

# Social Media in Staffing Guide

Best Practices for Building Your Personal Brand  
and Hiring Talent on Social Media

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# Why Social Recruiting?



- 59% of employees say that a company's social media presence was part of the reason they chose the company
- 80% of employers say social recruiting helps them find passive candidates



All you need to know about

# LINKEDIN 101

By Natalie Chrapla

# LinkedIn 101

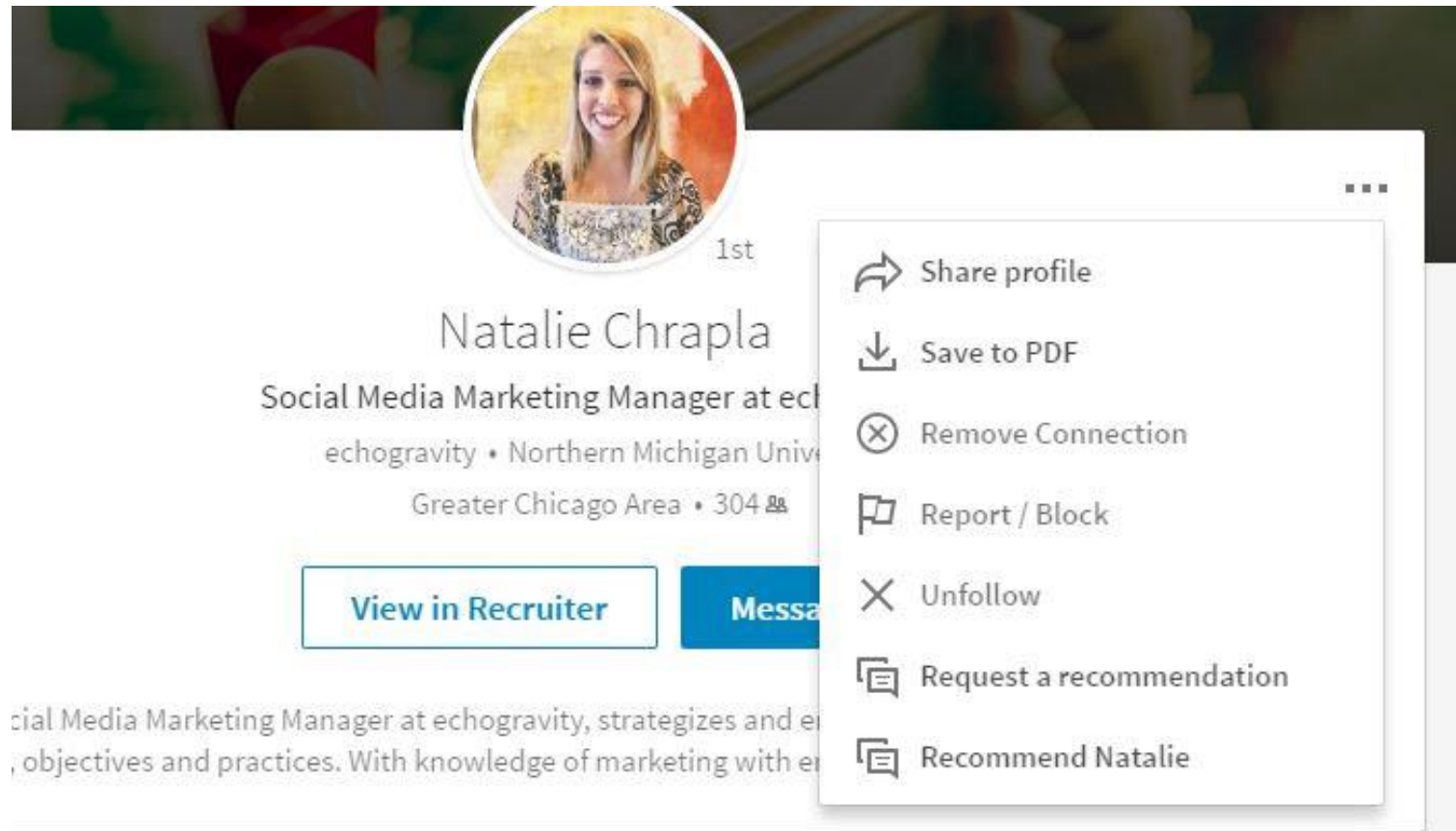
- LinkedIn's New Features
- Best Practices for Personal Branding
- Becoming a Thought Leader on LinkedIn
- Writing the Perfect InMail
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- Key Takeaways



All you need to know about

# LINKEDIN'S NEW FEATURES

# LinkedIn's New Features



The image shows a LinkedIn profile for Natalie Chrapla, a Social Media Marketing Manager at echogravity. The profile includes a circular profile picture, a 1st-degree connection indicator, and a dropdown menu with the following options: Share profile, Save to PDF, Remove Connection, Report / Block, Unfollow, Request a recommendation, and Recommend Natalie. The profile also features buttons for 'View in Recruiter' and 'Message'.

1st

Natalie Chrapla

Social Media Marketing Manager at echogravity

echogravity • Northern Michigan University

Greater Chicago Area • 304

[View in Recruiter](#) [Message](#)

- Share profile
- Save to PDF
- Remove Connection
- Report / Block
- Unfollow
- Request a recommendation
- Recommend Natalie

Social Media Marketing Manager at echogravity, strategizes and executes social media marketing campaigns, sets objectives and practices. With knowledge of marketing with experience in...

# LinkedIn's New Features

## Natalie's Activity

312 followers

✓ Following



Monique's photo

Natalie liked



Michael's photo

Natalie liked



Had a great time last night at the Young Professionals Networking Event hosted by...

