

Shahid Wazed

Social Recruiting (Facebook/Linkedin) Keynote Speaker

at

Edmonton, AB, CA

Social Recruiting Keynote Speaker

Biography

Shahid Wazed is a thought leader when it comes to building and sustaining a magnetic employer brand on Social Media. He has lit the path of Facebook recruiting in Canada with leading-edge results that are simply jaw-dropping. With his social recruiting expertise the City of Edmonton became the first employer in Canada to host weekly live "Ask A Recruiter" session on Facebook, offer job search specific webinars, and provide prospective candidates an opportunity to win a 1-on-1 coaching session with recruiters every month through Facebook. Shahid loves social recruiting so much so that he devoted an entire year to do an academic research on Social Media recruiting when completing his Master of E-Commerce degree at Dalhousie University. During his focused research he developed a "3 Step Social Recruiting" model that can be applied to any Social Media platform to see an ROI in just 6 months! He applied this very model to create and develop "City of Edmonton Jobs" page on Facebook, which attracted 22,035 targeted job applicants in just 9 months. Last but not least, public speaking is his passion! Shahid had the opportunity to speak at prestigious conferences including LinkedIn's Connectin Conference in Toronto, ASAC (Administrative Sciences Association of Canada) Conference in Calgary, and Social Recruiting Strategies Conference in Chicago. His most popular keynote topics include "Building & Sustaining a Magnetic Employer Brand on Social Media?", "Getting an ROI from Facebook Recruiting in Just 6 Months?", and "LinkedIn Recruiting Beyond LinkedIn Recruiter Tool?". When Shahid is not at work, he loves going on a long drive, hiking to the top of mountains and learning from other thought leaders in the social recruiting space.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Corporate Training, Recruiting, Social Media

Areas of Expertise

Facebook Recruiting, LinkedIn Recruiting, Social Media Recruiting

Sample Talks

Getting an ROI from Facebook recruiting in just 6 months!

In this particular keynote, Shahid will cover the following three topics: - How to build a career page on Facebook from the ground up, the right way - 3 secrets of turning passive candidates into active applicants on Facebook - What to measure to get an ROI from Facebook recruiting in just 6 months.

Event Appearances

Proactive Sourcing Through LinkedIn inMails, Groups and Webinars
LinkedIn's Connectin Conference

College Recruiting Using Social Media
ASAC (Administrative Sciences Association of Canada) Conference

Getting an ROI from Facebook recruiting in just 6 Months
Social Recruiting Strategies Conference

Education

The University of Lethbridge
Bachelor of Management With Co-op Designation Human Resources Management

Dalhousie University
Master of Electronic Commerce Campus Recruiting Using Social Media (Facebook & YouTube)

Accomplishments

City of Edmonton Jobs page on Facebook
Under my leadership the City of Edmonton became the 1st employer in Canada to host weekly live "Ask A Recruiter" session on Facebook, offer job search specific webinars and provide monthly one-on-one coaching sessions with recruiters.

Integrating LinkedIn With Facebook To Build a Magnetic Employer Brand
Under my leadership the City of Edmonton became the 1st employer in Canada to integrate Facebook with LinkedIn to build a futuristic employer brand on Social media. This is one of its kind innovation in North America.

Testimonials

Allison Kruse

Shahid certainly has a knack for capturing the audience's attention the moment he starts talking. His business acumen, passion for social recruiting and related technology, talent acquisition, and great personality make him stand out in a crowd. His public speaking skills are exemplary, and he is able to break down the information in a way that is easy for his audience to absorb. I thoroughly enjoyed his presentation at the Social Recruiting Strategies Conference in Chicago, and hope to hear him present again soon. I highly recommend him!

Peter Gima

Shahid's leadership at the City of Edmonton has resulted in a world class social media recruitment engine. The innovative approach to recruiting was so successful that we asked him to present his approach to a group of LinkedIn customers. Shahid delivered a thoughtful and compelling presentation that was very well-received and clearly positioned Shahid and the City of Edmonton as social recruitment innovators.

Jackie Ross

Over the last few years we've attempted to use Facebook as a recruitment platform. We turned our fan page into a job board and information platform but never saw an ROI on our effort. It seemed to make sense for us to tap into the social network of 1 billion users to find our clients their "next ideal employee" but we were unclear on how to do it. Shahid showed us the innovative methods the city of Edmonton is using based on his guidance to drive more applicant traffic. His 3 Step Facebook Recruiting strategy gave me a better understanding of how to use the platform to cast a wide net, take advantage of the Facebook promotional tools, like invite friends and their advertising network along with other very useful tips and tricks.

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