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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92050828
Party	Defendant Jobvite, Inc.
Correspondence Address	MARTIN R GREENSTEIN TECHMARK A LAW CORPORATION 4820 HARWOOD ROAD , 2ND FLOOR SAN JOSE, CA 95124 UNITED STATES MRG@TechMark.com, MPV@TechMark.com, LZH@Techmark.com
Submission	Defendant's Notice of Reliance
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Signature	/Leah Z. Halpert/
Date	02/27/2014
Attachments	JOBVITE-92050828-Jobvite Notice of Reliance.pdf(18219 bytes) Exhibit K(13).pdf(5001559 bytes) Exhibit L-Part 1.pdf(2449624 bytes) Exhibit L-Part 2.pdf(4502105 bytes) Exhibit L-Part 3.pdf(4095282 bytes) Exhibit L-Part 4.pdf(4635585 bytes) Exhibit L-Part 5.pdf(4990438 bytes) Exhibit L-Part 6.pdf(4533673 bytes) Exhibit L-Part 7.pdf(954824 bytes) Exhibit L-Part 8.pdf(4860861 bytes) Exhibit M.pdf(2453501 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

JOBDIVA, INC. **Petitioner/Counterclaim Defendant,** **v.** **JOBVITE, INC.** **Registrant/Counterclaim Plaintiff.**	**Cancellation No. 92-050,828** **TM: JOBVITE** **Reg. No. 3,103,253**

REGISTRANT/COUNTERCLAIMANT'S NOTICE OF RELIANCE

Pursuant to the Trademark Rules of Practice, including without limitation, 37 C.F.R. § 2.122 and 37 C.F.R. § 2.120(j), Registrant/Counterclaimant Jobvite, Inc. ("Jobvite"), by its attorneys, hereby gives notice that it will or may rely on the following materials relevant to the issues in the above-captioned proceeding, copies of which are attached to the Notice.

1. True and correct copies of selected interrogatory responses by Petitioner, JobDiva, Inc. ("Petitioner"), attached hereto as Exhibit A, including pages 10, 11, 14, 15, and 17 of Petitioner's interrogatory responses.
2. The official records from the U.S. Patent and Trademark Office's ("USPTO") TSDR database related to certain applications and registrations of Petitioner, attached hereto as Exhibit B, including Reg. Nos. 3,989,090, 3,748,705, 3,657,356, and 3,296,916, and Appln. Nos. 77/889,530, 85/169,378, 85/169,872, and 85/170,041.
3. A summary chart, along with the official records from the USPTO's TSDR database of 110 third-party trademark applications and registrations, attached hereto as Exhibit C. This evidences, *inter alia*, that the term "job" is descriptive, if not generic, when used in association with services in the job, employment and recruitment field. This further evidences that the term "job" has been extensively registered as or as part of marks in the

job, employment and recruitment field, that disclaimers have been entered when appropriate, and that the term job is extensively used within the job, employment and recruiting industry.

4. Various third-party websites showing representative marks identified in Exhibit C in actual use, attached hereto as Exhibit D. These online publications each show the date they were accessed and printed, as well as the source (URL). This shows that the term "job" is often used in the field of jobs, employment and recruitment, and is typically used descriptively, if not genericly, when used in this field.

5. Printouts from online dictionaries showing the ordinary dictionary definition of "job", attached hereto as Exhibit E(2)[1]. These online publications each show the date they were accessed and printed, as well as the source (URL). The Board may take judicial notice of adjudicative facts, such as dictionary definitions, even when a definition is found in an electronic source.[2] Jobvite hereby requests the Board take such judicial notice.

6. Portions of JobDiva's website, attached hereto as Exhibit F, each of which show the date they were accessed and printed, as well as the source (URL). These show that JobDiva treats the "job" portion of its marks as descriptive, while the "diva" portion is the dominant, source-identifying part.

7. Variety of Internet articles comparing and reviewing different job, employment and recruitment products, attached hereto as Exhibit G(16). These publications, each of which show the date they were accessed and printed, as well as the source (URL), show that there is a large number of "Job"-formative marks used with products coexisting in the market in

[1]The notation "E(2)" indicates that Exhibit E to Registrant's Notice of Reliance was also marked and introduced as "Respondent's Exhibit 2" attached to the Trial Testimony of Daniel Finnigan. Hereinafter, Registrant will use the same notation to indicate when an exhibit to Registrant's Notice of Reliance was introduced during the Trial Testimony of Daniel Finnigan.

[2] *Syngenta Crop Protection, Inc. v. Bio-Chek LLC*, 90 USPQ2d 1112, 1117 (TTAB 2009); *Boston Red Sox Baseball Club LP v. Sherman*, 88 USPQ2d 1581, 1590 n. 8 (TTAB 2008).

the job, employment and recruitment field, that the term "job" when used alone or with other terms is descriptive/generic of the goods/services at issue, and that there is no likelihood of confusion when different "job" formative marks are used in the employment and recruiting field.

8. Online articles authored by Joyce Lain Kennedy in the field of employment and recruitment, attached hereto as Exhibit H(17). These publications, each of which show the date they were accessed and printed as well as the source (URL), show Ms. Kennedy's experience in the field and her longstanding knowledge of Registrant's company and services.

9. Portions of the discovery deposition of Jesper Schultz, and accompanying stipulation between the parties, attached hereto as Exhibit I. While a discovery deposition of one's own party witness is not normally admissible without re-taking the deposition during the testimony period, Petitioner has stipulated that such discovery deposition could be used in this proceeding without the need to re-take such deposition.

10. Archived webpages of the Jobvite, Inc. website, the Declaration of Hans Larsen in Support of Registrant's Introduction of Exhibits Pursuant to Agreement of Counsel, and the accompanying stipulation between the parties, attached hereto as Exhibits J(3) and J(4). Per the parties' stipulation, the declaration of Hans Larsen authenticates the webpages in Exhibits J(3) and J(4). These webpages, each of which show the date they were accessed and printed, as well as the source (URL), show the origin, meaning and connotation of Registrant's mark, JOBVITE, as well as the services offered by Jobvite, Inc. from 2007-2009.

11. Online webpages, each of which show the date they were accessed and printed as well as the source (URL), of various trade shows attended by Registrant, attached hereto as Exhibit K(13). This exhibit shows Registrant's market penetration, the market interface between

Petitioner and Registrant, as well as the variety of other "job"-formative companies that coexist in the job, employment and recruitment field.

12. Numerous third-party articles about Registrant from 2006-2011, each showing the date of publication or the date they were accessed and printed and/or published as well as the source (URL), attached hereto as Exhibit L. The first 32 pages of this exhibit are also marked as "Respondent's Exhibit 15" attached to the Trial Testimony of Daniel Finnigan. This shows Registrant's market penetration and reputation within the relevant field and among relevant consumers.

13. The cross-examination of Petitioner's officer and representative, Diya Obeid, relating to ownership, use and intent to use the JobDiva trademark in support of Registrant's counterclaims attached hereto as Exhibit M. This exhibit is part of the same testimony submitted by Petitioner with its Notice of Filing. To the extent any objections of Petitioner during the testimony, such as, for example, relevance to the main claims, are considered well-taken (to which Registrant disagrees), the statements made by Mr. Obeid during that cross-examination are non-hearsay admissions relevant to the counterclaims and are being submitted here for that purpose.

Date: February 27, 2014

Respectfully submitted,
TechMark a Law Corporation

/Martin R Greenstein/
Martin R. Greenstein
Leah Z. Halpert
4820 Harwood Road, 2nd Floor
San Jose, CA 95124-5273
Tel: 408-266-4700
Fax: 408-850-1955
MRG@TechMark.com

CERTIFICATE OF SERVICE

I certify that on February 27, 2014 a true and correct copy of the foregoing **REGISTRANT/COUNTERCLAIMANT'S NOTICE OF RELIANCE** is being served upon Petitioner by e-mail service, pursuant to the parties' agreement, to the following e-mail addresses: schlossd@gtlaw.com, and navarrod@gtlaw.com.

/Leah Z. Halpert/
Leah Z. Halpert

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Registrant's Notice of Reliance Exhibit K(13)
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More than 3,200 attendees made their way to the 16th Annual HR Technology® Expo for what was once again the world's largest HR technology and services exposition, with more than 300 exhibiting companies and over 65 new product announcements! The HR Technology® Expo provides a vital source of knowledge and information on HR issues. Even better, many CEO's from the exhibiting companies are on hand to answer your most challenging issues. Here's just a sample of the many areas of expertise that are covered:

- Assessment
- Benefits
- Compensation and Payroll
- Consulting
- Employee and Manager Self-Service
- Employee Communications
- HCM
- Learning
- Outsourcing
- Performance Management
- Portals
- Recruitment
- Relocation
- Screening
- Talent Management
- Testing and Surveys
- Time and Attendance
- Training and Development
- Workforce Analytics
- Workforce Management
- Workforce Planning

2014 Exhibitor List

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A
Accu-Time Systems, Inc.
Achievers
ADP, Inc.
Aimia
Ancile Solutions
Aon Hewitt
AppLearn
Ascentis
Atomic Training
Avature USA LLC
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B
BackOffice Associates
Benefitfocus
Bersin by Deloitte, Deloitte Consulting, LLP
Beyond.com
Bluewater Learning, Inc.
BraveNew Talent
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bswift
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C

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Neocase Software
NetDimensions Limited
NETtime Solutions
NGA Human Resources
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NuView Systems
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O.C. Tanner Company
OneSource Virtual
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Optis
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P
PageUp People
Paychex Inc.
PayScale
PDS
Peoplefluent
Perceptive Software
Perceptyx, Inc.
Performance Assessment Network, Inc. (pan)

Interested in Exhibiting?

Expo Hours

Tuesday | October 7	
Exhibit Hall Open	5 - 7 p.m.
Opening Night Reception	5 - 7 p.m.

Wednesday | October 8	
Exhibit Hall Open	10 - 5:30 p.m.
Refreshment Break	10 - 11 a.m.
Dessert Break	2:30 - 3:30 p.m.
Refreshment Break	4:30 - 5:30 p.m.

Thursday | October 9	
Exhibit Hall Open	10 a.m. - 4 p.m.
Refreshment Break	10 - 11 a.m.
Box Lunch	12:30 - 1:45 p.m.
Refreshment Break	3 - 4 p.m.
Move-Out	4 - 8 p.m.

Exhibitor Move-In
Monday | October 6 8 a.m. - 6 p.m.
Tuesday | October 7 8 a.m. - 3 p.m.

Exhibitor Move-Out
Friday | October 10 8 a.m. - 12 p.m.

(schedule subject to change)

2014 Demo Room Schedule

Wednesday | October 8	
4:30 - 5:30 p.m.	Ultimate Software (Room 1)

CallidusCloud
CareerBuilder
Careerminds
CEB-SHL Talent Measurement Solution
CedarCrestone
Celayix Software
Ceridian
cfactor Works Inc.
Chequed.com, Inc.
Chetu Inc.
Chronus Corporation
CIC Plus, Inc.
Clear Company
CloudMills
Collaborative Solutions
Column Technologies, Inc.
Control Module/CMI Time Management
Cornerstone OnDemand
CPP, Inc.
Criteria Corp
Critical Research
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Data Solutions Inc.
Dell Boomi
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Dovetail Software
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ECI
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Epicor HCM
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HireRight
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Sovren Group
Spark Hire Inc.
Spotlite
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SuccessFactors
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Symmetry Software
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TalentGuard
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4:30 - 5:30 p.m.	Towers Watson (Room 2)

Thursday | October 9

10 - 11 a.m.	Cornerstone OnDemand (Room 2)
11:15 a.m. - 12:15 p.m.	Ceridian HCM (Room 1)
1:45 - 2:45 p.m.	Benefitfocus (Room 2)

2014 Expo Hall Floor Plan

"I love the fact that there was plenty of time to spend on the show floor learning about the different products and offerings available on the market. Most conferences make you choose between the expo and the sessions. It's nice to have the opportunity to do both without feeling like I'm missing out."

Neil Feldman Director, G&A Development, EMC Corp, Westborough, Mass.

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Meridian Knowledge Solutions
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Oct. 2–3, 2013 •
Seattle, WA

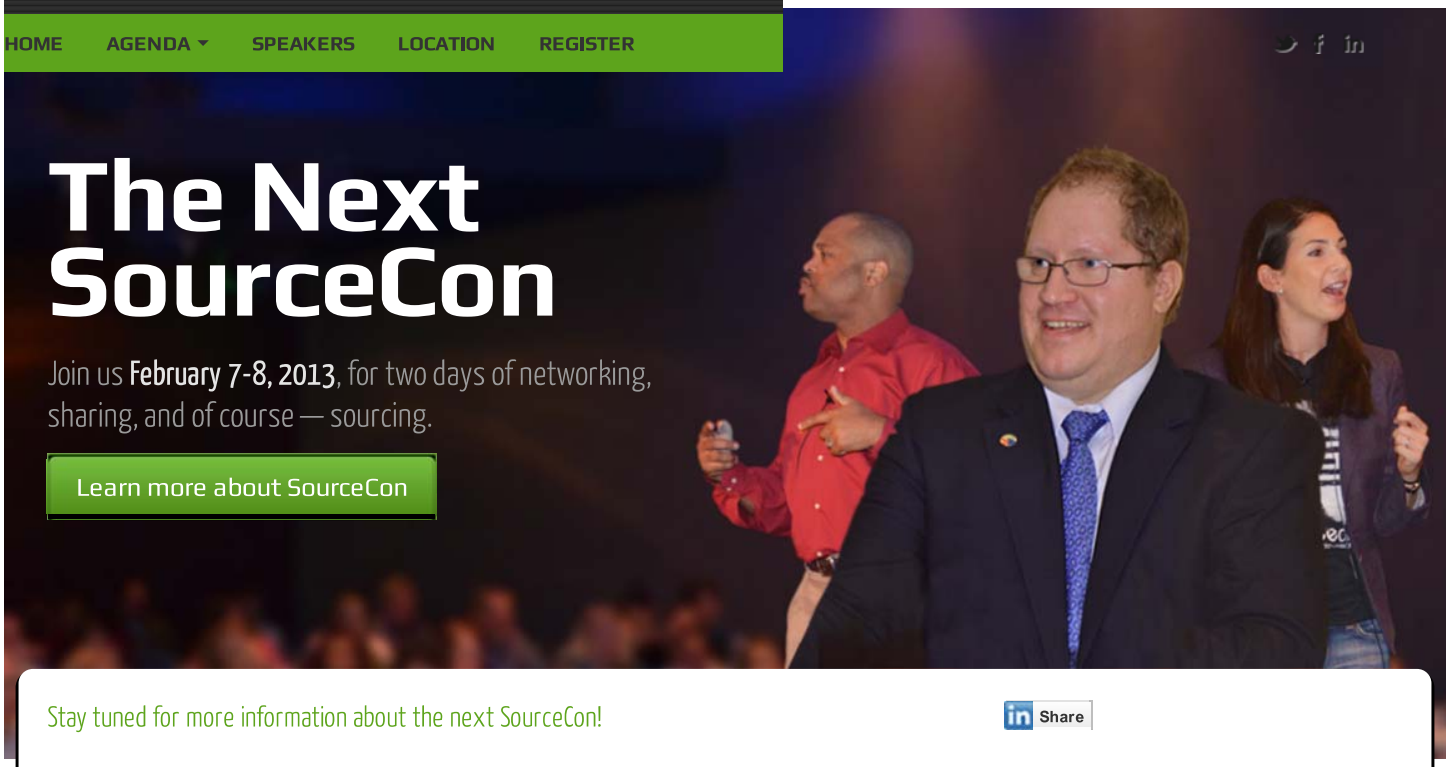
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Stay tuned for more information about the next SourceCon!

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Coming to Atlanta — Winter 2013.

We return to the source — again. The leading conference for professional sourcers returns to Atlanta for two days of networking, knowledge, sharing, and of course — sourcing.



Agenda at a Glance

Nowhere else will you be able to learn from so many bright and experienced individuals from within the sourcing profession. View the agenda »



Back in Atlanta!

SourceCon 2013 Atlanta will be held at the world-famous Georgia Aquarium — situated in the heart of downtown Atlanta. View location information »



World Class Networking

We are a truly a "sourcing family" — and we are committed to the advancement of sourcing as a global profession. Learn more »

A Few of Our Speakers

Our speakers are from all walks of professional life — including corporate sourcing leaders, agency sourcers, solopreneurs and industry legends.

Testimonials

Don't just take our word for it. Here's what past attendees are saying about SourceCon.

"Overall the event was excellent and I learned a ton, which I am

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Shally Steckerl

Chief CyberSleuth & Founder

4SCT



Shannon Van Curen

Manager

Global Sourcing & Social Media



Mark Tortorici

Consultant

excited about implementing immediately."



Jennifer Warwick
Sourcing Strategist, Waggener Edstrom

"Awesome event! Great line up of speakers, really enjoyed 'Sourcing After Dark,' and the best way to

And stay tuned for many more! View the complete speaker lineup as it is updated »

How Did SourceCon Come To Be?

In response to what was becoming an urgent need in the industry to have a conference that was focused on the art and science of sourcing and talent acquisition, SourceCon was born and launched in 2007. We wanted to create a conference for you where you can spend your quality time and money on a unique experience that is bursting with opportunities to learn, share, and collaborate with industry luminaries, thought leaders, and your peers and colleagues.

Is Sourcing different from Recruiting? We think so!

In today's world where talent is a key driver in successful businesses, there has been a trend toward the specialization of identifying and attracting candidates. This specialized skill is no longer a solely owned function of the full lifecycle recruiters in both agency and corporate recruiting departments. The sourcer, researcher, name generator, and candidate developer have emerged as the new champions to help fight the war for talent. SourceCon is the place where you can focus on this specialty and network with others who share this important role with you across industries and across the world.

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Dice

The Sourcing Institute

Jobvite

Table Tops

Explore the latest in sourcing tools and technology.

Table Top Hours

Thursday, February 7
9:30am – 5:00 p.m.

Friday, February 8
8:45am – 12:00 p.m.

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randstad sourceright

GOLD

TalentCircles JobDiva PCRecruiter Avature indeed one search. all jobs. VetJobs HIRE4CE

SILVER

cuzie InsideConnector

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- indeed one search. all jobs.
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- Jobvite
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- VetJobs

SourceCon Returns to Atlanta in February

We are excited to bring SourceCon back to its roots – again! SourceCon 2013 Atlanta will take place at the world-famous Georgia Aquarium. We're excited to bring SourceCon home to Atlanta and we hope to see you there!

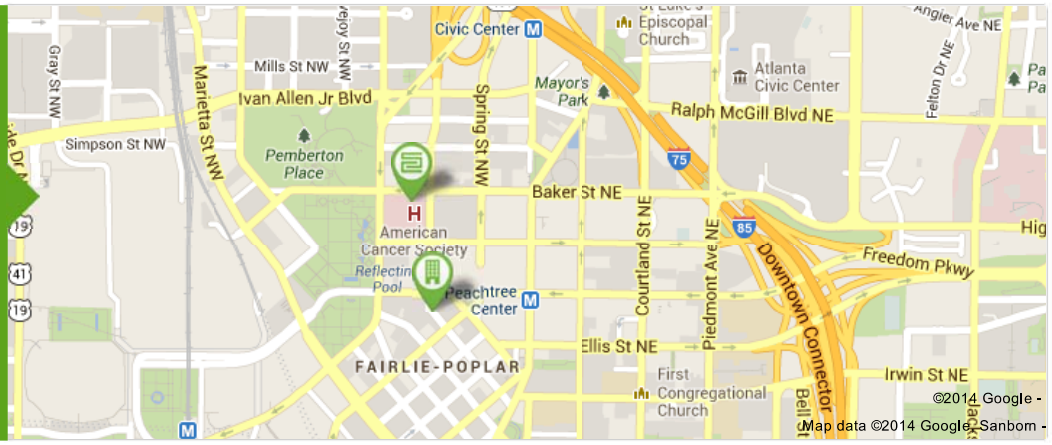
Event Location

Georgia Aquarium
225 Baker St. NW
Atlanta, GA 30313

Accommodations

Atlanta Marriott – Downtown
160 Spring Street NW
Atlanta, GA 30303

view large map





Atlanta Rocks

After the success of last year's event, we're bringing SourceCon back to where it all started, and we couldn't be more excited!



Georgia Aquarium

All SourceCon conference events, sessions and workshops will be held at the Georgia Aquarium. Learn more about this world class location.



SourceCon Atlanta Hotel Info

Atlanta Marriott – Downtown
160 Spring Street NW
Atlanta, GA 30303

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News

Categories: Articles Blog Press Releases

ENR Article Features Hard Dollar Customer Hunter Contracting

Posted on February 26, 2007 by Hard Dollar

The following article appeared in ENR magazine Constructech Round Up for the Week of April 17-21

Integrated Project Release
For the Week of April 17-21
Constructech Staff

Hard Dollar, www.harddollar.com, Tempe, Ariz., recently announced an extension of services, providing users with a unique project portfolio solution. Hard Dollar, which provides bidding and estimating solutions, is providing contractors with the ability to gain visibility into their entire project portfolio via realtime interaction of resources, cost, schedules, and cash flow.

Like many leading solutions on the market today, Hard Dollar is leveraging pervasive technology to create a more robust and flexible working environment for users. Microsoft SQL Server support, coupled with XML (extensible markup language) and Web services, present an open environment for data sharing. This allows users to incorporate the solution with other applications currently in use in the organization.

Its dashboarding capabilities are another appealing feature. Its open architecture allows users to access reports and dashboards specific to their tasks through a Web browser.

The product is currently in beta testing and Hard Dollar targets the summer for a release of this enterprise application. It is the latest example of technology providers leveraging open architecture technology to expand services and provide customers with a more integrated enterprise.

‹ Automated Timesheets Target Jobsite Productivity, Profitability
Hard Dollar Expands Project Lifecycle Solution ›

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Regional Training

- Mar 4-5, E101, Scottsdale, AZ
- Mar 6-7, E201, Scottsdale, AZ
- Apr 1-2, E101, Atlanta, GA
- Apr 3-4, E201, Atlanta, GA
- Apr 22-23, E101, Costa Mesa, CA
- Apr 24-25, E201,

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Join our Demo Day on 2/27 at 11am PST Register Here

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Company

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Mattson Technology Chooses Jobvite to Streamline Hiring and Build Candidate Pipeline

Adopts web 2.0 recruiting application to power growth

San Francisco, CA – August 27, 2007 – Jobvite, the on-demand hiring engine for growing companies, has been chosen by Mattson Technology Inc. (NASDAQ: MTSN), a leading supplier of advanced process equipment used to manufacture semiconductors, to empower talent management strategy on a global basis.

"To innovate higher value-added products and expand into adjacent markets, we need to hire the best talent to match our business needs and culture," said Gene E. Tange, senior vice president of Organizational Capability. "We looked for a system that could help us not only to streamline our hiring process but also to build relationships with our targeted candidate pool. Jobvite provides the best recruiting technology to drive a consistent process of proactively filling open positions."

With over 600 employees in the U.S., Europe and Asia, Mattson will use Jobvite's on-demand application as a hiring workspace that seamlessly engages all employees productively in talent acquisition. Jobvite supports external recruitment, applicant tracking, employee referral and internal mobility in an integrated, easy to use system.

"Mattson has a compelling vision of how to recruit and retain top talent," said Jesper Schultz, CEO of Jobvite. "We are happy to support Mattson's continued growth and world-class organizational development with an eRecruiting infrastructure that encourages talent management innovation."

About Mattson Technology, Inc.
Mattson Technology, Inc. is the leading supplier of dry strip equipment and the second largest supplier of rapid thermal processing equipment in the global semiconductor industry. The company's strip and RTP equipment utilize innovative technology to deliver advanced processing performance and productivity gains to semiconductor manufacturers worldwide for the fabrication of current- and next-generation devices. For more information, visit mattson.com

About Jobvite
Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use applicant tracking, recruiter CRM and social recruiting software solutions from Jobvite to target the right talent and build the best teams. Jobvite is a complete, modular Software-as-a-Service (SaaS) platform which can optimize the speed, cost-effectiveness and ease of recruiting for any company. For more information, visit www.jobvite.com.