Natalie liked



Thrilled to be sitting in on the Illinois Search and Staffing Association Young Professional...

Natalie replied to a comment



Networking 101 event hosted by the ISSA 📅

Natalie liked



Join me tomorrow, 3/22 from 5-7pm at WeWork in Chicago at the "Networking 101 fo...

Natalie liked

[See all activity](#)



# LinkedIn's New Features

## Contact and Personal Info



Amy's Profile

[linkedin.com/in/amywunderlich](https://www.linkedin.com/in/amywunderlich)

---



Email

[amywunderlich@about.me](mailto:amywunderlich@about.me)

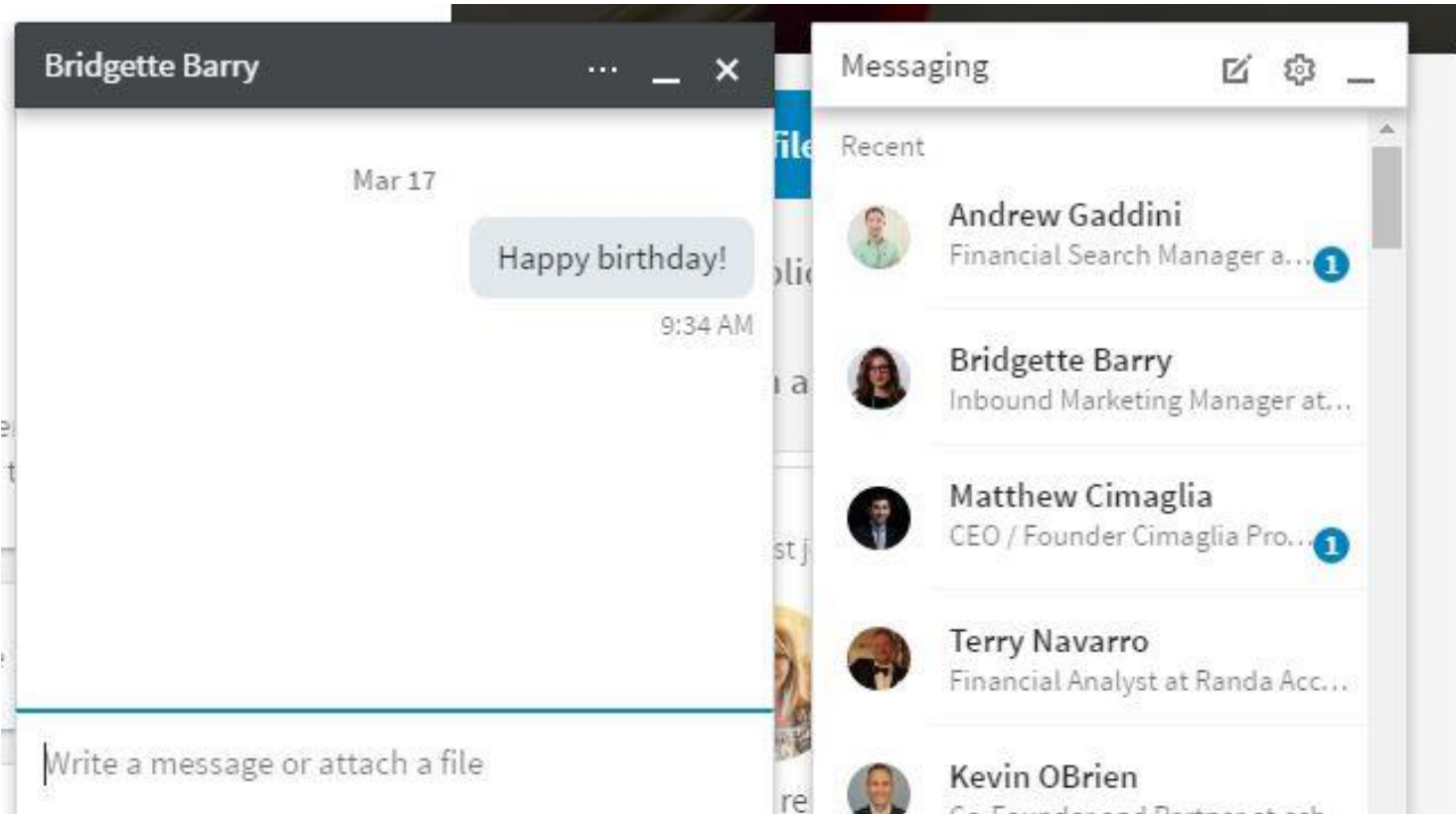
---



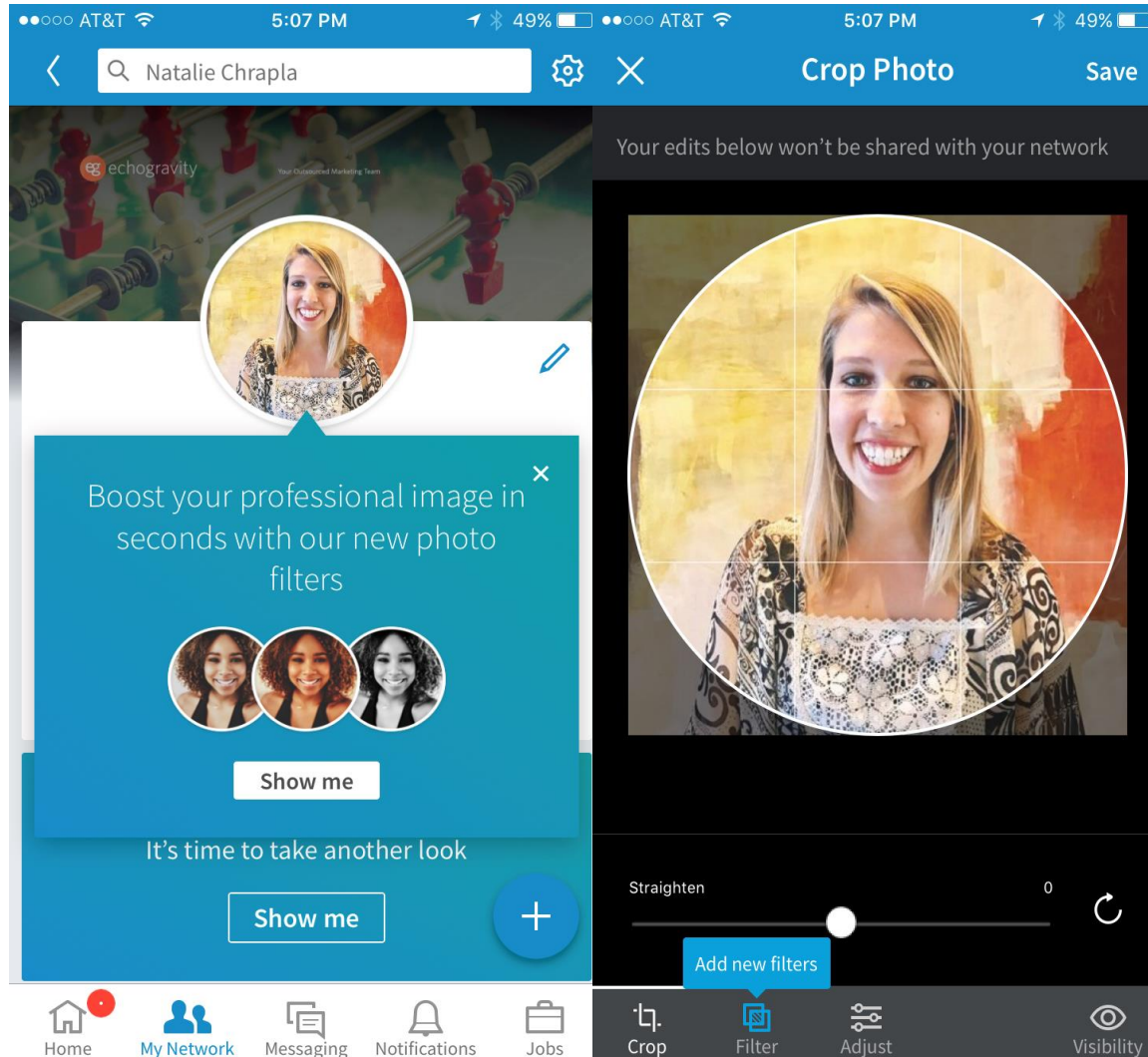
Twitter

[amywunderlich](https://twitter.com/amywunderlich)

# LinkedIn's New Features



# LinkedIn's New Features





All you need to know about

# LINKEDIN'S BEST PRACTICES WITH PERSONAL BRAND

# LinkedIn Best Practices

- Use a professional headshot
  - Profiles with photos get 30% more clicks than those who don't
- Utilize your headline to say what you do, not who you are
- Utilize the summary section to showcase your track record
- Use keywords in your profile
- Share updates and company content

# No Alternative Facts Here

- Sales reps that use social media as part of their sales technique outsell 78% of their peers
- 77% of all brand conversations on social media are people looking for advice, information or help. This is much easier to answer and interact as an individual as opposed to a company

