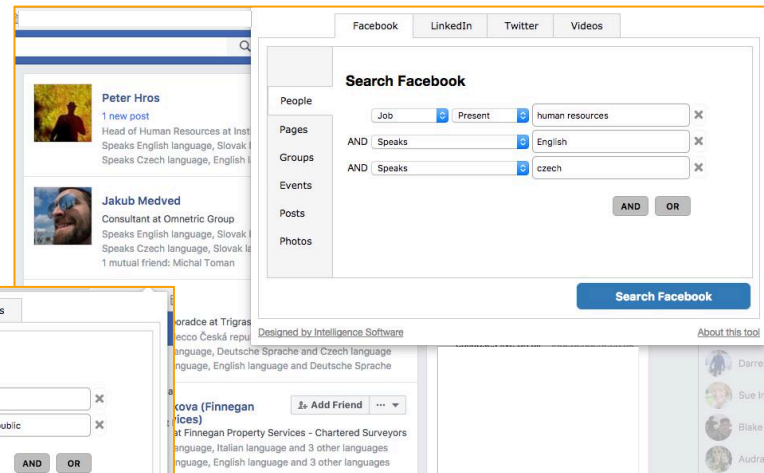
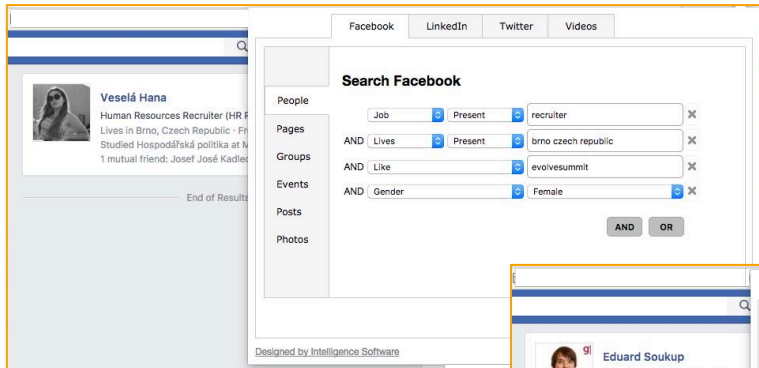
Chrome Extension: Discoverly

 @KatrinaMCollier
#EvolveSummit



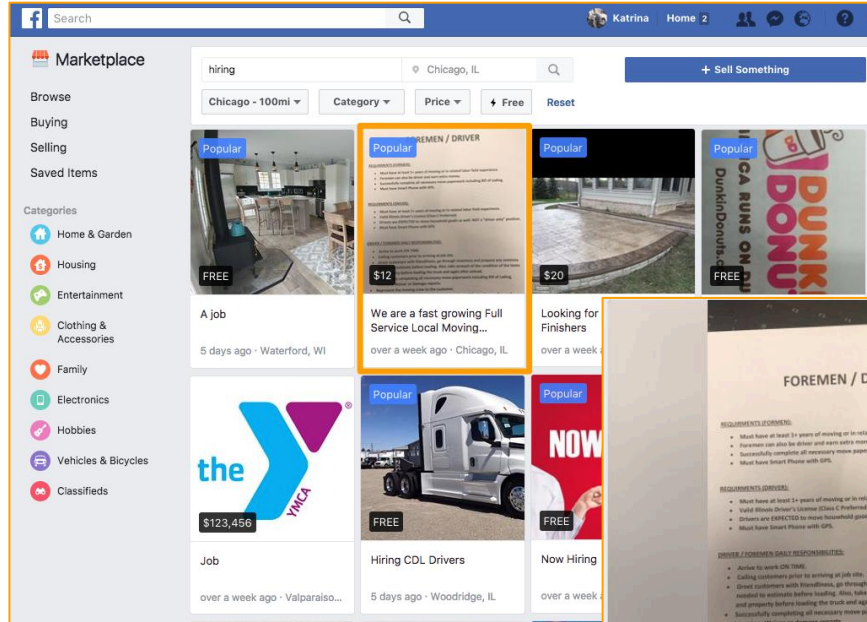
✓ Free! ✓ Pushed ✓ Read 😊

Intel-SW.com



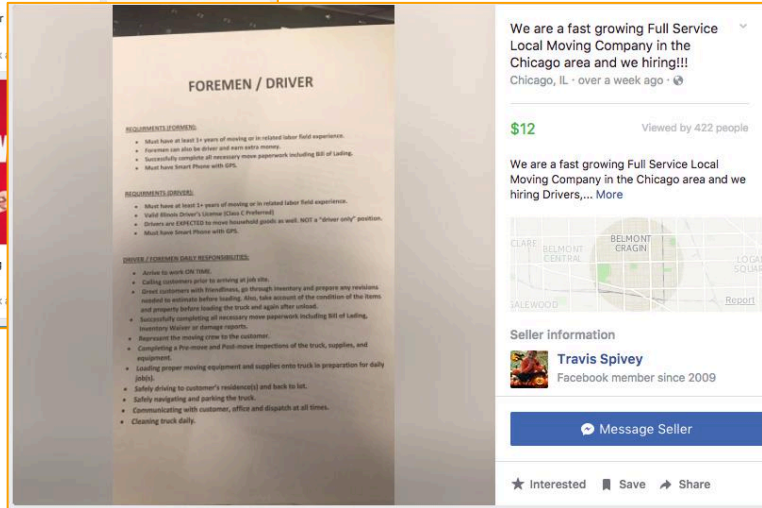
Marketplace

 @KatrinaMCollier
#EvolveSummit



Facebook Marketplace interface showing various listings for hire. The search filters are set to "hiring" in "Chicago, IL". The listings include:

- Popular** (FREE): A house with a large kitchen and dining area.
- Popular** (\$12): A job listing for a "Foreman / Driver" for a "fast growing Full Service Local Moving..." company.
- Popular** (\$20): A job listing for "Looking for Finishers" over a week.
- Popular** (FREE): A Dunkin' Donuts store.
- Popular** (\$123,456): A job listing for "A job" over a week ago.
- Popular** (FREE): A job listing for "Hiring CDL Drivers" over a week ago.
- Popular** (FREE): A job listing for "Now Hiring" over a week.



