



Using Social Media in Recruiting

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Social Media

When the Internet first became available, people used it to mimic the media they already knew—text publishing, radio, and television. The Internet added convenience and speed, but essentially, it was a fancy way to read the paper, get mail, listen to the radio, and watch television.

The Internet is no longer a digital way to do traditional media. The Internet includes an element that was unknown to prior media—human connectivity. With TV, if you disagreed with Walter Cronkite, you could shout at the box or write a letter. Now you can post a comment or write a blog, and others who heard the news report will be there, talking with you about it.



The Internet has created a space where people meet each other, talk to each other, and listen to each other. These connections have changed the way people look for work. In order to search for and engage job seekers, recruiters must use the technology available and become a compelling part of social and professional networks. Social media is sometimes referred to as Web 2.0. This

refers to an evolution in web-based tools. The first web-based job tools (referred to as Web 1.0) included email, search engines and job boards. Web 2.0 (social media) has evolved to using media interactively and includes such tools as blogs, podcasts and tweets.

WHAT IS SOCIAL MEDIA?

Social media is content produced by people—society—rather than traditional journalists. It is disseminated through social interaction instead of industry media outlets. With social media, there is no designated speaker and audience—all can participate. Unlike traditional media, social media platforms are often free and come without an editorial board. You bring content. Everyone else brings content. And suddenly there is a dialog where there had been monologue. Social media connects people, and nowhere is this needed more than in recruiting.

The many different types of social media can be categorized by their intent. Wikipedia, itself a form of social media, notes the following social media categories (we've added potential uses in recruiting):

Best Practice Tip:
Remember, listening is a good start. And it's a great way to hear what people are saying about you.

Communication

- **Blogs:** A user-generated website where entries are made in journal style and displayed in reverse chronological order.
Examples: Blogger, LiveJournal, Open Diary, TypePad, WordPress, Vox, ExpressionEngine, Xanga



- **Micro-blogging / Presence applications:** A form of blog that allows users to write brief text updates (usually 140 characters) and publish them.
Examples: fmylife, Jaiku, Plurk, Twitter, Tumblr, Posterous, Yammer
- **Social networking:** Using web-based tools to share text, audio, and visual content through people-to-people connections.
Examples: Bebo, BigTent, Elgg, Facebook, Geni.com, GovLoop, Hi5, LinkedIn, MySpace, Ning, Orkut, Skyrock, Patients Like Me
- **Social network aggregation:** A tool that allows users to manage their social networks by collecting all updates from social media sites of their choosing to create combined, customized feeds.
Examples: NutshellMail, FriendFeed
- **Events:** Online event calendars with a social networking component, allowing users to search for events in their area, meet people online, and add events.
Examples: Upcoming, Eventful, Meetup.com

Collaboration

- **Wiki:** A collaboration tool that allows content to be edited by anyone.
Examples: Wikipedia, PBwiki, wetpaint
- **Social bookmarking** (or social tagging): A method that allows users to store, classify, share, and search each other's bookmarks via user-generated content tags.
Examples: Delicious, StumbleUpon, Google Reader, CiteULike
- **Social news:** A website where users submit news stories and other links and vote on which links will appear on the page.
Examples: Digg, Mixx, Reddit, NowPublic
- **Opinion sites:** Online message board and consumer review site and allow users to create local online communities that rate and review products, businesses, and social events.
Examples: epinions, Yelp

Multimedia

- **Photo sharing:** Image-hosting websites that also allow users to create slideshows, post videos, and share their photos with other users.
Examples: Flickr, Zoomr, Photobucket, SmugMug, Picasa
- **Video sharing:** Website where users may upload, share, and view videos.
Examples: YouTube, Viddler, Vimeo, sevenload
- **Livcasting:** A platform for sharing live video. (One livcasting outlet, Ustream.tv, was invented as a way for troops deployed in Iraq to talk to all their family members back home.)
Examples: Ustream.tv, Justin.tv, Stickam, Skype



- **Audio and Music Sharing:** Service where users interact by uploading and sharing music and music videos.
Examples: The Hype Machine, Last.fm, ccMixer, ShareTheMusic

Reviews and Opinions

- **Product Reviews:** User-generated reviews and ratings for products and businesses.
Examples: epinions.com, MouthShut.com
- **Business Reviews:**
Examples: Customer Lobby, yelp.com
- **Community Q&A:** An interactive site where users may submit questions, answer others' questions, and discuss the answers.
Examples: Yahoo! Answers, WikiAnswers, Askville

