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Social Media: How the Most Influential Marketing Tool in Today's Society Can Benefit and Enhance Developing Companies

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Social Media: How the Most Influential Marketing Tool in Today's Society Can Benefit and
Enhance Developing Companies

An honors thesis presented to the
School of Business
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And
graduation from The Honors College

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Abstract

The purpose of this study is to investigate the effects of social media and the great impact it can have on small to medium sized companies. Social media has proven itself to be an strong channel for marketing due to its capabilities to see what consumers are talking about as well as allowing companies to directly communicate with said consumers in the blink of an eye. This study was conducted alongside Careers on the Move, a boutique job placement firm located in Midtown Manhattan. Over the span of seven months, I tested out a variety of different social media techniques utilizing the Facebook, Twitter and LinkedIn Platform. Success was measured via a few select social media metrics that measured reach and acceptance from the consumers. This study indicates that social media allows for companies to communicate more easily with their target audience and more effectively measure the impact it is having on those reading the posts proving social media to be the greatest tool a marketer can utilize.

Acknowledgements

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Thank you Professor Haugaard for the ongoing support and encouragement you graciously demonstrated as I completed my degree within the Honors College.

Of course, I have to thank my parents and my sister, Daryl. I could not ask for a better support system. Thanks for always believing in me and helping me realize that I can accomplish anything I set my mind too.

Finally, I have to send a huge thank you to my Nanny for being my #1 fan. You always thought social media was “garbage,” but you never ceased to support me during the research and writing of my thesis. I wish more than anything that you could have had the opportunity to see the finished product.

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Introduction

“Marketing is based on thinking about the business in terms of customer needs and their satisfaction,” (Business Dictionary, 2012). While the definition of marketing has not differed over time, the methods to approaching this vital business step have changed dramatically over the past few decades. Previously, companies had to rely on other businesses to promote their brand and develop an effective marketing campaign for them. In other words, companies would have to approach local newspapers, and TV networks in an attempt to put their brand out there. Companies used to have to rely on other companies for their own success. However, in today’s society, marketing has shifted into a responsibility that businesses can call their own. With the development of social media, an array of internet based tools and platforms that increase and enhance the sharing of information, companies can now completely control the fate of their brand just by developing a few simple accounts online. Accounts such as these have become a major factor in influencing consumer behavior, and can greatly affect the success of one’s business. With the proper strategies, social media can prove to be one of the greatest and strongest assets that a company encompasses.

Social media includes a wide range of forums including blogs, discussion boards, video/photo sharing sites, and social networking websites (Evans, 2010). Companies utilize social media for a plethora of reasons that inevitably benefit the company and improve on its success. According to the McKinsey Quarterly, 39% of companies utilize social media services as their primary digital tool to reach customers (Evans, 2010). Within the next four years, this number is projected to reach 47%. Companies use social media in hopes of creating buzz, learning from current customers, and targeting new ones. Companies such as Ford and PepsiCo have turned to social media in hopes of promoting and improving their products. Ford conducted

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a promotion movement for their Ford Fiesta solely through social media. Ford provided 100 consumers with the car before it hit the market and had them post their experiences of the vehicle all on social media (Evans, 2010). This movement had consumers talking about the product and had them anticipating the release of the car. In addition, companies use social media to track what consumers are saying about their products and how they can improve. For example, PepsiCo used social networks to collect insight on their line of Mountain Dew products. Learning from customers resulted in new varieties of the beverage being produced and an increase in sales (Evans, 2010). By using social networks, companies have the opportunity to use a fairly inexpensive resource to enhance their image and create a greater reach.

There is no perfect formula to guarantee the success of any type of business. Even though businesses have existed for centuries, there is still no way to predict how one's business will do against competitors. However, one aspect that business owners know to be true is the power of marketing. No matter how powerful a business is if the public is not fully aware of it then it is bound to fail. Yet, today, marketing is much more complicated than just billboards and newspaper ads. With the internet, there are so many additional channels that companies must focus their marketing on in order to be successful. Chris Dessi, the CEO of Silverback Social, the world's leading social media consulting firm, once stated, "The manner in which we aggregate and discriminate information has definitely changed." In other words, advertising and spreading information is not limited to the small selection of channels that it used to be, and this is entirely because of the development of social media. Social media has proven that it can make or break a company. It can be the deciding factor of whether a company goes viral or disappears amongst its competitors. Companies must adapt to this quickly and utilize social media as a tool to connect with their target audience on a personal level and use it as a forum to determine exactly

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what their consumers wish from them (Trattner, 2012). In other words, if utilized properly, social media will drive repeat business and attract new customers.