# Dos and Don'ts

## LinkedIn Vs. Instagram



Social media explained

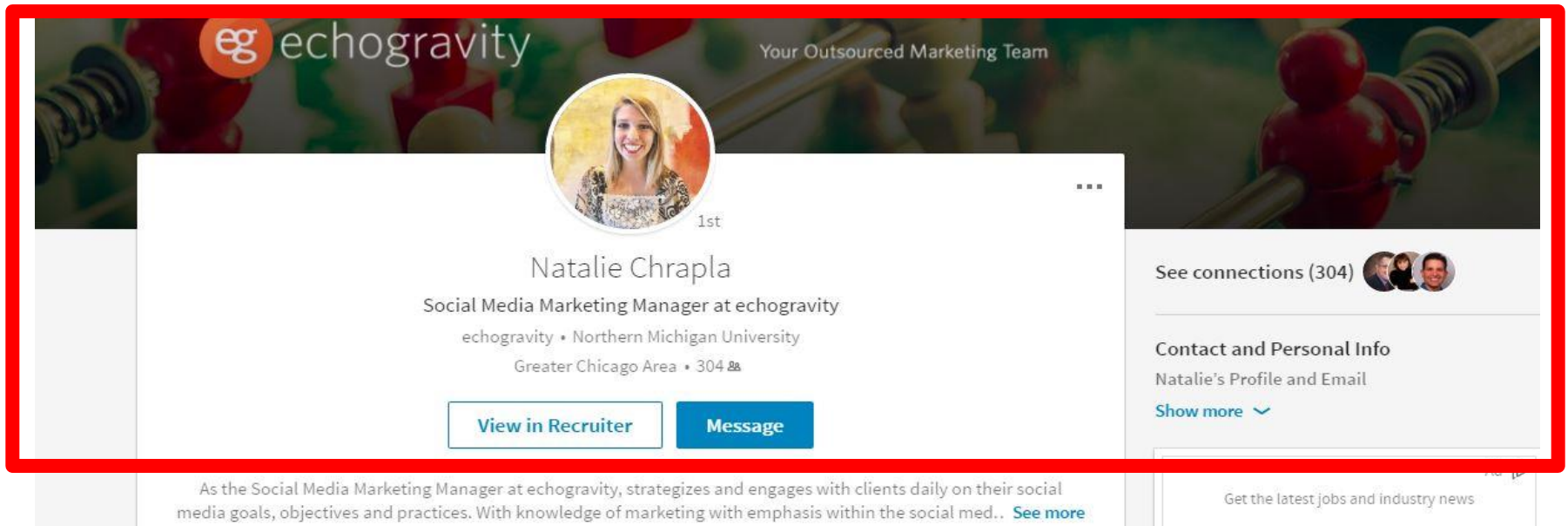


LinkedIn Best Practices

# THE PROFILE



# Profile and Background Image



eg echogravity Your Outsourced Marketing Team

1st

Natalie Chrapla

Social Media Marketing Manager at echogravity

echogravity • Northern Michigan University  
Greater Chicago Area • 304

[View in Recruiter](#) [Message](#)

See connections (304)


Contact and Personal Info  
Natalie's Profile and Email  
[Show more](#)

As the Social Media Marketing Manager at echogravity, strategizes and engages with clients daily on their social media goals, objectives and practices. With knowledge of marketing with emphasis within the social med.. [See more](#)


Get the latest jobs and industry news

- People are 21 times more likely to view your profile if you have a profile photo on LinkedIn
- Add a background image to enhance your profile

# Summary Section




eg echogravity Your Outsourced Marketing Team



⋮ ✎

Natalie Chrapla

Social Media Marketing Manager at echogravity  
echogravity • Northern Michigan University  
Greater Chicago Area • 307 

As the Social Media Marketing Manager at echogravity, I engage with clients daily on their social media goals, objectives and practices. With knowledge of marketing with emphasis within the social media environment, I have assisted numerous clients implement best practices that dive social media exposure from a strategic perspective. I also have responsibility to promote echogravity's message and strategize on various social media platforms.

[See less](#)

# Experience Section

## Experience



### Board Member and Marketing Lead

Illinois Search and Staffing Association

Dec 2014 – Present • 2 yrs 4 mos • Greater Chicago Area

As a trusted chapter industry partner, The Illinois Search & Staffing Association (ISSA) is committed to providing each member with resources, information and tools that lead to a high level of staffing business success and professional development.

Members represent temporary, contract staffing and direct hire staffing solutions offered to a diverse number of industries and corporations. ISSA represents small, medium and large corporations, including independent and nationally affiliated firms.

For more information on ISSA, go to [www.issaworks.com](http://www.issaworks.com).

See less ^



### Partner and Co-Founder

echogravity

Apr 2011 – Present • 6 yrs

echogravity is an internationally recognized B2B Inbound Marketing Agency, serving the staffing and recruiting, IT services, contact center, and software as a service industries. Our skilled team of marketing experts enables echogravity to address the unique circumstances facing each client and create custom-made marketing solutions to fit every occasion.

# Recommendations

## Recommendations

Received (14)

Given (29)



**Mitzi Flexer**

Director at Cushman and Wakefield

November 4, 2011, Mitzi was a client of Kevin's

No matter the difficulty of the project, Kevin can do a deep dive into your processes and uncover the unfunctioning element. Once he uncovers this, he is experienced enough to help manage you through various ways of fixing it, ultimately resulting in a bigger and greater return on your investment. Kevin is a winner!



**Bob Fike**

CEO at RiverStar

December 15, 2010, Bob managed Kevin directly

I have worked with Kevin for 5 years now. He is very focused and expects the best out of everyone he deals with, starting with himself. He is extremely competitive. He has completely turned around our marketing approach, messaging, branding, web presence, SEO and inbound lead generation. Kevin is a real asset to the business and to the management team.



LinkedIn Best Practices

# BECOMING A THOUGHT LEADER

# Becoming a Thought Leader through Employee Advocacy



86% of employee advocates say that sharing content for their business has had a positive effect on their own career



# Becoming a Thought Leader

- Post industry related curated content often
- Share original content or company blog
- If possible, create your own content within the Publishing Platform
- Join groups, share content and interact with group members

# Start Sharing Content!

- Enterprises are 58% more likely to attract top talent and 20% more likely to retain them when employees share their content
- Salespeople who share content are 45% more likely to exceed quota





# Leverage Your LinkedIn Network

Grow your network and interact with connections



# Interact and Share

## Why?

Interacting with and sharing content gives that content a broader reach, provides you with the opportunity to offer a valuable opinion on a topic, and increases the likelihood that others will share your content.

## How?

Interact with connections by liking posts, sharing posts (with your commentary) or commenting on posts.

# Interact and Share Example




**Brian Jameson** Partner and Co-Founder at echogravity 1d




**How Much Does a Bad Hire Cost?**  
r1consulting.com • If employee turnover happens enough, it will leave you asking the inevitable question: How much does a bad hire cost?

Like • Comment • Share




**Clare Saumell** likes a group discussion 2h

**B2B Inbound Marketing** ✓ Member



**The Question We Ask Every New Client**  
Many companies recognize that a highly relevant marketing initiative will be of great value in achieving those objectives. And whether you choose to do it in-house or turn to an inbound


Like • Comment •  1



LinkedIn Best Practice

# PUBLISHING PLATFORM

# Articles on the Publishing Platform



**Kevin OBrien**  
Co-Founder and Partner at echogravity  
[View full profile](#)


✓ Following

2,017 Followers

## Kevin's Activity

[Articles](#) [Posts](#) [All activity](#)

Kevin OBrien posted this



**5 Scary Creatures Your Sales Manager Should Avoid**  
Kevin OBrien on LinkedIn  
October 18, 2016

# Benefits of the Publishing Platform

- 61% of U.S. consumers have made a purchase based on a blog post
- Shared within your newsfeed
- Searchable on and off of LinkedIn
- Free and Premium personal profiles can use this feature

# Publishing Platform Posting

Click “Write an article” on the home screen



# Inside the Platform

Make sure to include an image and a headline with your content



## Headline

 Write here. Add images or a video for visual impact.