FOREMAN / DRIVER

REQUIREMENTS/FOREMAN:

- Must have at least 1+ years of moving or in related labor field experience.
- Foreman can also be driver and earn extra money.
- Successfully completing all necessary move paperwork including Bill of Lading.
- Must have Smart Phone with GPS.

REQUIREMENTS/DRIVER:

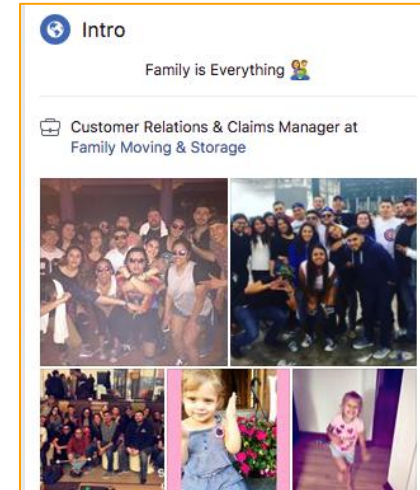
- Must have at least 1+ years of moving or in related labor field experience.
- Valid Illinois Driver's License (Class C Preferred).
- Drivers are EXPECTED to move household goods as well. NOT a "driver only" position.
- Must have Smart Phone with GPS.

DRIVER / FOREMAN DAILY RESPONSIBILITIES:

- Arrive to work on time.
- Call customers prior to arriving at job site.
- Direct customers with itemization, go through inventory and prepare any reissues needed to customers before loading. Also, take account of the condition of the items and property before loading the truck and again after unloading.
- Successfully completing all necessary move paperwork including Bill of Lading, Inventory Waiver or damage reports.
- Represent the moving crew to the customer.
- Conducting a pre-move and Post move inspections of the truck, supplies, and equipment.
- Loading proper moving equipment and supplies onto truck in preparation for daily job(s).
- Safety driving to customer's residence(s) and back to lot.
- Safely unloading and parking the truck.
- Communicating with customer, office and dispatch at all times.
- Cleaning truck daily.

Job Details:

- Price:** \$12
- Location:** Viewed by 422 people
- Description:** We are a fast growing Full Service Local Moving Company in the Chicago area and we hiring!!! Chicago, IL - over a week ago
- Map:** Map showing location near Clark, Belmont Central, Belmont Cragin, Logan Square, and Lakewood.
- Seller Information:** Travis Spivey, Facebook member since 2009.
- Action:** Message Seller
- Interactions:** Interested, Save, Share



Intro

Family is Everything

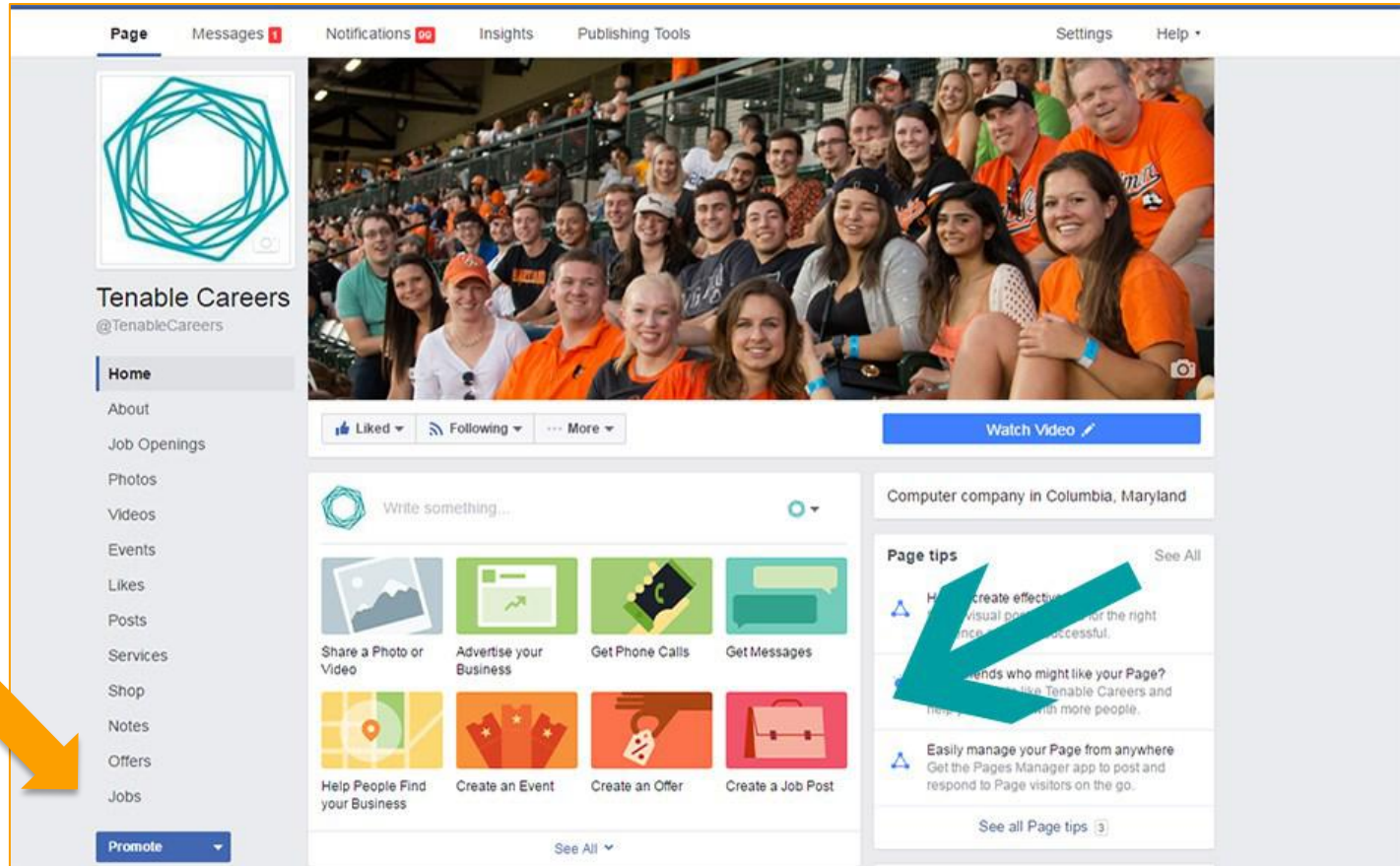
Customer Relations & Claims Manager at Family Moving & Storage