What is Careers on the Move?

Careers on the Move is a job placement firm located in Manhattan, New York. Specifically, this firm focuses on the fields of finance, technology, sales and marketing. This firm has determined that the best way for it to stand out amongst its competitors is to take its business to social media and begin advertising job posting on their followers' timelines and dashboards. Social media allows companies to reach out to consumers who may have not heard of them otherwise. Through the utilization of social media calendars and strategic postings, it was my goal to develop Careers on the Move and its respective social media accounts into ones that are trusted and viewed as a useful resource for its followers. Richelle Konian, CEO of Careers on the Move, wished to increase her presence and following on social media and build her company to be superior to her competitors on the internet.

Prior to this study, Careers on the Move did have a presence on social media. The job placement firm utilized a few social media platforms including Facebook, Twitter and LinkedIn. Careers on the Move had a strong presence on Facebook and LinkedIn. These two platforms were utilized to post happenings within the firm, and the latest job postings. However, the company's twitter account had far fewer followers and its posts were connected to the site's blog. Due to the 140 character limit on Twitter, the posts often were cut short and the followers were unable to read the extent of it. My goals prior to beginning my project with Careers on the Move were to strengthen their Facebook and Twitter accounts. Specifically, I wanted to create consistent posts that their followers could rely on. These posts would go further than just the

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latest job openings. I wanted to develop Career on the Move's online presence to one that can not only have an impact on their followers professionally, but one that can help them hone in on their skills and keep them up to date on the latest news within the industry. This was accomplished by proving that Careers on the Move is a reliable source via strong social media marketing tactics. These tactics include but are not limited to posts regarding networking events in the area, holidays and relevant industry related articles. The success of this plan was measured via engagement, connections and social clicks. The impact of each of these metrics will be explained in further detail later on in this thesis. Prior to beginning my project, it was imperative that I determined the target audience and appropriate posting tactics in order for Careers on the Move to have the greatest reach and an even greater impact on their following.

Target Audience

The proper target audience for Careers on the Move is the segment of the population searching for the jobs in the financial or sales market. Specifically, the age group would be between 25-40 years of age, and we would want the attention of both men and women. In addition to those searching for jobs, I also wanted to attract those active in the business world. The subject matter would appeal to both of these groups, and hopefully will allow Careers on the Move to stand out in the minds of these individuals.

Once the target audience is determined, the next vital step in social media marketing for companies is deciding what type of content will appear useful to their followers. In other words, in this generation, those on social media lose interest incredibly quickly. If a company's followers do not believe the content presented is worthwhile, they will quickly move on to another similar account to fill their needs. Originally, it was hypothesized that individuals will

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decide to follow Careers on the Move's social media accounts because of their desire to learn more about the company and what they have to offer. However, it will be worth their while due to the valuable information and job postings that will help them on a daily basis. Articles from online sources such as Forbes, Business Insider, Yahoo Finance and CNN that will offer insight and advice with regards to their professional lives will be posted daily. The articles covered everything from interview advice, to how to excel in the office or even leadership skills. In addition, important events and holidays were part of the social media calendars as well. For example, followers were informed of vital networking events happening around them that they might not have heard about otherwise. Thus, by following Career on the Move's social media followers will not only find the job they've been searching for, but also pick up a few skills that can further them in the professional world.

Goals

For this type of target audience, my plan was to develop a professional relationship with the followers of Careers on the Move. In the future, followers will view Careers on the Move as a valuable resource for job opportunities and/or life advice to succeed. In addition, the conversation will not come to a standstill once tweets are posted. Careers on the Move should strive to respond to their followers' tweets, and begin conversations through their social media accounts. As a result, they will be seen as an account that cares about their followers and this will build a deeper relationship.

The followers of Careers on the Move will most likely be those searching for a job in the finance/business world, or those who already have a job and enjoy being immersed in this world and yearn to learn more. Thus, the posts of Careers on the Move will fit perfectly into their

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followers' lives because it will be extremely relatable to them. Their followers will be intrigued to learn about the newest and most exclusive job openings. In addition, the articles posted by Careers on the Move provided advice that can easily be incorporated into their followers' lives, and it may even allow them to learn and pick up a useful life skill.