Entertainment

- **Virtual worlds:** A computer-based, simulated environment created for users to inhabit and interact with each other via avatars.
Examples: Second Life, The Sims Online, Forterra
- **Game sharing:** User-generated games are available on these sites for others to play.
Examples: Miniclip, Kongregate

Other

- **Information aggregators:** Personalized start pages that feature user-selected inputs from other websites and social media sites.
Examples: Netvibes, Twine
- ▶ **Social media monitoring:**
Examples: BuzzMetrics, Radian6, Infegy, Sprial16



What Social Media Can Do for Recruiters

Social media is an ideal tool for recruiting because, for starters, it is where people are. A recent survey conducted by the Partnership for Public Service revealed that 42% of college juniors and seniors were very interested in working for the federal government, but only 13 out of every 3,000 students felt very knowledgeable about federal jobs. For this segment of the population social media is just part of everyday life. They aren't the only ones engaging online. According to the Social Computing Journal, the fastest growing segment of users on Facebook is the age group 35-54 years old. A big part of the labor market is online. An even larger percentage will be online in the future. Learning to use tools to reach them is worth the investment.

More importantly, social media connects people, and nowhere is this needed more than in recruiting. A personal connection is something job seekers look for. Job hunters have questions that online job descriptions don't answer: Who works there? Would I fit in? What does a day in the life look like? Prospective recruits want someone on the inside who can give candid answers. By showing them people who work at your organization and what they do, you help potential hires picture themselves doing that work. Social media allows recruiters to engage people in a meaningful way.

Social media platforms allow for an emotional component of feeling connected. Potential recruits can get a better idea of what employers are offering and what they are looking for. As recruiters meet interested job seekers, they can target their message on a personal level.

With a social media presence, recruiters can effectively reach out to potential job candidates and make it possible for job candidates to reach them. It also makes it possible for organizations to gauge how receptive candidates are to them. "Listening" to online conversations will help recruiters alter their brand or strategy if needed.

Best Practice Tip: As in print advertising, be clear about your goals—what do you want your social media exposure to accomplish?

Real Examples of Using Social Media in Recruiting:

- ▶ Sodexo, an international food and facilities management company told the Wall Street Journal that recruiting on social networking sites, such as Facebook, and foregoing traditional job ads was saving the company thousands of dollars each year
- ▶ Logitech believes LinkedIn is particularly effective in recruiting "passive candidates," highly qualified individuals who are already settled into a firm and a career and not looking for a new job
- ▶ LinkedIn is more effective and less cost than job boards
 - Logitech: \$170,000 saved by using LinkedIn instead of job boards
 - U.S. Cellular: saved \$2 million using LinkedIn instead of job boards
- ▶ AT&T does non-management recruiting on MySpace
 - Recruiter, Chris Hoyt (RecruiterGuy), maintains a MySpace page that includes multiple ways to contact him, multiple ways to get updates (including Twitter), a blog, photos, awards AT&T has won, and videos about AT&T products that employees would be working with and trying to sell



Social Media and the Department of Defense

When creating a plan for using social media in recruiting it's important to remember that large organizations, such as the Department of Defense (DoD) and its constituent organizations often have social media policies and branding strategies in place. Before you get started, you should know what the [DoD Social Media Policy](#) and other organization-specific policies say. These policies and branding strategies should be incorporated into your efforts in order to provide a unified face to job seekers. Because the Army, Navy and Air Force are such large organizations, the DoD has established a [Social Media Hub](#) to provide helpful hints and help you find others in your organization who have established social media channels. Organizations that have established social media channels are encouraged to register their site with the DoD hub so people like you can see where the activity is. Take a look at the [DoD Registry](#). Some of these channels do not relate to recruiting, but could still be helpful to you. If you establish new social media channels, please register them on the DoD registry so others can find you. Note that before you create a new channel, you need to read the [DoD User Agreement](#), which governs the use of official Department of Defense social media sites and pages to include social networking pages, web blogs and file sharing sites.

The Military Health System also has an active social media community. You can find other military health organizations that have established social media channels by checking out the [MHS Registry](#), found on the front page of the hub.

While social networking sites can be useful, they can provide adversaries, such as terrorists, spies and criminals, with critical information needed to harm you or disrupt your mission. Practicing Operations Security (OPSEC) will help you to recognize your critical information and protect it from an adversary. To keep your organization safe, OPSEC has provided a helpful [checklist](#) of things to think through as you're getting started as well as a [training video](#).