Group photo of the moving company team.



Facebook Page Jobs Tab

 @KatrinaMCollier
#EvolveSummit



Page Messages 1 Notifications 99 Insights Publishing Tools Settings Help

Tenable Careers
@TenableCareers

Home
About
Job Openings
Photos
Videos
Events
Likes
Posts
Services
Shop
Notes
Offers
Jobs
Promote

Write something...

Share a Photo or Video Advertise your Business Get Phone Calls Get Messages

Help People Find your Business Create an Event Create an Offer Create a Job Post

Computer company in Columbia, Maryland

Page tips See All

How to create effective...
Visual posts... for the right...
... successful.

Friends who might like your Page?
... like Tenable Careers and
... more people.

Easily manage your Page from anywhere
Get the Pages Manager app to post and
respond to Page visitors on the go.

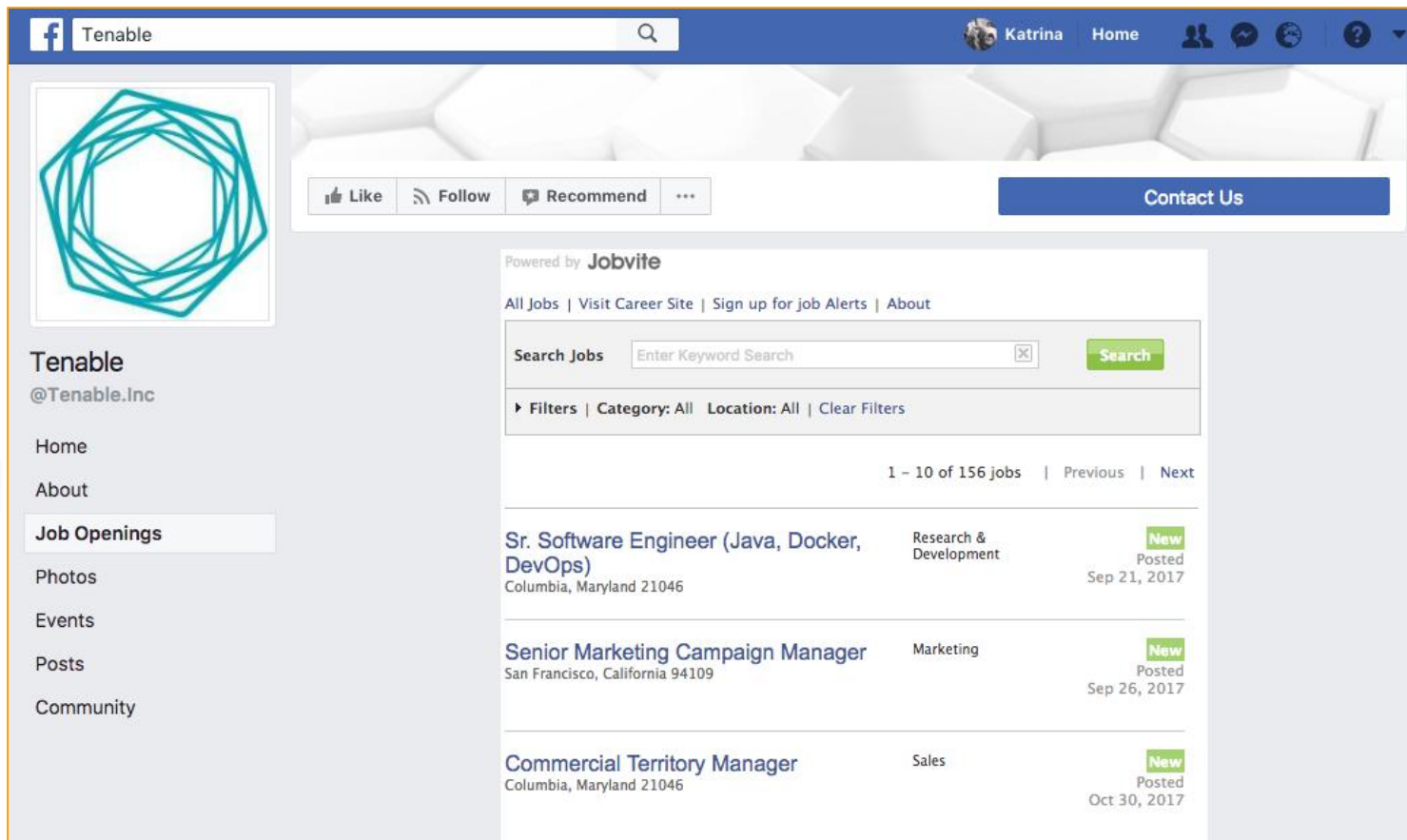
See all Page tips 3

Only for USA!