Jobvite Resources



The Jobvite 2013 Social Recruiting Survey Results.

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Now Hiring: Software Developers

We are looking for talented people who are driven to find innovative solutions for today's Recruiting Platform.

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Talk, Share and Connect with Jobvite

Tweets by @Jobvite

Best-of-Breed Recruiting Platform

Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use applicant tracking, recruiter CRM and social recruiting software

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Silver Peak Chooses Jobvite to Drive Talent Acquisition and Streamline Hiring

By:
Date: November 28 2007

San Francisco, CA (PRWEB) November 28, 2007 -- Jobvite, creator of next generation recruitment solutions, has been chosen by Silver Peak, a leading provider of scalable Wide Area Network (WAN) acceleration solutions, to support a growing volume of hiring activity.

"Due to our rapid growth, we needed an applicant tracking system that we could build our internal hiring process around," said Eric Yeaman, Chief Financial Officer of Silver Peak. "We looked at other products that are focused towards enabling the recruiter, but found Jobvite to be a tool that could be deployed across the entire organization.

"With Jobvite, we've accomplished our objective of standardizing the recruiting process on a single system. Jobvite has enabled us to implement a well-defined, end-to-end workflow for our recruiting process," continued Eric Yeaman.

Silver Peak now uses Jobvite's on-demand application as a hiring workspace that seamlessly engages all employees productively in talent acquisition. Jobvite supports external recruitment, applicant tracking, employee referral and internal mobility in an easy to use application built on Web 2.0 technologies. "Hiring managers appreciate how easy it is to use Jobvite," said Julie Creasy, Human Resources Manager. "They value being able to view candidate details and status information in a single location."

"Silver Peak has mobilized around using the whole company to recruit top talent," said Jesper Schultz, Chief Executive Officer of Jobvite. "We are happy to support Silver Peak's continued growth with recruiting software that makes it easy for everyone to collaborate on hiring great people."

About Silver Peak Systems, Inc.

Silver Peak improves backup, replication and recovery between data centers and facilitates branch office server and storage centralization by improving application performance across the Wide Area Network (WAN). The company's award winning NX appliances deliver exceptional performance improvements with unprecedented security and scalability across all enterprise applications, including data replication, backup, file transfers, email, web and real-time applications such as Citrix and VoIP. For more information, visit www.silver-peak.com/infocenter.

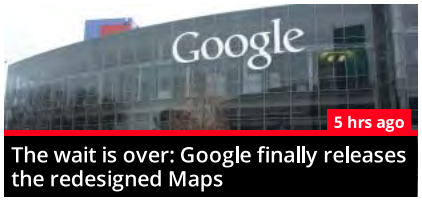
About Jobvite, Inc.

Jobvite creates recruitment solutions that fundamentally change the way companies hire. We think collaboration, not automation, builds great companies. Our on demand recruitment application is radically easy to use, so everyone can use it. That brings control, visibility and speed to hiring for companies who need the best people to succeed. Jobvite customers include leading edge companies like Infinera, SupportSoft, Mattson and Tellme. For more information, visit Jobvite at www.jobvite.com.

Company Name: Jobvite
Email: Email Us Here: http://www.prweb.com/emailmember.php?prid=572574
Phone: 415-946-3667
Website: http://www.jobvite.com

More Information: http://www.prweb.com//releases/0/0/prweb572574.htm

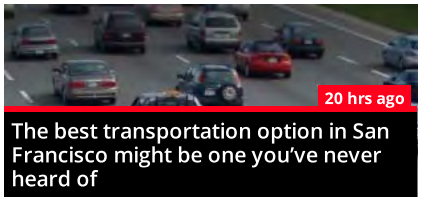
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The wait is over: Google finally releases the redesigned Maps



Steve Perlman's Artemis unveils his 'breakthrough' wireless broadband technology: pCell



The best transportation option in San Francisco might be one you've never heard of

Jobvite raises $7.2M for on-demand recruitment

December 12, 2007 10:58 PM
Chris Morrison

0 0 0

San Francisco, Calif.-based Jobvite offers on-demand recruitment through what it bills a Software as a Service suite that assists in cross-company hiring practices.

Primarily aimed at larger companies, Jobvite's software offers social networking and collaboration tools to help integrate various human resources and management elements at companies.

Some clients already using Jobvite include TiVo, Infinera, SupportSoft, Mattson Technology and Tellme Networks, according to the company's release.

The $7.2 million in funding is the company's first, led by CMEA Ventures. Jobvite's other investors were not disclosed.

From around the Web

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- 14 Early Startup Execs Who Missed Out on Making Millions | Sli... (Entrepreneur)
- 7 Freelance Jobs You can Do At Night for Extra Profit (Stayathome.com)

From the Silicon Valley Business Journal :http://www.bizjournals.com/sanjose/stories/2007/12/10/daily50.html

Dec 13, 2007, 6:34am PST Updated: Dec 13, 2007, 8:30am PST

Recruitment software company Jobvite gets $7.2M

Jobvite Inc., which focuses on on-demand recruitment tools, said Thursday it received $7.2 million in first round financing.

Leading the round was CMEA Ventures, which has an office in Menlo Park.

In connection with the funding, Jim Watson and Saad Khan of CMEA joined the San Francisco-based company's board of directors.

Jobvite, which is built on Web 2.0 technologies, said it provides software to manage the entire recruiting and hiring processes.

Jobvite Partners With eQuest to Offer Worldwide Job Posting Distribution.

Print

Date: *Jan 8, 2008*
Words: *442*
Publication: *PR Newswire*

SAN RAMON, Calif. and SAN FRANCISCO, Jan. 8 /PRNewswire/ -- Jobvite, creator of next-generation recruitment solutions, and eQuest, the global leader in job posting and Internet recruitment management services, today announced a partnership to provide job posting distribution through Jobvite's on-demand recruitment application.

The new partnership enables Jobvite customers to use eQuest's application to easily post jobs and source candidates to and from career sites around the world. Jobvite's small to medium-sized business (SMB) customers can now streamline sourcing with eQuest products Prophesy(TM), Advantage(TM), and FreeBUG(TM).

Prophesy(TM) is a predictive analysis tool that suggests appropriate job boards for a specific position and location based on the success rates of other eQuest customers. Advantage(TM) enables customers to post jobs directly to hundreds of career sites around the world from within the Jobvite recruiting solution, and FreeBUG(TM) provides unlimited access to the most popular free job boards on the Internet.

"Partnering with eQuest gives us another powerful way to support talent acquisition for SMBs," said Jesper Schultz, Chief Executive Officer of Jobvite. "This easy access to eQuest's extensive set of job boards and sourcing sites will help our customers expand their sourcing reach and increase productivity."

"Smart investment strategies in sourcing candidates is a key component in the hiring process," said John Malone, Chief Executive Officer at eQuest. "Jobvite customers can now access our job board analytical tools to appropriately spend those investment dollars wisely and effectively."

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All services are available beginning January 7, 2008.

About eQuest
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eQuest provides domestic and international job-posting delivery and job board management and consultation services. Hundreds of job boards are supported in the eQuest network reaching over 180 countries and territories worldwide. eQuest also provides complete candidate sourcing and tracking analysis for evaluating job board performance. eQuest is one of the most recognized and admired brands in the human resource industry. eQuest can be reached at

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http://www.equest.com/.

About Jobvite

Jobvite creates recruitment solutions that fundamentally change the way companies hire. We think collaboration, not automation, builds great companies. Our on demand recruitment application is radically easy to use, so everyone can use it. That brings control, visibility and speed to hiring for companies who need the best people to succeed. Jobvite customers include leading edge companies like TiVo, Infinera, SupportSoft, Mattson and Tellme. Contact Jobvite at http://www.jobvite.com/.

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Workforce

Jobvite Hires Former Yahoo HotJobs Boss as CEO

Dan Finnigan brings 'old media' recruiting experience to recently funded purveyor of Web-based recruiting software.

July 2, 2008

In the latest tale of old-style recruiting meets new, Jobvite on Tuesday, July 1, hired an executive with experience both as president and CEO, a move orchestrated to help the Web-based online recruiting software maker break out of a growing pack of competitors.

Dan Finnigan, former head of Yahoo HotJobs' (http://www.workforce.com/section/search_results.php?account=1005&q=HotJobs) online recruiting business and more recently entrepreneur-in-residence at a Silicon Valley venture firm, replaces Jobvite founder Jesper Schultz, who stepped into the role of chief product officer.

"We have a lot of things we want to do on the product side, and we needed to get talent to build the company," Shultz said. Finnigan "has experience in recruiting and has run big companies, which is why I'm excited to have him on board."

Jobvite is among a handful of startups offering online recruiting applications to small and midsize companies, more of which are turning to social networks and other Web tools to find qualified job candidates.

As they do, the U.S. market for Web-based recruiting has mushroomed to $522 million and is predicted to grow at a pace of 8 percent a year, according to a February report from Forrester Research, a technology researcher in Cambridge, Massachusetts.

Jobvite's Web-based service lets customers create and broadcast "job invitations" to employees, business associates, job prospects or social networks such as Facebook and LinkedIn. The software works with e-mail, scheduling and other common programs to simplify such tasks as setting up job interviews or circulating candidate evaluation forms, according to the company. Jobvite competes against rivals Taleo, iCIMS and Bullhorn.

HR technology analyst Jason Averbook calls Jobvite the “Facebook of talent acquisition.” Averbook, head of Knowledge Infusion, a Minneapolis HR consulting firm, said management was smart to bring on an experienced hand. Finnigan “is the perfect complement to Jobvite in bridging old-media recruiting with new-media recruiting,” Averbook said. “That is a must as organizations transform their talent acquisition processes.”

In December, Jobvite raised $7.2 million in a round of venture funding led by CMEA Ventures. The five-year-old San Francisco company has 20 employees, and as of spring had about 40 customers, including technology firms Advent, Infinera, nGenera, SupportSoft and TiVo.
Austin, Texas-based nGenera, which makes Web-based business software, uses Jobvite to broadcast job openings over its company intranet to 537 employees. Employees earn a referral bonus if someone they know takes a job they heard about through Jobvite.

“It’s a one-stop shop,” said Katie Tierney, nGenera’s recruiting manager.

Finnigan identified online recruiting as a market to watch while serving as an entrepreneur-in-residence at Benchmark Capital in 2007. He said running Jobvite gives him the chance to get in on the ground floor of an expanding industry, something he enjoyed during stints at Yahoo HotJobs and, before that, helping newspapers and telecommunications companies create what eventually became large-scale digital enterprises.

“Certain trends today are creating another era of innovation that’s going to change how we work,” Finnigan says.

At Yahoo HotJobs, Finnigan organized an online classifieds partnership with a consortium of 700 newspapers. Previously, he worked on Internet, advertising and classifieds projects at newspapers and telecommunications corporations, including Knight Ridder, SBC Interactive and the *Los Angeles Times.*

Michelle V. Rafter is a ***Workforce Management*** (http://www.workforce.com/) contributing editor based in Portland, Oregon. To comment, e-mail editors@workforce.com (mailto:editors@workforce.com).

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ANNOUNCEMENT Congratulations, Crunchies winners! Find the complete coverage of The 7th Annual Crunchies Awards here.

Jobvite Cherry Picks Yahoo AMP Director of Engineering

Posted Aug 4, 2008 by Jason Kincaid (@jasonkincaid)

Tweet



Adam Hyder, Yahoo's Senior Director of Engineering for its Advertising Management Platform (AMP), has joined the flood of recent departures from the search giant in hopes of greener pastures. Hyder has joined Jobvite, an online recruiting service, as the company's CTO.

Last month, Jobvite hired Yahoo HotJobs boss Dan Finnigan as its CEO. It's likely that Finnigan had something to do with Hyder's choice of relocation – the two worked together at HotJobs before Hyder moved to AMP.

The loss to Yahoo's AMP platform is significant – the service was only announced in April, and has yet to launch (it is supposed to launch some time this summer). AMP is supposed to "help marketers buy across search, display, local, mobile, and video inventory – all from a single, integrated interface." During the Yahoo conference call last June, the company said that AMP would be available within a week. Six weeks later, the platform's homepage still displays a teaser trailer. We haven't heard what the status of the AMP platform is at this point, but it's never a good sign when your Director of Engineering jumps ship weeks (or less) before release.

CrunchBase Information
Adam Hyder
Jobvite
Yahoo!
Information provided by CrunchBase

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The Washington Post

Industry Moves: Media6 Degrees; Jobvite; AdGent 007; McClatchy; Oprah Winfrey; AP

Advertisement

Amanda Natividad
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Monday, September 8, 2008 6:07 PM

-- **Media6°**: NYTCo and About.com exec Andrew Pancer has been hired as Media6°'s COO. In January, he had moved from About.com as COO to NYTCo (NYSE: NYT) to help with digital development initiatives and M&A activities. Release.

-- **Jobvite**: Jobvite has appointed Tim Lambert to lead sales and business development as its chief revenue officer. With more than 15 years of sales and business development experience, he most recently worked at Spot Runner, where he served as VP-sales. Just a few weeks ago, the company appointed Yahoo vet Adam Hyder as its CTO.

-- **AdGent 007**: The vertical ad net has named former Yahoo (NSDQ: YHOO) exec John Marcom, Jr. as its COO. Marcom headed Yahoo's operations outside the U.S. Before Yahoo, Marcom was president, FT Americas at The FT. He has also served as head of revenue at AtomFilms (before its acquisition by Viacom).

-- **McClatchy Interactive**: Just in time for the wage freeze? David Fitzpatrick II has been promoted to VP-strategic initiatives, from his post as VP-sales for McClatchy Interactive. He was also GM of Real Cities Network, an ad network aimed at serving the newspaper industry, and had served as managing partner for Vasari Communications before joining McClatchy (NYSE: MNI) in 2006. Release.

-- **Oprah Winfrey Network**: Nicole Nichols is joining OWN as its SVP-communications and strategy, serving as the company's chief spokesperson and developing communications strategies across the multi-platform venture. Most recently, she led entertainment communications as SVP at Disney/ABC Television Group.

-- **AP**: Nigel Baker, an executive director at AP Television News in London, has been appointed VP of business operations for The Associated Press in Europe, the Middle East and Asia. He joined AP in 1994, having previously held senior editorial positions in Britan at Sky News and ITN and ahd set up TV news teams for Reuters.

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Jobvite Boosts Its Profile Among Web-Based Recruiters

Michelle Rafter
September 24, 2008
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If you're one of umpteen companies offering a Web-based recruiting and applicant-tracking service, to set yourself apart do you:

- Hire a CEO with experience working at a much larger business?
- Offer features that blend seamlessly with the social networks your customers' employees and business partners can't get enough of?
- Target small and midsize companies, more of which are signing up for recruiting software all the time?

If you're Jobvite, you do all three.

The San Francisco company shot up the attention meter in July when ex-Yahoo HotJobs head Dan Finnigan signed on as CEO. Hiring Finnigan was the first of several steps Jobvite is taking to increase its visibility and customer base in the sizzling market for Web-based recruiting and applicant tracking for small and midsize companies.

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Since Finnigan came on board in early July, he's tapped two old buddies from Yahoo to join the management team, former Yahoo engineering senior director Adam Hyder to be chief technology officer, and ex-Yahoo spot marketing head Tim Lambert as chief revenue officer. He has also scheduled dates for new features to be released, tweaked prices and acted as the company's biggest cheerleader.

"Personally, I think there's no other company in our space that's as easy to use," he says.

It remains to be seen whether Finnigan's efforts will be enough to make Jobvite stand out in the crowd of Web-based recruiting vendors, which includes more well-established players like ADP, HRSmart, SilkRoad, iCIMS and Taleo—some of which already have hundreds or thousands of small and midsize customers.

There's no question that small businesses are buying what Jobvite and its competitors are selling. The U.S. market for Web-based recruiting has mushroomed to $522 million and is predicted to grow at a pace of 8 percent a year, according to a report released this year by Forrester Research, a Cambridge, Massachusetts-based technology researcher.

"The large ERP vendors are duking it out at the high end, so the market opportunity is much more wide open at the small and midsize business end," says Christa Degnan Manning, research director at AMR Research, a Boston technology researcher.

Jobvite offers a Web-based service customers use to create and broadcast job invitations, or "jobvites," to employees, business associates, candidates or on social networks like Facebook or LinkedIn. The software works with common workplace software like Microsoft Outlook and Word, making it easy to integrate Jobvite functions with programs that in-house recruiters and hiring managers use to set up job interviews or circulate candidate evaluation forms.

The 5-year-old company first came into the spotlight in December 2007, when it raised $7.2 million in a premiere round of venture funding led by CMEA Ventures. Since Finnigan started in early July, Jobvite has added about 10 employees, bringing its headcount to 30.

Finnigan won't share current customer numbers. But in an interview last spring, Jobvite founder and current chief product officer Jesper Schultz put the tally at 40.

One loyal customer is Katie Tierney, a recruiting manager at nGenera, an Austin, Texas, vendor of Web-based business software. NGenera started using Jobvite after an acquisition doubled its size to 537 people, half of whom work from home. When Tierney has openings to fill she sends invitations to all those employees and they forward them to their contacts. Because employees earn bonuses for referrals, it's important that the service is easy to use, she says.

Jobvite's employee referral tracking system is its most interesting service because nobody else has it, Manning says.

"One of the biggest frustrations in employee referral recruiting is being able to track and reward the referrals that employees make. It's virtually nonexistent," she says.

Jobvite has the potential to be the Facebook of talent acquisition because of the way the company leverages its employees' social networks inside and outside of work, according to Jason Averbook, head of Knowledge Infusion, a Minneapolis HR consulting firm.

By contrast, skeptics and competitors point out that Jobvite isn't the only Web-based recruiting service counting on social network features to succeed. Taleo's small and midsize business recruiting product also lets companies post job openings on Facebook and blogs.

Recruiting and applicant tracking vendors have been in a prolonged race to add features, and social networking is the

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newest fad, says Adam Feigenbaum, sales director at iCIMS, a private New Jersey company whose own Web-based recruiting platform has about 600 small-business customers. Ultimately, back-end technology that's fast and easy to use as well as reliable customer service are more important than the latest bells and whistles, Feigenbaum says.

Critics also point to the similarities between Jobvite and Jobster, another online recruiting platform that played up its social networking and employee referral tracking abilities. By summer 2007, Jobster had raised close to $50 million in venture funding and acquired a smaller company, but couldn't find the right business model and only months later cut employees and switched CEOs.

Finnigan isn't fazed by the critics. Social networks aren't a fad and will only get stronger as Generation Y enters the workplace, he says. Jobvite offers companies a way to use those networks to put job offers in front of them "that's not seen as advertising or spam, but a favor or new opportunity," he says.

Today, fast-growing companies with 200 to 600 employees are the most avid Jobvite users, although Finnigan says he'll announce some much larger customers soon.

"I suspect when more prospects see the data behind what you can do when all employees are involved, they're going to want to adapt this too," he says.

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Entrepreneur

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Recruit Reboot

Fill your job openings the right way with these solutions.

October 15, 2008

URL: http://www.entrepreneur.com/article/198100

When PopularMedia in San Francisco hit a growth spurt a couple years ago, managers were suddenly working job boards, skimming resumes and doing phone screens on top of everything else. "It's just too much to ask of people, and you're not likely to generate the volume and quality of candidates," says Jim Calhoun, 38, co-founder of the 5-year-old social media marketing firm. "We looked at it and said, 'We've got a big process problem.'"

But what to do? Entrepreneurs face a dizzying array of recruiting choices today, from traditional search firms and software to social networking sites and job boards. "It's a cacophony of sound," says Peter Crist, chairman of Crist Kolder Associates, a C-level recruiting firm.

The $100 billion U.S. recruiting industry is not only noisy, but it's also unregulated. "There's no university that offers a degree in recruiting," says John Sullivan, a management professor at San Francisco State University. "You can say you're a recruiter by just saying it." Choose the wrong recruiting method, and pay the price in time, money and wrong hires.

Calhoun and his partners—David Bell, 36; Sage Bray, 36; and Craig Stanford, 48—changed PopularMedia's recruiting strategy twofold: First, they launched Jobvite, a remotely hosted applicant-tracking system that underpins the company's hiring process. Second, they cut back on contingency searches--in which the recruiter gets paid 20 percent to 30 percent of a new hire's annual salary--and hired a recruiter on a contract basis instead. The cost for a contract recruiter "ends up being a fraction of what you would end up paying in contingency recruiting fees," explains Calhoun. PopularMedia also uses job boards and retained search firms for some of its job openings.

Mixing and matching recruiting tools—a contingency search here, a job board listing there--can be very effective. The trick is knowing which method works best for each hiring decision. "You have to change your process depending on your target," Sullivan says. Here are some popular recruiting methods and when they work best.

- Contingency recruiters: Typically used for jobs in the $75,000 to $100,000 range, these recruiters get paid after they find the right hire. It sounds great, but be careful. "They get paid if they can fill a job, not if they fill it well," Sullivan cautions. So always ask for referrals first.
- Job boards: Sites like Monster and Yahoo's HotJobs broadcast your message to a wide audience, but you could get swamped with resumes, many from unqualified job seekers. "If you don't have some process behind it, it's just garbage," Calhoun says. Job boards have typically been used for mid-level jobs, but they've been trending toward higher-level jobs that require specific skills.
- Retained recruiters: Candidate quality is high, but you'll pay an upfront fee plus 33 percent of the new hire's salary on average. These are generally used for senior and highly skilled positions that pay more—often much more--than $100,000 a year.
- Software packages: Software can be a cost-effective tool for tracking applicants and sharing information. Jobvite charges companies with fewer than 50 employees $500 a month and a $1,000 setup fee. Software could require training, however, and good customer support is key.
- Contract recruiters: These recruiters work on contract as hiring consultants for your company. It's a cost-effective option when you're growing rapidly and have at least six open positions. "For $60,000, I can get a contract recruiter who spends a good chunk of their time [here]," Calhoun says.
- Social networking sites: Sites like MySpace and Facebook are becoming places to seek and post jobs. LinkedIn leads the way with services that help companies spot LinkedIn members with specific skills. But you'll need someone in your company who can stay on top of this information.

A new recruiting strategy has made life easier at 50-employee PopularMedia. "A little bit of process goes a long way in improving the quality of who you bring into your company," Calhoun says. "That has a big, long-term impact on your business."

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From the Austin Business Journal
:http://www.bizjournals.com/austin/stories/2008/10/27/focus1.html

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High tech hiring

Technology changes the way companies recruit

Laura Bond Williams
Contributing Writer

It's not what you know, it's who you know.

The symbol of this tried-and-true axiom used to be a bulging Rolodex. In 2008, search strategies remain grounded in the networking axiom, but hiring tactics are moving from the desk to the laptop.

Technology and the Internet are fueling changes on both sides of the hiring equation. Hiring managers have vast resources to announce openings via corporate Web sites, Web-based job boards and word-of-mouth. Job seekers have access to more than 50,000 job boards bulging with data on openings at every level in every industry.

Web-based "talent development" software services from companies including Kenexa, Taleo, Ultimate Software, SuccessFactors and Jobvite are changing — and arguably improving — the way companies of all sizes attract, assess, hire and retain employees.

In less than a decade, software and consulting for human resources organizations has progressed from providing an electronic filing cabinet to creating sophisticated tools for writing job descriptions, parsing résumés to find candidates and using interactive screening tools.

On the Internet, social networking sites such as LinkedIn, Naymz, Plaxo and Facebook are recruiters' treasure troves of employee data. Another trend is for hiring managers to broadcast new openings to a presumably attentive, well-connected audience on Twitter, a real-time messaging service that lets people send and receive messages, known as "tweets," using their computer and mobile devices.