Examples

For each of the social media platforms described earlier in this document, there are many, many companies that provide services. In this document, we will highlight some of the commonly used companies and describe ways the site or technology may be used in recruiting.

- ▶ Facebook
- ▶ Flickr
- ▶ LinkedIn
- ▶ MySpace
- ▶ RSS
- ▶ Podcast
- ▶ Twitter
- ▶ Virtual Job Fairs
- ▶ Virtual World
- ▶ Wiki
- ▶ WordPress
- ▶ YouTube



FACEBOOK

What is it?

- ▶ Facebook is a social network of people who have an online presence in the form of a profile and who are linked to other profiles of people they personally know
- ▶ judging by worldwide monthly active users, Facebook is the most widely used social networking site in the world, according to Compete.com

Demographics

- ▶ 350 million users worldwide
 - 30% of Facebook users are in the United States
 - 140,000 new U.S. members weekly, or 14 each minute
 - Median age: 33, up from 26 in May 2008 (October 2009 Pew report)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Getting Started

- ▶ Create Facebook page
 - On the “Sign Up for Facebook” page, click the link, “Create a Page for a celebrity, band or business”
 - Facebook does not let an individual or business have more than one account

Getting Better

- ▶ Use Facebook’s ad tool to send targeted ads
 - Reach targeted audiences based on characteristics like age, gender, school, college major, and country
 - Example: an ad could target all math majors at a local university or every university in the United States. Facebook recommends making smaller test runs at a state or local level

Real examples:

- ▶ Sodexo, an international food and facilities management company told the Wall Street Journal that recruiting on social networking sites, such as Facebook, and foregoing traditional job ads was saving the company thousands of dollars each year

Benefits

- ▶ Having a presence on Facebook encourages potential recruits to seek out the organization
- ▶ Exposure to prospects
- ▶ Personal referrals
- ▶ Can have your page accessible only by password, as CIA does

Costs/Resources

- ▶ A Facebook page is free.
- ▶ To be relevant on Facebook requires a lot of attention—adding new content, being available to chat online, and responding to questions. Organizations sometimes have a full-time employee dedicated to updating the group’s social media.
- ▶ The cost of ads on Facebook varies. Ad costs are either calculated as cost per click or cost per thousand impressions, that is, the cost of showing the ad to one thousand viewers. Costs are capped by the daily budget the advertiser sets. To determine the price for a



specific ad, advertisers may enter targeting criteria into the ad creation page to see what the price would be (<http://www.facebook.com/ads/create>).

For more information

- ▶ www.facebook.com
- ▶ Advertising information: <http://www.facebook.com/help/?page=409#/help.php?page=864>



FLICKR

What is it?

- ▶ Photo sharing site
- ▶ Users tag, title, and caption their photos— and others' photos—to make them searchable.
- ▶ Flickr users create groups, join existing groups, give comments, and start conversations
- ▶ Settings allow users to decide who can add photos to the pool



Demographics

- ▶ Over 20 million people in the United States sign in to Flickr each month (Quantcast.com)
- ▶ 39% of users are 18-34, 31% are 35-49 (Quantcast.com)

Getting started

- ▶ Sign up for an account at www.flickr.com
- ▶ Upload photos via the Flickr Uploadr or email or the Flickr upload web page
 - When uploading, screen will allow you to add a title, description, and tags (assigned search terms) and indicate who can see it (public, private)
- ▶ Edit photos using Picnik, Flickr's partner site
 - You will have to grant Picnik access to your account if you want to use this editing tool

Getting better

- ▶ Create a group
 - Log in
 - Click "Groups" link
 - Pick group type: Public, Public by Invitation Only, or Private
 - Enter name and description for the group
 - Choose a group safety level: all eyes, or only 18 and older
 - At the group members page, designate administrators, moderators, and members, if desired
 - At the end, the Administration page will appear with links to further information

Real examples

- ▶ The U.S. Army, the Marines, and the Department of Defense, as well as specific divisions (i.e., 1st and 2nd Infantry Divisions) have already taken advantage of this method of reaching out

Benefits

- ▶ Photo sharing sites are a great vehicle for quickly telling the organization's background
- ▶ Photos have high emotional impact
- ▶ Photo and video repositories on Flickr can be linked to other social media platforms the organization may be using, such as blogs, Twitter, YouTube, or Facebook

Cost/Resources

- ▶ A basic Flickr account is free but has limited space (equivalent of 10 photos and two 90-second videos per month).