Better Page Jobs Tab

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The screenshot shows the Tenable Facebook page. The left sidebar contains links: Home, About, **Job Openings**, Photos, Events, Posts, and Community. The main content area is titled 'Powered by Jobvite' and displays a job search interface. The 'Jobs' tab is selected in the top navigation bar.

Tenable
@Tenable.Inc

Home
About
Job Openings
Photos
Events
Posts
Community

Powered by **Jobvite**

All Jobs | Visit Career Site | Sign up for job Alerts | About

Search Jobs

► **Filters** | Category: All | Location: All | Clear Filters

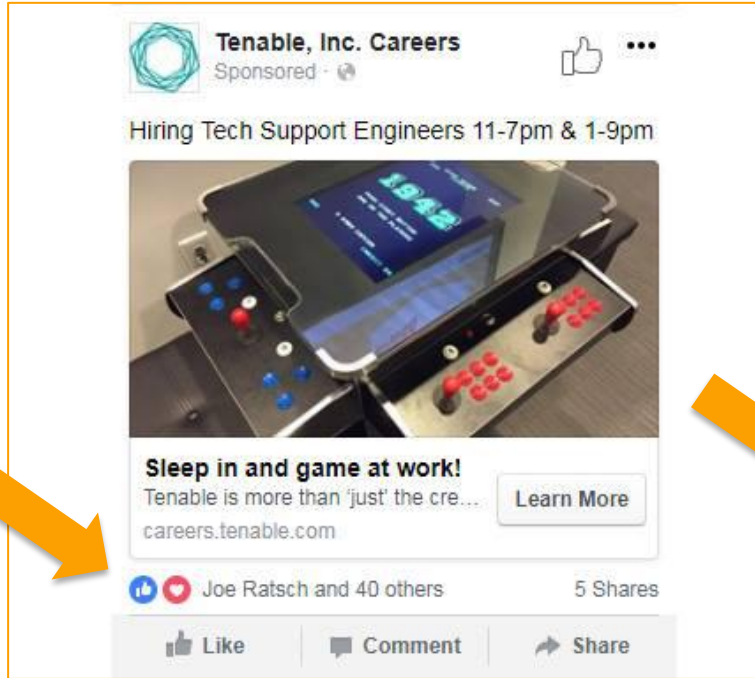
1 - 10 of 156 jobs | Previous | Next

Sr. Software Engineer (Java, Docker, DevOps) Columbia, Maryland 21046	Research & Development	New Posted Sep 21, 2017
Senior Marketing Campaign Manager San Francisco, California 94109	Marketing	New Posted Sep 26, 2017
Commercial Territory Manager Columbia, Maryland 21046	Sales	New Posted Oct 30, 2017



No Time & Have Kč

 @KatrinaMCollier
#EvolveSummit



Tenable, Inc. Careers
Sponsored · 

Hiring Tech Support Engineers 11-7pm & 1-9pm



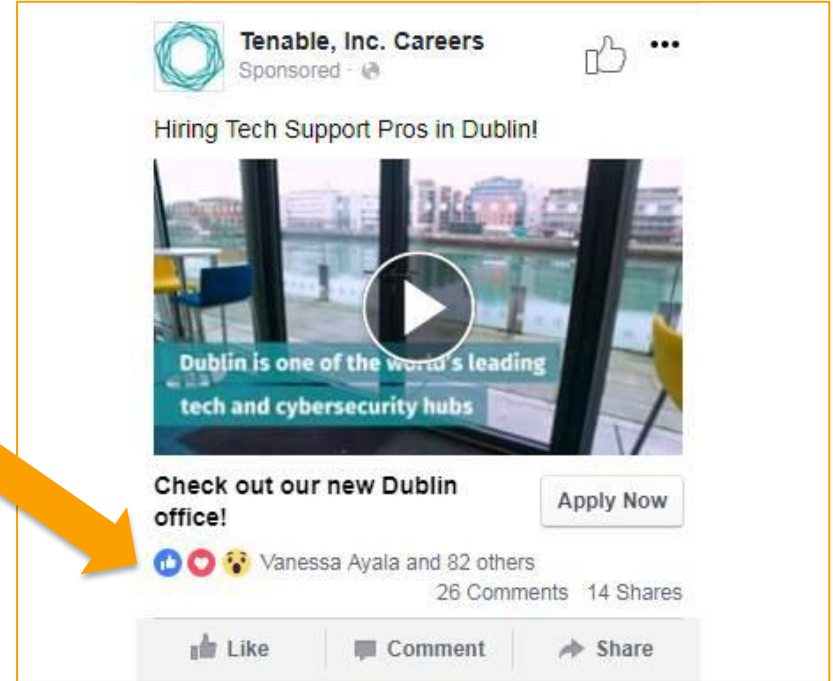
Sleep in and game at work!
Tenable is more than 'just' the cre...
careers.tenable.com

[Learn More](#)

  Joe Ratsch and 40 others 5 Shares

[Like](#) [Comment](#) [Share](#)





Tenable, Inc. Careers
Sponsored · 

Hiring Tech Support Pros in Dublin!



