



## Dear Colleagues,

As an association we find ourselves at an important crossroads. We have been in existence for over 25 years. Our industry has been through many cycles of change, and today we find ourselves with an industry that offers everything from online only, virtual, in person and a mix of all of these. There are new entrants across the globe almost daily and for the paying client it is becoming ever more unclear as to what is the best service to procure to support the people exiting their organisation.

As an industry we have the opportunity to unite as a single voice powerfully across the globe to guide these clients and to help them to understand the multitude of choices and what they mean for their people, to educate governments and key decision making bodies to create legislation which incorporates such services into transition programmes. Many organisations in our industry are small to medium enterprises which offer high quality and innovative solutions but do not have the resources and access to get their own business heard by these stakeholders, however by working together as a professional association we can achieve this.

As you have seen and many responded to, we have conducted a short but important survey to ask members where we should direct our resources and focus. Thank you to the many who have completed this, we have had over 50% response rate which means that we truly have the voice of the members represented here.

We are working on a draft of a position paper which will be shared with members in the near future for feedback and refinement. We would encourage local chapters to review this together.

We look forward to reinvigorating and redirecting the work of the association to enable our work to meet its objectives and the industry to have a consistent and representative voice with all key stakeholders.

Warm regards,

Bev White  
chairman ACF Europe



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## How to use Social Media?

Everybody talks about social media... my kids use them all the time to stay in touch with their friends... so what? What do I need to know as an employee or employer?

### Social media is the new tool for networking

Networking, communicating with others, has always been one of the key specificities of human beings, driven by the need to learn from others and to share our own learnings with our environment. We, as humans, like to connect to each other and we have discovered over the past years some wonderful tools that make it even easier, faster and more convenient to communicate with others. Social media has indeed become extremely popular amongst us. Many of us use at least one of the famous social media tools such as Facebook, Twitter, LinkedIn, Snapchat, etc. either in our professional environment, either in our private life. Social media is a primary vehicle of communication today, and because much of that communication is public, it's no surprise that most of your business partners, colleagues, clients, recruiters and managers are tuned in. Social Media is used, for example, by recruiters, not only to have a more clear idea of who you are and what you have done, before they even talk to you, but also to pick up clues about your personality and how you might fit into their corporate culture. It's not used to dig up dirt but to get information that could possibly give you an advantage.

### The major challenges of this new technology

One needs to understand and acknowledge that everything that goes on the web, stays on the web. It is somewhere, more or less hidden, but always available to read and to share with others. The "erase" function is a quasi non existing function. So we all need to be very careful about what goes on the web! The major challenge we are facing these days is to educate ourselves in order to avoid a hyper communication situation where too much information is available, and where this information, although making sense at one stage of our life, will become toxic information at a later stage of our life.

### Use social media according to its potential

As consultants we would like to share some thoughts, remarks, tips and tricks to make sure that, whatever tool you use, you do it to develop your professional image in a positive way and not jeopardize opportunities. Every day, we work with and help individuals to search their future job, to develop their own company, to manage change and to improve overall communication skills and techniques making sure we work together efficiently. Social media has become an extremely popular tool which is, according to our quality standards, only very rarely used at its full potential.

### How to share information

If you already have a profile, your first step will be to "clean" it by removing all "too personal" information and to rebuild it keeping our motto in mind: "any communication of yours aims to improve your image, to increase recognition and to confirm you as a professional, engaged and trustful person".

As from here on, we will specifically focus on LinkedIn, third most popular social network in terms of unique monthly visitors after Facebook and Twitter. LinkedIn is extremely popular to research information on people and companies.

1. **Headline:** craft a headline so that it acts like a mini value proposition. To do so, use action verbs and active language.
2. **Professional picture:** a current professional picture will increase your attractiveness so that your profile will be viewed more often, people will interact with you and enable you to develop your network.
3. **Contact information:** make sure people might contact you in an easy and convenient way. We suggest you do not provide your private contact information but at least some professional contact details such as your company's website.
4. **Write a short and straight forward description of yourself,** so that people might easily and quickly know some basics about who you are.
5. **Optimize your profile to be found by people searching for key terms you want to be associated with:** choose the most appropriate key terms and configure your profile in the appropriate way to make it happen.
6. **Emphasize your professional skills and activate your network to get endorsements for your professional skills.** To do so, endorse other ones skills.
7. **Boost your credibility by promoting the projects you are working on and by adding articles about you or written by you.**
8. **Join Groups:** find groups related to your industry or niche, then join them and become an active participant in two or three of them
9. **Share your Honors and Awards:** optimize your profile for talent seekers by including your Honors and Awards which were awarded to you
10. **Publicizing your interests will optimize your profile for keywords related to your activities.**
11. **When asking to connect with someone, use "we have done business together" rather than "friend" as LinkedIn is a professional networking social media platform.** Quality is more important than quantity!
12. **Showcase volunteer experience, organizations and causes you care about:** According to LinkedIn, 42% of hiring managers surveyed said they view volunteer experience equal to formal work experience.
13. **Be active daily!** It takes at least 20 posts per month to reach 60% of your LinkedIn audience.

Social Media is used by many of your business partners, not only to have a more clear idea of who you are and what you have done, before they even talk to you. So get your communication right. The future is in your hands, make it happen!



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A new item in our newsletter the ACF AGENDA. A selection of HR events, meetings or milestones which you as a HR professional shouldn't miss. Please feel free to send us your news or items to place on the agenda for our next newsletters.

## ACF Agenda: HR events not to be missed.



- 9-10 NOV 2016 [\*\*CIPD Annual Conference – Manchester Central\*\*](#)
- 31 JAN-1 FEB 2017 [\*\*HRD Summit – Birmingham\*\*](#)
- 16 MARCH 2017 [\*\*HR & Talent Management Conference – London\*\*](#)
- 25-26 JAN 2017 [\*\*Employee Engagement Conference & Workshop CIPD\*\*](#)  
[\*\*HR Business Partner Conference & Workshop CIPD\*\*](#)
- 10-11 MAY 2017 [\*\*HR & Workforce Analytics Innovation Summit – London\*\*](#)