- ▶ An annual \$25 fee buys a Flickr Pro account with unlimited bandwidth and additional information, such as view count and referrer statistics.
- ▶ Attention to the account and adding photos helps, but it is much easier to add posts—photos instead of text

For more information

- ▶ U.S. Army profile on Flickr: <http://www.flickr.com/people/soldiersmediacenter/>
- ▶ YouTube video, Online Photo Sharing in Plain English: <http://www.youtube.com/watch?v=vPU4awtuTsk&feature=channel>



LINKEDIN

What is it?

- ▶ Called “Facebook in a suit,” LinkedIn is another social network of people who have an online presence in the form of a profile and who are linked to other profiles of people they know
- ▶ LinkedIn helps users find work and expand their business networks
- ▶ 95% of companies surveyed use LinkedIn to find job candidates, 59% use Facebook, 42% use Twitter (Jobvite 2009 Social Recruitment Survey)



Demographics

- ▶ 55 million users worldwide
 - Half of all users are in the United States
 - 140,000 new U.S. members weekly, or 14 each minute
 - Median age: 39, down from 40 in May 2008 (October 2009 Pew report)
- ▶ Four categories of LinkedIn users (Anderson Analytics):
 - “Savvy Networkers”: 30%, \$93,500 annual salary, read and write blogs
 - Senior Executives: 28%, \$104,000 annual salary, mostly male
 - Cautious users: 22%, \$88,000 annual salary, only connect to personal acquaintances
 - Job seekers: 21%, \$87,000 annual salary, most have a job but are actively looking for something new

Getting started

- ▶ Create a LinkedIn Custom Company Profile
 - <http://talent.linkedin.com/profiles>
 - Change or update profile any time
 - Add video clips, recruiter contact information, employee spotlights

Getting better

- ▶ LinkedIn Recruiter
 - <http://talent.linkedin.com/recruiter/>
 - Job Slots: LinkedIn Recruiter tool that gives businesses space for a job posting the business can change at any time, swapping one job posting for a new one

Real examples

- ▶ T-Mobile, Ebay, U.S. Cellular, and Logitech use LinkedIn for recruiting, to name a few
- ▶ Logitech: LinkedIn is particularly effective in recruiting “passive candidates,” highly qualified individuals who are already settled into a firm and a career and not looking for a new job
- ▶ LinkedIn is more effective and less cost than job boards
 - Logitech: \$170,000 saved by using LinkedIn instead of job boards
 - U.S. Cellular: saved \$2 million using LinkedIn instead of job boards

Benefits

- ▶ One job posting goes a long way—users circulate postings to people they know who might be interested
- ▶ Linked In gets candidates who hesitate to use Facebook or Twitter



Costs/Resources

- ▶ Specific cost information is available by directly contacting LinkedIn on behalf of the organization seeking the information
- ▶ Businesses may request a free consultation to see whether LinkedIn Recruiter is a good option for them
 - <http://talent.linkedin.com/recruiter/>
- ▶ Some numbers from the Recruiting with LinkedIn blog:
 - One study showed that ad on LinkedIn cost \$195, while a comparable CareerBuilder ad cost \$360
 - In this study, the cost per qualified candidate on LinkedIn was even lower because the LinkedIn ad had 11 qualified resumes out of 39, while CareerBuilder's ad brought 3 qualified resumes out of 45
 - <http://talent.linkedin.com/blog/index.php/2009/12/cost-per-resume-lower-with-linkedin-job-posts/>

For more information

- ▶ Recruiting on LinkedIn: <http://talent.linkedin.com/?pin=tr02>
- ▶ Custom Company Profile: <http://talent.linkedin.com/profiles/>
- ▶ YouTube video, What is LinkedIn?: <http://www.youtube.com/watch?v=lzT3JVUGUzM&NR=1>



MYSPACE

What is it?

- ▶ A social network where users share text, audio, and visual content through people-to-people connections



Demographics

- ▶ 100 million users worldwide, with 65 million users in the United States
 - 65 million users in the United States
 - Median age: 26, down from 27 in May 2008 (October 2009 Pew report)

Getting started

- ▶ Create a company user profile
- ▶ Job listing page

Getting better

- ▶ MyAds
 - Target advertisements by location, age, gender, education level, relationship status, parental status, and any of over 1,100 interests (sports, politics, TV shows)
 - Free reports show how well the ads perform

Real examples

- ▶ AT&T does non-management recruiting on MySpace
 - Recruiter, Chris Hoyt (RecruiterGuy), maintains a MySpace page that includes multiple ways to contact him, multiple ways to get updates (including Twitter), a blog, photos, awards AT&T has won, and videos about AT&T products that employees would be working with and trying to sell

Benefits

- ▶ Easy to make your organization reachable, personable, unintimidating—so people will be comfortable asking questions, reaching out to the organization

Costs/Resources

- ▶ MySpace profiles are free
- ▶ Banner ads are as low as \$5 a day
 - Payment can be by cost per click or cost per 1,000 impressions
 - The advertiser sets the budget of the ad campaign and may change the budget or pause the advertising any time during the campaign

For more information

- ▶ <https://advertise.myspace.com/targetedadvertising.html>



PODCAST

What is it?