"The whole world changed because of Monster.com," says Judy Sweeney, vice president and head of Taleo Research, which studies trends in human resources organizations. Monster.com and its peers were pioneers in recruitment strategies because hiring managers had easy access to so-called "passive candidates," people who are not actively looking for jobs. Now passive candidates abound in numerous social networks.

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"In the old days, 20 years ago, a recruiter was getting a list of employees in a company and picking up the phone," Sweeney explains. "Now it's being done by recruiters surfing social networks, whether it's something like LinkedIn or Facebook or MySpace."

Since 2006, there has been a 17 percent increase in human resource professionals who use social networking sites as recruiting, résumé verification, and applicant screening tools at least occasionally, according to a recent survey by the Society of Human Resources Management. The Internet lets recruiters embark on a fact-finding mission to find the players and what they are known for, all fodder to make the first phone call more effective.

"Large social networks account for just 10 percent of all candidates sourced at the executive level," says Lauryn Franzoni, vice president at ExecuNet, a membership-only networking organization for executives. "But given that many of these sites didn't exist even three years ago, 10 percent is notable."

Software services like Taleo and Kenexa simplify and improve the screening/assessment process.

But job seekers wonder if their personal networks matter when software, not people, is sifting through the hay of résumés and applications.

Technology is taking time out of the hiring cycle, making it more efficient and improving companies' ability to find the right person, says Russell Becker, managing partner of assessments and testing at Kenexa, a provider of recruiting and employee management services. In a down economy, companies must get more done with fewer employees.

"The critical need for a right decision has never been more important," Becker says.

Résumé processing systems are good but from a candidate's perspective, they have to game the database, says Franzoni. As a result, the application process becomes depersonalized. Kenexa's Becker says technology is simply making the process more objective.

Employers and employees don't seem to agree on which parts of the Internet are most effective in the hiring and search process. Taleo's Sweeney says that seventy-three percent of companies surveyed said that corporate Web sites are highly effective for finding candidates, while only 29 percent of employed adults found them effective in finding a job. Those Web sites are weeding out candidates, and the disparity reveals the growing importance of screening and assessment, she says.

In Austin, some hiring managers are creating their own talent development strategies to fill positions, using a combination of social networks and Web-based talent development software. A recent search for "Austin recruiters" on Twitter returned 14 profiles of recruiters and hiring managers at companies including Bulldog Solutions, Silicon Laboratories and Ultra Electronics.

One of Austin's most active Twitterers in human resources is Bulldog Solutions' HR manager and corporate recruiter, Kim Haynes. With more than 7,000 messages to her name, Haynes

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out-"tweets" her peers by at least 6,925 to 1.

Bulldog Solutions specializes in lead generation using Internet marketing strategies, so Haynes wants potential employees to know its turf well. She actively connects with leads and prospects using several social networks including LinkedIn, Facebook and MySpace. Last month, for the first time, she hired a candidate whom she met on Twitter. Haynes says she hasn't placed a classified ad for a job since 1998.

Another Austin company, nGenera Corp., "tweets" about its openings, but its main strategy is to capitalize on its employee's social networks. Katie Carty Tierney, nGenera's talent acquisition manager uses Jobvite to reach outside the walls of the company. Jobvite is a subscription-based software service that turns all company employees into recruiters by making it easy for them to forward job openings to their networks.

"The absolute best way to do this is to mine the social networks of the people you know and trust, who tend to be your valued employees," Tierney says.

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Zappos.com Selects Jobvite to Cost Effectively Power Talent Acquisition

By:
Date: November 19 2008

SAN FRANCISCO – November 19, 2008 – Jobvite, creator of next-generation recruitment solutions, today announced that Zappos.com, a leading online retailer, has chosen Jobvite to cost-effectively streamline the company's talent acquisition process. Since its inception in 1999, Zappos.com has seen tremendous growth year over year. Zappos.com turned to Jobvite for a recruitment application that will enable cost-effective hiring, promote the company's unique culture and utilize social recruitment.

Jobvite is the only online recruitment application built to involve all employees in the hiring process, leverage their social and professional networks to find quality candidates and manage all aspects of hiring in an easy-to-use platform that's effortless to get up and running. Companies use Jobvite to reduce recruitment spend and increase the impact of existing resources.

Zappos.com is recognized for innovative hiring practices, including "The Offer," in which the company tests the enthusiasm and commitment of new hires by offering a $2,000 bonus to quit. New hires are told about the offer at the end of the first week of their four-week training class. Equally important are the recruitment strategies used to find hires who are passionate about working at Zappos.com and who exemplify the company's 10 core values.

The Zappos.com staffing team reaches out to candidates through free popular social networks including Facebook, LinkedIn, MySpace and Twitter, and will use Jobvite to channel the resulting candidate applications. Jobvite's solution will empower employees to get involved in the hiring process by sending Jobvites, job invitations, to their own social networks. Jobvite will integrate the results of these social recruitment efforts and help Zappos.com build an organized pipeline of strong candidates to fill jobs quickly for very little cost.

Zappos.com searches for new hires that have a passion for providing excellent customer service as part of a high-performing team, so candidates undergo an extensive interview process. Jobvite will streamline the hiring operations so the staffing team can run a high quality, multi-step process in an efficient and cost-effective manner for a large volume of qualified candidates. Communication tools in Jobvite will make it easier for recruiters to contact every candidate with the same high quality of service Zappos.com customers have come to expect.

"We're looking for a special kind of talent at Zappos," said Christa Foley, Recruiting Manager at Zappos.com. "Jobvite will help us embrace social recruitment to build a pipeline of qualified applicants and foster better decision making in the hiring process. We're confident we will be able to hire great team members in a way that's efficient and cost-effective for Zappos."

"Our companies share a conviction that world-class customer experience is delivered by talented and passionate teams. It takes people, process, culture, cutting edge technologies and, above all, organizations that embrace 'whole company recruitment'," said Dan Finnigan, President and Chief Executive Officer of Jobvite. "We're delighted that Zappos has chosen Jobvite's social recruitment solution to help the company find great people in a highly cost-effective manner."

About Jobvite

Jobvite creates recruitment solutions that fundamentally change the way companies hire. We think collaboration, not automation, builds great companies. Jobvite is the only recruitment application built to involve all employees in the hiring process, leverage their social and professional networks, and manage all aspects of hiring in an easy to use platform. Jobvite customers include leading edge companies like Advent, Infinera, nGenera, SupportSoft and TiVo. For more information, visit www.jobvite.com.

About Zappos.com

Established in 1999, Zappos.com has quickly become one of the leaders in online shoe and handbag sales by striving to provide shoppers with the best possible service and selection. Zappos.com currently stocks more than 3 million shoes, handbags, clothing items and accessories from over 1,000 brands. Zappos.com has appeared in Inc. Magazine's annual list of the 500 fastest-growing private companies in the U.S. for four years in a row (2004, 2005,

2006, 2007), with gross merchandise sales of over $800 million in 2007. Zappos.com was also included in Time Magazine's "25 Sites You Can't Live Without." Zappos.com's Customer Loyalty Team is available 24/7, 365 days a year. For more information about Zappos.com, please visit www.zappos.com.

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AccuWeather Maximizes Recruitment ROI with Jobvite.

Print

Date: *Feb 3, 2009*
Words: *466*
Publication: *Business Wire*

E-recruitment Solution Enables AccuWeather to Leverage Social Networking and Referrals in Hiring Top Talent

SAN FRANCISCO – Jobvite, creator of next-generation recruitment solutions, today announced that AccuWeather, Inc. (AccuWeather.com), the World's Weather Authority([R]), has chosen Jobvite to maximize recruitment ROI and increase employee referrals. Jobvite enables visibility into the efficiency of AccuWeather's existing recruitment efforts, such as job board postings and employee referrals. Jobvite's clean and elegant Web 2.0 platform allows AccuWeather to easily involve all employees in finding the best talent.

Jobvite is the only recruitment application built to involve all employees in the hiring process and leverage their social networks to find quality candidates. Companies use the Software-as-a-Service (SaaS) application to reduce recruitment spending and increase the impact of existing resources.

AccuWeather has seen growth in virtually every year of its 46-year history and has rigorous ongoing staffing requirements to meet the demands of that growth. Jobvite helps AccuWeather to provide the best possible online candidate experience, while recruiters can easily manage communication and workflow. The drag-and-drop reporting interface featured in Jobvite Analytics allows AccuWeather to easily compare the value of various recruitment methods.

AccuWeather's employee base is spread around the world, so the organization values the ability to take action on a candidate recommendation or job requisition through email and via BlackBerry. Jobvite allows the recruiting team to develop a pool of candidates through social networking and referrals from their own staff, keep track of appropriate candidates and bring them to the forefront of the recruitment process on short notice.

"AccuWeather is a world leader in an extremely competitive business. In order to achieve the accuracy that is our namesake, we need to recruit the best possible candidates," said Christina Marshall, Director of Human Resources at AccuWeather. "Now we're more able than ever to leverage referrals from our great team because Jobvite provides an easy way for employees to make referrals from their social networks. I would much rather enable our referral bonus program than any other paid recruitment method."

"In today's business landscape, smart companies like AccuWeather can leverage social recruitment to cost-effectively find the best talent," said Dan Finnigan, President and Chief

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Executive Officer of Jobvite. "Referral hires are the highest quality, longest lasting, lowest cost hires. With Jobvite, every employee can make an important contribution to finding top talent with very little effort."

About Jobvite

Jobvite creates recruitment solutions that fundamentally change the way companies hire. We think collaboration, not automation, builds great companies. Jobvite is the only recruitment application built to involve all employees in the hiring process, leverage their social and professional networks, and manage all aspects of hiring in an easy to use platform. Jobvite customers include leading edge companies like Advent, Infinera, SupportSoft, TiVo and Zappos.com. For more information, visit www.jobvite.com.

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News and Features

Jobvite's New Tools May Be Game-changers For Social Network Recruiting

by *John Zappe* Feb 10, 2009, 8:00 am ET

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Jobvite, the e-recruitment provider that emphasizes collaborative hiring, is releasing a new LinkedIn and Facebook interface today. Now, Jobvite users not only can forward company openings to their friends and connections, but they'll know who among them is the best match for each position.

That alone makes the announcement news, but this is a game-changer. Even more important than the access it gives recruiters to two of the largest networks in the world, is the validation Jobvite is bringing to all those predictions about the value of social networks as a recruiting tool.

No need to point out that recruiters discovered social networks almost as soon as they came along. That's true enough, but consider how they've been used for recruiting. It's mostly been a passive exercise with Facebook and MySpace widgets enabling a company's jobs to appear on individual pages. LinkedIn and others of its kind have been mostly a source of leads.

In the one instance, the social networks are little more than a job board in new clothes. In the latter case, it requires active recruiter time to source candidates, more targeted perhaps, but functionally not a whole different from using Google or Yahoo or other research tools. As recently as last summer Kevin Wheeler was predicting that eventually social networks "will become core to good recruiting and talent management," though he called them "over-hyped and poorly used at the moment."

Jobvite's announcement today, and last week's from Appirio, are bringing us closer to realizing as practice what Wheeler astutely saw as a trend. What the new tools from both companies do is to leverage social networks in a directed manner. Where referral programs pioneered by the likes of companies such as Jobster (site; profile) scattered job opening announcements like seeds in the wind, Jobvite and Appirio tell participating employees who among their contacts would be a best fit. Forwarding the opening is still up to the employee, but at least it won't be an address-book dump.

So similar are the tools from the two companies that you have to wonder if it's one of those natural evolutionary paths or someone was peeking in someone else's window. Both also operate pretty much the same way.

Here's how the new Jobvite tool works: A participating employee opts in to the program by logging into their Facebook or LinkedIn account (Appirio's took works only with Facebook) using the Jobvite service. Jobvite then analyzes their Facebook friends and 1st-degree LinkedIn contacts, matching them to jobs on the basis of the skills they list, the job titles and companies in their profiles, and other relevant information. Matches are reported to the employee who chooses to forward — or not — the job opening.

This is where the Jobvite tool parts company with Appirio's tool to go a step further. Actually, it goes many steps forward: A recipient of a job announcement who decides to forward it to their contacts can also opt-in for the matching feature. So even if you have

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no connection to the company that has the job opening, you can see who among your contacts is a good fit and forward it only to them. And so long as the referrals are made via the link in the email, everything is tracked so the recruiters know whence came the referral.



"In a world in which the job seeker is changing," says Dan Finnigan, CEO of Jobvite, "It's obvious the backend side of e-recruitment is going to change." In this case, Jobvite's created a sort of guided viral program that leverages the information individuals volunteer about themselves to find the best match among their employees' contacts.

There's plenty more to like about the new release. Interested referrals who choose to apply can use their online profiles, instead of a traditional resume. There's also a LinkedIn widget they can use to find out who works at the company, should they have questions or want to make a direct contact. There's also a Twitter application to send job invitations to followers and, if they have posted a Twitter profile, to offer up matches.

"People want to use their networks to do their jobs better," Finnigan was saying as we talked about the social networking phenomenon. "The people who do that have friends and contacts who do that too and those are the people recruiters want to reach."

Despite the tracking, Finnigan said neither Jobvite nor the employer ever learn who is in anyone's network (except, of course, should one of them apply for the job). The way both the Facebook and LinkedIn APIs work keeps the data from flowing back. Jobvite neither stores nor retrieves data.

One interesting aspect is that the APIs these social networks make available have a value that Appirio and Jobvite and others still to come are commercializing in an important way. LinkedIn sells a recruiter service itself. So how long will it be before the network operators start to charge for this kind of access? That will depend on how well these recruiting programs pan out and especially how much more efficient they are identifying good candidates.

How good, then, are the matches? That all depends on how good the profiles are and how well designed the job description is. Jobvite's analysis uses job titles, geography (location), education, skills and keywords. For competitive reasons, Finnigan didn't get too specific about the algorithms Jobvite uses. But he did say the system is heuristic. "It has to learn over time," he told us. "Suffice it to say there is a feedback loop."

Chances are it uses fairly standard matching developed by the ATS builders as a starting point, then learns to give more or less weight to certain terms and their proximity to each other based on things like whether similar candidates in the past applied for the job and whether interviews were scheduled and possibly even if offers were made. (Jobvite is a recruitment management system that includes calendaring, CRM, ATS, and offer management.)

As Finnigan added, social networking and the kinds of tools that Jobvite is introducing, are the future of recruiting.

tags: employeereferrals, linkedin, vendors, web2.0

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Ryan Chartrand Feb 10, 2009 at 1:22 pm

I absolutely agree that this is the future of recruiting. Jobvite has really started to

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Jobvite Integrates With Leading Social Networks

February 10, 2009 11:13 by jllorens

(SAN FRANCISCO, BUSINESS WIRE) Jobvite, creator of next-generation recruitment solutions, today announced integration of its fast growing Software-as-a-Service (SaaS) recruitment application with the world's largest professional network, LinkedIn®, the leading social network, Facebook®, and largest real-time short messaging service, Twitter. Now, Jobvite customers and their employees can use the valuable – and growing – contacts and information they have in their social networks to target job opportunities to qualified people in their networks – and spread the word virally.

This new product release enables customers and any employee to easily make high quality referrals with new matching technology that recommends a company's jobs to the appropriate people in one's immediate networks, improving hire quality and eliminating wasted time and messages. These personalized job invitations, Jobvites, immediately engage recipients – who then can easily share them as well on leading social networks, virally targeting and finding high quality candidates. This is a powerful new addition to Jobvite's leading eRecruitment application, used by companies to manage all aspects of hiring on an easy-to-use Web 2.0 platform

(Read the entire article.)

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The Power of Referrals: Next Generation Recruitment

Thursday, March 12, 2009

Social networking has exploded in the world of recruiting…in a big way. We can't seem to hear enough about this topic. As companies look to make smarter decision regarding tools and technology, where does social networking fit into our current recruitment strategy? At the forefront of this debate is the ever popular…"Can my ATS do that?" While companies are seeking new ways to source and recruit, integrating social networking with an ATS is becoming a key differentiator for traditional solution providers. Sounds simple enough but while the majority of these providers have been grappling with social networking for the past few years, some companies seem to think Jobvite has taken eRecruiting to the next level.

What's the buzz?
Jobvite is an emerging player in the talent acquisition space, using a Web 2.0 platform that fully integrates with LinkedIn, Facebook and Twitter. I sat in on a demo with Jobvite and was impressed with the ease of use and job matching capabilities. Its integration with Outlook makes it easily accessible to anyone in the organization. Is Jobvite the latest and greatest in talent acquisition? It is too early to tell but it clearly joins the ranks of companies such as Jobfox and MyPerfectGig by bringing innovation to an industry that has been static for several years.

Jobvite is different from traditional tools because it goes beyond posting jobs and focuses on building a talent network. It does this through a social recruitment engine that involves every employee in the recruitment process. It sends "jobvites", invitations, to contacts either through email or sharing options (LinkedIn, Facebook, and Twitter) to everyone in their network.

With many eRecruiting solutions available, why would a company consider Jobvite?

• **Employee Referrals.** In today's economy, more and more companies are relying on the power of employee referrals. Long viewed as the most effective way to attract quality hires, referrals enable companies to decrease turnover, reduce costs, and improve productivity. Companies such as SupportSoft, Mattson Technology and Zappos.com are using Jobvite's matching technology to recommend jobs to the appropriate people in their employees LinkedIn, Facebook and Twitter networks.

• **Recruiting Generation Y.** Social networking is critical component of any recruitment strategy targeting a younger generation. Generation Y is looking for interactivity and a level of input- two characteristics of social media. nGenera, a Jobvite customer, was able to attract 70% of its new hires last year using social networking sites.

• **SMB market.** Smaller companies struggle with finding the right tools to identify quality talent. Jobvite optimizes social networking sites and email contacts in an affordable and easy to implement solution.

• **Employer Branding.** Tivo, the home entertainment company places a heavy focus on both social media and employer branding in its recruitment efforts. Jobvite offers an innovative solution that extends their social reach and maintains Tivo's company brand on their career site and all communication via jobvites.

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Despite today's economy, Jobvite was able to grow its customer base in the last 9 months by 85%. If this isn't a clear indicator of the power of social networking, I'm not sure what is. Social networking is here to stay. It allows recruiters to take a proactive approach to attracting and identifying top talent and helps them build an extended talent pipeline. Will Jobvite thrive in today's competitive recruiting landscape? Only time will tell but they are certainly worth checking out...

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HubSpot Selects Jobvite to Power Social Recruiting

By:
Date: March 31 2009

SAN FRANCISCO - March 31, 2009 - Jobvite, creator of next-generation recruitment solutions, today announced that HubSpot, an inbound marketing software company based in Cambridge, MA, has chosen Jobvite to power the company's active social recruiting efforts. Jobvite's easy and intuitive Web 2.0 platform enables HubSpot to leverage social networks to find the best candidates, reduce spending on job boards and manage a high volume of applicants.

Jobvite is the only recruitment application built to involve all employees in the hiring process and leverage their social networks to find quality candidates. Companies use the Software-as-a-Service (SaaS) application to reduce recruitment spending and increase the impact of existing resources.

Fast-growing HubSpot recruits marketing and technology experts who are often spotted and referred because of their online presence. Jobvite's deep integration with social networks, including LinkedIn, Facebook and Twitter, helps HubSpot find and reach passive candidates who are innovating in the industry and using technology valued by the company. Recruiters - and any employee at HubSpot - can target job opportunities to qualified people in their networks and spread the word virally. Employees at HubSpot also use Work With Us, Jobvite's Facebook application, to feed current job information to their contacts.

"Unlike the other recruiting solutions we evaluated, Jobvite understands how we work the web to find talent and it plugs into the networks we use on a daily basis, like Twitter, Facebook and LinkedIn," said Rosanna Y. de la Cruz, Director of Talent Acquisition and Retention at HubSpot. "It's hard to impress our tech-savvy group, but everyone from employees to hiring managers to executives loves using Jobvite. Jobvite is a cool system in terms of usability - very easy to get up and running."

"As an innovator in Internet marketing, HubSpot knows the importance of targeting and engaging the right prospects for jobs," said Dan Finnigan, President and Chief Executive Officer of Jobvite. "Traditional applicant tracking systems just manage the hiring process, but they don't actually help companies find candidates. Jobvite provides an eRecruitment platform with API integration into the leading social networks, which helps HubSpot target and find the best talent most cost-effectively."

About HubSpot

HubSpot provides Internet marketing software that helps your company get found online, generate more inbound leads and convert a higher percentage of those leads into paying customers. HubSpot helps companies get found by more prospects using search engine optimization, leveraging blogs and the blogosphere and engaging in online social media. By using landing pages, lead intelligence and marketing analytics, HubSpot customers convert more prospects into leads and paying customers. Based in Cambridge, MA, HubSpot can be found at http://www.hubspot.com.

About Jobvite

Jobvite is used by companies to manage all aspects of hiring in an easy to

use Web 2.0 platform. Jobvite is the only eRecruitment application that powers word of mouth marketing for jobs. Jobvite engages people to send targeted job invitations to contacts in their social networks and helps companies make high quality hires at lower cost. Customers of the Software-as-a-Service application include leading edge companies like Advent, Infinera, SupportSoft, TiVo and Zappos.com. For more information, visit http://www.jobvite.com.

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CAREER STRATEGIES

Beyond Job Boards: Targeting the Source

By JOSEPH DE AVILA

Updated July 16, 2009 11:33 a.m. ET

For many Americans looking for work, the first stop is an online job board. Now job seekers are finding that prospective employers increasingly are looking elsewhere to find new hires—the companies' own Web sites.

To draw more applicants to their sites, companies such as software makers Intuit Inc. and Adobe Systems Inc. are revamping their online career pages, including making them more interactive by adding videos and employee profiles. Companies also are trying to reach job seekers through social media sites such as LinkedIn, Facebook and Twitter. Sodexo Inc., which provides food services to institutions, offers online "widgets" at its Web site, which send alerts to job hunters' computer screens when the company has new openings.

Companies say they are scaling back advertising on online job boards, which saves them money. By focusing more on their own career pages, companies also reduce the number of applications they need to sift through. And, they say, people applying through a prospective employer's own Web site are on average better-qualified than applicants coming through job boards.

New Approaches

As companies increasingly seek new hires through their own Web sites, job hunters should consider new strategies.

- Broaden job searches by using multiple tools.
- Research companies that meet your requirements for a desirable employer.
- Make use of social-media sites to network with existing employees.
- Apply directly to a company's Web site, not through an online job board.

The developments mean job seekers may have to change tactics. Craig Halfman, a chef in Lynchburg, Va., began looking for a job seven months ago after being laid off from a previous position. He set up profiles on about seven online job boards and created a personal Web site to publicize his accomplishments and resume. "A lot of the [job boards] gave me stuff that had nothing to do with me," says Mr. Halfman, 37 years old. "I'd get responses for nurses and medical stuff and jobs that didn't apply to me whatsoever."

About three months ago Mr. Halfman joined a group on LinkedIn hosted by Sodexo for former, current and prospective employees. After seeing his LinkedIn profile, a Sodexo human-resource representative contacted Mr. Halfman and suggested he apply for an opening as executive chef at a university in Virginia. He applied through Sodexo's Web site and was hired last month.

Human-resource experts say job hunters shouldn't give up on job boards, but should use every tool available to them. That includes making a list of companies that meet their requirements for a desirable employer and researching the companies to understand their business. "You should really tailor and target your cover letter and resume to the needs of the company," says Mark Stelzner, a principal at management consultant Inflexion Advisors LLC.

Networking Online

He adds that many successful job seekers are finding luck by first networking with employees at the company via social media like LinkedIn and applying directly with the company instead of through the job boards.

For people wanting to check out companies and industries, www.hoovers.com/free, offers a good starting place to do basic research. It has information like company overviews and the names of major competitors. Another site, google.com/Top/Business, has a large directory of businesses organized by industry.

