



Social Recruiting Bootcamp Program Outline

WEEK 1

MONDAY, NOV. 7

Weekly Readings Sent via Email at 8am EST (Approximately 1 hour)

- We waded through the mayhem and curate the best social recruiting content for you to read
- Articles are e-mailed directly to your inbox and posted to our private program website
- **Learning Objective:** Recruiters will get a basic understanding of what social recruiting means, why it's important and several examples of successful social recruiting techniques.

TUESDAY, NOV. 8

Live Web Conference: Building Your Social Recruiting Strategy, 4-5pm EST (also recorded)

- Host and Moderator: **Ryan Healy**, Brazen Careerist
- Featured Speakers: **Steve Boese**, Director of Talent Management Strategy at Oracle and Creator and Host at HR Happy Hour and **Susan Strayer**, Founder at Exaqueo
- **Learning Objective:** Recruiters will learn from top experts how to build a social recruiting strategy, from picking the right tools, to identifying the right networks to find candidates, to how to manage their time online. Recruiters will learn how their social recruiting efforts should fit into their overall goals.



WEDNESDAY, NOV. 9

Live Web Conference: Recruiting on LinkedIn: Taking You to the PhD Level, 2-3pm EST (also recorded)

- Featured Speakers: **Mike O'Neil**, Founder of Integrated Alliances; and **Lori Ruff**, Chief Learning Officer, Lead Social Media Coach and Sr. Trainer of Integrated Alliances
- **Learning Objective:** This session focuses on how to optimize personal and company profiles and groups on LinkedIn to find, connect and engage with target candidates.

THURSDAY, NOV. 10

Live Online Networking, 6-7pm EST

- Exclusive Network Roulette on Brazen Careerist – an innovative way to network with your bootcamp colleagues and peers online in real-time.

FRIDAY, NOV. 11

Live Power Lunch Q&A Call, 1-2pm EST (also recorded)

- Host and Moderator: **Tracy Brisson**, Founder of One2Many Consulting
- Side Dish Expert: **Jason Warner**, Principal at Recruiting Toolbox
- Grab some lunch and dig deeper with your Side Dish Expert and your hosts Whitney Parker and Ashley Hoffman. We'll answer your toughest questions on a live conference call and post the audio recording for your future reference.

WEEK 2 – Implementing Innovation: Tools and Tactics

MONDAY, NOV. 14

Live Web Conference: The Future of Recruiting, 4-5pm EST (also recorded)

- Host and Moderator: **Ryan Healy**, Brazen Careerist
- Featured Speaker: **Laurie Ruettimann**, Principal HR and Social Media Strategist at Starr Conspiracy
- Featured Speaker: **Jennifer McClure**, President of Unbridled Talent, LLC

Contact us: brazenu@brazencareerist.com

- **Learning Objective:** Participants will learn from two top industry experts where the recruiting industry is headed in the coming years and how they can stay on top of trends in the digital and social recruiting space.

TUESDAY, NOV. 15

Live Web Conference: Going Deeper with Facebook and Twitter, 2:30-3:30pm EST (also recorded)

- Host and Moderator: **Nando Rodriguez**, Senior Digital Influence/Social Recruiter at Ogilvy & Mather
- Featured Speaker: **Jennifer Hasche**, Technical Recruiter at Intuit
- Featured Speaker: **Margo Rose**, Social Media Recruiter at Jackson National Life, and Founder of #HireFriday Twitter chat
- **Learning Objective:** Recruiters will get in-depth lessons on leveraging Twitter and Facebook for talent searches, engaging with potential applicants and building their employer brand on two of the largest social networks.

WEDNESDAY, NOV. 16

Live Web Conference: Going Mobile, 4-5pm EST (also recorded)

- Host and Moderator: **Ashley Hoffman**, Brazen Careerist
- Panelist: **Joel Cheesman**, Founder at Mobsicle
- **Learning Objective:** Talent managers will learn from a leading mobile and recruiting expert how to leverage mobile devices for recruiting efforts, from mobile apps to text messaging to optimizing your online hiring process for mobile devices.

THURSDAY, NOV. 17

Live Web Conference: Maintain Your Employer Brand through Your Candidate Experience, 2-3pm EST (also recorded)

- Host and Moderator: **Ryan Healy**, Brazen Careerist
- Panelists: **Christa Foley**, Senior HR Recruiter, and **Brandis Paden**, Recruiting Supervisor, at Zappos
- **Learning Objective:** Participants will learn from senior recruiters at Zappos, a top employer brand, on how they use social media to improve candidate experience and develop a strong employer brand on the most important social networks.

Contact us: brazenu@brazencareerist.com

FRIDAY, NOV. 18

Live Power Lunch Q&A Call, 1-2pm EST (also recorded)

- Host and Moderator: **Whitney Parker**, Brazen Careerist
- Side Dish Expert: **Brianna Foulds**, Head of Talent Acquisition, Oakley
- Side Dish Expert: **Avery Block**, Senior Recruiter at Yum! Inc. (Taco Bell, KFC, among others)
- Grab some lunch and dig deeper with your Side Dish Expert and your hosts Whitney Parker and Ashley Hoffman. We'll answer your toughest questions on a live conference call and post the audio recording for your future reference.

Course Overview

This course focuses on the big picture – where the recruiting industry is heading and how to stay ahead of the curve – and also dives deep into the tools of the trade. This course helps recruiters to gain exposure to some of the best methods in social recruiting and learn how to enhance their employer brand, and create a candidate experience that builds an engaged talent pipeline.

Throughout the two-week program, we connect participants to their peers through online speed networking sessions powered by Brazen Careerist's Network Roulette platform. You will also be able to participate in group Q&A calls and discussions hosted in a private Facebook networking group to exchange ideas, advice and support with your peers.

This course was designed to offer the practical information and skills needed to make an immediate difference, while offering the flexibility to participate in live sessions, or to access the recorded and transcribed content when it fits the schedule of participants.

Throughout the bootcamp, participants will learn how to:

- Build a social recruiting strategy that works
- Find your top talent on LinkedIn, Facebook and Twitter
- Connect with candidates on the go with mobile recruiting
- Stay ahead of the recruiting trends to build your talent pipeline
- Improve your candidate experience to enhance your employer brand

Contact us: brazenu@brazencareerist.com