- ▶ A Podcast—a term that combines “Programming On Demand” and “broadcast”—is a means of publishing information online through video and audio formats
- ▶ JobsinPods.com is one company that handles recruiting podcasts

Demographics

- ▶ Podcast is a publishing format, not a company, so there is no central database of user demographics
- ▶ Most recent numbers are from a 2008 Pew study:
 - 19% of Internet users have ever downloaded a podcast (up from 12% in 2006)
 - But only 3% of Internet users download a podcast on a typical day
 - 18 - 29-year-olds are the largest group of podcast users

Getting started

- ▶ If creating your own podcast, you will need audio editing software and an MP3 encoder
 - This YouTube video explains how to start and get free software from Audacity:
<http://www.youtube.com/watch?v=hrBbczS9I0>
- ▶ Or choose a podcasting company, such as JobsinPods.com, to prepare and publish the podcast

Getting better

- ▶ Add JobinPod’s Recruitment Video Distribution Service (\$250 one-time fee):
<http://jobsinpods.com/services/recruitment-video-distribution/>

Real examples

- ▶ AT&T recruiters told the Wall Street Journal in 2008, their five podcasts had each been downloaded about 500 times

Benefits

- ▶ Podcasting lets job hunters download your information to watch or listen to later
- ▶ Using a service such as JobsinPods.com can give your organization a wider audience while targeting job seekers

Costs/Resources

- ▶ On JobsinPods.com, each podcast costs \$350 - \$400
- ▶ Each JobsinPods podcast requires a 7 - 10 minute interview

For more information

- ▶ JobsinPods WSJ article:
<http://online.wsj.com/article/SB120224993146545345.html?mod=Careers>
- ▶ JobsinPods podcast, uploaded to YouTube: <http://www.youtube.com/watch?v=Ejh65pFGGVE>
- ▶ Schedule a free JobsinPods demo by calling (203) 572-2053



RSS

What is it?

- ▶ RSS (“Really Simple Syndication”) is a way for websites and blogs to notify their readers of new content
- ▶ RSS lets those who publish material online syndicate it automatically
- ▶ RSS feeds require access to an RSS reader, sometimes called an aggregator—software that checks selected websites and formats the information into a digest
- ▶ RSS readers, or feed readers, are available via software on personal computers or via web-based programs (Google Reader, FeedDemon, MyYahoo!, and many others)
- ▶ Users can enter the address they want the RSS reader to regularly check, or they can click on the RSS icon, , to automatically add the website to the RSS reader



Demographics

- ▶ RSS is a format, not a company, so it is difficult to know exactly who is using it
- ▶ A Yahoo! study from 2005 indicated:
 - Half of RSS users were 18-34 years old
 - 67% were college educated
 - Average household income of over \$74,000
 - publisher.yahoo.com/rss/RSS_whitePaper1004.pdf

Getting started

- ▶ Having RSS feed as part of an organization’s website is pretty standard fare now—something the group’s webmaster can do, if it isn’t done already
- ▶ If your organization posts jobs on its website, the RSS feed will notify subscribers of new jobs and changes in job postings.

Getting better

- ▶ Use an RSS reader to subscribe to a universal RSS feed, such as Google Alerts, with your organization’s name as the keyword to get email notification of what others say about your organization

Real examples

- ▶ The Federal Reserve uses RSS feeds to announce monetary policy changes
- ▶ GE has press releases available by category through RSS feeds

Benefits

- ▶ Reliable way for job hunters to keep up with new developments, especially new job openings

Costs/Resources

- ▶ There is no cost to broadcast via RSS, and RSS readers are available free

For more information

- ▶ Wikipedia article on RSS feed technology: [http://en.wikipedia.org/wiki/RSS_\(file_format\)](http://en.wikipedia.org/wiki/RSS_(file_format))



- ▶ Making an RSS feed: <http://searchenginewatch.com/2175271>
- ▶ YouTube video, RSS in Plain English: <http://www.youtube.com/watch?v=0kIgLSxGsU>



TWITTER



What is it?