Dublin is one of the world's leading tech and cybersecurity hubs

Check out our new Dublin office!

[Apply Now](#)

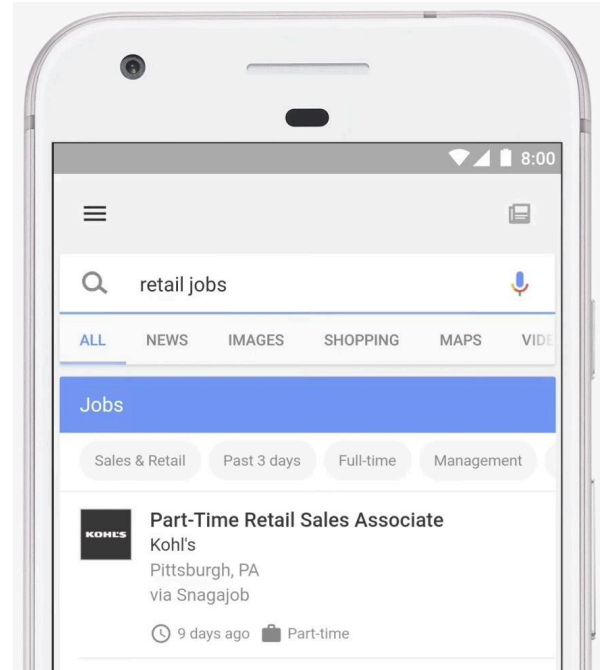
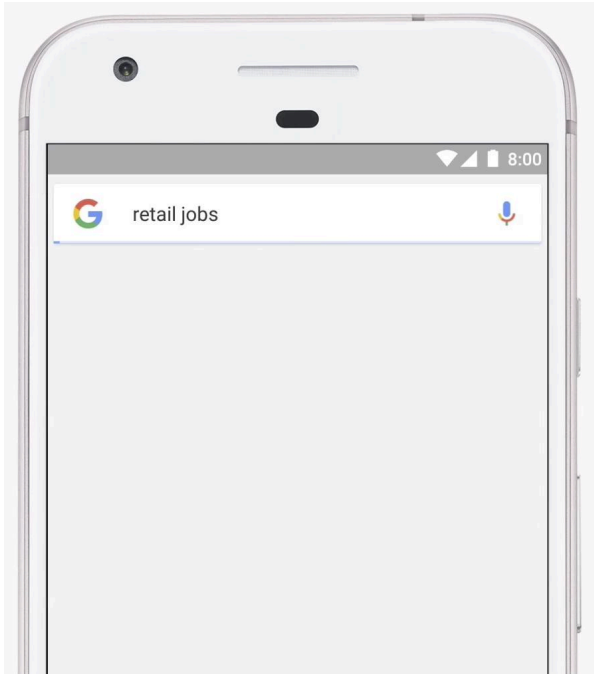
   Vanessa Ayala and 82 others 26 Comments 14 Shares

[Like](#) [Comment](#) [Share](#)