Despite the recession, many companies continue to hire new employees, at least to replace departing staff. Sodexo, for instance, which has 350,000 employees world-wide, says it expects to fill about 5,000 management and professional jobs in North America this year.

Flood of Applications

As unemployment soars, applicants are flooding traditional online job boards like Monster.com, Careerbuilder and Yahoo's HotJobs. In May, 22.9 million unique visitors searched for work on job boards, according to comScore Media Metrix. That's up 37% from a year earlier. Company career sites also are seeing greater traffic. Adobe says applications are up 30% since it revamped its career page about four months ago. Intuit says online job applications also have increased.

That makes it harder for companies to screen the best applicants. Companies are asking, "now that we are overwhelmed with talent, how do we attract the right talent?" says Mr. Stelzner, the consultant.

Sodexo this year added a page to its career site called Network With Us that links to the company's Twitter and YouTube pages and to its LinkedIn groups to interact with potential job applicants. The page has helped build a database of 137,000 people who have shown interest in working at Sodexo, the company says.

"Our strategy has been to build this targeted talent pool and to reduce our reliance on job boards and advertising," says Arie Ball, vice president of

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Getty Images

talent acquisition at Sodexo. She says cutting advertising at job boards, and seeking out applicants directly, saves the company hundreds of thousands of dollars a year and has improved the efficiency of the job-hiring process. The company says its career site had about 161,000 page views in May, more than twice as many as when it revamped the site about a year earlier.

For many companies, beefing up their online career pages is part of a larger strategy to boost brand awareness to compete for the best employees.

Intuit last month launched a new interactive portion of its career site where visitors can see a short virtual representation of what the Intuit offices are like along with pop-up videos and photos.

"Part of it is letting people know who we are as a company," says Melissa Rutledge, an employment-branding manager at Intuit. "We are getting away from the job boards a little bit," she adds. "We will probably never get away from it completely, but we are moving more toward viral advertising."

Adobe also launched a new career site, which features a professionally produced video chronicling a day in the life of several Adobe employees. One shows a designer in San Francisco beginning his day surfing in the ocean at 6 a.m. and then follows him through his work day.

Selling the Culture

In a competitive job market, "all things being equal, our key differentiator is the culture and our core values," says Jeff Vijungco, senior director of talent acquisition. Adobe does only a small amount of advertising on traditional job boards, "but we find more success on our own job board," he adds.

Among the most successful new hires are those referred by existing employees, some companies say. "One of our main philosophies is to get smart and talented people. They tend to be connected," says Molly Graham, manager of human resources and recruitment at Facebook Inc. About 50% of Facebook's new hires come through referrals, she says.

Employing Algorithms

Zappos.com, an online shoe retailer with 1,300 employees, is tapping social-media sites to find more such referrals. The company last year hired Jobvite Inc., one of several firms that manage companies' career sites. Jobvite also provides software that allows Zappos employees to tap into their LinkedIn and Twitter contacts to make referrals for job openings.

The software uses a matching algorithm to sort through those contacts to find which person might be best suited for the job. Employees can then get in touch with the people who are selected and invite them to apply.

"It opens up a larger sized window to people and potential," says Rebecca Ratner, Zappos's director of human resources.

Write to Joseph De Avila at joseph.deavila@wsj.com

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ERE.net : http://www.ere.net/2009/02/10/jobvites-new-tools-may-be-game-changers-for-social-network-recruiting/

Jobvite's New Tools May Be Game-changers For Social Network Recruiting

News and Features

Jobvite's New Tools May Be Game-changers For Social Network Recruiting

by

John Zappe

Feb 10, 2009, 8:00 am ET

inShare1

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As Finnigan added, social networking and the kinds of tools that Jobvite is introducing, are the future of recruiting.

ZDNet : http://www.zdnet.com/blog/sommer/jobvite-wants-to-friend-you/321

Jobvite wants to 'friend' you

By Brian Sommer | February 10, 2009, 9:08am PST

Summary: Why referrals and social networks are bargains in today's economy HR software vendors have been innovating away lately. I've got several backed up posts I need to get out on them. The first one is on Jobvite. I spoke with Dan Finnigan, CEO of Jobvite, recently to understand what that they've been working on lately as well [...]

Why referrals and social networks are bargains in today's economy

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I spoke with Dan Finnigan, CEO of Jobvite, recently to understand what that they've been working on lately as well as to get a read on how the economy is influencing the HR space. Dan and I discussed how critical referrals are in getting positions filled with quality personnel but now, in this economy, referrals are an exceptional value as they cost almost nothing.

In a down economy, HR leaders must manage down the costs paid to job boards, recruiters, etc. while still filling (a reduced number of) job openings. Granted, HR leaders should negotiate hard with all of their service providers and hammer out

bulk discounts, improved service levels, minimal guarantees, lower costs, etc. However, all of those activities assume that HR personnel will still use the same methods and practices to fill new openings. That may not necessarily be the case as some HR leaders will want to re-think the recruiting/sourcing approach of their HR organization.

Referrals are a superior source of job candidates. Referrals come from existing employees and colleagues. Referred candidates often possess similar qualities, work ethic, skills, etc. as existing employees. The quality of these personnel is often better and the cost of acquiring them can be low if an organization can tap into the referral networks of its employees.

Jobvite does this via e-vites that are sent by employees via e-mail. But as of today, the company now supports the transmission/posting of e-vites on three massive social networks/media: LinkedIn, Facebook and Twitter. For LinkedIn, 1st degree contacts can receive (and forward on) e-vites. Applicants can even respond to an e-vite via a submission of their LinkedIn profile. On Twitter, employees can post the e-vite to selected recipients or via a broadcast mode. On Facebook, employees can post e-vites to the selected friends, the wall or via a status update.

Facebook e-vite from Jobvite

Facebook e-vite from Jobvite

The value proposition on this new group of innovations is that very low cost, highly qualified candidates can be sourced via e-vites. In a tough economy, what HR or recruiting manager wants to spend scarce budget monies on expensive advertising or sourcing services only to be inundated with a record number of

resumes/responses to pour through? In process engineering circles, this is a way to engineer quality in from the start.

Bersin & Associates : http://www.bersin.com/blog/post/The-Power-of-Referrals-Next-Generation-Recruitment.aspx

The Power of Referrals: Next Generation Recruitment

Thursday, March 12, 2009

Social networking has exploded in the world of recruiting…in a big way. We can't seem to hear enough about this topic. As companies look to make smarter decision regarding tools and technology, where does social networking fit into our current recruitment strategy? At the forefront of this debate is the ever popular…"Can my ATS do that?" While companies are seeking new ways to source and recruit, integrating social networking with an ATS is becoming a key differentiator for traditional solution providers. Sounds simple enough but while the majority of these providers have been grappling with social networking for the past few years, some companies seem to think Jobvite has taken eRecruiting to the next level.

What's the buzz?

Jobvite is an emerging player in the talent acquisition space, using a Web 2.0 platform that fully integrates with LinkedIn, Facebook and Twitter. I sat in on a demo with Jobvite and was impressed with the ease of use and job matching capabilities. Its integration with Outlook makes it easily accessible to anyone in the organization. Is Jobvite the latest and greatest in talent acquisition? It is too early to tell but it clearly joins the ranks of companies such as Jobfox and MyPerfectGig by bringing innovation to an industry that has been static for several years.

Jobvite is different from traditional tools because it goes beyond posting jobs and focuses on building a talent network. It does this through a social recruitment engine that involves every employee in the recruitment process. It sends “jobvites”, invitations, to contacts either through email or sharing options (LinkedIn, Facebook, and Twitter) to everyone in their network.

With many eRecruiting solutions available, why would a company consider Jobvite?

• Employee Referrals. In today’s economy, more and more companies are relying on the power of employee referrals. Long viewed as the most effective way to attract quality hires, referrals enable companies to decrease turnover, reduce costs, and improve productivity. Companies such as SupportSoft, Mattson Technology and Zappos.com are using Jobvite’s matching technology to recommend jobs to the appropriate people in their employees LinkedIn, Facebook and Twitter networks.

• Recruiting Generation Y. Social networking is critical component of any recruitment strategy targeting a younger generation. Generation Y is looking for interactivity and a level of input- two characteristics of social media. nGenera, a Jobvite customer, was able to attract 70% of its new hires last year using social networking sites.

• SMB market. Smaller companies struggle with finding the right tools to identify quality talent. Jobvite optimizes social networking sites and email contacts in an affordable and easy to implement solution.

• Employer Branding. Tivo, the home entertainment company places a heavy focus on both social media and employer branding in its recruitment efforts. Jobvite offers an innovative solution that extends their social reach and maintains Tivo’s company brand on their career site and all communication via jobvites.

Despite today’s economy, Jobvite was able to grow its customer base in the last 9 months by 85%. If this isn’t a clear indicator of the power of social networking, I’m not sure what is. Social

networking is here to stay. It allows recruiters to take a proactive approach to attracting and identifying top talent and helps them build an extended talent pipeline. Will Jobvite thrive in today's competitive recruiting landscape? Only time will tell but they are certainly worth checking out…

ERE.net : http://www.ere.net/2009/03/26/whats-hot/

What's Hot

by
Kevin Wheeler
Mar 26, 2009, 5:52 am ET
inShare

I am always looking for trends, new ways of doing things, or emerging practices that are changing, or at least influencing, the way we attract, source, assess, and recruit talent.

Some of them will most likely slip into history with little impact, but others will become the new way we do things.

Twitter is a recent example of an application that seemed of little practical use to recruiting until hundreds of people began to apply their creativity and developed interesting and useful ways to use Twitter for recruiting. It is being used by many organizations to announce new jobs to those potential candidates who follow them. It is used to help the recently unemployed stay connected and aware of open positions. It is used to communicate with a select group of prospective candidates or to students on a campus.

Here are three trends that I see as potentially significant. Please leave a comment letting us know what you are seeing, and what other tools, applications, or practices you think are emerging.
Simplicity in Sourcing

The first of the emerging trends is a turn to simpler and more basic ways to find talent. With a rise in applicants, many organizations are finding it less necessary to deploy search specialists or engage in complex sourcing strategies. They can focus, instead, on building their employment brand, often by using Facebook or some other social networking tool. They are also screening existing candidates better and are more focused on building a talent pool or community that can be tapped into as needed. In addition, many are tapping their own workforce for internal redeployment and for referrals.

All of this has reduced the need for in-depth Internet search and it has also lowered the need to post to job boards. In organizations with proactive recruiting teams, internal placements may reach as high as 15% while over 30% may come from referrals. With another 20% being sourced by third-party recruiters for reasons of confidentially or because the particular job is very specialized, only a small percentage needs to be sourced in other ways. A good social network page linked to an interactive career site can probably close much of that gap, leaving a tiny fraction to Internet search or job boards.

As I wrote in my article last week, a comprehensive talent strategy combined with internal development can reduce recruiting requirements significantly. I see this as a continued and growing trend, which ultimately means organizations will employ fewer recruiters but highly skilled in networking, relationship building, and who deeply understand the business.
Social Networks

We are seeing the power of social networking in recruiting growing faster than any other segment. Candidates are able to substitute their social networking profile for a resume at some organizations. Jobvite, an emerging applicant tracking tool listed by Gartner as one of its “Cool Vendors for Human Capital Software 2009,” allows candidates to link to their LinkedIn profiles. No need for a resume or to fill out anything. Jobvite also provides an organization a button to place on their career site that lets prospective candidates see the people in their network who already work at that organization. This provides candidates with ready-made connections into the organization as well as a source of information.

Social networks will become the ultimate sourcing and screening tools. Recruiters and particularly hiring managers will be able to see a more 3-D version of a

person and get a much better sense of their past accomplishments and capabilities. But there are negatives, and many recruiters are concerned about candidate privacy and discrimination. The truth is, discrimination can and does occur in face-to-face conversations, in interviews, and even over the phone because of accents and the way people phrase things. Every new technology and application has to pass through a maturity curve, which is happening rapidly for social networks. Laws will change and policies will adapt to accommodate them.

I think that over time candidates will find that they are better treated and more completely able to present themselves than they can today. I think that as social networking matures, candidates will find themselves moving from a generic social network like Facebook to more specific ones aimed at an industry segment or a profession, and then perhaps to organizational-specific ones. We will have to wait a while to see what model eventually takes shape, but the roots are growing and resumes, traditional profiles, and static career sites will fade away.
Internal Redeployment

Smart organizations prevent the needless loss of talent by developing barrier-free internal transfer polices, by shifting talent and skills as jobs change, and by operating development and coaching programs to help employees successfully bridge skill and experience gaps.

They are also beginning to practice sustainable talent management — sizing the workforce for sustainability through good and bad times — and filling peak needs with temporary and contract staff. But sustainability is not just about numbers; it is also about having the right skills spread across all employees. This means development is continuous, internal movement common and often, and that a goal is for every employee to be able to function well in three or four different positions.

The natural result of this will be more focus on employee development, the rise of learning portals with relevant information and on-line training classes; the capturing of the knowledge of experienced employees on videos (using storytelling, talking about how projects were completed and barriers overcome, and by sharing technical knowledge that might be useful to those who follow); and connections to coaches and experts willing to answer questions or provide skill training.

We will see that more and more people will stay with a single employer for longer periods of time, as they find it easy to get refreshed and retrained.

IT Business Net :
http://business.itbusinessnet.com/articles/viewarticle.jsp?id=693557

Jobvite Named "Cool Vendor" by Leading Analyst Firm

March 23, 2009 --

SAN FRANCISCO, CA -- (Marketwire) -- 03/23/09 -- Jobvite, creator of next-generation recruitment solutions, has been included as one of Gartner's Cool Vendors for Human Capital Software, 2009(1) in the report authored by analysts James Holincheck and Thomas Otter, published March 11, 2009.

Jobvite was one of five companies listed in the Gartner report, which highlights innovators that Gartner says, "put a new spin on talent management, while, in many cases, lowering costs." According to the Gartner report, "There are many well-known human capital management (HCM) software vendors, but there are new, interesting vendors emerging all the time." This year's report notes that social software is significantly impacting recruitment processes and Gartner recommends that "[Companies] include social software integration as part of a recruitment application portfolio."

Jobvite is the only recruitment application built to involve all employees in the hiring process and leverage their social networks to find quality candidates. Companies use the Software-as-a-Service (SaaS) application to reduce recruitment spend and increase the impact of existing resources. Jobvite recently delivered new matching technology and comprehensive integration with social networks including Facebook, LinkedIn and Twitter.

"Jobvite has grown rapidly in a tough economy because our approach delivers more value than ever at a time when companies must decrease recruiting expense when hiring great talent," said Dan Finnigan, President and Chief Executive Officer of Jobvite. "Our new technology matches jobs to profiles in leading social networks, making it effortless for any employee to share job opportunities with relevant connections. I'm honored that Gartner has recognized us in the Cool Vendor report and I believe this is based on the innovative quality of our Silicon Valley-based team and our value proposition."

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Jobvite

Jobvite is used by companies to manage all aspects of hiring in an easy to use Web 2.0 platform. Jobvite is the only eRecruitment application that powers word-of-mouth marketing for jobs. Jobvite engages people to send targeted job invitations to contacts in their social networks and helps companies make high quality hires at lower cost. Customers of the Software-as-a-Service application include leading edge companies like Advent, Infinera, SupportSoft, TiVo and Zappos.com. For more information, visit http://www.jobvite.com

(1) Gartner "Cool Vendors for Human Capital Software, 2009" by James Holincheck and Thomas Otter, March 11, 2009.

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ZDNet : http://www.zdnet.com/blog/feeds/survey-shows-influx-of-companies-using-social-networks-for-recruiting/1197

Survey shows influx of companies using social networks for recruiting

By Jennifer Leggio | May 20, 2009, 10:55am PDT

Summary: Jobvite, a recruitment solutions provider, today issued the results of its second annual Social Recruitment Survey. The data shows that employers are more and more extensively recruiting on social networks, such as Facebook and Twitter. It also shows that the companies appear more satisfied with these types of recruits versus the ones they find solely [...]

Jobvite, a recruitment solutions provider, today issued the results of its second annual Social Recruitment Survey. The data shows that employers are more and more extensively recruiting on social networks, such as Facebook and Twitter. It also shows that the companies appear more satisfied with these types of recruits versus the ones they find solely from job boards.

According ot the survey, due to these satisfaction levels companies are likely to invest more in these type of candidate sources in 2009, trimming down their spend with job boards and even search firms. Here are some more data points:

76 percent of companies surveyed plan to invest more in employee referrals
72 percent plan to invest more in recruiting through social networks
80 percent of companies are planning to use social networks to find or attract candidates
LinkedIn use grew from 80 percent in 2008 to 95 percent in 2008
Facebook use grew from 36 percent in 2008 to 59 percent in 2009
Twitter ranked third at 42 percent

According to Jobvite, however, employee referrals and internal transfers are the most highly rated sources in terms of quality of candidates generated, however, employee involvement in referrals is still low.

More from the survey:

Additionally, recruitment and human resource professionals are using a variety of online sites to research candidates: LinkedIn (76 percent), search engines (67 percent), Facebook (44 percent) and Twitter (21 percent). Respondents reported that 24% of candidates disclose their social networking presence when applying for a job.

It appears based on Jobvite's data that while cost savings of using social networks versus job boards and the like are a driver for this move, quality is a larger consideration. But are companies sacrificing a more human element by relying on social networks?

"It is my belief that recruiting is a dying profession in its current form. As the use of social media becomes ubiquitous, there will no longer be a need," said Jennifer Wojcik, CEO of YouGuru LLC. "I often consult with my smaller clients on how to engage with candidates via these channels."

Wojcik also says that she herself leverages social networks to find candidates and there's rarely a need to pay for a job search board these days.

"Social media enables me to build that initial network and make connections thousands of times faster than picking up a phone book and a phone calling into my client's competitors," she said. "I also put calls out on Twitter when I have a position to fill…this basically enables my network to identify candidates for me that I would otherwise not had access to. Facebook serves a similar purpose.

"It is a rare case that I would be forced to actually advertise a position. Generally speaking, using my methods, I can have fully screened candidates for a client within two to three days. This is weeks faster than other agencies who use no social media and choose to advertise only."

New York Times : http://www.nytimes.com/2009/05/31/jobs/31recruit.html

Finding New Employees, via Social Networks

Alan Kennedy, left, with a fellow worker at Hubspot, Jim Teeters. Mr. Kennedy found his latest job through a social networking e-mail invitation.

By JULIE WEED
Published: May 30, 2009

ALAN KENNEDY, 54, had never used social networking sites until he was laid off from his job as an engineer last November. Then he did what many job seekers are now advised to do: he set up profiles on Facebook and LinkedIn.

In March, after several depressing months of searching, Mr. Kennedy received a "Jobvite," an e-mail invitation to apply for a job. The invitation came from a former co-worker who had gone to work for Hubspot, a company based in Cambridge, Mass., that sells Web-based marketing software. Hubspot had open positions and was offering bonuses to its employees to help fill them.

Mr. Kennedy's former co-worker, Brian Karbel, used a software tool to search the profile information of his Facebook friends and LinkedIn contacts. He flagged Mr. Kennedy as a possible match to a job listing. Mr. Kennedy, who lives in the Boston area, responded to the invitation, scheduled an interview and, within a week, was working as a support engineer there. "I landed a job I might never have even heard of otherwise," he said.

Until recently, Facebook might have been more likely to be viewed as a barrier to getting a job. Cautionary tales circulate of job offers rescinded after an employer discovered unseemly content on an applicant's Facebook page. Social network users have been advised to sanitize their personal pages when job hunting, lest potential employers spot an inappropriate photo or comment.

But now more personal pages, profiles and social networks are serving as fodder for companies looking to fill jobs. To mine its employees' social networking

contacts for potential hires, a business can pay for services from companies like Appirio or Jobvite, whose service Mr. Kennedy used. Both are based in the San Francisco area.

A hiring company that uses Appirio's product asks its employees to add an application to their Facebook pages. The tool will notify the employees when new jobs open and which of their friends might be a good fit.

"Appirio's matching engine comes up with a list of friends whose job titles, geographic location and other keywords match their company's available positions, and the employee can send them a referral in Facebook," said Ryan Nichols, Appirio's vice president for product management. The matching engine has access to the same information that a Facebook friend does.

A friend who gets a referral can apply for the job if interested. If that person is hired, the company can use Appirio's service to track which employee found the match and offer a referral bonus.

To address privacy concerns, the list of possible candidates is available only to the friend/employee and not to the hiring company or software provider. "People's Facebook friends don't want their personal information going to any companies they haven't specifically authorized," Mr. Nichols said, "so to protect their privacy, the candidate list isn't sent back to the hiring company or reused in any way."

Jobvite offers a similar service with a wider range. While the Appirio software can currently search Facebook contacts, the Jobvite tool can search Facebook, LinkedIn and Twitter contacts. "And anyone who receives a Jobvite can search their own networks and pass it along again," said Dan Finnigan, the chief executive of Jobvite.

"Employees have always referred friends for jobs," he said, "Our technology just does the matching for them."

Recipients who are hired can be tracked to the original sender for a referral bonus, even if the Jobvite has been passed from one mailbox to another up to six times.

Total Attorneys, in Chicago, started using Jobvite when the recruiting tool was introduced in March. Total Attorneys provides law firms with marketing services and with administrative tasks like preparing bankruptcy petitions.

Ed Scanlan, the chief executive of Total Attorneys, said: “Friends of our employees are more likely to have the same characteristics our employees do — hard-working, smart — so they’ve gone through a natural filter,” he said.

In a six-week period this spring, Total Attorneys hired 21 new employees. Eleven came from employee referrals, and of those, four came through Jobvite’s social networking search, he said.

GLADYS STONE, a corporate recruiter in San Francisco, says it’s smart for employers to tap into employees’ social networks. This accelerates the personal referral process and widens the field, as many social network users have hundreds of friends or contacts in their networks, she said.

And while some may be disconcerted that software from an unknown company is searching their profiles, Ms. Stone says that most know that information on the Web can be used in ways that people don’t expect, and that LinkedIn, in particular, is built to make professional information available.

Mr. Scanlan said that recruiting through his employees’ social networks was a natural progression from using Craigslist and job Web sites over the past few years. He hopes to make this grass-roots type of recruiting part of his company’s culture. “This is beyond the H.R. department,” he said. “All employees should be talent recruiters.”

And Mr. Nichols said that in an environment of high unemployment, friends want to help one another find jobs.

While Ms. Stone sees the value in the new tools, she also advises job seekers to take matters into their own hands.

“Use your social networking sites to reach out and tell everyone you know what kind of job you’re looking for,” she said. “You can’t always wait to receive an invitation.”

ERE.net : http://www.ere.net/2009/06/12/recruiters-amping-up-interest-in-social-media/

Recruiters Amping Up Interest In Social Media

by
John Zappe
Jun 12, 2009, 4:34 pm ET
inShare

ERE's first Social Recruiting Summit gets underway Monday, appropriately enough, at Google world headquarters in the heart of Silicon Valley. That it's a sold-out conference should be no surprise, considering the virtual stampede of recruiters to social media.

Surveys in just the last month from Jobvite, Arbita, LinkedIn and others show the fascination recruiters have with social media. The Jobvite report found 72 percent of the surveyed recruiters will invest more in social networks this year. Contrast that with the 26 percent who expect to spend more on job boards.

The Arbita survey, coming at the question from a somewhat different angle, says 73 percent expect to spend the same or less on search engine marketing and social media; 93 percent of the respondents to that survey say they'll spend the same or less on job boards.

Both show a legion of recruiters experimenting with social media. Referrals are still the recruiting gold standard, but the survey evidences an excitement with the potential that social networks hold, even if recruiters are still unsure how best to use them and how effective they will be in the long run.