# Publishing Platform Best Practices

- Best times to post Monday through Thursday late morning-early afternoon
- Timing varies by industry, location & business
- Know your audience and what they might comment on
- Include embedded visuals
- Include a call to action
- Be sure to respond and acknowledge comments on your post



LinkedIn Best Practice

# LINKEDIN INMAIL'S

# How to Craft the Perfect InMail

- Design your InMail as a conversation starter
- Start a dialog about their career path
- Have a creative subject line
- Be brief and to the point
- Give them a reason to reply
- Make it personal

# What Not to Write in an InMail

- Avoid subject lines that read “Job Opportunity” or “We’re Hiring”
- Don’t copy your colleague on the InMail
- Don’t be too general
- Don’t make it all about you
- Avoid being vague in your closing statement

# Crafting the Perfect InMail

The image shows a LinkedIn profile for Natalie C. on the left and an InMail message draft on the right. The profile includes a photo of a smiling woman, her name, title (Social Media), location (Lake Villa, Illinois), previous position (English Teacher and Marketing Coordinator), and education (Northern Michigan Communications). A 'Send InMail' button is visible. The InMail draft is titled 'New InMail message' and is addressed to 'Natalie Chrapla'. The message content is: 'Loved your latest blog post on IT Talent! Dear Natalie, My name is John Doe, a recruiter with XYZ. I came across your blog post about IT talent and had to reach out! You seem like the exact person we need- an IT whizz who values technology and is always looking to stay current in the latest trends. By the look of your profile I see that you have many certifications and are always learning. We love that and value that in our company! We are currently hiring and you seem to fit the exact person we're looking for! Are you able to chat later this week to discuss the available role?'. The draft also shows an 'Edit Signature' field with a 'Save' and 'Cancel' button, and a 'Send' button at the bottom.

**Natalie C.**  
Social Media  
Lake Villa, Illinois

Previous position  
English Teacher and  
Marketing Coordinator

Education  
Northern Michigan  
Communications

**Send InMail**

Contact Info Edit

**Recruiting Activity**  
There's no activity associated with this profile.

**Background**  
Summary

**New InMail message**

To: Natalie Chrapla Free InMail

Loved your latest blog post on IT Talent!

Dear Natalie, ▾

My name is John Doe, a recruiter with XYZ. I came across your blog post about IT talent and had to reach out!

You seem like the exact person we need- an IT whizz who values technology and is always looking to stay current in the latest trends. By the look of your profile I see that you have many certifications and are always learning.

We love that and value that in our company! We are currently hiring and you seem to fit the exact person we're looking for!

Are you able to chat later this week to discuss the available role?

Edit Signature (150 characters remaining) Save Cancel

**Send** 533

# Key Takeaways on LinkedIn

- Make sure your profile is being utilized to it's full potential in order to get the most out of LinkedIn
- To be a successful thought leader, share relevant content often
- Writing an InMail requires personalization and a catchy subject line





All you need to know about

# REDDIT 101

By Amy Wunderlich

# Reddit 101

- What is Reddit?
- Why Should I Use It?
- How to get started on Reddit
- How to share your jobs on Reddit
- Using Reddit for industry and competitive research
- Best practices
- Pros vs. cons
- Key takeaways



# What Is Reddit?



- Reddit is an online community where users submit content in various subreddits (forums)

# Why Should I Use Reddit?

- Reddit is the 7th largest website in the U.S.
- Reddit has 234 million unique users and 8 billion monthly page views
- Average visit is 13+ minutes
- Mostly untapped resource for staffing professionals

# Getting Started on Reddit

- Create an account
- Search for relevant subreddits
  - Tip: Find active subreddits with many readers
- Subscribe to the subreddits you want to post your jobs (or blogs) in
  - Tip: Create a compelling headline so you can get more upvotes (upvoted content ranks higher on the page, downvotes rank lower)
- Start posting content regularly
  - Tip: Don't forget to check back in to see if anyone has messaged you

# What Is a Subreddit?

- Subreddits are forums dedicated to specific topics within Reddit
- There is a subreddit for EVERYTHING
  - Search and you will find what you're looking for!
- Focus on “jobs”, “hiring” or “recruiting” subreddits
- Examples: [For Hire](#), [Hiring](#), [Job Openings](#), [Chicago Jobs](#), [NYC Jobs](#), [SF Bay Jobs](#)

# Subreddit Example

## Chicago Jobs

The screenshot shows the subreddit page for r/chicagojobs. At the top, there's a navigation bar with 'CHICAGOJOBS' and various sorting options like 'hot', 'new', 'rising', 'controversial', 'top', 'gilded', 'promoted', and 'advertising'. The user 'amyinwunderland' is logged in, with options for 'preferences' and 'logout'. A search bar is present on the right side.