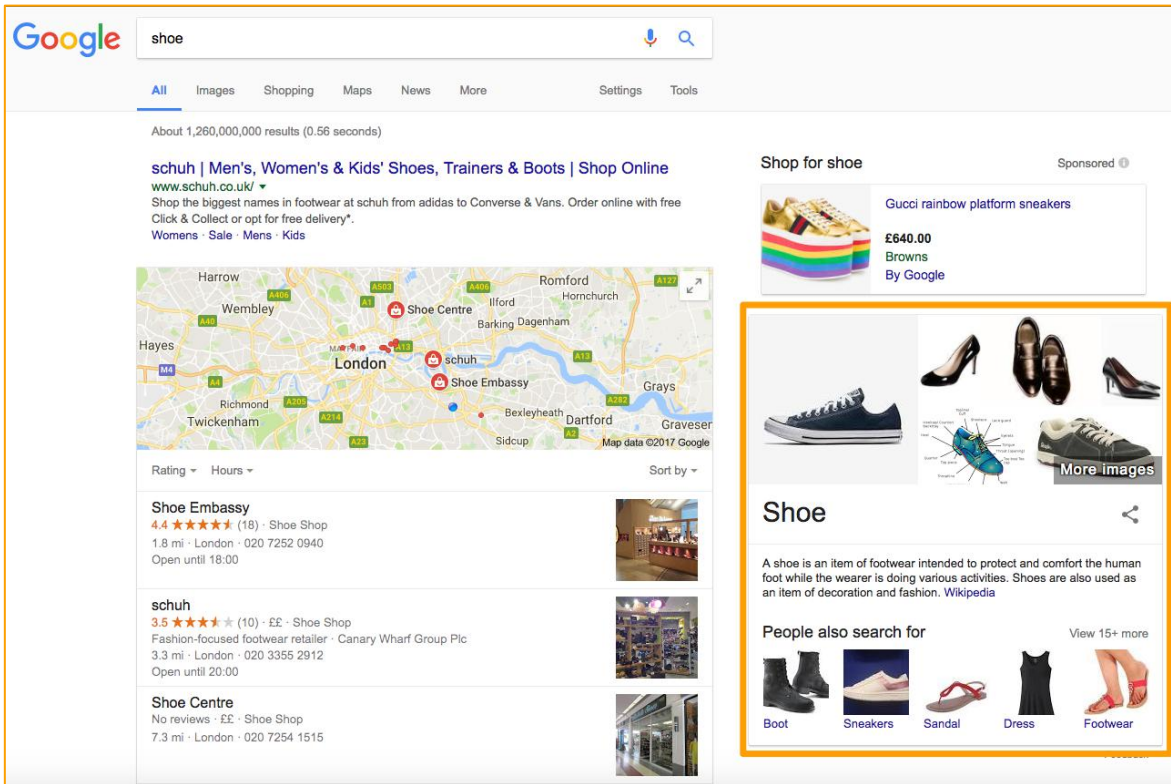


GOOGLE JOBS



It will be similar to shopping

 @KatrinaMCollier
#EvolveSummit



Google search results for "shoe". The search bar shows "shoe" and the results are sorted by "All". The top result is "schuh | Men's, Women's & Kids' Shoes, Trainers & Boots | Shop Online" with a link to "www.schuh.co.uk/". Below this is a map of London showing the locations of Schuh stores, including Shoe Centre, Shoe Embassy, and Schuh. The map is centered on London, with various districts like Harrow, Wembley, Romford, and Grays visible. Below the map, there are three listings for Schuh stores, each with a rating, address, and phone number. The first listing is for Shoe Embassy, the second for schuh, and the third for Shoe Centre. To the right of the map, there is a "Shop for shoe" section with a sponsored result for "Gucci rainbow platform sneakers" priced at £640.00. Below this, there is a "Shoe" section with a definition: "A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. Wikipedia". At the bottom, there is a "People also search for" section with images of various shoe types: Boot, Sneakers, Sandal, Dress, and Footwear.

Google search results for "shoe".

About 1,260,000,000 results (0.56 seconds)

schuh | Men's, Women's & Kids' Shoes, Trainers & Boots | Shop Online
www.schuh.co.uk/ ✓
Shop the biggest names in footwear at schuh from adidas to Converse & Vans. Order online with free Click & Collect or opt for free delivery*.
Womens · Sale · Mens · Kids

Shoe Embassy
4.4 ★★★★★ (18) · Shoe Shop
1.8 mi · London · 020 7252 0940
Open until 18:00

schuh
3.5 ★★★★★ (10) · ££ · Shoe Shop
Fashion-focused footwear retailer · Canary Wharf Group Plc
3.3 mi · London · 020 3355 2912
Open until 20:00

Shoe Centre
No reviews · ££ · Shoe Shop
7.3 mi · London · 020 7254 1515

Shop for shoe Sponsored ⓘ

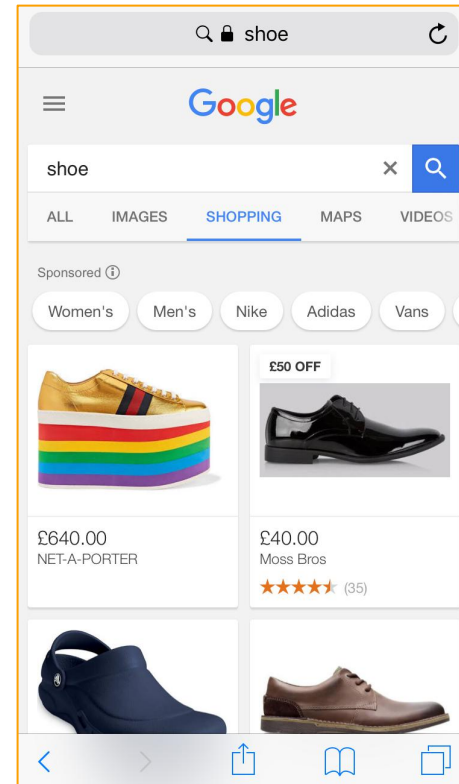
Gucci rainbow platform sneakers
£640.00
Browns
By Google

Shoe

A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. [Wikipedia](#)

People also search for View 15+ more

Boot Sneakers Sandal Dress Footwear



Mobile Google search results for "shoe". The search bar shows "shoe" and the results are sorted by "All". The top result is "schuh | Men's, Women's & Kids' Shoes, Trainers & Boots | Shop Online" with a link to "www.schuh.co.uk/". Below this is a map of London showing the locations of Schuh stores, including Shoe Centre, Shoe Embassy, and Schuh. The map is centered on London, with various districts like Harrow, Wembley, Romford, and Grays visible. Below the map, there are three listings for Schuh stores, each with a rating, address, and phone number. The first listing is for Shoe Embassy, the second for schuh, and the third for Shoe Centre. To the right of the map, there is a "Shop for shoe" section with a sponsored result for "Gucci rainbow platform sneakers" priced at £640.00. Below this, there is a "Shoe" section with a definition: "A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. Wikipedia". At the bottom, there is a "People also search for" section with images of various shoe types: Boot, Sneakers, Sandal, Dress, and Footwear.

Google search results for "shoe".

About 1,260,000,000 results (0.56 seconds)

schuh | Men's, Women's & Kids' Shoes, Trainers & Boots | Shop Online
www.schuh.co.uk/ ✓
Shop the biggest names in footwear at schuh from adidas to Converse & Vans. Order online with free Click & Collect or opt for free delivery*.
Womens · Sale · Mens · Kids

Shoe Embassy
4.4 ★★★★★ (18) · Shoe Shop
1.8 mi · London · 020 7252 0940
Open until 18:00

schuh
3.5 ★★★★★ (10) · ££ · Shoe Shop
Fashion-focused footwear retailer · Canary Wharf Group Plc
3.3 mi · London · 020 3355 2912
Open until 20:00

Shoe Centre
No reviews · ££ · Shoe Shop
7.3 mi · London · 020 7254 1515

Shop for shoe Sponsored ⓘ

Gucci rainbow platform sneakers
£640.00
Browns
By Google

Shoe

A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. [Wikipedia](#)

People also search for View 15+ more

Boot Sneakers Sandal Dress Footwear



So far those playing with Google are...