- ▶ Twitter is a free microblogging site where individuals publish short text entries called tweets
- ▶ These short status updates are 140 characters or less and based on the query, “What’s happening?”
- ▶ Twitter users can choose to “follow” another user’s tweets and receive automatic updates from that user

Demographics

- ▶ Nearly one-fifth of all Internet users are on Twitter (August 2009 Pew study)
- ▶ 60% of Twitter users quit after one month (Nielsen Online)
- ▶ Teens are not a proportionately large user group (August 2009 Pew study)
- ▶ Median age of a Twitter user is 31 (August 2009 Pew study)

Getting started

- ▶ Sign up for an account
 - Use the organization’s name as the Full Name
 - Pick a Username. The Username will be the displayed name the organization will be known by on Twitter (example: ComcastCares)
 - You may want to have multiple accounts tailored to handle particular correspondence
 - Once the account is created, go to “Settings,” where your organization can enter more information about the organization and add a photo or logo

Getting better

- ▶ Search Twitter for the organization’s name and see who or what groups talk about the organization
 - Twitter sends email notification to anyone who is “followed,” but people can choose not to receive these notices, so you may need to be the first to speak if you want someone to know you are interested in what they say
 - Consider following or joining the conversation of people who weigh in on your organization

Real examples

- ▶ Dell Outlet attributes over \$3 million in sales to getting the word out fast on Twitter
- ▶ JetBlue created an effective customer service front on Twitter, with the goal of having 24/7 customer service available to passengers via Twitter

Benefits

- ▶ Unlike other social media, Twitter is public—a friendship connection isn’t needed to give or receive a message
- ▶ Twitter is a medium that is ideal for relationship building—casual, forthright
- ▶ Twitter differs from other social media networks because most tweets are public, which means recruiters have greater access to users and users have greater access to recruiters, even without intervening “friends”



- ▶ Twitter interaction can start slow, a plus for organizations trying to figure out how best to use it—no sudden unveiling like a Facebook page

Costs/Resources

- ▶ A twitter account is free
- ▶ Like other social media platforms, Twitter is high maintenance and tweets have a short shelf-life

For more information

- ▶ Demographics: <http://www.pewinternet.org/Presentations/2009/44-Twitter-and-status-updating.aspx>
- ▶ Info for businesses: <http://business.twitter.com/twitter101>
- ▶ YouTube Video, Twitter in Plain English: <http://www.youtube.com/watch?v=ddO9idmax0o&feature=channel>



VIRTUAL JOB FAIRS

What is it?

- ▶ A virtual job fair is an online version of the much more expensive real-life job fair
- ▶ It is an online location that allows job seekers to learn about participating companies, leave resumes, and chat with employers
- ▶ Virtual job fairs are set up graphically to look like 3-D models of convention halls and booths, and participants are represented by avatars
- ▶ One of the most widely known virtual job fairs is hosted by Unisfair

Demographics

- ▶ Quantcast.com estimates that Unisfair's traffic is 36% aged 35–49, and 55% college graduates

Getting started/Getting better

- ▶ Virtual job fairs are conducted by the hosting company—Unisfair or eJobFairs.net
- ▶ Set up an account with them by filling in the organization's name and point of contact. A representative will respond quickly

Real examples

- ▶ Organizations who use Unisfair include: Cisco, Intuit, Quest Software, IBM, and CareerBuilder.com
- ▶ Eric Myers, Director of Internet Marketing for Quest Software, is quoted on the Unisfair website that every Unisfair event "exceeded expected metrics"

Benefits

- ▶ Job seekers may remain anonymous, allowing organizations to recruit among people who might otherwise hesitate to search for new jobs for fear of losing their current positions
- ▶ Virtual job fairs are much less expensive than real life fairs
- ▶ With no travel required, more people are able to attend

Costs/Resources

- ▶ A Unisfair event costs \$30,000

For more information

- ▶ www.unisfair.com
- ▶ USA Today article: http://www.usatoday.com/travel/news/2010-01-04-virtual-trade-shows_N.htm



VIRTUAL WORLD

What is it?