The main content area displays a list of job listings, each with a title, submission time, author, and interaction options (comment, share, save, hide, report, buffer):

- Funding Specialist**: submitted an hour ago by lkunz10460
- [Hiring] Project Coordinator**: submitted 6 hours ago by WunderLandGroup
- Looking for Building Inspectors**: submitted 7 hours ago by facilities\_network
- [Hiring] Visual Designer**: submitted 8 hours ago by WunderLandGroup
- Entry Level Account Manager**: submitted 1 day ago by 123rflc
- [HIRING] RIPT Apparel seeking full-time graphic designer**: submitted 1 day ago by reflectorprime
- [Hiring] Presentation Designer / Microsoft Word Specialist**: submitted 2 days ago by WunderLandGroup
- [Hiring] Presentation Designer**: submitted 2 days ago by WunderLandGroup
- [Hiring] Demand Generation Specialist (University Park)**: submitted 2 days ago by nageru
- [HIRING] Private Tutors**

On the right side, there's a sidebar with the following information:

- Search bar with a search icon.
- Button: 'Submit a new text post'
- Subreddit name: 'chicagojobs'
- Subscribe button: 'subscribe' 4,230 readers
- Activity: '~4 users here now'
- Flair selection: 'Show my flair on this subreddit. It looks like: amyinwunderland'
- Filter by: 'HIRING / FOR HIRE / ALL'
- Community description: 'Come work in the best city in America! Welcome to the hub for Chicago based employers and employees. Please place [hiring] or [for hire] in your headline when posting and be as descriptive as possible about either the position you are hiring for, or about you as a candidate. Happy hunting! Also check out: /r/karmajobs, /r/chicago, /r/forhire, /r/jobs'
- Created by: 'solidwhetstone' a community for 5 years
- Moderators: 'illuminatedwax, MediaMoguls, robotevil, honestbleeps, ThePoopsmith'

# Reddit Best Practices

- Best times to post are Monday thru Thursday, 7:30am-9:30am CST
- Anonymity is key, unless you're a company
  - “JoeTheRecruiter” versus “JoeSmith”
- Follow the rules: Each subreddit has it's own rules, don't get blocked!
- Look before you leap: Make sure the content in the subreddit is work appropriate
  - Avoid “NSFW” posts 😊

# Reddit: Pros

- Industry research: Check out what people are saying about your company or industry
  - Boolean search: [site:reddit.com “echogravity”](#)
- Competitive advantage: Your competitors likely aren't using Reddit (for business)
- Traffic jam: Watch Reddit surpass other social channels in Google Analytics
- Low maintenance: No profile upkeep. Post content and walk away (checking back occasionally)
- It's FREE

# Reddit: Cons

- Time: You can only post in one subreddit every 10 minutes
- Rules: If you over post, subreddit moderators can block you
- Data: Most ATS' don't record Reddit as a possible candidate source
- Basic: The user interface isn't aesthetically pleasing (think, Craigslist)
- TROLLS: Necessary evil, but they can drive you crazy 😊



# Key Takeaways on Reddit

- Your username should be somewhat anonymous (unless you're a company)
- Find and subscribe to relevant, hiring and industry-related subreddits
- Write short, descriptive headlines for each post
- Post regularly (but don't overdo it)
- Don't forget to use Reddit for industry/competitive research





All you need to know about

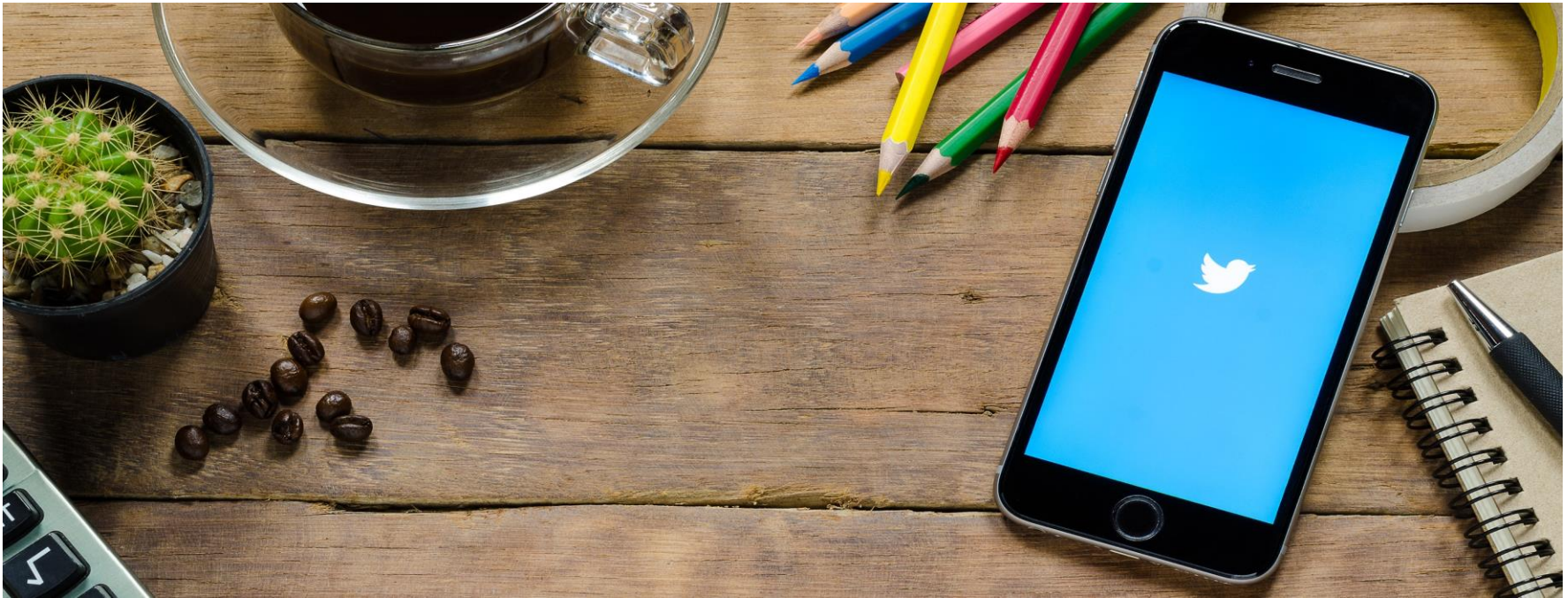
# TWITTER 101

By Amy Wunderlich

# Twitter 101

- Why Twitter?
- Getting Started on Twitter
- How to Share Jobs on Twitter
- How to Source Talent From Twitter
- Best Practices
- Pros vs. Cons
- Key Takeaways