The most vital aspect that must be considered regarding each post is its level of usefulness throughout the duration of the campaign. If the followers do not view an account being valuable in the long run, they will quickly lose interest and move on to the competitors. The key to successful social media marketing is to set your company apart from the rest. Careers on the Move's posts proved to be useful since all of their information they are sharing will be current. The posts are relevant and always include information announced that week. By including only the most current and relevant information, Career on the Move's social media accounts will become superior to other accounts in their followers' eyes. By posting the most important information regarding job postings and career searching advice, followers will not have to search or go anywhere else for this information. Furthermore, the followers will also begin to believe that if they stop following this account that they will not be up to date and will soon be out of the loop. In the world of job searching, one must always be current and up to date in the latest news. If the Careers on the Move account can successfully make their followers believe they are the most up to date account, then the ideas they are pushing out into the social media world will be seen as useful for the duration of the campaign.

While the information shared via social media accounts is going to appear useful, it is incredibly important that the followers can relate to the information shared and be able to use it in their social and professional life. The first step to ensuring that followers recognize the worth of the information posted is to establish a relationship of trust. The company must shape their

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posts to convey that they are in the same mindset as its followers and they both value the same things. For Careers on the Move, it is imperative for the company to show its followers that it is an expertise in the world of business, and that it values professionalism and high value jobs in the fields of marketing, sales, and finance. Once this relationship is established, the followers will trust Careers on the Move enough to utilize their information in their own lives. As a result, Careers on the Move is now a vital staple in social media world and can steer the conversation any which way they choose.

Fifth, I planned on transforming Careers on the Move into the initiator of all digital conversations. Via Twitter and Facebook, Careers on the Move will share vital articles and job opportunities. If followers happened to post a question or comment in reply to one of the posts, Careers on the Move would then make sure to continue that conversation by responding. Overall, Careers on the Move will act as not only the initiator but the informer of significant information as well.

Finally, awareness for Careers on the Move will be generated through the utilization of social media, and word of mouth communication. An established strong social media presence with constant posts containing valuable advice for the business world, as well as every available job posting is the first step. Once their followers recognize Careers on the Move as a reliable source, they will hopefully begin to share the tweets, and Facebook posts. As a result, Careers on the Move will be able to reach more people than they could on their own thus generating awareness for their firm. In addition, in order to generate even more awareness, following as many people on social media should prove to generate a larger following as well. Users on social media will be more inclined to follow an account if that account follows them first.

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Metrics

The purpose of metrics is to measure the success of a social media plan, and the specific outlets utilized. In order to properly evaluate how well the company is doing, the metrics must be strategically chosen with regards to the precise business goals desired. Specifically, Careers on the Move wants to build a trusting professional relationship with its clientele base. Careers on the Move hoped to be the source that people immediately look to for expert advice and professional career opportunities. By providing jobs and advice, Careers on the Move produced a strong connection with its clientele base. These connections, measured by metrics, will result in future engagement that will widen Career on the Move's clientele base. The major metrics that Careers on the Move should be focusing on, in order of importance are: Engagement, Connections, and Social Clicks.

“Engagement” is the amount of likes and/or retweets as a proportion of connections (Chitwood, 2013). This is the most important metric to focus on since it is direct evidence that the followers of Careers on the Move are enjoying the subject matter being posted about. This can be an indicator of the best type of information to be posting for future social media calendars. Furthermore, when a follower “retweets” a tweet, it is being shared to everyone that follows that account. Thus, if a follower finds something noteworthy enough to share with the rest of their followers, it is a positive sign for Careers on the Move that they are posting the information their followers care most about.

“Connections” refers to total number of followers that each social media account has (Chitwood, 2013). Simply put, the more followers the account has, then the greater its popularity is. New connections are a direct way to measure the increasing following of Careers on the Move. For this metric, the average amount of new connections, and amount of lost connections

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could be measured monthly. This can then easily be correlated with the content posted that month to further validate the best type of subject matter for Careers on the Move to be posting.

“Social Clicks” are the “number of users clicking on a link in a social media post (Chitwood, 2013). As previously mentioned, the majority of posts from Careers on the Move involve an article regarding advice or relevant news. In order to measure the amount of times the links were clicked on, the links were shortened by bit.ly. Bit.ly keeps track of how popular the link is by how many times it is clicked, and when it is clicked. If users are voluntarily choosing to click the link, and leave the social media site they are viewing, it means they are interested in the content being advertised.

Project

Prior to the beginning of the social media research, Careers on the Move had always recognized that social media was an aspect of advertising that they wished to implement into their advertising strategy. Careers on the Move knew it was a vital tool that will allow them to not only reach their audience instantly, but will also provide them with a channel in which to communicate with their audience as well. The job placement market has taken social media by storm, and Careers on the Move planned on taking full advantage of this. With the utilization of the hashtag and convenient search functions, social media can effortlessly increase the reach of a post, as well as increase the following of a company.