For instance, Arbita found half the surveyed companies have no effective strategy for finding candidates on networks such as LinkedIn and Facebook. The company asked about strategies for sourcing candidates through their blogs and 85 percent said they have nothing effective.

No wonder the Social Recruiting Summit filled up. No wonder that so many recruiters stepped up to lead “Unconference” discussions, not only on tactics, but on how social media recruiting is likely to evolve over the next few years and how it fits into the overall corporate recruiting portfolio.

The picture that emerges from the pre-conference discussions on ERE and Twitter, and from the Arbita and Jobvite reports, is one of recruiter anticipation that pretty clearly says, “We’re not sure where there this train is heading, but we’re getting on.”

The Arbita survey has recruiters admitting that while metrics to support their marketing decisions are important, 62 percent aren’t happy with the quality of the data. Remarkably, 39 percent of the respondents don’t even see metrics and analytics as an important part of recruitment strategy.

That startling result lead Don Ramer, founder and CEO of Arbita, to rail in the report that, “Two generations after the invention of the relational database –- of Lotus –- we have 39 percent of the people who are responsible for staffing saying metrics and analytics are not an important part of their strategy.”

The Jobvite report at least had recruiters explaining their rationale for using social media: 77 percent use the networks to reach passive job seekers; 74 percent because of the lower cost, and; 72 percent to find candidates with hard to find skills or experience.

While Jobvite’s survey didn’t delve into strategic decision making and metrics, the respondents at least had a basis for making those judgments. Two-thirds of them had made hires through an online social network.

It may be foolish to dismiss the role of metrics and analytics in deciding where to focus your recruiting effort. But jumping on to the social media train is hardly foolish, even if the analytics aren’t there, yet, to be able to say with certainy whether the phenomenon will deliver the sort of results we want.

Peter Weddle, the well known recruiting publisher and consultant, has a contrarian view of the social media landrush. He blogged a few weeks ago that,

“There is a great SCAM being perpetrated in the recruiting profession today. Call it “social capabilities ahead of the market.”

Facebook, LinkedIn, Twitter, he wrote, aren’t ready for prime time: “These sites may be effective recruiting tools in 2014, but today they aren’t even close. To put it another way, they are social capabilities that are way ahead of the market, if the market you’re after is the one for talent.”

His evidence, though arguable as to its meaning, is worth considering. The short version of it is that people, especially the millenials, those denizens of social media, still look for jobs on job boards. And well they should. To twist a phrase from bank robber Willy Sutton, job boards are where the jobs are.

Social media, however, is where the world is. The only reason to post a resume on Monster is to find a job. Posting to LinkedIn or building a Facebook page or Tweeting is done by millions for purely social and business reasons, only some of which is directly motivated by job hunting.

Neither the Arbita nor Jobvite survey presages the imminent demise of the job board. Crystal ball gazers have been predicting that for years and they’re all still here and more seem to be coming every day.

Instead, what the surveys suggest and the interest in the Social Recruiting Summit reflects is that social media is becoming a part of recruiting’s toolbox, even if we aren’t sure how it will fit into a comprehensive strategy.

BusinessWeek Online :
http://www.businessweek.com/the_thread/blogspotting/archives/2009/06/wanna_job_how_m.html

Wanna job? How many friends do you have on Facebook?

Posted by: Stephen Baker on June 19, 2009

I've been thinking and writing a lot about friends of late, but Ed Scanlan, founder of Total Attorneys, a legal outsourcing company in Chicago, gave me a new perspective. He's wondering if it makes sense to hire people with big networks of friends. Why so? They can bring in more recruits and ideas.

Scanlon employs 215 people in Chicago, and another 12 in India. Average age is 27. Many of them have more than 1,000 friends on Facebook. "Now look at the collective pool of talented people," he says. They have tens of thousands of friends (including a good number that they know and trust). And Scanlon says that hires who come through referrals tend to fit into the culture better—and to stick around. "We never had a system in place to leverage our social graph."

So Scanlon urged his employees to Jobvite, a recruiting platform tied into social networks. And last spring he offered $2,000 finders fee for those who brought in new hires. They've brought in about eight so far, he says.

This leads him to this question: "If we hire someone with 220 LinkedIn contacts, is that person as valuable as someone with 5,000? At some point, employers will start to value the strength power and reach of your social network."

In case you're wondering, Total Attorneys, with sales of $24 million last year, has about 23 jobs open.

CNBC.com : http://www.cnbc.com/id/31924270

Published: Wednesday, 15 Jul 2009 | 2:18 PM ET
Text Size
By: Caroline Ceniza Levine

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Woman using a computer

In one of my recent CNBC columns I advised jobseekers about managing social networking overwhelm .

Recently, I spoke with several employers representing a range of different companies about how they use social media in their recruiting:

Use of social media is a signal of quality. Yianni Garcia, Marketing Specialist for GradeGuru.com, part of McGraw Hill Education, looks at LinkedIn, Indeed, Facebook, and Twitter, when he recruits for his open positions. While he also

utilizes traditional, offline sources, his work in the interactive space means that he wants to find people already conversant in the space.

For Garcia (and other employers I spoke to), finding people on social media is not just a recruiting tool but a way to screen for skills. PS. Garcia also notes that since he has optimized his own LinkedIn profile, he has gotten a lot more networking and speaking invitations, so he has seen the benefit of social media on both sides.
Social media gives proactive jobseekers an edge.

Chris Fiorillo, VP of Web and Internet Strategy for Adecco Group North America, estimates that more than half of Adecco applicants find them via social media, including Facebook and Twitter. Building an online community is a priority for Adecco Group, and even the CEO tweets several times per day. (Jobseekers, if you can get into your target employer's conversation, you can separate yourself as an applicant!)

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But social media does not replace offline tactics. Most everyone I spoke to acknowledged that social media was just one part of their recruiting strategy. Matt Smith, Student and Business Finder of Responsible Outgoing College Students (a.k.a. ROCS) goes as far as saying that nothing beats old-fashioned, live communication (and he's a Generation Y!). Smith acknowledges that blogs, websites, and online networks help jobseekers distinguish themselves, but he estimates that the vast majority of their hires come from traditional networking.

Links To Vault.com
Vault Companies
Vault Surveys
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Vault Career Opportunities

In Jobvite's recent Social Recruitment Survey, results showed that nearly half (43%) of jobs are not listed on job boards and that a high majority of companies (72%) indicated they were increasing investment in recruiting via social networks. Jobseekers need to embrace this new reality. Use social media to differentiate yourself and send your signal of quality. Be proactive, and use social media to identify more job opportunities and expand your networking contacts.

Unlikely Destination For The Successful Job Searcher

Caroline Ceniza-Levine is co-founder of SixFigureStart a career coaching firm for Gen Y professionals. Formerly in corporate recruiting and retained search, Caroline has recruited for Accenture, Booz Allen, Citibank, Disney ABC, Oliver Wyman, Pfizer, and Time Inc. She currently writes career columns for Portfolio.com and Vault.com and teaches Professional Development at Columbia University School of International and Public Affairs.

Comments? Send them to executivecareers@cnbc.com

Wall Street Journal :
http://online.wsj.com/article/SB10001424052970203872404574260032327828514.html

Beyond Job Boards: Targeting the Source

JULY 16, 2009, 11:33 A.M. ET

By JOSEPH DE AVILA

For many Americans looking for work, the first stop is an online job board. Now job seekers are finding that prospective employers increasingly are looking elsewhere to find new hires—the companies' own Web sites.

To draw more applicants to their sites, companies such as software makers Intuit Inc. and Adobe Systems Inc. are revamping their online career pages, including making them more interactive by adding videos and employee profiles. Companies also are trying to reach job seekers through social media sites such as LinkedIn, Facebook and Twitter. Sodexo Inc., which provides food services to institutions, offers online "widgets" at its Web site, which send alerts to job hunters' computer screens when the company has new openings.

Companies say they are scaling back advertising on online job boards, which saves them money. By focusing more on their own career pages, companies also reduce the number of applications they need to sift through. And, they say, people applying through a prospective employer's own Web site are on average better-qualified than applicants coming through job boards.

New Approaches

As companies increasingly seek new hires through their own Web sites, job hunters should consider new strategies.

- Broaden job searches by using multiple tools.
- Research companies that meet your requirements for a desirable employer.
- Make use of social-media sites to network with existing employees.
- Apply directly to a company's Web site, not through an online job board.

The developments mean job seekers may have to change tactics. Craig Halfman, a chef in Lynchburg, Va., began looking for a job seven months ago after being laid off from a previous position. He set up profiles on about seven online job boards and created a personal Web site to publicize his accomplishments and resume. "A lot of the [job boards] gave me stuff that had

nothing to do with me," says Mr. Halfman, 37 years old. "I'd get responses for nurses and medical stuff and jobs that didn't apply to me whatsoever."

About three months ago Mr. Halfman joined a group on LinkedIn hosted by Sodexo for former, current and prospective employees. After seeing his LinkedIn profile, a Sodexo human-resource representative contacted Mr. Halfman and suggested he apply for an opening as executive chef at a university in Virginia. He applied through Sodexo's Web site and was hired last month.

Human-resource experts say job hunters shouldn't give up on job boards, but should use every tool available to them. That includes making a list of companies that meet their requirements for a desirable employer and researching the companies to understand their business. "You should really tailor and target your cover letter and resume to the needs of the company," says Mark Stelzner, a principal at management consultant Inflexion Advisors LLC.

Networking Online

He adds that many successful job seekers are finding luck by first networking with employees at the company via social media like LinkedIn and applying directly with the company instead of through the job boards.

For people wanting to check out companies and industries, www.hoovers.com/free, offers a good starting place to do basic research. It has information like company overviews and the names of major competitors. Another site, google.com/Top/Business, has a large directory of businesses organized by industry.

Despite the recession, many companies continue to hire new employees, at least to replace departing staff. Sodexo, for instance, which has 350,000 employees world-wide, says it expects to fill about 5,000 management and professional jobs in North America this year.

Flood of Applications

As unemployment soars, applicants are flooding traditional online job boards like Monster.com, Careerbuilder and Yahoo's HotJobs. In May, 22.9 million unique visitors searched for work on job boards, according to comScore Media Metrix. That's up 37% from a year earlier. Company career sites also are seeing greater traffic. Adobe says applications are up 30% since it revamped its career page about four months ago. Intuit says online job applications also have increased.

That makes it harder for companies to screen the best applicants. Companies are asking, "now that we are overwhelmed with talent, how do we attract the right talent?" says Mr. Stelzner, the consultant.

Sodexo this year added a page to its career site called Network With Us that links to the company's Twitter and YouTube pages and to its LinkedIn groups to interact with potential job applicants. The page has helped build a database of 137,000 people who have shown interest in working at Sodexo, the company says.

"Our strategy has been to build this targeted talent pool and to reduce our reliance on job boards and advertising," says Arie Ball, vice president of talent acquisition at Sodexo. She says cutting advertising at job boards, and seeking out applicants directly, saves the company hundreds of thousands of dollars a year and has improved the efficiency of the job-hiring process. The company says its career site had about 161,000 page views in May, more than twice as many as when it revamped the site about a year earlier.

For many companies, beefing up their online career pages is part of a larger strategy to boost brand awareness to compete for the best employees.

Intuit last month launched a new interactive portion of its career site where visitors can see a short virtual representation of what the Intuit offices are like along with pop-up videos and photos.

"Part of it is letting people know who we are as a company," says Melissa Rutledge, an employment-branding manager at Intuit. "We are getting away from the job boards a little bit," she adds. "We will probably never get away from it completely, but we are moving more toward viral advertising."

Adobe also launched a new career site, which features a professionally produced video chronicling a day in the life of several Adobe employees. One shows a designer in San Francisco beginning his day surfing in the ocean at 6 a.m. and then follows him through his work day.

Selling the Culture

In a competitive job market, "all things being equal, our key differentiator is the culture and our core values," says Jeff Vijungco, senior director of talent acquisition. Adobe does only a small amount of advertising on traditional job boards, "but we find more success on our own job board," he adds.

Among the most successful new hires are those referred by existing employees, some companies say. "One of our main philosophies is to get smart and talented people. They tend to be connected," says Molly Graham, manager of human resources and recruitment at Facebook Inc. About 50% of Facebook's new hires come through referrals, she says.

Employing Algorithms

Zappos.com, an online shoe retailer with 1,300 employees, is tapping social-media sites to find more such referrals. The company last year hired Jobvite Inc., one of several firms that manage companies' career sites. Jobvite also provides software that allows Zappos employees to tap into their LinkedIn and Twitter contacts to make referrals for job openings.

The software uses a matching algorithm to sort through those contacts to find which person might be best suited for the job. Employees can then get in touch with the people who are selected and invite them to apply.

“It opens up a larger sized window to people and potential,” says Rebecca Ratner, Zappos’s director of human resources.

Write to Joseph De Avila at joseph.deavila@wsj.com

ERE.net : http://www.ere.net/2009/07/28/app-can-make-facebook-recruiter-friendly/

App Can Make Facebook Recruiter Friendly

by
John Zappe
Jul 28, 2009, 7:40 pm ET
inShare1

Facebook's 250 million members would be a recruiter's gold mine except for one thing: there's a bouncer at every entrance and there are 250 million entrances.

The analogy doesn't hold up perfectly because friend collecting is a Facebook pastime, and if you ask around you can almost always find someone to let you into any network. But it's still not recruiter friendly. Unlike LinkedIn, where the search tools were designed with recruiters in mind, Facebook's tools seem intended to discourage sourcing.

Yet those millions of Facebook members are too tempting a target to resist. Since the beginning of the year Appirio and Jobvite have both come up with applications that connect HR tech systems of their own or their partners with Facebook. Both however, are intended for corporate recruiters using either Salesforce or Jobvite's recruitment system. Both focus on referrals.

InSide Job is different. It's a Facebook application that individual users choose to deploy, making them searchable and findable to other InSide Job users.

The idea came to Lorne Epstein, a career recruiter, as he tried to get contacts out of LinkedIn for free.

Says Epstein, "They charge $10 for an email (there are corporate accounts, but he's talking about an individual search) and there's 40 million profiles. Facebook has 250 million and it's only getting bigger."

So Epstein, author of You're Hired! Interview Skills to Get the Job, came up with a simple way to connect recruiters with Facebook users, and job seekers with the people who might be able to help them get a job.

It's called InSide Job and it's an application that allows its users to search other InSide Job users.

The process is straightforward enough. You must choose to use InSide Job and allow it to import resume information from your Facebook page or enter it manually. Then sit back and wait for a recruiter to contact you or search for people in the InSide Job network who might be helpful in your job search.

Coincidentally, Epstein pulled together the people to develop InSide Job from his own personal network.

Epstein freely acknowledges that the challenge for Inside Job is adoption. In order for it to be a moneymaker for Arlington Soho, the company he set up to manage and market the application, he

figures the user volume would have to be around 100,000 or more. Considering there are hundreds of available applications, growing the 5,000 current users is no mean feat.

Musical Chairs – InSide Job from Lorne Epstein on Vimeo.

Flashmob marketing with musical chairs in Washington's Dupont Circle can't hurt, but the competition for attention is keen, and Jobvite and Appirio have a head start.

Still, InSide Job is further evidence that recession or not, there's intense interest in leveraging the social media.

Fast Company : http://www.fastcompany.com/blog/lydia-dishman/all-your-business/will-tweet-work

Will Tweet for Work

*BY Lydia Dishman*Tue Aug 11, 2009

If you are one of the 14.5 million Americans, who are unemployed and looking for work, you've surely heard, "It's not what you know, it's who you know." Hopefully, diligent networking has you handing out business cards and resumes faster than a Las Vegas card dealer in hopes of connecting with your next paycheck.

But thanks to social media--especially Twitter--it is possible to widen that circle of "who you know" with virtual handshakes in the form of a few choice tweets.

"I've seen more people mining Twitter as a powerful tool to build a career plan B," explains Jonathan Fields, author of *The Career Renegade*. He says Twitter allows job seekers to search by area of interest then join conversations in real time to develop relationships.

"Twitter often provides direct access to influencers, thought leaders, and hiring execs that's hard to get in the "real" world. You can follow them and then demonstrate your value through conversation," says Fields, "The challenges are simply knowing this option exists and then knowing and respecting the largely unwritten rules of social media when engaging with new people."

That said, learning Twitter etiquette may be a better proposition than going through job boards. A comScore study revealed that more than 65 million Americans visited them in June, 10% more than a year ago.

Still not sure about tweeting for work? Consider this:

80% of companies plan to use social networking to find and attract candidates this year, according to a study published by Jobvite recently. Though LinkedIn, with its resume-like format, emerged as the leading social media used for recruiting purposes, Twitter came in third with a whopping 42% of recruiters tapping it for potential candidates.

The targeted networking potential of services such as Jobvite Inc., TweetMyJobs.com and others that operate through social media, only serves to make looking for work through Twitter more attractive.

Don't worry about the enormous reach of social media producing a flood of applicants as, say CareerBuilder. Jobvite's CEO, Dan Finnigan emphasizes the value of his company's service in making networking more targeted. "On Twitter, people will pay the most attention to what those

they follow tweet. Only people with an interest in the industry or company generally re-tweet Jobvites, so the broadcast of information is focused. There's an element of self-selection in the activity," he says.

Finnigan points out that Jobvite is the only recruitment application that has industry-first integration with Facebook, LinkedIn, and Twitter. "Jobvite empowers all employees to make referrals--the highest--quality, lowest-cost source of hires. Matching technology helps target the Jobvite to the right talent," he says. Launched in 2006, Jobvite's platform has served TiVo, Mozilla, Digg, and the very Twitter-friendly Zappos.com among others.

Though TweetMyJobs has only been in operation since March 2009, taking advantage of the speed of Twitter has brought the company tremendous growth in just a few months. "We have built close to 6,000 vertical job channels on Twitter, which greatly reduces the "noise" for jobseekers. To be able to instantly get job openings in the hands of job seekers not only makes the process more efficient, but may make the difference between getting a job, or not," says Gary Zukowski, TweetMyJobs founder. He's referring to their service which sends text messages to cellphones as soon as jobs are posted.

"We also allow job seekers to upload their Public Profile, and tweet their resume, which instantly reaches recruiters and hiring managers," notes Zukowski. That is helpful, because many people find it a challenge to stick to the 140 character tweet limit.

A Twitter bio with relevant key words can carry a lot of weight, says Finnigan, stressing the importance of linking to a personal blog, Web site or LinkedIn profile. "Most importantly, the Tweets themselves provide a picture of someone's interests and insights," and their potential value to an employer, he says.

Twtjobs, however, does require posting a 140 character resume or job descriptions on a simple 10 field screen that is then posted on Twitter. Felipe Coimbra, founder of Twtapps, who developed Twtjobs agrees with Finnegan, "The idea behind the 140-character resume is to give a summary about what they're looking for (either in a candidate or job). The Twitter resume will link back to their feed and other social media sites and LinkedIn resume, which will tell much more."

Employers pay to use the Jobvite and TweetMyJobs services, but there is no charge for job seekers. Twtjobs is not fee-based for either party.

The important thing to remember, says Zukowski, is that Facebook, Linkedin, Twitter, and Myspace all have a role in recruiting. "Using any of them should be considered an augmentation of your current recruiting practices, not a replacement, and using all of them effectively will give you many tools to increase your productivity."

ABC7 (KGO) :
http://abclocal.go.com/kgo/story?section=news/technology&id=6961101

Social networking sites used in job recruiting

 Wednesday, August 12, 2009
Eric Thomas
More: Bio, E-mail, Facebook, Twitter, News Team

SAN FRANCISCO (KGO) -- Social networking sites are used to invite people to parties, weddings and christenings, but how about using a social networking site to offer an invitation to apply for a job? A San Francisco firm is one of the leaders in the growing field of using sites like LinkedIn, Facebook, and Twitter as a recruiting tool.

MOST POPULAR: Video, stories and more
SIGN-UP: Get breaking news sent to you

Barak Ben-Gal found his job as a vice president at Redwood City-based Support.com through a friend -- as people have for centuries. But, there was a digital age twist to his job search.

"I was able to find Support.com because of Shelly, who was my mentor at Yahoo. But, when it came down to actually filling out the application, I went through and used the Jobvite system," said Ben-Gal.

San Francisco-based Jobvite.com has joined the traditional search for a job with the explosive growth of social networking sites like LinkedIn and Facebook to basically turn your working friends into a network of corporate recruiters.

"Study after study shows that referral hiring is the best hiring. They walk in with the right skill set, the right expectations, and they end up being happier and they cost the least," said Jobvite CEO Dan Finnigan.

Here's how it works. A company signs up with Jobvite and its workers are then encouraged to download an application to their Facebook, Twitter and LinkedIn pages. When hiring mangers post a job, the app scans profiles on the employees' social networking pages to find friends or followers who appear to be a

good fit. The employee gets an e-mail flagging the friend as a potential hire and can then forward the information along with a job application.

"The person who receives it can either respond to it and apply for the job, or then share it with someone they know," said Finnigan.

It's a potential win-win for everyone. A job seeker gets an interview, the company can choose from applicants who are already vouched for, and the employee who provided the info helps out a buddy, and at some firms, earns a bonus.

If you think this is only for entry-level positions, the hiring manager at Palo Alto-based People Search Media says think again.

"In fact most of our hiring has been through Jobvite and using social networks including two of our executives on our team. So, contrary to what people might think, it's not just people fresh out of school who are using social networks, even experienced professionals are using them as well," said People Search Media's Lisa Kolenda.

And after using Jobvite to find his position, Barak Ben-Gal now uses it to hire others.

"Because I know the company, because I have a vested interest in the success of the company, because I know the role and know who it's going to be reporting to, I can sort of hand-select specific people from my own networks that I think are appropriate," said Ben-Gal.

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Bill Ives : http://www.theappgap.com/jobvite-integrates-social-media-and-erecruitment.html

Jobvite Integrates Social Media and eRecruitment


by **Bill Ives**

August 21, 2009 at 3:28 am · Filed under Web 2.0

Jobvite is an eRecruitment platform that integrates with Twitter, LinkedIn and Facebook. I think it is making some transformational moves in the area of social media recruitment. I recently spoke with Jobvite CEO, Dan Finnigan. He joined Jobvite a year ago after serving as CEO of several other firms in the online recruitment space. At Yahoo! Hotjobs and before that, Career Builder, he helped establish online job boards. However, while at Hotjobs, Dan said that he came to believe that job boards would eventually struggle to compete with recruiting through social networks and on-line targeting of passive job seekers.

Dan said this transformation has already started. According to their recent survey of over 400 recruiters, 80 percent of companies use or are planning to use social networking to find and attract candidates this year. Dan said that many companies that are leading edge players in social media such Digg, Zappos.com, TiVo, and Mozilla are using the Jobvite platform for recruiting.

Jobvite is a SaaS offering used by companies to manage their entire recruiting process and support their word-of-mouth job marketing. Jobvite covers the complete hiring process from post to hire. It supports external recruitment, applicant tracking, employee referral and internal mobility with a single clean interface. Jobvite also provides a career site, integration with social networking and custom reporting. Recruiters and employees can target job opportunities to qualified people in their networks and spread the word virally through Jobvite.

Through one of the most interesting features, employees can send personalized job invitations, or Jobvites, to contacts in LinkedIn, Facebook, Twitter, as well as Outlook and other email programs. When you send a Jobvite to contacts in your social networks, matching technology recommends the appropriate people in your network for the job.

Below you can see a pop-up window from a job posting that connects to Facebook to send a Jobvite. As you can see from the illustration, you can ask Jobvite to send it to the best match filtered by: job, title, location, or industry. You can also send it to everyone. These filters allow

you to avoid spamming some of your network and focus the invitation and referrals to those most appropriate. It automates what you might do yourself.

You can follow a similar process with LinkedIn (see below and Twitter). Dan said that they focus on the profiles in each case and they are constantly working on new ways to better filter the selection process.