# Why Twitter?



- Twitter has 100 million daily active users
  - 67 million users in the U.S.
  - 38% of Twitter users are Millennials
  - 82% of users access Twitter on a mobile device
- 45% of job seekers using social media are on Twitter
- There are more job postings AND job seekers are on Twitter than any other social site

# Getting Started on Twitter

- Create an account.
  - Pick a username (either your full name or something similar to it)
  - Choose a professional headshot (Twitter is more laid back than LinkedIn)
  - Add a header image (be creative)
- Write a descriptive bio
  - Always include your title, company, interests etc.
- Find industry people to follow
  - Search, using hashtags, for similar industry professionals, companies and potential job seekers to follow



# Twitter Profile Example



The image shows a screenshot of a Twitter profile for Amy Wunderlich. The header features a city skyline at night with a 'Hello!' speech bubble. The profile picture is a portrait of Amy Wunderlich. The bio includes her handle @amywunderlich and a list of interests: 'Quirky, sassy, millennial, weird face-maker, chronic eye-roller, beauty-addict, coffee-lover, mushroom-hater, vegetarian & Inbound Marketer @echogravity'. Her location is Chicago, IL, and she joined in March 2009. The stats bar shows 19.7K tweets, 4,643 following, 7,360 followers, 3,277 likes, 6 lists, and 1 moment. A pinned tweet from April 2 says 'Ditch the commute Work from your home office' and mentions a hiring for a Marketing Manager at @echogravity. A 'Your Tweet activity' bar chart shows 1,110 impressions over the last 24 hours.

Hello!

**Amy Wunderlich**   
@amywunderlich

Quirky, sassy, millennial, weird face-maker, chronic eye-roller, beauty-addict, coffee-lover, mushroom-hater, vegetarian 🍄 & Inbound Marketer @echogravity 

📍 Chicago, IL  
[Instagram.com/amywunderlich](https://www.instagram.com/amywunderlich)  
📅 Joined March 2009

TWEETS **19.7K** FOLLOWING **4,643** FOLLOWERS **7,360** LIKES **3,277** LISTS **6** MOMENTS **1** [Edit profile](#)

Tweets Tweets & replies Media

 Pinned Tweet

 **Amy Wunderlich**  @amywunderlich · Apr 2

Ditch the commute 👉 Work from your home office 👉

[@echogravity](#) is #hiring a #Marketing Manager  

Your Tweet activity

Your Tweets earned **1,110 impressions** over the last **24 hours**



12PM 12PM

[View your top Tweets](#)

# Sharing Jobs on Twitter

- Make it short and straight to the point
  - Tweets contain a max of 140 characters
- Use relevant hashtags (2-3 per post)
  - Popular hashtags: #job, #careers, #jobopening, #designer, #engineer, #Chicago, #NYC
  - i.e. We're #hiring a stellar #artdirector for an ad agency in #Chicago. Email me james@123staffing.com today!
- Use an image in your tweet
  - Tweets with images receive 150% more retweets than tweets without images
  - Tip: Try using [Canva](#) to create free images to promote your jobs OR ask your marketing/design team to create images for you

# Job Tweet Example

 Lizzie Evans and 3 others follow

 **AdvResourcesJobs** @advresourcesjob · 47m

See our latest [#Chicago, IL](#) [#job](#) and click to apply: Senior Executive Assistant - [bit.ly/2oqrSCc](https://bit.ly/2oqrSCc) [#Clerical](#) [#Hiring](#)

Senior Executive Asslstant Chicago, IL



Learn More and Apply!

Advanced Resources



# Sourcing Talent on Twitter

- Use the [search bar](#) and [advanced search](#) to find industry professionals
  - Use hashtags to find specific job titles or those tweeting that they're looking for a job
- Don't be afraid to reach out to potential talent on Twitter
  - Tweet: "Hey @\_\_\_\_\_. I see you're a designer in Chicago. I'd love to be a resource to you if you're ever looking for a job!"
- Share content that might be interesting to your target audience. You'll gain more followers that way

# Sourcing Talent on Twitter Example

 **Amy Wunderlich** ☀️ @amywunderlich · 7 Aug 2014  
[redacted] is looking for designers (web, UI/visual, UX) for #jobs in Chicago & burbs. Tweet me or check out:

**Job Openings**  
Our recruiting team is empathetic, experienced, friendly, honest, highly-informed, collaborative and helpful. We invest time in the candidates we add to our "looking for..."  
[redacted]

← 1 ↻ 3 ⋮ ❤️ 3 📊

 **Krista Robinson** [redacted] [Follow](#)

Replying to @amywunderlich

@amywunderlich @WunderLandGroup hey, I need a gig! Got any UX research roles?