As previously mentioned, the company had taken the steps to develop a Facebook page, a Twitter account and a LinkedIn account. While Careers on the Move was moving in the right direction by developing these accounts, they did not post enough to them to make them as effective as they hoped these platforms would be. Specifically, before the research began,

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Careers on the Move was tweeting extremely infrequently, and connecting their tweets to the blog posts on their website. The blog posts often exceeded the 140 character max on Twitter leaving their followers with inconclusive posts. In addition, this also resulted with the same content being posted across all social media platforms.

This project was conducted in order to showcase the positive effects that social media has between companies and its following. Before initiating this research, it was necessary to investigate similar Twitter and Facebook accounts that have the same mission as Careers on the Move. While researching into competitors, it was discovered that many other job placement firms also utilized social media accounts to reach out to their clientele. After looking deeper into these accounts, it was determined that most of the job placement firm accounts had one major goal: to inform the public about potential jobs and educate them about the business world as a whole.

Social Media Calendars

In order to determine which social media strategies work best, social media calendars were created in order to develop the plan for each month. The social media calendars were created for five months and mapped out each post that would be published daily from Career on the Move's accounts. The social media calendar for November 2013 can be viewed in Figure A. Each day on the calendar includes the exact post along with a shortened link to the referenced page.

The majority of individuals who utilize social media post to it at any moment they think of a post they wish to share with the public. However, firms do not have this luxury of allocating parts of every day to social media. In order to solve this dilemma, Hootsuite, a social media

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dashboard, was used to schedule posts in advance. Each calendar was aimed to be developed and inputted into the dashboard at least a week before the month began. Hootsuite not only allows for posts to be developed and planned in advance, it also gives the user control to choose which social media account is posted to. For Hootsuite, Careers on the Move synced their Twitter, Facebook, and LinkedIn account with this dashboard. This application saved a lot of time for the firm and proved to be extremely efficient. Furthermore, Hootsuite allows the user to view the newsfeeds and notifications for all of these accounts on the same page (Figure G). The visual below showcases how a user can quickly browse all of their social media sites instead of having to waste time by going to each site individually.

Content

The posts created mainly included articles regarding information and advice on how to best succeed at work, or in an interview. The target audience of Careers on the Move are those immersed in the business world who seek information on how to better themselves professionally. These articles most often came from sources such as *Forbes*, *Business Insider* and *Yahoo*. Examples of articles utilized include “How to Make Every Second of a First Impression Count” and “9 Ways to Get Employers to Notice You at Career Fairs.” In addition, each post would give credit to the source’s twitter account. Providing the source’s twitter handle allows Careers on the Move’s followers to easily access more information from that specific site if they feel the content was especially useful.

While advice such as this is extremely important, there is so much more that this target audience cares about. Careers on the Move took this into consideration and began to include tweets regarding holidays and important networking events going on in the area. Holidays, such

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as Administrative Professionals Day, were posted since these would prove to be important to followers since it directly affects them. In addition, Careers on the Move utilized its social media accounts as free advertising for themselves. At least once a week, a post would be included on the calendar that directly speaks about Careers on the Move. This would include a contact number for the firm, or a shortened link in which one can submit a resume to start the job placement process.

Lastly, every single post included hashtags which are “mainly used to denote specific topics of conversation,” (Hiscott, 2014). The hashtag “COTM” was utilized in every post. Followers can use this hashtag to search past posts from Careers on the Move, or use this hashtag in their own posts to join a conversation started by this job placement firm (Hiscott, 2014). In addition, Careers on the Move also uses hashtags in their posts that refer to what their subject matter is. For example, Careers on the Move most often used hashtags such as “#Finance”, “#JobPosting” or “#Advice.” Thus, if a user searches one of these hashtags, Career on the Move’s post would appear allowing their account to be seen by as many users as possible. Hashtags allow accounts to be recognized by other accounts based on their interest in their posts.

Twitter proved to be the most utilized social media account for Careers on the Move. This is because it is viewed more acceptable to post once a day on Twitter, while on Facebook users feel overwhelmed if they see more than one post a week. Thus, Careers on the Move utilizes Twitter in order to generate more engagement with their users and get the most information out. Facebook and LinkedIn are mainly used for the newest job postings and success within the company. A major strategy and struggle with social media is to post different content on each account. It is for this reason why articles and advice are posted on Twitter, and information pertaining to the company is showcased on Facebook and LinkedIn.

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Discussion

Findings

It is incredibly evident from this research that social media has a strong impact on companies regarding its reach and interaction with its target audience. Since the beginning of the research, Careers on the Move has only seen a positive impact from their social media channels. In no way has developing these social media accounts hurt Careers on the Move whatsoever. It is very evident from the three metrics utilized that the new revamped social media campaign has been successful.