- ▶ A simulated online environment where individuals interact through avatars
- ▶ Second Life is a virtual world that has attracted business participation

Demographics

- ▶ Quantcast.com reports that Second Life receives 490,000 visitors from the U.S. each month
 - 53% of Second Life users are male
 - 19% are 13-17 years old
 - 35% are 18-34 years old
 - 31% are 35-49 years old
 - 53% have no college education

Getting started

<http://work.secondlife.com/en-US/getstarted/>

- ▶ Contact the IT department to put Second Life on an approved security list
- ▶ Register at <https://join.secondlife.com/>
- ▶ Download the free viewer
- ▶ Log in
- ▶ Design an avatar
- ▶ For tips, see quickstart guide: http://static.secondlife.com.s3.amazonaws.com/downloads/Second_Life_Quickstart.pdf

Getting better

- ▶ Second Life puts on events to explain how organizations can best use the program: <http://work.secondlife.com/en-US/about/events/>

Real examples

- ▶ Amazon.com's web services division has used Second Life for recruiting events: <http://aws.typepad.com/aws/2009/07/amazon-second-life-job-fair.html>
- ▶ Kansas Recruitment and Retention Program for teaching jobs has set up its own virtual job fair, hosted on virtual world site, SecondLife.com. Job seekers can access the Second Life portal from the Kansas Employment Office website.
- ▶ Second Life lists some businesses that use the program and case studies: <http://work.secondlife.com/en-US/successstories/>

Benefits

- ▶ Cost—virtual events are much less expensive than the real thing
- ▶ No travel—more people are able to attend

Costs/Resources

- ▶ Registration on SecondLife.com is free
- ▶ The cost of maintaining staff presence should be considered

For more information



- ▶ <http://www.wired.com/dangerroom/2008/12/the-armys-new-f/>
- ▶ PBS article on businesses pulling out of Second Life:
<http://www.pbs.org/mediashift/2009/02/reuters-closes-second-life-bureau-but-virtual-life-goes-on050.html>
- ▶ Article on business revival in Second Life:
<http://www.itbusinessedge.com/cm/blogs/all/second-life-making-a-corporate-comeback/?cs=36752>
- ▶ <http://www.youtube.com/watch?v=b72CvvMuD6Q>
- ▶ Second Life business information: <http://work.secondlife.com/en-US/>
- ▶ Wall Street Journal article on business applications of Second Life:
<http://webreprints.djreprints.com/2252701367864.pdf>



Wiki

What is it?

- ▶ “Wiki” is the Hawaiian word for “fast”
- ▶ A collaboration tool that lets the online community create and continually edit content

Demographics

- ▶ Wiki is type of social media, not a company, so it is difficult to know exactly who is using it

Getting started

- ▶ Organizations can monitor and edit wiki pages created about them
 - Ex. The U.S. Army Wikipedia page: http://en.wikipedia.org/wiki/Us_army

Getting better

- ▶ Wikis may be more useful to organizations when used behind firewalls instead of on the open Internet
 - Wikis can replace static Intranet sites
 - Schools use it for group learning projects

Real examples

- ▶ Wikipedia has a wiki page where its editors brainstormed ways to recruit other editors: http://en.wikipedia.org/wiki/Wikipedia:Recruiting_Editors_Brainstorming
- ▶ Purdue University has a career wiki where a job listing for U.S. Marine Corps Officer has been posted: <http://wiki.lib.purdue.edu/display/Career/US+Marine+Corps+Officer+Recruiting>

Benefits

- ▶ Wikis help coordinate ideas and input from multiple people
- ▶ Wikis are a centralized place where an issue can be discussed by multiple people, without confusing email traffic

Costs/Resources

- ▶ Editing or adding wiki pages is free on a number of sites: Wikipedia, MediaWiki, SamePage, ScrewTurn Wiki, etc.

For more information

- ▶ YouTube video, Wikis in Plain English: <http://www.youtube.com/watch?v=-dnLOOTdmLY&feature=channel>

Military Presence:

- ▶ Wikipedia maintains wiki pages describing the United States Army, Navy, Air Force, Marine Corps, and Coast Guard



WORDPRESS

What is it?

WordPress is a website and blog creation software.

