

CAVEWAS Corner

Changing the Landscape & Culture of the Communication Market

By Teri Pereira BA, RRP, RVP, CVP & Jeff Roach, BScKin



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Dear fellow colleagues and readers, here is our most recent contribution to CAVEWAS Corner.

As many of you know, CAVEWAS (Canadian Assessment, Vocational Evaluation and Work Adjustment Society) is a member society of VRA Canada, serving in large part to represent and support the professional and developmental needs of vocational evaluators as well as professional rehab personnel specializing in work adjustment of injured workers and the like. In this section, you will find current and candid articles authored by CAVEWAS members, non-members (and future members alike) that will share, discuss, and communicate with you developments and changes affecting our membership. Amongst them issues of best practice, professional development and designation, as well as industry trends.

We hope you continue to find the content in this section stimulating, motivating, and informative and we encourage your ongoing participation and contributions.

Enjoy!

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National Board Of Directors

If you are a CAVEWAS member and have any ideas, opinions or thoughts relevant to this section and you would like to share, discuss, and communicate them in the next issue, please contact: Jodi Webster at jodi@keyrehabservices.ca We also encourage you to join our group on LinkedIn.

I asked Jeff Roach, CEO of Sociallogical.com, for his thoughts on communication and changing landscapes/cultures of the job market and this is his response:

“My first thought would be how to make yourself easy to connect with: social media, email, phone, etc. It’s the non-fancy first step to which a lot of professionals don’t pay enough attention. Communicating to people how important that is and giving them a few first steps to take is a good idea.”

Jeff published an article in 2012 that I believe is still relevant three years later—far more relevant than the lists of articles that were published 20 years ago as innovative thoughts on emerging technologies. Very little has been written recently about the impact of advances in communication and technology and how to effectively use these resources.

Jeff asks, “If I want to find you online, can I? Five minutes of searching for my name on Google, LinkedIn, or Twitter should easily produce results that you can use to learn a bit about me; what I do; and most importantly, how to reach me. If a simple search like that doesn’t

yield results, I’m in big trouble.”

Earlier this year, Trent Seely, a member of the Employee Success team for the social media monitoring tool Radian6 who focuses on prospecting new talent and workforce development, touched on the concept of online searchability in regards to finding a new career. It’s important to point out that the same tactics apply to those of us who are constantly working to grow our network of connections and manage an online reputation to further our careers.

There is a lot of talk about search engine optimization (SEO), content creation, and socializing online to grab attention so your target customers can find you and become interested in you. But what if a customer already knows who you are and wants to develop a more interactive relationship? Can they find you and connect with you?

We Meet Our Needs in Different Ways

This won’t come as much of a shock, but most people don’t look for people or businesses in the phone book any more. Organization-based business directories that are isolated from the mainstream services like Google+ Local or

LinkedIn are of limited value. People who want to find you will go first to the tools that have given them the best results in the past, and it's been a long time since the Yellow Pages has been the trusted resource it used to be.

Google is still the most popular choice for finding information and should bring up something about you that will allow the searcher to connect

“If a simple online search for you doesn't yield any results, you're in trouble”

with you. Is it your LinkedIn profile? Your about.me page? Your business website? A news item you were featured in? Whatever it is, how many more clicks will it take the searcher to send you an email or find your phone number?

A “social search” is a search that looks for

keywords or user accounts on any of the online social networks (Google now being one of them with Google+). On Twitter you can find users, as well as any time a user has been mentioned in an individual tweet. From there, you can post about users and they (along with anyone else who's looking) can see it, or you can send private “direct messages” to someone if you are both already following each other.

On LinkedIn, a successful search may require a variety of identifying elements to find the person you're looking for. For example, there are 87,990 people on LinkedIn with my name John Smith. The addition of a photo, business name, location, and industry are all listed in the search results to help narrow down the hunt for the right John Smith. Once you've found who you're looking for, click on his profile and send him a message.

Google+ and Facebook are very similar in that people tend to be a lot less diligent about keeping their profiles complete and current on those channels. This may not be ideal since Facebook currently has the largest population of any social network, and a Google+ profile is, not surprisingly, most likely to be found in a Google search.

Non-Existent: Cannot Be Found or Connected With

A large, international consulting company conducted a high level audit of its 30 regional leaders using a 10-point, non-scientific scale (based on a few measuring scales like Klout and PeerIndex) to give a sense of where the company was at in terms of online presence. At the top end of the scale was “10: Thought Leader—someone who has a large, niche audience and whose content is often amplified and trusted.” At the bottom end of the scale was “0: Non-Existent—cannot be found or connected with.”

From this senior group of consultants in a company dependent entirely on the strength and reputation of their employees, not one person scored above “2: Observer—accounts on three networks with little to no activity.” It isn't until 4 on the scale that profiles are strong enough to allow people to connect easily. Consider the challenges a business like this will face in the coming years as online reputations are increasingly important and their greatest asset—their people—has no online reputation to speak of.

It's Not Social but It's A Start

Simply getting accounts and not using them is not good for business. People won't want to connect with you on a social channel if it is obvious that you don't use it. However, having complete, up-to-date profiles with options for visitors to connect with you directly is an open door for those who know already that they'd like to talk to you, and that's a great start. ☺



Teri Pereira, BA, RRP, RVP, CVP, has more than 23 years of experience as a rehabilitation consultant to auto insurers, disability insurers, and WSIB. She is on the board of CAVEWAS.



Jeff Roach, BScKin, graduated from the University of New Brunswick. He started CITAHEALTH in Vancouver, specializing in employee fitness programs. He returned to St. John, New Brunswick and became an internationally successful entrepreneur with Sociallogical.com.



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