Engagement, as mentioned prior, is the most important metric to monitor for this campaign. Engagement measures the amount of likes/retweets for each post, and thus also measures the approval of the target audience. Prior to the beginning of the project, it was rare for Careers on the Move to see high engagement on their Twitter account. However, once there was a constant stream of posts on varying subjects, engagement began to increase. It was not uncommon to see a tweet each week get at two or more “favorites.” While this number may initially appear low, it is a bench mark to be reached for professional accounts. Now that Careers on the Move has reached this, it is evident that their posts are noted and recognized by their followers for its valuable content. Furthermore, the klout score nearly doubled in six months. In figure B, it is evident that in October 2013, right before the project began, Careers on the Move had a klout score of 13. In just one year it can be seen that this klout score doubled to 25 (Figure D).

Careers on the Move also experienced a very notable jump in their level of connections. Connections refer to the total number of followers for each respective social media account.

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Figure B is a screenshot of “Twitalyzer” for October 2013, and shows Careers on the Move having only 32 followers. Careers on the Move gained over five times the amount of followers that they originally had before altering their social media plans. Today, Careers on the Move reaches over 150 followers (Figure D). The gain in followers is a direct result of increased posting, and increasing the amount of accounts that Careers on the Move followed.

Lastly, social clicks were closely monitored during this campaign. Social clicks refer to amount of users clicking on a link in social media post. This can refer to a link to an article, or a picture. Furthermore, the interesting aspect of this metric is that it does not only include “clicks” of followers. If the post including the article is retweeted, it is incredibly likely that a follower who had not previously followed Careers on the Move opened up the article. The links were shorted via “bit.ly.” Bit.ly monitors the analytics of how often the link was clicked upon. This demonstrates the popularity of the post, and the curiosity that the users have regarding it. By the end of the campaign, the amount of social clicks exponentially increased for each post. This is mainly due to the notable increase in followers.

Further Recommendations

Upon completion of the research for Careers on the Move, it was evident that the alterations made in the social media strategy resulted in a significant improvement in their online presence. The social media plan created had the job placement firm posting to social media increasingly more than they had in the past which allowed for additional advertising. This upsurge in advertising resulted in a larger audience and clientele base. Continuing similar social media tactics in the future will only benefit Careers on the Move in the long run. There are a few

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strategies that Careers on the Move should consider adopting in order to even better their position amongst its competition.

First, it does not matter how influential or well known a company is, a person is normally more inclined to follow or like an account if they were followed first. Thus, it would be a smart move for Careers on the Move to target social media accounts that belong to those in their target market, business professionals seeking a job in marketing and finance as well as those seeking advice that pertains to the professional world. Once those accounts are targeted, the most optimal next step to take would be to follow as many accounts of those as possible. Not only will this most likely result in a massive increase in followers, but it can also be considered advertising in itself. Following random accounts will allow Career on the Move's name to circulate even more before, especially to those who may have never heard of them before. This can, and hopefully will, result in a larger clientele base.

Second, it is incredibly important for a company to find the optimal frequency to post to social media in order to appeal to its target audience without it coming off as overwhelming. Social Bakers, a popular social media analytics provider, found that posting as little as once per week on Facebook results in a massive loss of connection. On the other hand, posting more than twice a day can irritate followers and influence them to no longer follow a company's updates (Fastcompany.com, 2014). Social Bakers came to the conclusion that the "sweet spot" is on average five posts a week. In the future, Careers on the Move should schedule a tweet once or twice a day, and have at least four posts to Facebook weekly. In the world of social media, it is very important to post often to keep the attention of followers. The moment that followers see that an account does not post often, they will be more inclined to stop following the account. Users of social media strive off of information being available at their fingertips, and they want it

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to be updated as often as they are refreshing their timelines. Posting often will help Careers on the Move earn an image that shows they are incredibly up to date on everything in their field. In addition, posting often forces followers to see “Careers on the Move” on their timelines multiple times a day, which will result in a higher probability of them remembering the company’s name.