Dan showed me an example of Jobvite in action at the TiVo jobs site. There is a Jobvite icon on each individual job listing that allows you to select the social media channel and send the Jobvite invitation through email and/or Facebook, LinkedIn and/or Twitter.

This social media integration takes more recruitment into the referral mode, away from the broadcast mode. Dan said that currently about 20% of all hires come through referrals but these are the highest quality. With today's economy this is likely even more pronounced. Job boards are flooded with many more applicants, often ones that are less relevant to the job. This creates a lot of wasted effort for recruiters. Referrals are more likely to bring forward people who are both skilled and less likely looking for work. I can believe this as every job I have ever gotten from watering lawns at age ten to my most recent employment has come through a referral.

Part of the transformation aspect of this comes from the enablement of anyone in the company to send a Jobvite. Companies have had employee referral programs for some time but this is the first time that I know of that social media has been harnessed to support these efforts in a formal manner. People outside the company can then become involved as Jobvites can easily get passed on. They likely become more focused as they move through the viral marketing process. The benefits could be exponential. Jobvite also tracks the progress of a Jobvite so you can see what works and who to reward.

Jobvite does not simply cover the front end to recruiting but the entire process from position creation to on-boarding. Despite the downturn, companies are still hiring, Dan said that in April 2008 4.9 million people were hired in the US. In April 2009, the number dropped to 4.2 Million. However, that is still a lot to deal with. And now most companies have reduced staffs and budgets to deal with these recruitment needs. Leveraging social media can help address these needs. Recruitment appears to be another area where the Web originally had a great impact and now social media is ready to take it to another level of effectiveness.

ERE.net : http://www.ere.net/2009/09/09/jobvite-gets-8-25-million-in-new-funding/

Jobvite Gets $8.25 Million In New Funding

by

John Zappe
Sep 9, 2009, 12:01 am ET

inShare

Jobvite Recruitment technology provider Jobvite has garnered a second round of financing, giving it $8.25 million to use for product development and to meet customer growth.

The company announced the Series B funding tonight. The round was led by ATA Ventures, whose co-founder and managing director, Hatch Graham, will join Jobvite's board of directors. In December 2007 Jobvite received $7.2 million in Series A funding from a group led by CMEA Capital.

Jobvite says it grew its client count by 300 percent in the last year and now counts Accuweather, Mozilla, TiVo, Yelp, and Zappos among its customers.

One reason for Jobvite's success is its versatility. Not only has the company built a nicely featured ATS, but it took care in the development to include the kind of networking capabilities that recruiters want. The recruiting platform allows for internal collaboration, encouraging employees to make referrals and, to the extent company culture and hiring managers allow, they can participate in the hiring process.

Making this a more active exercise is Jobvite's behind-the-scenes job matching capability. Employees can choose to connect Jobvite to their Facebook friends, LinkedIn connections, and Twitter followers. Jobvite analyzes the profiles of those connections and suggests good matches with company openingx to the employee, who can choose to send a "jobvite" invitation to their friend, follower, or 1st degree connection.

Jobvite is an on-demand system with a yearly subscription fee priced for the SMB market and designed to be less demanding of recruiter time.

"This recession is fundamentally changing recruitment, pushing companies to become more cost-effective, innovative, and strategic. Companies are looking to the technology industry to make this possible," says Dan Finnigan, president and CEO. "Our growth this year proves we're

serving a big need and delivering immediate ROI to our customers. With this new investment, the strong additions made to our team this year, and the on-going advancements in our technology, I’m looking forward to what Jobvite will do for our customers.”

PaidContent : http://paidcontent.org/article/419-jobvite-raises-8.25-million-second-round-for-social-online-recruitment-/

Jobvite Raises $8.2 Million Second Round For 'Social' Recruitment Software

By Tameka Kee

twitter @GeekyChic Sep 9, 2009 12:01 AM ET

Hiring and recruitment tech firm Jobvite has raised $8.25 million in a second round of funding. ATA Ventures led the round, with participation from previous backer CMEA Capital; the S.F.-based startup has raised over $15 million in funding since 2007. CEO Dan Finnigan said it will use the new money for tech development, among other things, to help prep for an influx of hiring as "companies gear up for the economic turnaround."

SEE ALSO: Survey: More Employers Use Facebook To Vet New Hires Than LinkedIn

Jobvite's software puts the power of social networks to work during the hiring process; companies can create job posts, set up interviews and generate offer letters, as well as automatically have specific job posts routed to their employees' social networks like LinkedIn. Employees need to give permission, of course; once they do, Jobvite's platform can automatically select contacts that may be right for a position based on predetermined criteria.

Finnigan said the goal is to reduce recruitment costs while increasing the number of "referral hires" for clients, since employee recommendations often make some of the best new additions to a team.

Companies pay a one-time activation fee, with monthly subscription rates that vary by details like the size of the company, and whether they want Jobvite to power their job/career boards. Clients include new media and tech-centric companies like TiVo, Mozilla and 23andMe; Finnigan declined to comment on the startup's revenue or headcount, but said Jobvite had seen "over 300 percent growth" in customer base year-over-year.

ERE.net : http://www.ere.net/2009/09/23/jobvite-offers-new-standalone-sourcing-tool/

Jobvite Offers New Standalone Sourcing Tool

by John Zappe Sep 23, 2009, 8:00 am ET

Jobvite is introducing what I hesitate to call a new sourcing tool, only because the term doesn't really do it justice.

Google is a sourcing tool, but while it may get the job done, how long will it take to sift through the results? Jobvite Source is more of a blend of the best attributes of ZoomInfo and Broadlook with access to the social networks as well as the entire Web.

Jobvite search comparisonLast week, during a demo, Chief Product Officer Jamie Glenn did a search for an online marketing manager and came up with the resumes of, maybe, a couple hundred possibles from all the Web's free sources. A similar search on Google turns up results in the hundreds of thousands.

The difference is Jobvite Source can compare the results to the job req, sifting out the job listings and other stuff, leaving you with resumes that match the requirements. It does the same as a well-structured query to your ATS or a resume database.

Before you say "Yeah, so," consider that what Jobvite Source does for the job req, it can do for the candidates. Once you've compiled the initial candidate list, applied whatever additional filters you want — Glenn limited the search to candidates in the San Francisco Bay Area — and are satisfied, you can toggle over to a view of the candidate and whatever background is available online about them. The compilations are not as extensive as the summaries on ZoomInfo, but they are detailed enough to let you decide whether to look more closely.

Once you've narrowed your candidate list, you can import them into your ATS or create a campaign right in Jobvite Source. Either way, you send them a Jobvite, inviting them to apply and letting them

know you're interested. Likewise, any employee can use Jobvite Source to send a personal invitation to friends and connections in their social networks that the technology has matched to the job description.

The candidate contact is the very essence of Jobvite. Says Dan Finnigan, Jobvite CEO, "The Jobvite is the way to engage the candidate."

Earlier this yJobvite social profileear, Jobvite introduced an application allowing it to access the LinkedIn and Facebook connections of a company's willing employees. It searches out contacts who best fit the job requirements and suggests to whom a Jobvite ought to be sent. To use it, you had to take the whole Jobvite package. Jobvite Source is a standalone application that works with any ATS.

With so many companies moving toward integrated products, Finnigan explained that Jobvite choose to make Source available as a separate product in order to reach that part of the market that already has an ATS and doesn't have the money or the inclination to switch.

Companies, Finnigan says, have been "obliterating their recruiting departments." But they still need to fill jobs. He believes that recruiters are moving away from the for-fee resume databases to search for candidates elsewhere. "The world has changed to the open Web," he says, mentioning all the networks and personal blogs and sites that have cropped up in the last five years. "What we think recruiters need is a way to integrate with all this stuff."

Jobvite Source, with its automated searching and parsing and filtering, makes it possible for what remains of the recruiting staff — or an HR generalist, in the smaller shops — to source, rather than post and pray. It isn't going to replace a sourcer like a Shally Steckerl, but there isn't an employer who wouldn't welcome a way to cut down on the average recruiter's time spent looking for candidates.

With a starting price tag of $500 a seat, Jobvite Source can help the SMB market play on a leveler playing field with the bigger firms at a competitive price.

ZDNet : http://www.zdnet.com/blog/sommer/jobvites-new-thing-sourcing-passive-candidates/640

JobVite's new thing: sourcing passive candidates

By Brian Sommer | September 24, 2009, 8:14pm PDT

Summary: I recently wrote about JobVite and how it permits employers to tap into the social networks of its employees to find quality recruits. JobVite permits employers to create eVites that employees, colleagues, etc. can pass around via email or publish to social networks like Facebook. It must be working as one of my old clients [...]

I recently wrote about JobVite and how it permits employers to tap into the social networks of its employees to find quality recruits. JobVite permits employers to create eVites that employees, colleagues, etc. can pass around via email or publish to social networks like Facebook. It must be working as one of my old clients just sent me an eVite looking for a new Controller for their software firm.

JobVite announced yesterday a new capability called JobVite Source that goes the other direction. This software lets a recruiter crawl the Internet's social networks looking for their needed talent. As someone who's worked countless search strings on search engines, I know how much junk a web spider or search string can return. JobVite's put some real smarts on this tool to pare down the inappropriate, worthless or irrelevant data that can get returned to a recruiter.

That filtering is key as recruiters are awash in resumes, particularly in this economy. Sourcing needs to be an exercise in delivering a few outstanding candidates and not in volumes and volumes of poor quality candidates. Quality bests quantity in recruiting.

Sadly, too few experienced workers know that they need to have an online resume. They need to embed the right keywords into these resumes if they want to be found. But, they need to avoid keyword stuffing as more technologies (like JobVite's) kick out gamers from their search results.

JobVite's Sourcing has more than the filtering and crawling. It also integrates the sourcing results into its other applications. But better still, it also provides one-click access to the candidate's various social network home pages and other websites with the candidate's online presence. So, if you still have that questionable photo out there on your Facebook page, you might think about doing something about it now….

I'll have a lot of posts in the HR arena next week as I cover the HR Tech show in Chicago.

ERE.net : http://www.ere.net/2009/09/25/jobster-reborn-away-from-the-cutting-edge/

Jobster Reborn Away From The Cutting Edge

by

John Zappe

Sep 25, 2009, 12:47 pm ET

inShare

recruiting comRemember Jobster? Of course you do. How could any recruiter forget the soap opera story of this company founded by a former White House staffer who, as CEO, burned through $46 million before he departed at the end of 2007?

Besides spending like it was 1999, Jobster changed, enhanced, modified, enlarged, annexed — choose your favorite adjective — business models often enough that the enterprise resembled Mrs. Winchester's house. All of this playing out quite publicly via leaks, corporate PR, and the CEO's own (defunct) blog.

In fairness to the now departed Jason Goldberg, he was a visionary. When Jobster launched in 2004 it tapped into the then-unnamed and not even recognized phenom we now all know as social recruiting. To briefly, and only inadequately, explain it, Jobster was a corporate recruiter's tool to tap the connections of the company's employees; a digital employee referral program.

Over the next three-plus years Goldberg made well-timed investments, buying a job search engine called WorkZoo, a job tagging service called Jobby, and the blog Recruiting.com. Jobster would eventually relaunch as a career networking site, loosely tying in the referral program of its youth and bits and pieces of the acquisitions. Much of the best parts, however, languished, suggesting the visionary lacked a vision.

jobster home pageNow, just about two years after Goldberg announced he would leave the company, Jobster has been reborn as a recruiting services provider with the name Recruiting.com, which it adopted in the spring. Jobster.com lives on as a classic job board where you can pay to post.

The product now that is the hope of the investors who have poured some $55 million into Recruiting.com nee Jobster is a sourcing, searching, and organizational tool. It's an ATS without the jobs; candidates only.

The key job of Recruiting.com is to quickly search your talent database (Talent Bank), which can be imported from multiple sources, including an ATS. A recruiter drives — there's no job matching here. The process relies on keyword combinations or Boolean search to produce relevancy ranked lists of candidates. These prospects can be organized into folders named as the user desires.

Pull up a prospect and you can see from where they were sourced and see if Recruitingthere's any contact history. You can add a note yourself.

Now what does this sound like? Say it with me, "ATS." Or, if you prefer, "talent acquisition system."

Jeff Dixon, the VP of product who handled the demo, was insistent that Recruiting.com is not an ATS. For one, he says, there are no jobs in the system. And without a req and the candidates associated with it, there is no tracking.

In that sense, he's quite right. He's also right that many of the systems on the market do a poor job of sourcing. Some of course, do a fine job. The bigger, beefier, and costlier ones can search internal and external candidate databases, social networks, and the web at large, creating lists of prospects and handle the contact management. Just this week a new tool from Jobvite was released that can do the same.

Dixon, though, says Recruiting.com's market research revealed that even users of these systems find them intimidating. That's my word, not his. What he actually said was, "What you hear (from recruiters) is 'My ATS is a necessary evil'."

Recruiters either can't source from their ATS (very unlikely), find it too difficult (much more likely), don't know how (?), or simply don't. The latter is my choice for the most probable explanation for a

datapoint from Dixon that one of Recruiting.com's test companies discovered that 40 percent of its hires sourced externally were already in the ATS.

Think of the waste, even if the percentage was half that.

Considering that many companies have decimated their recruiter ranks, Recruiting.com may have just caught the tide of another trend, not as glamorous as social recruiting, but eminently more marketable in this economy: efficiency.

"Our tool is much more of a how-do-we-make-the-lives-of-recruiters-easier approach," Dixon said.

My demo didn't cover all the ground, but compared to some ATS search demos I've seen, Recruiting.com is simple to use. Once, that is, you have built the Talent Bank index. Some ATS databases are easier to port to Recruiting.com than others. Inbound resumes still go through your ATS or can be processed by a Recruiting.com connection, which I didn't have time to see.

Capturing and parsing data from LinkedIn I did see and it was a snap. Dixon told me it was equally easy for resumes found elsewhere on the web. As a pure sourcing tool, it's not as versatile as some of what's coming on the market now, but it does the job.

Oddly, Recruiting.com shies away from the social networks. Certainly the unpredictability of formats and the content, as well as the accessibility issues are all, undoubtedly, part of the reason. But Recruiting.com CEO Jeff Seely's belief that social networking is not recruiting's "secret sauce," as he put it, is a factor.

"I just don't get it," he candidly said during a conversation earlier this week. "I'm a reluctant participant in Facebook. I'm not on Twitter." He believes that the social networks will never be fertile ground for recruiters.

So in the year after he assumed the CEO job, he decided the company's best bet was focusing on products to improve business performance. With Recruiting.com, that's what he has done. It's a bet that needs $55 million just to cover.

You can see Recruiting.com for yourself if you are heading to Chicago next week for HR Tech. The company will officially unveil the new product at the show.

Inside Facebook : http://www.insidefacebook.com/2009/09/28/jobvite-offers-all-in-one-solution-to-searching-for-employees-through-social-networks/

Jobvite Lets You Search for Employees Through Social Networks

Matt Holliday •Sep 28th, 2009
Applications, Business, Facebook, Twitter

More companies are turning to social networks to recruit and vet potential employees, and Jobvite is offering a service to take advantage of this on Facebook and other sites including LinkedIn and Twitter. It gives employers a simple way to spread word of job openings through their own social networks and those of their employees.

jobvite

Many companies have found social networks quite handy when they want to know more about a potential employee, but Jobvite is giving them a simple, organized and trackable method for actually finding those possible new hires.

One feature of the service allows businesses to send out emails to their employees, with a few levels of filtering to get word out to those employees that are most likely to have connections related to the available position. When employees receive the customized notice of an open position, they'll be able to email the job to friends, post a link to the job on their wall or post it as a status update.

jobvite1

When emailing the job to Facebook friends, the Jobvite "Match for Jobs" tab filters recipients based on several criteria, including locality and profession. Those who receive the job will then be able to apply for the job or spread word to people in their network that they feel may be interested.

jobvite2

Jobvite can also place "mini career sites" on the pages of businesses using their service. Available jobs are posted in an application called "Work With Us" on the businesses' pages, where those interested can click through to apply or post the available job in their news feeds. It also allows current employees of the business to post the app on their personal pages, including the ability to make the posting public.

JobviteAn additional feature allows companies to build talent pools by searching various sources, including Facebook. Additional information can be added once contacts and potential employees are found; there is even a box that displays any public information from the person's social network profiles, such as Facebook, LinkedIn and Twitter. In fact, according to a company survey, Facebook came in second after LinkedIn, with 59 percent of companies saying they use the site to find employees.

After finding potential employees through the search, a company can select those they feel are the best candidates and send out Jobvites to the through the built-in campaign feature. This features helps track vacant jobs, who's been contacted, and how they've responded.

jobvitefacebookapp

jobviteapp2

Jobvite is a great solution for any sized company that wants to use social networking to seek out employees, but is unsure or new to the process. It's also a good tool for some larger companies that are rooted in traditional hiring practices, as Jobvite offers some pretty comprehensive metrics and tracking tools that are easy to take back to the head of any HR department to show results.

You'll need to sign up to see the 13-minute demo video, which is free, and the fee-based service is available for individuals or with a company license.

CBS Moneywatch : http://www.cbsnews.com/8301-505125_162-51348073/job-search-4-simple-steps-to-get-your-mojo-back/?tag=mwuser

Job Search? 4 Simple Steps to Get Your Mojo Back

By Maggie Overfelt

(MoneyWatch)

How bad is the job market? Statistically, you have a better chance of getting into the University of Pennsylvania than getting an offer of employment. (Six people are currently looking for work for every job opening; there are roughly five applicants for every slot at Penn.) It's no wonder that in addition to the almost 15 million Americans who are officially unemployed, the government says there are 758,000 "discouraged workers" who are out of work but have temporarily halted their job search for lack of results.

But giving up on your job hunt is one of the worst things you can do — the longer you're unemployed, the harder it is to get hired by sometimes skeptical employers, and the bigger hit you're likely to take to your salary when you do find something. There are, however, much better ways to make contacts and look for jobs than sitting around in your underwear sifting through listings on Monster.com: Here's how to light a match under your stalled job search and get back in the game.

Make Your Online Social Network Work Harder For You

You may not be surprised to learn that companies such as technology powerhouse SalesForce.com use social networking sites to search for job candidates, but even buttoned-down firms such as Allstate have gotten with the program. In fact, 40 percent of Fortune 100 companies use LinkedIn specifically for that purpose. That’s why it’s critical to have a profile on LinkedIn, Twitter,
and Facebook. But what exactly are companies looking for when they look at your profile?

Hiring managers say they’re more impressed by candidates with a smaller number of high-quality connections that they’re deeply engaged with, than by people with a huge number of more casual
connections. This engagement might be shown by having detailed recommendations written by and about someone, as well as activity in answering and asking professional-related questions. “We would rather see a candidate linked to 200 individuals with some substantial context — folks they’ve done business with, managers they’ve worked for, and so on — as opposed to someone who has 500-plus names of folks they don’t really know,” says Scott Morrison, director of Global Recruiting Programs and Technologies for Salesforce.com.

Ironically, a good way to boost the quality of your LinkedIn network is to increase the amount of time you spend on in-person networking. Instead of sending strangers requests to connect via Facebook or LinkedIn, get to know new people by meeting them in person; that face time will make for a stronger connection. From there, you can use online social networks to deepen the relationship.

Ross Dreher, who was laid off from a sales executive job in May, landed a new sales job at a software company by beefing up his online network using old-fashioned methods. After his lay off, he immediately searched on Google for weekly social and networking gatherings near his Atlanta home. One night, he met a manager at a firm where he had recently applied for a job. Later in the week, after the two established a connection on LinkedIn, that sales manager helped Dreher prepare for his job interview by pointing out which parts of Dreher's career history to emphasize. Armed with that insider knowledge, Dreher aced the interview and he started his new job in August.

Hot Tip
Blog Your Way to a Job

The skills listed on your resume might be impressive, but there's only so much that employers can learn about you from descriptions of your past jobs and experience. Companies are looking for thoughtful and engaged candidates, and blogging regularly about things you find interesting in your industry can help set you apart as an expert. "You want to show managers that you have a capacity for analysis," says Noah Blumenthal, author of Be the Hero: Three Powerful Ways to Overcome Challenges in Work and Life.

You can set up a blog quickly and for free on sites such as TypePad and WordPress.com. Both sites also let you sync blog entries with your profile on LinkedIn, making it easy for recruiters to find your posts (just use the Applications tab on LinkedIn to set this up). But if the thought of regularly penning a few hundred words gives you flashbacks to frantically scrambling to make term paper deadlines, you can show potential employers you know your stuff in other ways. David Perry, the author of Guerrilla Marketing for Job Hunters 2.0, recommends finding one or two blogs written by experts in your field and commenting intelligently. "The important thing is that you're sharing your knowledge" with people who can further your career, Perry says. If writing's not your thing, consider creating podcasts or post videos on YouTube where you interview colleagues or industry experts, and then link them to your profiles, suggests Blumenthal.

Use Technology to Nail Your Best Leads

Learning how to analyze the traffic on your profile pages and websites can help you target your job-hunting efforts more finely and make any
necessary changes. LinkedIn, for example, lets you see who's spent
time looking at your information via the Who's Viewed My Profile box
on the home page. While the feature doesn't always reveal the names
of specific people who have looked at your profile, it does often tell you what

firm they're with, and their function (what you'll see depends on the privacy settings set by the individual). During a recent job search, Kathleen Erickson, a sales and marketing executive, used the feature to follow up with recruiters who had checked her profile out. This led to meetings several hiring managers, including one who gave her tips on how to improve her profile, and she landed a job a few months later. (Note: Seeing a sample of people who have viewed your profile on LinkedIn is free, but if you want to view a complete list, you'll have to get a business account, which starts at $24.95 a month.)

If you have your own blog or website, you can also use free tools like Google Analytics to get more information about who's been visiting your site and what they've been looking at. Just don't become a stalker, says Duane Roberts, a recruiter with executive search firm IPS. One or two follow-up e-mails to someone who looked at your site or profile is fine — recruiters have come to expect that — but treat social networking as you would any other workplace endeavor. "The key is to be professional, not desperate," Roberts says.

Get a Job by Giving Back

Volunteering is as good for your resume as it is for your psyche. Job seekers are finding that they're more likely to get hired if they can show they've kept their skills honed while they're unemployed. And Lisa Jacoba, vice president of HR for Western Union, says that companies are impressed by candidates who volunteer for work that helps them expand their skills. She recently hired an HR director who serves as treasurer for a nonprofit. "In addition to her past experience, that position really speaks to her business acumen," says Jacoba. Plus, noting volunteer work and accomplishments on your resume shows that you've been spending your time between jobs productively.

Volunteering also expands your network, notes Tom Morris, president of Morris Associates, Inc./Lincolnshire International, an outplacement and career management firm. And it can be a particularly good way to catch the attention of local business leaders, who often serve as executives for nonprofits. That's how Nate Towne, a PR manager, got his new gig at an advertising agency. A transplant to Madison, Wis., Towne joined the local chapter of the Public Relations Society of America to meet new colleagues. When he heard that the organization was looking for volunteers to help with a national awards contest, Towne stepped up, knowing that the group's president was also the director of PR for one of the city's largest ad agencies. "I went into those meetings with the intention of impressing her," says Towne. And he did: During the weeks of work leading up to the event, two positions at her company opened up, which she suggested he apply for. "I would have never gotten this job otherwise," says Towne.

Finally, there's the mental boost that comes from giving back. Not only does it give you a sense of purpose, but working with and helping others — especially people in tough situations — gives you a sense of confidence and perspective that can resonate during job interviews. "Confidence can be a great consequence of volunteering and it reminds you of your ability to do constructive

things," says Rachelle Canter, an outplacement consultant. Sites like VolunteerMatch.org and Idealist.org maintain searchable lists of opportunities around the world.