 @KatrinaMCollier
#EvolveSummit



MONSTER

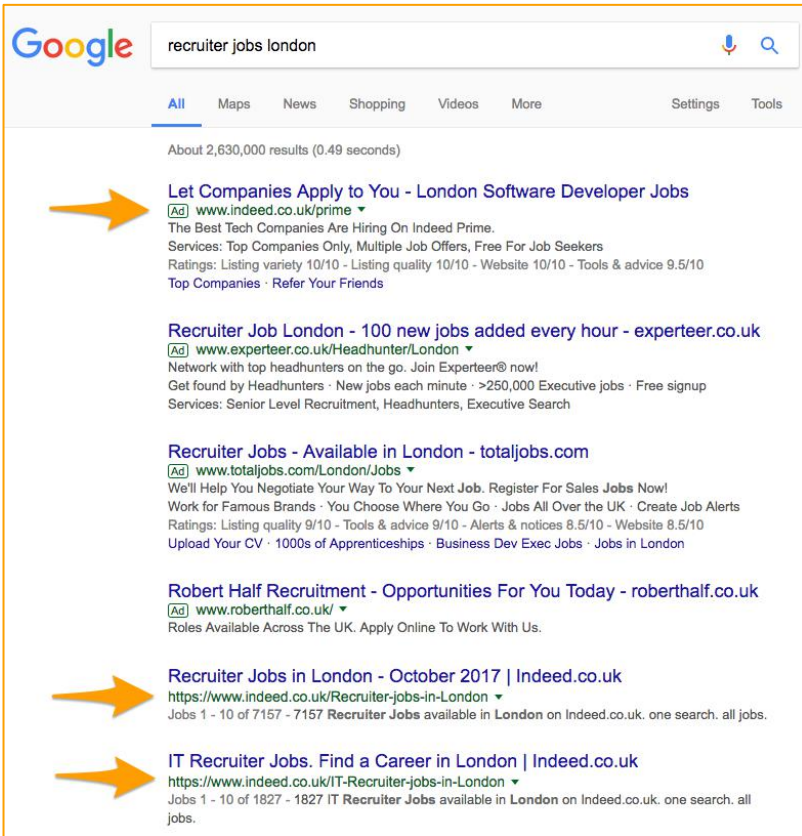


glassdoor



What does it mean?

 @KatrinaMCollier
#EvolveSummit



Google recruiter jobs london

About 2,630,000 results (0.49 seconds)

Let Companies Apply to You - London Software Developer Jobs
www.indeed.co.uk/prime
The Best Tech Companies Are Hiring On Indeed Prime.
Services: Top Companies Only, Multiple Job Offers, Free For Job Seekers
Ratings: Listing quality 10/10 - Listing quality 10/10 - Website 10/10 - Tools & advice 9.5/10
Top Companies · Refer Your Friends