Lastly, there is a very strict character limit on Twitter of 140 characters. If the post is longer than the designated length, an ellipsis will appear preventing followers from reading the entirety of the post. This most often occurs when companies connect its blog post to Twitter. A final recommendation for Careers on the Move would be to create posts specifically for Twitter, so this is no longer an issue for the company. This would prove easiest with the utilization of a social media calendar and dashboard. In addition, hashtags should also strategically be utilized. Users actively search hashtags, so the proper hashtags could result in users stumbling upon Careers on the Move’s account purely by accident. Lastly, when including a shortened link, the tweet should be creatively worded in order to entice followers to click on the link. Since clicking on a link opens an additional window, users are most often than not discouraged from clicking on it to avoid it. Thus, it would be in Careers on the Move’s best interest to create a tweet that attracts followers enough to read the attached article. For example, let’s say that Careers on the Move is hypothetically posting an article about proper interview etiquette. While posting the title of the article of the tweet would relay the message sufficiently, Careers on the Move should strive to get their followers to click on the link. Instead, Careers on the Move could post something like “Are your interview skills the best they could be?” Asking an enticing question will push followers to click on the link. Thus, the length and content of the posts are not to be taken lightly.

Conclusion

Ultimately, social media is growing each and every day and is a resource that should be taken incredibly seriously by businesses of all sizes. Social media gives companies the power to promote their voice and brand to consumers that could not be reached before using the original marketing tactics. In addition, it is a tool that not only promotes, but gives companies the opportunity to directly interact with its consumers. This type of interaction only makes the market more personal, and allows for growth. Social networking sites are expanding every day, and it is the future of advertising. In fact, that future has become a reality and it has proved to be today's most prominent form of marketing. Careers on the Move recognized this and immediately began research on how to properly make the switch. After analyzing the target segment of Careers on the Move, it was determined that Facebook, Twitter and the use of blogs would prove to be most beneficial for the firm. With the proper hashtags and scheduled posts, Careers on the Move was able to increase the reach of its posts as well increase its following. In other words, because of digital marketing, Careers on the Move has been able to advertise new job positions more efficiently. Therefore, social media is a tool that is bound to attract more customers, make tracking success simpler, and allow companies to easily communicate with their consumers making this the better platform for marketing.

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Appendix:

A. November 2013 Social Media Calendar

B. Twitalyzer: October 2013

C. Twitalyzer: May 2014

D. Twitalyzer: October 2014

E. Tweet Stats: Tweet Timeline

F. Tweet Stats: Aggregate Daily Tweets 2014

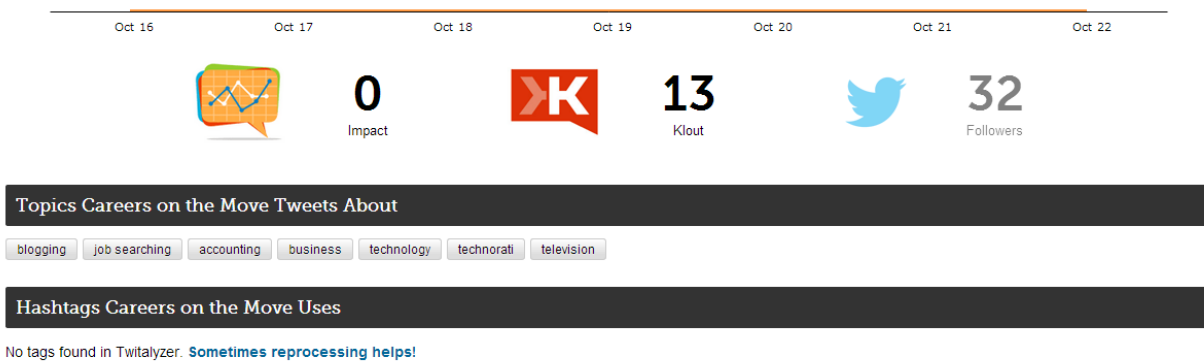
G. Hootsuite: February 2014 Scheduled Posts

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A:

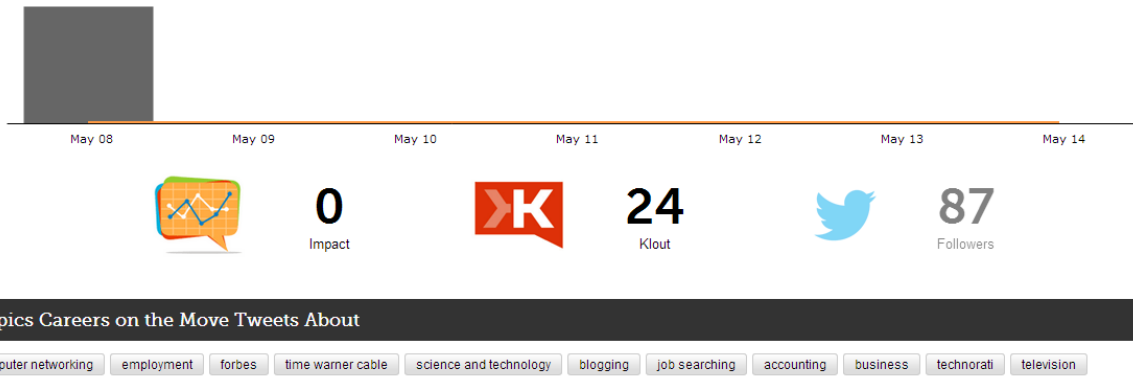
WEEK: November 4, 2013					
Channel	Monday	Tuesday	Wednesday	Thursday	Friday
Twitter - Morning Tweet	Don't forget to follow us on Facebook for all of the latest #job postings! #recruitment #COTM http://on.fb.me/HbUfdi Post around 11 AM	5 words to use in every #business meeting #TuesdayTips #COTM http://goo.gl/7Zp1mt via @bndarticles Post around 3 PM	What social media can really tell you about #job applicants #COTM http://on.mash.to/18tu77O via @bndarticles Post around 12:30 PM	#TBT to 2008 when our CEO Richelle Konian received the "Young Alumni Award" from #UAlbany #COTM http://bit.ly/HoIErP Post around 1 PM	Top #JobSearch mistakes millenials make and how to fix them http://on.mash.to/1fNI OXY via @mashable Post around 11:30
WEEK: November 11, 2013					
Channel	Monday	Tuesday	Wednesday	Thursday	Friday
Twitter - Morning Tweet	Why you need several copies of your #resume at all times #career #jobsearch #COTM http://on.mash.to/1a7hYSr via @mashable Post around 2 PM	Check out @Forbes' top jobs for 2013 http://onforb.es/VGoFX3 #finance #marketing #technology #COTM Post around 1:30	Have you checked out our list of featured #jobs recently? http://bit.ly/1dDP3No #recruitment #hiring #COTM Post around 11:30	The 14 habits that could cost you your #job, be careful! http://onforb.es/19Qg3VL #COTM Post around 3 PM	At #COTM, we know hiring the right people is the best return on investment a firm can make. Submit your #resume today! bit.ly/1abWdky Post around 1 PM
WEEK: November 18, 2013					
Channel	Monday	Tuesday	Wednesday	Thursday	Friday
Twitter - Morning Tweet	When is it time to start a new job search? http://onforb.es/16ZTy2X #apply #recruitment via @forbes Post around 12	What are the 3 types of #interview questions you should never ask? http://on.mash.to/15clVRY #TuesdayTips #COTM via @mashable Post around 2:30	Ever wonder how managers decide on the best candidates? http://on.mash.to/180ujdm #JobSearch #Recruitment via @mashable Post around 1 PM	Want to learn more about #COTM? http://bit.ly/1irVzEA #JobPlacement #NY #Finance #Technology #Marketing Post around 11:30	Ever wonder how #managers decide on who the best #candidates are? http://on.mash.to/180ujdm #jobsearch #recruitment Post around 3 PM

B:

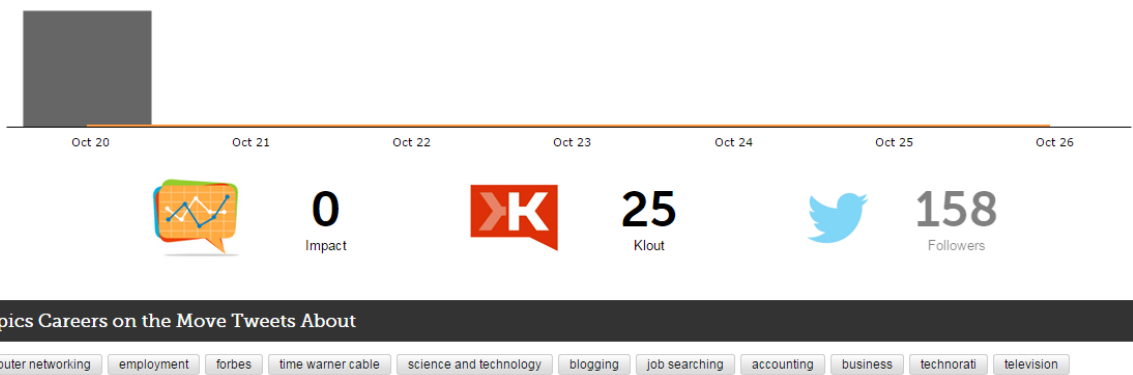


Rosh

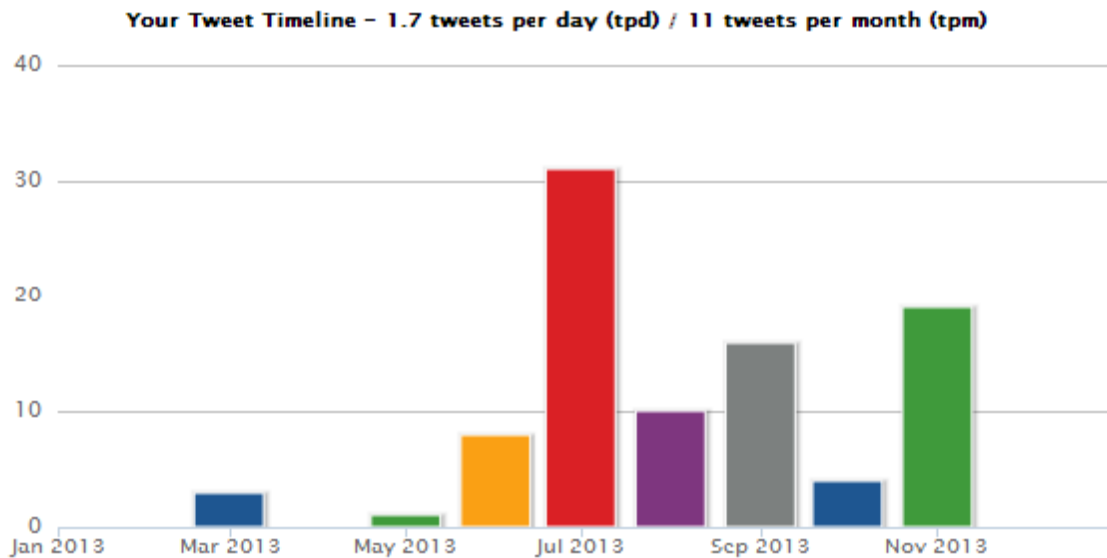
C:



D:



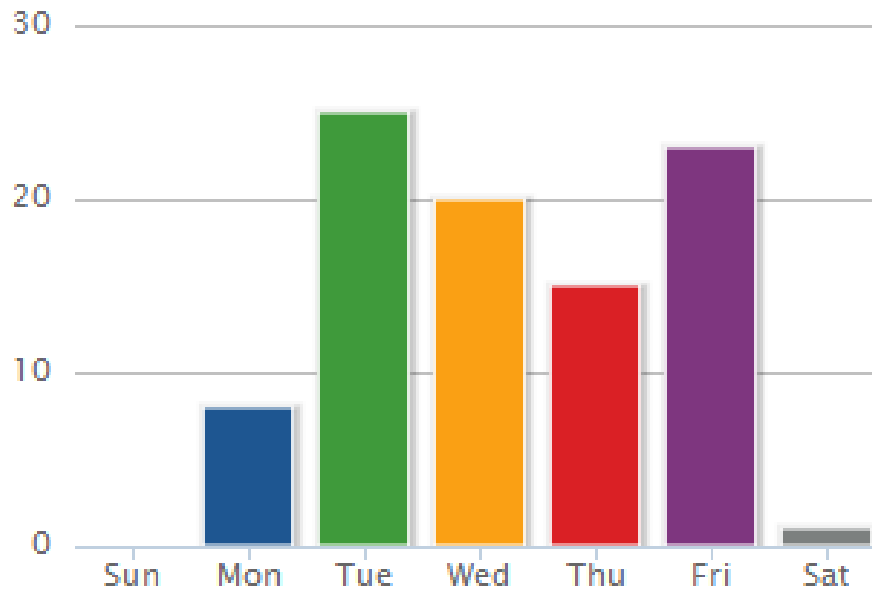
E.



Rosh

F:

Aggregate Daily tweets



G:

February 2014						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	
	2:45p 9 ways to get employers	3:15p How to jump start your #	3:50p 9 ways to get employers	11:50a 10 ways to #succeed in	1:20p How #successful people	
2	3	4	5	6	7	
9	10	11	12	13	14	
	11:35a 5 #career blunders you 3:10p Want to know the #secre	1:40p Curious about the brand 2:45p Did you know that 88% o 3:45p Are you proficient in #Py	11:55a #COTM has a had surg 2:05p 5 tips to boost your #valu	12:15p Don't forget to follow us	2:15p How data will drive busin	
16	17	18	19	20	21	
	4p Reach out to Meredith at Me	1:40p The best way to get your	2:45p Need a few tips for packi	11:55p The most and least com	2:20p The 19 things you have t	
23	24	25	26	27	28	
	3:05p How to take a leap of fail	1:05p 9 reasons you can alway	2:40p Check out our featured #	1:50p 7 things to remember whi	1:15p 3 unconventional ways to	

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