4:58 PM - 8 Aug 2014

← 1 ↻ ⋮ ❤️

 **Amy Wunderlich** ☀️ @amywunderlich · 11 Aug 2014  
Replying to [redacted]  
Hey [redacted] - not sure if we have any currently. I know we have UX design. Can you send me a copy of your resume? amy@wunderlandgroup.com

← 1 ↻ ⋮ ❤️ 📊

 [redacted] · 11 Aug 2014  
@amywunderlich Sent! Let me know if you have any questions for me or want to chat about what's available.

← ↻ ⋮ ❤️ 1

# Twitter Best Practices

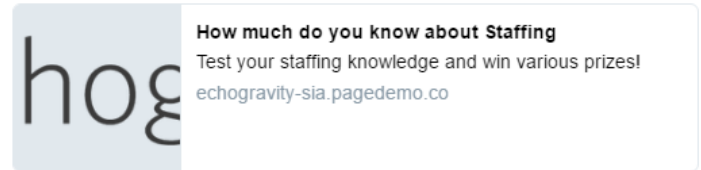
- Best times to post for B2B companies are Monday–Friday between 12–3 p.m. and at 5 p.m. (most people check Twitter during their evening commute)
- Include the @\_\_\_\_\_ handle of your company in your Twitter bio
- What you retweet should reflect what you're interested in; keep it work appropriate
- Don't make your profile private
  - The only exception is if it's a personal, non-professional account
- Be creative. Twitter is more laid back than LinkedIn. Use GIFs and images with your tweets
- Use event hashtags and find people to connect with in person when you're at a conference

# Event Tweet Examples

**echogravity** @echogravity · Feb 16  
Time is running out! Stop by kiosk T6 to claim your prize if you played our trivia game! #execforum



**echogravity** @echogravity · Feb 14  
Hi [redacted] have you played our trivia game? We look forward to meeting you at #ExecForum! 🍌



[redacted] **Following**

Replying to @echogravity  
Hi @echogravity I haven't played the game, but I will! Look forward to meeting you as well at #ExecForum

[redacted] · 5 May 2015  
Replying to @amywunderlich  
@amywunderlich I will definitely stop by! 🍌

**Amy Wunderlich** @amywunderlich · 5 May 2015  
You're welcome! Saw you're at #HOWLive. Make sure you stop by our [redacted] booth 404 if you haven't already!

[redacted]  
@amywunderlich thanks for following me!

# Twitter: Pros

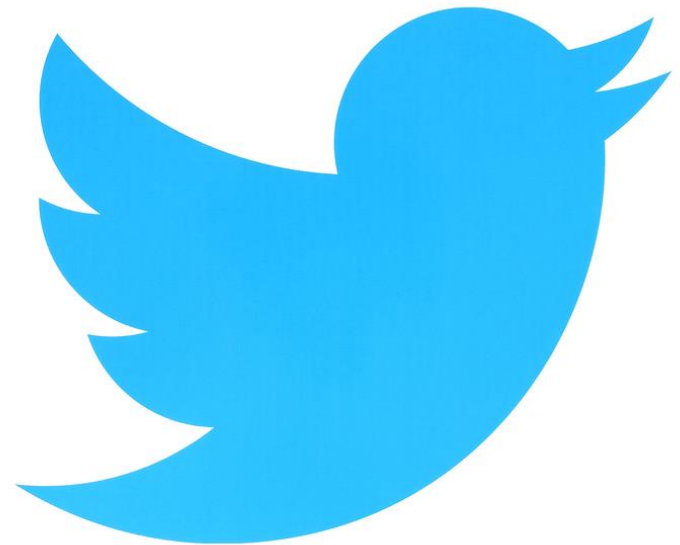
- There are thousands of jobs seekers using Twitter to find a new position
- Twitter is great for staying on top of industry trends
  - Tip: Follow thought leaders and retweet their content
- Competitive research. See what types of content and jobs your competitors are sharing
  - Tip: Look through their followers and follow any potential job seekers
- Connect instantaneously with just about anyone
  - It's more normal to follow a stranger on Twitter than link with one on LinkedIn

# Twitter: Cons

- Character limit. Each tweet can only contain 140 characters
- A lot of competition. Using Twitter for business isn't new so there is a lot of competition
- Tons of noise. There are thousands of tweets being shared everyday on Twitter so it's harder to be seen
- A time commitment. It takes time to create an account, gather a following and to see an ROI on Twitter
- There are many non-active Twitter users
  - Tip: Make sure someone tweets regularly before following or tweeting them

# Key Takeaways on Twitter

- Use your real name (or similar to it) for your username
- Include a professional profile image and header
- Write a short but descriptive bio including job title, company and interests
- Follow relevant companies, professionals and potential candidates
- Share both industry related content AND jobs with hashtags regularly
- Follow event hashtags and reach out to people to meet in person



# Social Media Resources

- [Cheat Sheet of Social Media Photo & Image Sizes](#)
- [15 Social Recruiting Tips Proven to Attract the Best Talent](#)
- [LinkedIn Tip Sheet Error And a New Hack](#)
- [List of All Location-Based 'For Hire' Subreddits](#)
- [The Top Human Resources Twitter #Hashtags](#)
- [How Fortune 500 Companies Engage Talent on Twitter](#)



# Questions?

Please don't hesitate to contact us with any questions:



Natalie Chrapla  
Social Media Marketing Manager  
[@NatalieChrapla](https://twitter.com/NatalieChrapla)  
[natalie@echogravity.com](mailto:natalie@echogravity.com)



Amy Wunderlich  
Inbound Marketing Specialist  
[@amywunderlich](https://twitter.com/amywunderlich)  
[amy@echogravity.com](mailto:amy@echogravity.com)