Stay Plugged In to Your Industry

The worst thing you can do during long periods of job hunting is to let your knowledge and skills stagnate. So it's imperative to stay abreast of industry news, while also following blogs and even the Twitter accounts of companies and managers you want to work for. "Twitter is increasingly a convenient way for companies to share information about things that matter to them, like projects they're working on," says Dan Finnigan, CEO of Jobvite, a recruitment software firm. Jason Alba, founder of JibberJobber.com, also recommends joining two or three Yahoo Groups or Google Groups about your industry. "People can get stuck in a rut looking at job boards or tapping the same small group of contacts," says Finnigan. "Searching for real-time information via Twitter and other online groups can get you out of the apply-and-wait cycle and revive your job search."

San Francisco Examiner : http://www.examiner.com/entry-level-careers-in-national/two-surveys-indicate-millennials-changing-workplace-expectations

 Heather Huhman
, Entry Level Careers Examiner
November 10, 2009 - Like this? Subscribe to get instant updates.

More than half (55 percent) of Millennials have experienced a layoff or loss of work in their family within the past year, and nearly three-fourths (72 percent) feel threatened by a possible layoff or loss of work in the coming months, according to research conducted by Lumin Collaborative.

Further, sixty-six percent of Millennials say they have lowered their expectations of being promoted versus 51 percent of other workers. Despite increased fears over job security, Millennials are saving and investing less money and increasing their credit card debt more than any other adult generation.

"As a generation, Millennials are still optimistic and ambitious but the pressures of the current economy are reshaping our approach and outlook on our relationships with our employers," said Lauren Begley, a Millennial and account executive at Peppercom. "It may have taken one of the most severe economic contractions since the Great Depression, but we are finally learning to be more realistic about getting ahead and surviving in workplace."

Other findings from the study include:

Millennials are frequently "new" employees: Forty percent have been at their jobs less than 12 months, compared to eight percent of non-Millennials.

Despite their low household income and relatively large households, Millennials are as likely as non-Millennials to feel they have enough income to live comfortably.

Forty-five percent of Millennials want to be the president or CEO of a corporation, compared to 33 percent of Gen X and 20 percent of baby boomers.

"Given that this is the first major economic downturn experienced by Millennials while in the workforce, it's not surprising that the recession is having a profound impact on how they view their professions and live their lives," said Mark Raper, chairman of Lumin Collaborative and chairman and CEO of CRT/tanaka. "Changes in Millennials' workplace expectations and how they envision professional success will have a major impact on how companies recruit, retain and grow this generation throughout the workforce. They are an invaluable part of the domestic and global economy, so it behooves all employers to pay attention and adapt alongside them."

A second survey, conducted by Jobvite, found recruiters are seeing that, since the recession, Gen Y candidates are more willing to compromise or be more realistic on things like salary, benefits and experience level. Job offer acceptance rates are also going up.

Before the recession, more than 60 percent of Gen Y candidates wanted a higher salary than offered. Today, more than 50 percent of candidates will take the salary offered, an almost 40 percent increase from pre-recession numbers (13.2 percent).

There was an increase of 20 percent in the percentage of Gen Yers that will take benefits offered versus asking for more.

Before the recession, the majority of Gen Yers applied for jobs below their experience levels and today, almost one-third of applicants are applying for jobs below their skill level. That's up about 25 percent from pre-recession numbers.

Before the recession, more than 50 percent of respondents had a job offer acceptance rate of 70 to 100 percent. Today, 67 percent of respondents had a job offer acceptance rate of 70 to 100 percent, a 17 percent increase.

Dan Finnigan, CEO of Jobvite, doesn’t entirely agree with Raper when it comes to the impact the recession will have on Gen Y.

“For those of working age in this generation, there will definitely be an impact on their long-term attitudes towards the workplace. What we might see is a division of the generation between the group that worked through this recession and the younger set still in school. Older Gen Yers, those in their mid-to-late twenties and early thirties, will know what it means to have worked in an unsteady economy,

and I think their level of optimism will be permanently changed. Having a good job will no longer be taken for granted because many of them have seen firsthand how quickly it can be taken away," said Finnigan.

"However," he continued, "this doesn't mean we'll see a drastic shift in Gen Y's attitude toward the workplace. I think the values and habits that define this generation, things instilled through upbringing and education in this era, will not be quickly erased by the recession."

What about employers' responses to such data? Here, Finnigan and Raper are in complete agreement.

"Some HR and recruitment professionals might look at these numbers and give a sigh of relief—thinking that they can recruit Gen Y in the same way as other groups. But I'd caution against that," said Finnigan. "The characteristics that drive Gen Y's desire for new and better opportunities, higher salaries and greater responsibilities, are the same things that make Gen Y workers innovative and valuable. Companies will still need to appeal to their different attitudes and expectations, but the Gen Yer may have a greater appreciation for the opportunity now than they would have had a couple of years ago."

ConsumerAffairs.com :
http://www.consumeraffairs.com/news04/2009/11/social_networking_jobs.html

Social Networking Explodes As Job-Search Tool

By James Limbach
ConsumerAffairs.com

November 23, 2009
As the nation's job seekers attempt to find any advantage in a tight job market, more and more are turning to social networking to stand out from the crowd.

However, while these sites have the potential to revolutionize the job search, they could also prove harmful for those who rely too heavily on them or misuse them, warns one employment authority.

"The job search has changed radically over the last two decades with the advent of electronic mail, the Internet, social networking, smart phones, etc," said John A. Challenger, chief executive officer of global outplacement consultancy Challenger, Gray & Christmas, Inc., which provides job-search training and counseling to those who have lost their job.
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Apply to Over 2,00,000 High Paying Jobs. Register Free Now! TimesJobs.com
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Of 2012, work with Wipro & get sponsored MS degree from BITS institute.net.in/Wipro
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Working in Australia?
Your Ideal Job among 200,000 Ads. Find a Job in Australia Now! au.jobrapido.com/Australia
"However, it is important to remember that all of these technologies simply enhance the job search; they will never replace the face-to-face connections that are critical to a successful search.

"That being said, we feel that these new networking tools are essential and now advise all of the job seekers going through our program to open LinkedIn.com accounts and to consider other services such as Facebook and Twitter," said Challenger. "Of course, many of the job seekers going through our program do not need the advice as they are already among the millions who have signed up on social networking sites in recent years."

The number of people belonging to social networking sites has grown exponentially in the last five years. It is now estimated that 51 percent of online U.S. adults utilize social networking sites such as Facebook or LinkedIn, according to a recent survey by Forrester Research. In 2007, just 25 percent of users reported using such sites.

One reason the number of social networkers is on the rise is due to increased use among business professionals. In fact, the most rapidly growing age group represented on Facebook is the 35-and-older population.

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High Quality Jobs across Industries and Locations. Register Today! Headhonchos.com/Senior-Jobs-India
IT Job Ready in 6 Months
IT Diploma Program from CMC, TCS Subsidary. For Fresh Graduates
grad.cmctraining.in/AcceleratedGrad

Meanwhile, a study from the Pew Internet & American Life Project reveals that 19 percent of Internet users are sharing personal and business updates on Twitter or other status-update services, compared with eleven percent earlier this year.

"Social networking is an easy way for job seekers to build their network by reaching out to former colleagues and classmates, as well as fellow alumni and industry professionals. Job seekers can then use their networks to uncover available positions and to establish relationships with hiring managers or contacts who can give them a recommendation," said Challenger.

Job seekers are not the only ones taking advantage of these new tools. Employers are also jumping on the social networking bandwagon. A recent survey by Jobvite found that 80 percent of companies use or are planning to use social networking sites to fill vacant positions.

While LinkedIn is still the most popular site used by employers, with 95 percent of companies using it, Facebook and Twitter are gaining ground. The use of Facebook has grown from 36 percent of recruiters in 2008 to 59 percent in 2009, while Twitter is currently being used by 42 percent of recruiters.

"Social networking should be used cautiously, however," warns Challenger. "As these sites become increasingly intertwined, it will becomes easier and easier for potential employers to access the more personal aspects of job seekers' lives."

Status updates on Facebook can now be sent automatically to Twitter followers. A similar cross-service status updates was recently initiated between Twitter and LinkedIn. The problem, said Challenger, is that people tend to use these services in different ways, and these ways are not always compatible with the job search.

In fact, a job seeker is twice as likely to be eliminated from consideration than be hired based on his or her social networking site content, according to a survey of human resources professionals by Careerbuilder.com.

In the survey, 35 percent of those asked said they ceased consideration of an applicant due to a social networking gaffe, with reasons ranging from provocative/inappropriate photographs and information to candidates having poor communication skills. Only 18 percent said they offered a position to a

prospective employee due to social networking research, attributing that decision to seeing the candidate as a good fit for the company or the candidate's site conveying a professional image.

"Perhaps the most dangerous aspect of the Internet is the permanency and pervasiveness of any and all information that finds its way there," said Challenger. "Comments on a friend's blog, reviews on consumer sites and inside jokes made for a private audience on a social networking site's public group page are all available at the click of a mouse to potential employers."

The other danger is that many job seekers tend to let the Internet become their primary, if not sole, job-search tool. It is too easy to simply sit in front of one's computer all day, scanning job boards and expanding one's virtual network through LinkedIn. "In the end, face-to-face meetings are still the most effective relationship-building tool available," said Challenger.

JohnSumser.com : http://www.hrexaminer.com/091207-jobvite

091207 Jobvite

On December 7, 2009, in HRExaminer, Reviews, by John Sumser

Jobvite

There are a ton of companies moving into the use of social media for recruiting. None are as advanced and focused as Jobvite. The Burlingame, CA startup, is the industry leader in the development of innovation and functionality in Social Recruiting.

The company began its life as a referral driven Applicant Tracking System. As it began to catch the social media wave, its market presence began to include social media features from Facebook, Twitter and LinkedIn. Ultimately, the market wanted to be able to have just the social recruiting functions.

While Jobvite will easily perform various job board placement functions, the core idea of the service is to build solid referral networks using social media. In other words, Jobvite competes easily with traditional job placement services and the new emerging social media recruiting tools. But it has an astonishing difference.

Where most of the other tools are built on a series of scripts, Jobvite is a standalone software application. The development team is a polished Silicon Valley startup crew with deep industry experience. The application is data savvy and uses the client's recruiting experience to make the client smarter.

It's easier to think of Jobvite as great referral recruiting than as a social media dashboard (although it certainly offers the social media dashboard functionality). The real value of the system comes from using it.

Every member of a client organization gets a Jobvite account. The idea is that employees use their referral networks to generate hires. Jobvite provides widgets and tracking tools. Employees evaluate (with some very smart Jobvite automated matching support) which of their friends and connections

might be interested in a job. The invitation (a jobvite) gets sent and the system tracks and follows the recommendation.

Over time, you get a picture of who's connected to whom; which connections are most productive and how hiring works in your particular ecosystem. Jobvite does what I'd call 'on the fly job matching in the social media ecosystem'. It's not just a job publishing tool. It gives intelligent guidance and collects data that improves its guidance.

There's also a great widget that allows a user to have an app from their company on their facebook page. The app offers jobs from the company, edited as appropriate by the user. One of the goals at Jobvite is to make real the idea that every employee is a recruiter.

At Jobvite, the vision is that the Internet is the Job Board. While the tool capably optimizes traditional job posting, its core intent is to harness the power of social networks; not by brand name but as an emerging reality. The platform operates on the assumption that any job is better filled by a trackable recommendation and that clear metrics are essential elements of knowing whether or not your efforts are effective.

Where others provide publishing tools, Jobvite provides an integrated recruiting framework and toolset rooted in the power of referrals.

There are two basic packages you can by from Jobvite: Jobvite Hire and Jobvite Source. JHire is an ATS with social media recruiting capabilities. JSource is a fully functional social media recruiting campaign execution tool.

Since the firm itself resides in Silicon Valley, it has an easy time building smart integrations with various local vendors. The team is composed of seasoned Valley technologists who are well connected in the emerging army of Valley based social media empires. As a result, the company is a good corporate citizen in the areas of privacy and Terms of Use compliance. You'll never see Jobvite's accounts at data providers getting pulled for the overenthusiastic use of spidering.

Regular readers will certainly have heard about Jobvite before this piece. My recommendation, though, is that you get a demo sometime soon. The Jobvite toolkit will improve your recruiting effectiveness.

http://www.inc.com/guides/using-social-networking-sites.html

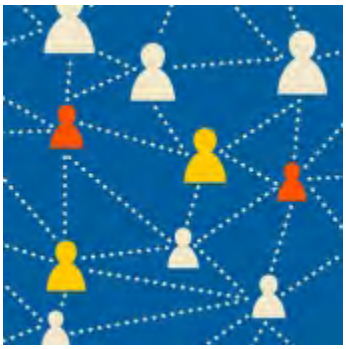
How to Use Social Networking Sites to Drive Business

Advice for small businesses on using social networking sites like Facebook and LinkedIn, and how to integrate these tools into the marketing and recruiting efforts of your company.

By J.J. McCorvey | @jmccorvey | Jan 25, 2010

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Consider this: It wasn't until 1997 that the Internet reached 50 million users in the United States. Facebook gained over 100 million users in the U.S. from January 2009 to January 2010, marking a 145 percent growth rate within one year, according to research by digital marketing agency iStrategy Labs. If you're a business owner that hasn't embraced social media networking as a major component of your success strategy, it's due time to hop onboard.

“When you've got 300 million people on Facebook, that's a huge business watering hole,' says Lon Safko, social media expert and co-author of *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, of the site's global reach. “The profile is like an index to your company.'

While Facebook has become the most popular social media site, there are plenty of others for your company to explore. LinkedIn, for example, houses 55 million professionals seeking jobs, employees, or basic business or networking opportunities. MySpace, which allows users to tinker with music, themes, and HTML code, is targeted toward youth and teens. All of these sites have one primary thing in common: the profile.

The user profile is generally what distinguishes social networking sites from other social media platforms. It helps set the stage for building relationships with people who share the same interests, activities, or personal contacts, as opposed to primarily disseminating or digesting information feeds. This also means social networks enable companies to invite audiences to get to know its brand in a way that traditional forms of marketing or advertising can't.

But what, exactly, are the methods that businesses should use to effectively leverage the burgeoning userbase of these sites as a tool to grow their companies? The following pages will detail what to do – and what not to do – in order to maintain a viable presence in the realm of social networking.

Dig Deeper: Overcoming Feelings of Social Media Inadequacy

How to Use Social Networking Sites to Drive Business: Developing a Social Networking Strategy

Before opening an account and becoming active, it's important to consider what each site offers and how you can benefit from their resources. “Take some time and really analyze what your existing social media strategy is,' says Safko. “Figure out which tools are best for your demographic.' Without a fully developed plan for your social networking activity, you could end up meandering throughout the sites and wasting a lot of time.

Here are a few basic questions to ask yourself when forming your social networking strategy:

1. *What are the needs of my business?* Hopefully, you're not putting your company name on a social networking account just to send messages back and forth to former high school classmates, so there has to be an impetus. Figure out what your needs are. Are you short-staffed? Is your advertising budget running thin?

2. *What am I using the site for?* After you've established your needs, consider the primary goal of your social networking strategy. Do you want to recruit employees for a certain department? Do you want to market a new line of products? Do you want to connect to more people in your industry?

3. *Whose attention am I trying to get?* Okay, so you want to market that new line of products, for example. You still need to know your target audience for that product, and with more than 300 million

users on Facebook, you'll need to narrow your focus.

Got those answered? Good. Now, consider these questions:

1. *Which sites do I want to take on?* If you have enough staffing power to handle multiple social networking sites, that's great. If not, it's important to focus on one or two, or you could spread yourself too thin and fall victim to the “gaping void' perception, where you end up going days without activity. Your followers will notice.

2. *Who's going to manage my page?* Would your social networking activity fall under a current employee's responsibilities, or do you need to bring on new talent? If you ever find yourself without the staffing resources to manage your page, don't stick your head in the sand, says Safko. “Find some interns,' he advises. “In most cases, they'll do it for free.'

3. *Who has access to my page?* What type of trust level do you have established at your company? Will all of your employees have access to the social network account, or a select few? Take the time to assess the skills and character of those who can log into your page, or you may run into unsavory situations down the road – especially when dealing with former workers.

4. *Who's going to be the personality of my page?* Does your company already have a public representative that usually handles speeches, press, etc.? It may be beneficial to rein in that person as the voice of your social networking site. “People buy from other people, not from other companies,' says Safko. “In order to solidify trust, pick someone to represent your brand.'

http://www.philly.com/philly/jobs/CTW_jobs_20100126_Hire_me-_me-_me_meee_.html

Hire me- me- me meee!

Dawn Klingensmith

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Discouraged jobseekers say they've tried everything to land a position.

However, people who think they've tried everything "usually haven't even warmed up," insists David Perry, author of "Guerrilla Marketing for Job Hunters 2.0" (Wiley, 2009).

In this economic climate, even the most brilliantly executed traditional tactics are no sure route to finding a job, leading employment specialists like Perry advocating for "out of the box" approaches. "If you're not using unconventional methods, then you'll look like everyone else," he says.

If you're among the countless jobseekers who feel dejected, drained and out of ideas, consider trying these 10 job search tactics you perhaps had not thought of.

1. "Search-engine optimize yourself," says Dan Finnigan, CEO, Jobvite. "Put key words related to your industry and your position into your profiles, blogs or Web sites that will make you stand out as a professional."

2. Change your LinkedIn profile's "Professional Headline" (in the edit settings) to summarize your value. Save your basic title for the "Industry" section.

3. Read the business sections of newspapers and trade publications for news of promotions. When someone's promoted or leaves, a position often opens.

4. Embed a few lines of your résumé into an e-mail auto reply (normally used to alert people when someone is out of the office). "This way, every time someone e-mails you, they are reminded of your job search and what you have to offer," says Heather Hammitt, Illinois Society of Human Resources Management.

5. Offer new ideas to a company by doing a PowerPoint presentation, and send it to the appropriate department head.

6. Put your cover letter and résumé in an empty Starbucks cup and send it via FedEx it to the hiring manager. The cover letter should contain an invitation to have coffee, not an interview request. Track the delivery online and call just after the recipient signs for the package and set your coffee date, Perry suggests.

7. Enclose your cover letter and résumé in a small envelope that generally only contains thank-you notes or party invitations. Your envelope will get opened first, Perry says.

8. Start a blog about the company you wish to work for, including news items and commentary that demonstrate you are genuinely interested.

9. Comment on other people's blogs. "This is a great way for others to get to know you, especially when your ideas are meaningful," Perry writes.

http://www.washingtonpost.com/wp-dyn/content/article/2010/02/06/AR2010020601078.html

Does Monster's Acquisition Of Yahoo! HotJobs Matter If The Internet Is The Job Board?

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Guest Author

TechCrunch.com
Saturday, February 6, 2010; 5:57 AM

*(**Editor's note**: Centralized Web job boards are in decline. Dan Finnigan, CEO of Jobvite, explains why in this guest post. Previously, he was Senior VP at Yahoo and GM of HotJobs, and before that a Director on CareerBuilder?s Board as CEO of Knight Ridder Digital.*

Monster?s acquisition of Yahoo HotJobs signals a significant landscape change for a job board industry facing significant economic pressure and I believe the deal also marks a ?new normal? in how companies are hiring talent. Online recruiting is transitioning away from ?the Big Three? job boards. The Internet is becoming the job board.

Of course, unloading and closing properties that are not part of Yahoo?s strategy going forward is smart. (Though selling a job advertising board smack in the middle of this downturn and extreme unemployment must have been as hard as selling an empty, foreclosed home in Las Vegas right now.)

But more importantly, this acquisition is an indicator of a rapid evolution as more hiring takes place online. Venture-backed startups are transforming this industry as new technologies begin to change how companies find and attract talent. The elephant in the room is that the economic jolt of September 2008 has permanently altered the job market and dramatically accelerated labor trends underway for many years, such as the growth in job turnover throughout a person's career.

Advertisement

Increases in unemployment, under-employment and turnover are boosting traffic to nearly all job boards and job search engines ? and the number of online applications to resource-depleted recruiting departments. Companies are spending more money sifting through unqualified applications, so they are naturally spending less on job boards and taking advantage of free sites, like Indeed, to post and distribute their jobs.

To combat the influx of poor-fit applications, companies are turning to new technologies and online services to target talent and search across the open Web for people who may not be actively searching for a job on a board. This is possible because 42% of working adults in the US now maintain a profile somewhere online?most notably on LinkedIn and Facebook, but also on Twitter and services like Jigsaw, an SF-based, user-generated database of professionals. And the downturn is growing this number.

The more innovative recruiters at growing companies like Zappos and Dell are now are using social media to engage prospective candidates in a genuine and inexpensive way: building candidate communities in their career site and blogs, search engine optimizing job listings, distributing jobs through social networks to dramatically drive referrals, and tracking web analytics by job to determine their best sources of talent.

To me, the more interesting acquisition was Monster?s purchase 18 months ago of Trovix, a Bay Area startup that built a behavioral algorithm for matching jobs and resumes to help recruiters sift through applicants and jobseekers through jobs. But, the irony is that they will be ?unveiling? this new technology, dubbed 6Sense, on this weekend?s (expensive) Super Bowl, the annual marketing battleground of the big, horizontal job boards.

As funny as those ads can be, they are not likely to solve the job boards? bigger marketing challenge: how to convince companies to spend more money ?posting and praying? that the best person applies for their job when the broader, open Internet is fast becoming the new, cost-effective ?job board? of talent. This week?s combination of Monster and Hotjobs isn't going to solve that problem either.

http://techcrunch.com/2010/02/06/monster-yahoo-hotjobs-matter-internet-job-board/

Does Monster's Acquisition Of Yahoo! HotJobs Matter If The Internet Is The Job Board?
GUEST AUTHOR

Saturday, February 6th, 2010

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http://www.nypost.com/p/news/business/jobs/visions_zRbLp9prRSgtbG4hJBStAJ

We are all interested in the future, for that is where you and I are going to spend the rest of our lives," intones the psychic Criswell in Ed Wood's schlock horror flick "Plan 9 From Outer Space."

No truer words! And they apply to the workplace as much as anywhere, so with that in mind, @work decided to take a peek into the working world of 2020.

We checked in with various experts and got a range of predictions, from "smart desks" and sexual harrassment via hologram to fundamental changes in the ways workers will function and interact. If they're correct, workers a decade from now will face less job security but more opportunities for personal fulfillment. Employees will be doing even less work in offices, which will consequently become smaller and more public. And you'll be more likely to move to where the jobs are while traveling on business less.



We'll be contract workers

Companies are learning lessons from both the current recession and the dot-com bust, and a big one is to not reflexively add full-time employees when the economy is heating up. So in the future, expect many employers to use contract employees instead of full-timers for everything but their core missions, says Dan Finnigan, CEO of Jobvite, a Web-based software company that integrates hiring with social networking.

"A higher percentage of the work will be done on an on-demand basis," he says. "It's like the movie industry in Los Angeles," where studios have full-time employees but make movies using contract workers like actors, set designers and writers.

And it's not just grunt work that will be contracted — high-skill, high-wage positions such as jobs in human resources and marketing will be as well, says Paula Caligiuri, a professor of human resources at Rutgers and author of the forthcoming book "Get a Life, Not a Job."

We'll form networks

To meet this demand, various skilled workers will form networks that companies can easily access, creating online sites where companies can literally reserve their skills the way diners make restaurant reservations, predicts Finnigan. These networks would be both informal coalitions of pros linked through social networking sites like Facebook and formal networks akin to trade associations.

"I think we are moving, in our digital flat world, to a time when digital organizations pop up to get the job done," he says.

Some experts see opportunity rather than insecurity in the work-for-hire formula. For one thing, it will decrease fretting about holding on to a single 9-to-5 job, says Caligiuri. And it will offer workers more flexibility to do different things.

http://www.saasnewswire.com/?p=138

10 SaaS Companies To Keep on Your Radar For 2010

Posted by Ben on February 23rd, 2010

Everyday I hear about more and more companies hiring again here in Silicon Valley and San Francisco. Seems like startups are growing strong, especially in the on demand software space. This is a list of 10 up-and-coming SaaS companies that will most likely rule the road in 2010. (This is a follow-up to an article I wrote last week entitled " 7 SaaS Startups To Watch Closely." I have added 3 more companies to the list making it 10.)