There are two options from this company:

- ▶ WordPress.com is a service site that hosts blogs. Ideal for individuals.
- ▶ WordPress.org lets you download and install software
 - You can be your own web host
 - Gives more flexibility in features
 - Businesses and organizations tend to use WordPress.org over WordPress.com



Demographics

- ▶ 718,100 people visit WordPress.org each month in the United States (Quantcast.com)
- ▶ 40% of visitors are aged 18-34
- ▶ 35% of visitors are aged 35-49

Getting started

- ▶ The “Home” tab at WordPress.org has instructions and links for starting
 - Find a web host
 - Download and install WordPress
 - Look through WordPress’s how-to documents

Getting better

- ▶ Create content with searchers in mind
 - Add the words in your text you think someone would use to find the organization—and use those words more than once

Real examples

- ▶ The Military Sealift Command, a United States Navy organization, has a WordPress blog
 - According to WordPress.org, “The site serves an average of 50,000 unique visitors per month and is a very important hiring tool for MSC.”
<http://www.sealiftcommand.com/>

Benefits

- ▶ Blogs are searchable and readable by the general public—no account needed. This will help to reach those who do not use Facebook or other social networks.

Costs/Resources

- ▶ Blog presence is free
- ▶ Blogs are high-maintenance—they need new content
- ▶ Blogs need a casual, chatty tone—not press releases

For more information

- ▶ Blogs in Plain English: <http://www.youtube.com/watch?v=NN2I1pWxjXI&feature=channel>
- ▶ Getting started: http://codex.wordpress.org/Main_Page



YOUTUBE

What is it?

- ▶ Video sharing site—anyone can upload or view videos
- ▶ Videos are searchable by keyword or can be distributed through RSS subscriptions



Demographics

- ▶ Quantcast.com estimates an average of 91.5 million people in the United States use YouTube each month
 - 35% are 18-34 years old
 - 19% are 13-17 years old

Getting started

- ▶ Create a YouTube account: http://www.youtube.com/create_account?next=/
 - Pick a Username
 - Enter country name and zip code
 - Enter date of birth, gender
- ▶ Look for comments to get feedback about the organization

Getting better

- ▶ Create a YouTube channel:
<http://www.youtube.com/watch?v=ZVxz2WymyYc&feature=related>
 - Log in
 - Under “Account” tab, scroll down to “My Channel”
 - Click on “Channel Info”
 - Add title and description for your channel
 - Decide whether to allow comments
 - Click “Update Channel”
- ▶ Use YouTube’s Insight for demographics of who is watching your videos:
<http://jobsinpods.wordpress.com/category/youtube-recruiting-tips/>

Real examples

- ▶ Excellent for explanations, step by step procedures
 - The Kansas Recruitment and Retention Program uses YouTube to explain how to navigate their website to find their virtual location on SecondLife.com
- ▶ Google posts videos on what it’s like to interview for and work in jobs at Google:
http://www.youtube.com/watch?v=w887Nla_V9w&feature=related

Benefits

- ▶ YouTube does not require an account to view videos; your videos can reach a larger audience
- ▶ Recruiting videos are great ads

Costs/Resources

- ▶ YouTube accounts are free

For more information

- ▶ How-to tutorials: <http://www.youtube.com/videotoolbox>



Targeting Your Social Media Efforts

Not all social media platforms are used by all job seekers. In fact, most research shows that Generations X & Y are more likely to use social media, while baby boomers are more likely to use web 1.0 platforms, such as email or job boards (careerbuilder, monster, etc). According to the Pew Report, the American population can be broken down into the following age/generation categories:

Generations Explained			
Generation Name*	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
Gen Y (Millennials)	Born 1977-1990, Ages 18-32	26%	30%
Gen X	Born 1965-1976, Ages 33-44	20%	23%
Younger Boomers	Born 1955-1964, Ages 45-54	20%	22%
Older Boomers	Born 1946-1954, Ages 55-63	13%	13%
Silent Generation	Born 1937-1945, Ages 64-72	9%	7%
G.I. Generation	Born -1936, Age 73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is $\pm 2\%$. N=1,650 total internet users, and margin of error is $\pm 3\%$.

This is a valuable piece of information that suggests, unless you are targeting only Generation X & Y candidates, it may not be time to abandon your traditional recruiting efforts. Instead, consider allocating resources among media channels to attract the right candidates for particular jobs. According to the average age of media users, the following media channels may be most appropriate to reach different generations:

	Gen Y (Ages 18-32)	Gen X (Ages 33-44)	Younger Boomers (Ages 45-54)	Older Boomers (Ages 55-63)	Silent Generation (Ages 64-72)
Web 1.0					
Online Classified Ads			X	X	X
Job Boards	X	X	X	X	X
Web 2.0					
Facebook	X	X	X		
Flickr	X	X	X		
LinkedIn		X	X		
MySpace	X				
Podcast	X	X			
RSS	X	X			
Twitter	X	X			
Virtual Job Fairs	X	X	X		
Virtual World	X	X			
Word Press	X	X	X		
YouTube					