Social Networking Messaging Tips

**Presenter: Shally Steckerl – President, The Sourcing Institute**

Shally Steckerl is the President of The Sourcing Institute and has been actively involved in sourcing and recruiting since 1997. An industry pioneer, Shally builds enterprise recruiting engines for Fortune 500 brands helping them efficiently find unfindable talent. He is the author of the industry textbook The Talent Sourcing and Recruitment Handbook. Originally from Colombia, South America, Shally now lives with his family in Atlanta, Georgia. He is an Associate Adjunct Faculty at Temple University’s Fox School of Business and a regular speaker at HR conferences around the world.

**About This Presentation**

In Shally’s presentation, he provides messaging templates you can use to connect with key contacts via social media networks. You’ll learn what to say and when to send messages that lead to conversations as you source key talent.

**Meeting: “Social Networking Messaging Tips” by Shally Steckerl**

If you are reviewing this episode with a team, watch the entire Episode. The notes below summarize the sites and tips shared.

**Facilitator:** Keep in mind the note Shally shared at the conclusion of this Episode – the purpose of this training is to help increase your opportunities for initial engagement. These social networking messaging tips are not designed to sell a prospective candidate or client, but instead to simply get a reply and initiate dialogue. Engagement leads to conversations in which forward-motion activities can take place, so what are some ways to engage?

**Website Suggestions:** Designed to find identifiable information by pulling data from White Pages listings, public records, and social network information

- www.pipl.com
- www.spokeo.com
- www.zabasearch.com
- www.yatedo.com
- www.knowx.com (cost associated)

**Website Suggestions:** Designed to identify if a phone is a mobile phone or land line, along with the service provider

- www.fonefinder.net
- www.phonevalidator.com

**Additional Website Suggestions:**

- www.infostripe.com: A free HTML5 web app for the updates, photos and content you want to instantly put in the hands of your friends, followers, fans clients and customers.

- www.insideconnector.com: Individuals are invited to their own personal landing page and you can share relevant information prepared and organized just for them based on their unique interests, using rich media (videos, web links, audio, photos, documents, etc).

- www.twellow.com: Yellow Pages for Twitter; tool for business owners seeking to implement a social media marketing plan.
www.tweepz.com: Indexes Twitter users and aims to make finding people who interest you an easier task.

Facebook Suggestions:

A Custom Audience is an ad targeting option that lets you find your existing audience among people who are on Facebook.

Short and Sweet Message Examples:

"[Name], I've sent you an email and voicemail, and then I found you here on [network]. I believe I have something that may be worth a few moments of your time. Please contact me..."

"[Name], I sent you an email and then found your mobile on [network]. I believe I have something that may be worth a few moments of your time. Please text or call me. - Shally Steckerl"

"[Name], I’m working on some important positions for my company, and your experience is really interesting to us. Do you have a few minutes to talk about your current career status?"

"Hi [Name], I have a lead on a development manager position, do you know anyone who may be interested?"

"Hi [Name], your LinkedIn profile was brought to my attention by someone who thought you may be very knowledgeable and well-connected in the [INDUSTRY] and could potentially know others who would be interested in a position with our [DIVISION NAME] group. I would love a chance to speak with you confidentially about any of your connections who may be a fit. It would also be an excellent chance for me to understand your experience, background, and goals so I may be able to support your networking efforts when the opportunity arises.

If you are open to having a brief conversation, or know someone who would be, please reply."