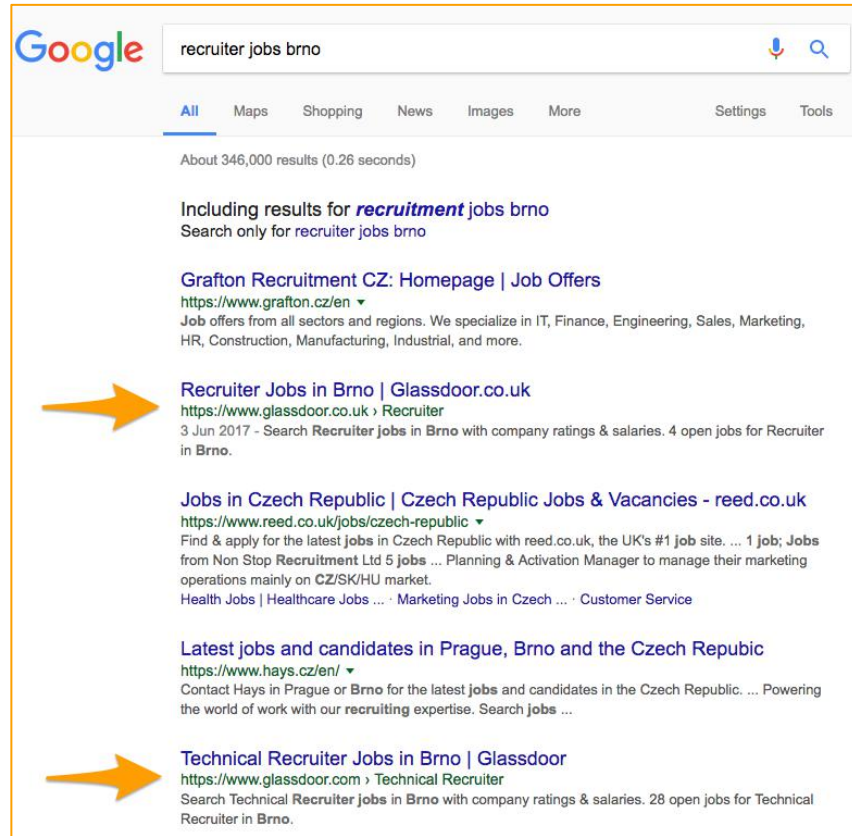
Recruiter Job London - 100 new jobs added every hour - experteer.co.uk
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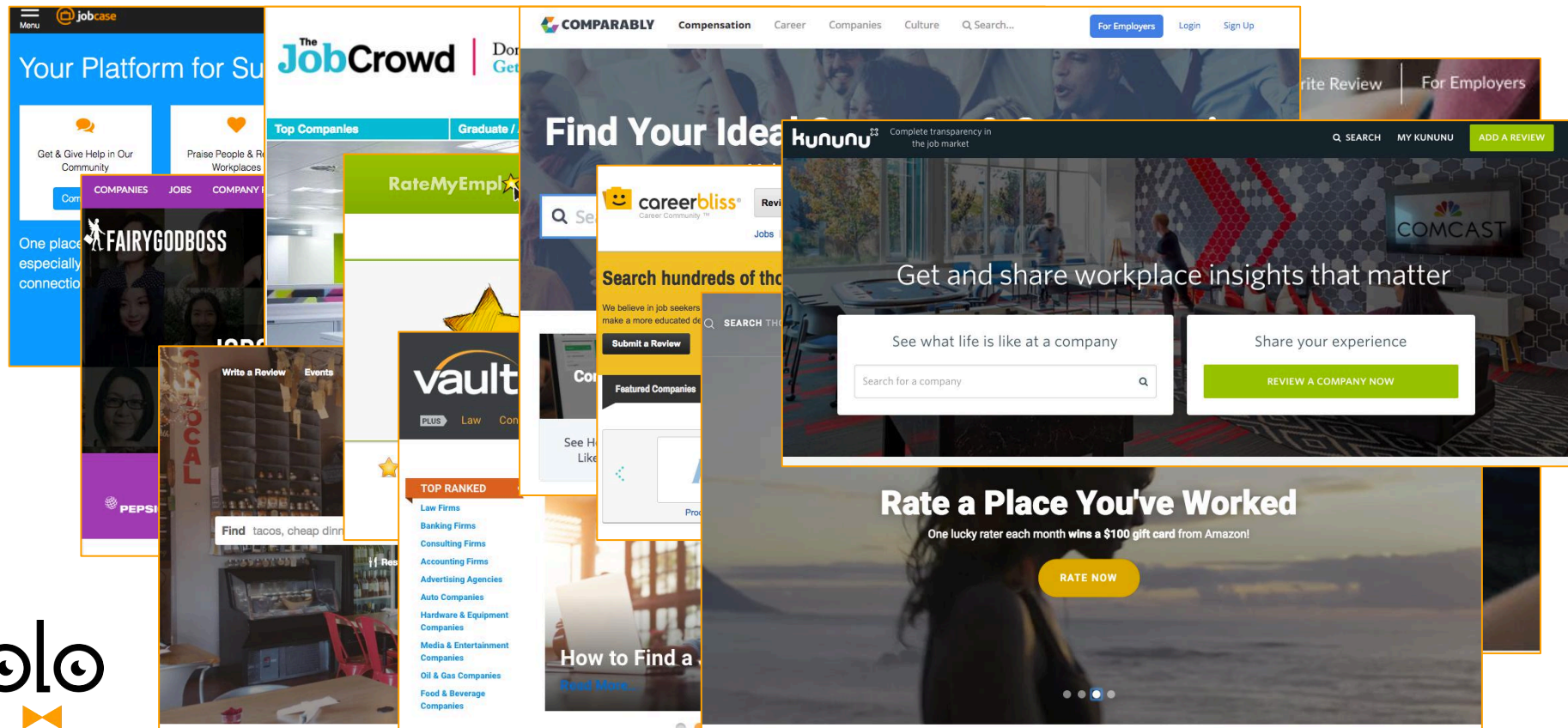
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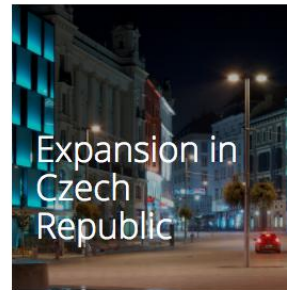
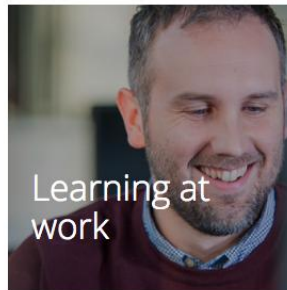
Requirements:

- Developing customized solutions on Java and other technologies and integrations with 3rd party platforms
- Preparing automated tests
- Transforming technical requirements into reality
- Assisting in testing
- Liaising with clients, consultants and other team members

Background:

Technical Skills

- Minimum of 1 year of experience with object-oriented programming
- Knowledge of Web Services
- Experience with other technologies Salesforce.com platform, APEX and VisualForce is an advantage
- Experience with all phases of the software development lifecycle and agile development



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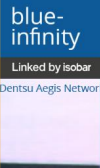
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Kind regards,

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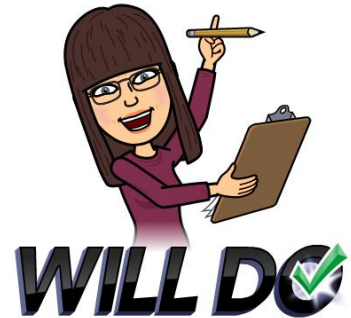
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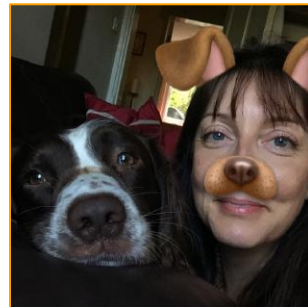


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