1.

Coupa is for **Spend Management**, helping companies big and small get a better idea of what they are spending money on. **Coupa** has raised **$7.5 Million** in **Series C**financing from **EL Dorado Ventures** and is leading the charge with **Coupa Sam** a cartoon action hero. This innovative company has over a **100 customers** and growing quickly!

2.

MyOnlineToolbox is **construction estimate** and **invoice** software for **contractors**and **tradesman** to manage jobs. The company won **2008 Dell Top 10 Innovator** as well as a recent **2009 Forbes America's Most Promising Company**.

3.

Gist Inc. helps build **strong relationships** by connecting the **inbox** to the web to provide **business-critical information** about the people and companies that matter most. Gist is backed by **Vulcan Capital** & **Foundry Group**.

4.

Accept is for idea and portfolio management, designed to help businesses quickly bring their best product ideas to market, raised **$17 million** in **Series B** financing from StarVest Partners, Jefferson Partners and the Entrepreneurs Fund.

5.

Apptio is for **IT financial management,** raised **$14 million** in **Series B** financing from Andreessen Horowitz Fund, Shasta Ventures, Greylock Partners and Madrona Venture Group.

6.

Jobvite for **job recruitment**, **raised $8.25 million** in Series B financing from ATA Ventures and CMEA Capital.

7.

NextBio is used by life **science researchers** at **universities**, and businesses such as Eli Lilly, Merck, and **Johnson & Johnson**, to find and share information, **raised $8 million** in **Series C** financing in a round led by Newbury Ventures.

8.

Sonian, is for **data management**, **raised $5.6 million** in **Series A** funding from Prism VentureWorks and Summerhill Venture Partners.

9.

HealthHiway, a Bangalore, India-based SaaS for **hospital patient data and billing**,**raised $4 million** from Greylock Partners.

10.

OptionEase, is for **fair market value accounting and compliance**, **raised $3.5 million** in **Series A** financing from Miramar Venture Partners and others.

http://bits.blogs.nytimes.com/2010/03/09/google-opens-app-store-for-business-software/

Google Opens App Store for Business Software

By MIGUEL HELFT

| March 9, 2010, 11:58 PM3

Google on Tuesday introduced an online store for business applications in an effort to further push its own suite of productivity software into companies and to compete with Microsoft.

The store, whose opening has been expected for several weeks, is called Google Apps Marketplace and will initially have offerings from 50 companies, including Intuit, Concur, Jobvite, eFax and others. The applications in the marketplace will be tightly coupled with Google Apps, the company's collection of online applications that includes Gmail, Calendar and Docs. Google offers a free version of its Apps suite, as well as a paid version that costs businesses $50 per user per year.

Google executives said that the marketplace will make it easier for developers to showcase and sell their applications and will provide Google Apps customers with many more capabilities, like expense reporting, customer tracking and other functions. A small business that uses Google Apps could, for instance, buy a payroll management system from Intuit that will notify employees when they've been paid by placing an icon on their Google calendar. Other applications will allow users to communicate using Google Talk without leaving those applications.

"The Applications Marketplace makes it easy for domain administrators to discover and install new software and have it integrated into Google Apps," said Vic Gundotra, a vice president of engineering at Google. Mr. Gundotra said that the applications in the marketplace will share log-ons and data with Google Apps.

Google will charge third-party developers $100 for placing their applications into the marketplace. Developers will be able to determine the price at which they sell their applications, with Google keeping 20 percent of proceeds. Mr. Gundotra said that while the store will provide some revenue to Google, the primary goal is to promote adoption of Google Apps and of the software applications of its partners.

Google said that 25 million people are using Google Apps in more than two million businesses. It recently said that only hundreds of thousands of those users were paying customers. Google Apps competes with Microsoft's offerings, including the company's Office Suite, a multibillion-dollar annual franchise.

http://www.mobileguerilla.com/articles/2010/03/10/google-opens-app-store-business-software.php

Google Opens App Store For Business Software

10 Mar 2010 | Google , Smartphone , Software | 0 comments

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In an effort to steal some of Microsoft's business users, Google yesterday launched an online store dedicated exclusively to business applications.

The store is called Google Apps Marketplace and it offers apps from 50 companies, including Concur, eFax, Intuit, Jobvite and many more. Google said that the marketplace will provide Google Apps users with many more capabilities, like customer tracking, expense reporting and other functions.

Third-party developers will have to pay $100 to place their applications into the Google Apps Marketplace and get an 80% cut of each sale.

"The marketplace is going to significantly help Google Apps adoption and also help adoption of our partner apps, We're going to bring 25 million users to these partner companies." - Vander Mey

http://www.ere.net/2010/03/16/announcements-from-ere-expo/

- News and Features

Announcements From ERE Expo

by

John Zappe

Mar 16, 2010, 7:52 pm ET

inShare

Jobvite isn't making a big splash about this, but it has a new social recruiting tool for job seekers. Think of it as a combination of bit.ly, the URL shortening site that allows you to track your links, and Jobvite's matching service.



I only heard about it this morning at Expo, so there has been no time to try it out. But between what I was able to see and what Dan Finnigan, Jobvite's CEO told me, it could be a useful tool to help out friends looking for a job.

When you come across an interesting job, you can use the site to shorten the URL (which creates a Jobvite connection). Then detail the job in the next screen, which Jobvite will use to match to your Facebook, Twitter and/or LinkedIn connections. Then you give Jobvite permission to access those friends and connections and send the job to those that match.

Must you be a job seeker to do this? It doesn't look like it. It appears even recruiters can use the tool to send announcements to their networks.

It's a minimalist site, so you'll have to experiment to see what it does and how best to make use of it.

JobTarget

The company now offers metrics for all its recruitment advertising customers. OneClick Analytics lets employers analyze the effectiveness of their ad placements, measuring views, clicks, applications, interviews, and even hires, says JobTarget.

The announcement of the new service was made today.

The analytics are detailed enough to monitor even such things as “when and where candidates abandon their applications, what kinds of technology they’re using, and even what day of the week yields the most candidates,” says the JobTarget announcement.

The company has a network of thousands of niche, regional, and diversity job boards that employers can select from for their job posts. The OneClick Analytics now can help them decide which of them are the most effective, and even help them improve the job post wording.

http://www.ere.net/2010/04/01/proactive-employee-referral-programs/

- Advice and How-To's

Does PERP Represent the New Future of Sourcing?

by
Lou Adler
Apr 1, 2010, 1:27 pm ET

inShare1

We all know that employee referral programs and networking are the prime means to find top quality talent. However, this takes time, effort, and the hands of a very skilled recruiter to be productive. It appears this won't be the case much longer, since we're now heading toward a technological tipping point.

Automating the ERP process represents the upcoming wave of new technology. From what I've seen, fundamental changes are now underway that will soon change the way corporate recruiters find the 85% of candidates who are not now looking. This could have significant negative repercussions for external recruiters and every other current sourcing approach.

LinkedIn, Jobvite.com, and Referio.com, among others, are now offering and/or are beefing up their employee referral capabilities as we head toward an era of full ERP automation. This essentially means that your employees' LinkedIn, Facebook, and Outlook contact lists will be scrubbed for suitable candidates for your company's current and future positions. Adding the P in ERP though is where the real advantage lies, and you can get in on this action right now.

The differences between PERP and ERP are night and day. ERP is based on the idea that your employees will refer their close friends and associates who have asked to be referred to your company. This is a pretty narrow group of people, with the quality and timing hit or miss. Since your employees are reluctant to say no to a friend, quality is questionable, as well at the low chance you have an open position available at the time of referral even if the person is good. Here's how the P in PERP changes this model:

1. Instead of waiting for a referral to call in, your employees will regularly and proactively review their existing contact lists to identify people who are potential candidates for your open positions. This requires that employees are aware of these open positions, and your employees (or recruiting team) are proactively contacting these people. Getting these people interested in what you have to offer won't be to hard if your outbound messaging is compelling,

but will be a wasted effort if you send a boring and skills-infested job description.

2. A P2 employee referral program adds another level of proactivity to the mix. In this case your employees continually and proactively expand their current network of associates with the best people they've ever worked with in the past. This way when you send out the compelling emails, you'll reach a broader group of top performers. If the emails are especially compelling, they'll have a viral effect, reaching even more top performers. (We've developed a pretty corny "wild 'n crazy" ad wizard that converts boring job descriptions into compelling ads. If you don't laugh too loud we'll let you look.)

3. A P3 ERP goes even further. With this addition, your employees send regular messages to their contacts suggesting that your employees be contacted whenever their connections begin contemplating a career change. This way your company will have a chance to pursue these people before they enter into the public job-hunting market. When your employees are contacted they need some means to automatically search current and soon-to-be opened job postings for a fit. Getting hot prospects first in combination with some type of automatic matching feature will be a huge competitive advantage.

4. Adding interactive email to your CRM (candidate relationship management system) further automates the PERP process. In this case, prospects candidates who respond to your initial outbound email will receive an appropriate system-generated response based on their request. This will appear to be a personal message from a recruiter. With the appropriate decision-tree logic, candidates can be reeled-in via a series of information sharing emails. Then when the candidate indicates he or she is serious and wants to talk about a specific job, a meeting can be automatically arranged to talk to a recruiter.

While this type of full automation isn't quite here yet, don't be surprised to see partial solutions offered at the next ERE Expo. Regardless, here are some things you can do now to get started developing your own PERP right away:

1. **Have your employees proactively expand their current connections**. In the future, the companies with the largest number of high-quality connections to their employees will be in the driver's seat. They'll quickly lose this advantage though, if their offerings describe lateral transfers instead of career moves.

2. **Have your recruiters cherry-pick your employees' existing connections**. LinkedIn is great for this. Just have your recruiters review the current contact lists of their fellow employees and find out who's the best, whether they're looking or not. Then contact these people and recruit them for your open opportunities.

3. **Add some type of quality requirement to those people being referred**. Make sure your employees are required to justify why they're referring someone. This provides some indication that the person listed in the talent database is an all-star or a bench player. It also provides the employee a reason not to refer someone unqualified.

Getting people before they enter the job market is what early-bird sourcing is all about. This gives you the chance to decide if you're interested in pursuing a candidate, and a week or two headstart on the completion. But be cautioned. As the process gets automated, early-bird sourcing will not be an option.

Just consider the flip side to all this. Every company will soon be at risk in losing its best people if its competition is implementing a PERP and it's not. Just to stay even then, it will need to enter the fray. This will accelerate the process of job-changing as the 85% of the candidates who are not now looking are soon connected somehow with everyone else via PERP. Aside from hyperspeed sourcing, turnover will increase, loyalty will decline, compensation will increase, and the world as we know it will change.

Fasten your seatbelts.

tags: employeereferrals

http://blogs.wsj.com/hire-education/2010/04/27/green-job-market-seeing-the-forest-for-the-trees/

Green-Job Market: Seeing the Forest for the Trees

By Dan Finnigan



Bloomberg

The Journal's Sudeep Reddy reported this week that while thousands of job seekers have retrained themselves for a promised boom in so-called green jobs, openings for solar-panel installers and wind-turbine technicians are still lagging behind.

In fact, a wealth of job opportunities in the new green economy are out there, especially for job seekers who are passionate about the environment and ready to look at the field more broadly.

For many of these jobs, special training in green technology isn't a prerequisite. There are plenty of non-technical positions—think HR, sales, marketing—at green-oriented companies. Salaried positions, in particular, allow for room to learn on the job and use skills from other fields.

Consider two of my firm's clients: Hara in Redwood City, Calif., and OPOWER in Arlington, Va. While neither company is looking for solar-panel installers, both are at the cutting edge of the green economy, and both are looking for adaptable skills, rather than green training.

Hara, which makes software that tracks data on emissions of carbon and other substances, is hiring across all functions: sales, client support, global services, product development and

management, R&D and marketing, says Lorena Chatterjee, vice president of operations. When it launched last year, Hara had 20 employees. Today, it has nearly as many job openings, including three open internship slots.

OPOWER, a smart-grid software company, works with utilities to provide customers with data about their home energy use. OPOWER has more than 45 positions open, compared with about 20 last year. “We have a very diverse set of roles at OPOWER, everything from software engineers, to statisticians to sales and marketing,” says Donnie Small, head of recruiting for OPOWER. “But the one common thread across all our employees is that they’re here to help make a difference.”

What are green tech companies looking for in future employees?

Immediate availability: Ms. Chatterjee said they can’t hire people fast enough to meet demand. Ideally, they’d like people to be ready to go right away, and they respond to applicants within 72 hours.

Passion: You might not eat 100% organic or drive a hybrid (yet), but these companies are working to help the world and they need people that believe in the cause. If you don’t care about making a difference, don’t apply.

Room for growth: You don’t have to be experienced in the field, but you need to be willing to learn and explain how your background would benefit the company. You can get in on the ground floor of this big opportunity, but you may have to start at the bottom.

For a broader picture of the type of green jobs available check out these job boards (and there are many more): EcoEmploy, Green Jobs.net, TreeHugger, GreenJobSearch.org, Green Collar Blog and GreenBiz.com

And see the Top 5 Cities for Green Jobs for a picture of opportunities in these cities: New York City; San Francisco; Boston/Cambridge; Detroit; and Portland, Ore.

http://blogs.wsj.com/hire-education/2010/05/03/the-basics-of-job-hunting-through-social-networks/

The Basics of Job Hunting Through Social Networks

By Dan Finnigan

Online social networking helps job seekers in two key new ways—first, to find unique, hard-to-find open job opportunities, and second, to increase the likelihood of being found by companies with openings. The most coveted, interesting positions are first exposed through key employees and recruiters, because companies have known for decades that the best candidates come through referrals and people they know. Referrals are more likely to get the job because studies show they perform better and last longer than employees found through more traditional sources, like job boards.

Social networks are now making it much easier for companies to hire referrals. Companies are having employees share openings via the key social networks, and hiring managers and recruiters are searching online for social profiles that fit their job requirements. Your goal with all your online profiles should be to provide a vivid professional picture of yourself—of your experiences, work products, connections, group affiliations—and insight into what you would bring to any company; and to build as many relevant, useful connections as you can.

What networks matter for job seekers?

For job seekers, LinkedIn has the most executive members and is more professionally focused. If you haven't already created a LinkedIn profile, set up a strong basic profile now and keep enhancing it as you go. Resumes can become stagnant. Don't let that happen with your LinkedIn profile. Anyone can find it anytime. Your profile should evolve and always be current. More importantly, start making connections. A great place to start is searching by your college or university to find friends, faculty and alumni in fields of interest. Don't just send invitations without explanations; develop a message to send to people you don't know explaining who you are and why you want to connect. Hint: make sure your profile is public with its own URL, and put the URL in your resume.



Bloomberg

Most people join Facebook for social purposes, but companies and recruiters are actively searching the network for talent. Many people, especially recent college grads, have profiles already, but you need to make sure that the "Education and Work" section is updated. This will dramatically increase the likelihood that great, new opportunities find you. But make sure to use the privacy settings to control who sees what. Make your description, education and work available to everyone, but restrict who

sees your posts and pictures. Keep a close eye because the photos that other people take (and tag with your name) can be a menace. Hint: To be safe, never put a photo on Facebook that you would not want your grandmother to see.

While Twitter isn't traditionally associated with job hunting like LinkedIn, it is fast becoming a virtual job board of "real time" job opportunities. Companies are increasingly posting jobs to their Twitter pages live. Also, it's a fantastic way to build your professional presence by commenting on news and topics relevant to your field. If you're already blogging, you can expand your audience by tweeting links to your posts. To find out about jobs that never make it to job boards or Craigslist, follow companies and people working in your fields of interest. Hint: Keep your personal tweets (what you had for breakfast, Friday night plans) and professional tweets separate by creating two accounts; create one, more complete profile and indicate your professional interests.

http://www.secondact.com/2010/05/april-unemployment-numbers-the-us/

Job Picture Mixed For Older Workers

Friday's jobs report from the U.S. Labor Department brought news that unemployment rates for older workers remain lower than for other age groups.

But the news wasn't all good. Once older workers, especially boomers over 55, lose a job, it takes them longer to find a new one than any other age group.

Despite a brighter overall picture, people ages 45 to 54 continue to be caught in a "perfect storm" of lower-than-expected earnings and retirement savings at the same time family demands and expenses, are rising.

According to the Labor Department, the U.S. economy added 290,000 jobs during April, bringing to nearly 500,000 the number of jobs created since the beginning of 2010--yet another sign a recovery is underway. Better yet, new jobs came in a variety of U.S. industries --manufacturing, health care, leisure and hospitality to name just a few - and in government, thanks to Uncle Sam hiring temporary workers to help with the 2010 Census.
Despite the addition of new jobs, the unemployment rate rose slightly, to 9.9 percent from 9.7 percent for the first three months of the year, according to the Labor Department.

That's to be expected, says Dan Finnigan, an online job boards veteran who monitors employment trends as CEO of Jobvite, the Silicon Valley-based recruiting software company. With companies starting to hire again, many people who stopped actively looking for work when the economy was at its bleakest are now entering the workforce. That's increasing the number of active job seekers, which temporarily pushes unemployment numbers up, Finnigan says.
If the economy continues to add several hundred thousand jobs a month, unemployment rates should begin trending down again over the next few months, Finnigan says.

April's labor report should be encouraging to mature workers, with unemployment rates for people 35 and older trailing the national average and substantially under jobless rates for Gen Y. In April, unemployment rates were 8.1 percent for people 35 to 44; 7.7 percent for people 45 to 54; and 7 percent for people 55 and older.

By contrast, the country's highest unemployment rates were among Gen Y workers, with 17.2 percent of 20 to 24 year olds out of a job in April compared with 14.6 percent during the same period a year ago. "They're feeling the pain," Finnigan says.

The news isn't all good for older workers. Fewer may be out of work, but those who are spend more time looking before they land a new job. According to a March Labor Department bulletin, workers ages 55 and over were jobless 35.5 weeks before finding a new position, compared to 23.3 weeks for workers ages 16 to 24 and 30.3 weeks for workers between 25 and 54.

Such difficulties finding a new job could be one reason why boomers are the becoming business owners faster than anyone, with businesses launched by 55 to 64 year olds growing 16 percent between 2007 and 2008, the latest data available from the Ewing Marion Kauffman Foundation, a nonprofit group that studies U.S. business startups.
Apart from all those new college graduates who can't find jobs, the people having the worst time of it are the so-called "sandwich generation," ages 45 to 54, Finnigan says. At a time in their careers when they're supposed to be making the most money, many lost their jobs--specifically because their salaries were so high--and saw their retirement savings evaporate in the financial industry crisis. On top of that, they may have Gen Y children (who can't find jobs) moving back home and older parents to support. "It's the perfect storm," Finnigan says.

But he holds out hope for 40- and 50-somethings who dealt with one or more financial set back during the recession. If you're out of work, find a job--any job, Finnigan says. The recession killed whatever stigma was attached to taking a job that paid less than what you were used to making. In a potential employer's eyes, it's better to be employed in a less than stellar position and looking for another job than not employed at all, he says.

If you're contemplating a job change, look at industries that have good prospects over the next 20 years. (The SecondAct Career Guide has helpful links and current job trend information.) Says Finnigan: "Use this moment to decide what you want to do with the rest of your life."

http://www.inc.com/guides/2010/05/using-twitter-for-recruiting.html

How to Use Twitter as a Recruiting Tool

Adam Heagy is one of the most vocal advocates of using Twitter as a recruiting tool at Synerfac Technical Staffing. "Experienced recruiters want to use traditional methods because they think Twitter is only for young people and they are looking for seasoned individuals," says Heagy, vice president of Synerfac's Philadelphia, south New Jersey, Raleigh, North Carolia and New Castle, Delaware offices. "It's the exact opposite. Twitter has been a great source for more candidates with progressive skill sets."

The micro-blogging, social networking website can be a powerful way for small companies and recruiters to expand their list of potential job candidates. If they use it right, that is. "Are you going to log in to Twitter and instantly have a pool of candidates?" asks Heagy. "It doesn't happen like that. You have to be consistent and it will pay great dividends."

Here's how to get the most out of Twitter when it comes to recruiting:

How to Use Twitter as a Recruiting Tool: Getting Started on Twitter

As a recruiter, you can use your own Twitter account or use your company's, but it should be clear that the purpose of your account is to share available jobs and information about the companies that are hiring.

Since Twitter gives you just 140 characters to get your message across, don't beat around the bush. Tweets should be along the lines of: "Looking for a Sales Rep in NYC, Very competitive salary, apply at (include a shortened url)." To make your job postings stand out, you can also use hash tags, which are formed simply by prefixing a word with a hash symbol (#). Hash tags are used as a way to filter and find information on Twitter. By including a hash tag with a keyword in your tweet, it becomes instantly searchable. Here are a few examples of hash tags you might consider using: #job, #jobpost, #employment, #recruiting, #hiring, #career, #staffing, #salesjob, #NAJ (that's Twitter lingo for 'Need A Job?'). You can use more than one hash tag in your tweet, but remember that your characters are limited, so be strategic in which hash tag or tags you use.

If your company has a Twitter account but not a lot of followers, there are tricks for expanding your network and building relationships with clients and job candidates. Run a quick search on Twitter (search.twitter.com) for anybody discussing a specific keyword and you can get hundreds of contacts. You can search for people you know, by location, by industry or interest, by hash tag, by popularity, by time and more. "I've enjoyed building a community on Twitter and follow job seekers and career search experts," says Stephanie Valadez, a human resources generalist at North Texas Leaders and Executives Advocating Diversity. "I think Twitter has helped us gain exposure, redirecting job applicants to our website and people who may be interested in our free services."

You should also follow associates and other recruiters that might be sources for candidates. Tim Heard, president of eSearch Associates in Louisville, Kentucky adds, "If a recruiter has established a network of followers who tend to fall within the recruiter's area of specialization, then the tweet about a job might not be an invitation to apply, instead, it might be a request for referrals."

There is also the opportunity to market events you will be attending, such as a tweet saying, "Stop by our career booth at the Sales Tech Expo." More importantly, your Twitter account is a place to inform potential hires about your business. Your tweets say a lot about your company and what's important to it.

Dig Deeper: More about Twitter

How to Use Twitter as a Recruiting Tool: Targeted Networking Services

If firing job postings off into the ether doesn't feel like the best use of your energy, there are companies like Jobvite, TweetMyJobs, and others that help businesses target their tweets to a particular audience. Jobvite has recruitment applications that integrate Facebook, LinkedIn and Twitter promotion. TweetMyJobs is a service that posts jobs based on a specific job function and geographical area.

Jobvite offers several recruitment tools: Jobvite Source, Jobvite Hire and a new, free product, Jobvite Share, which will launch at the end of May. Jobvite's products help with job post distribution, candidate sourcing and candidate tracking. Speaking specifically of its Twitter application, Dan Finnigan, CEO of Jobvite says, "You can quickly and easily distribute jobs through your Twitter network or employees Twitter network. With Jobvite you can track referrals from employees." A few companies that use Jobvite as part of their recruitment strategy are Zappos.com, Etsy, Digg, Mozillaand Tivo.

TweetMyJobs has over 9,000 job channels, which are essentially Twitter accounts it manages. A company can post job listings to its Twitter account and then TweetMyJobs will grab them from there. If a company doesn't have its own Twitter account or doesn't want to use it for such purposes, the company can enter the post into TweetMyJobs' system for distribution. “We distribute them based upon their function and location to the correct job channel," says Gary Zukowski, president and CEO of TweetMyJobs. When a job has been filled, TweetMyJobs will also remove all references to the tweet. Synerfac Technical Staffing was one of TweetMyJobs first clients. They have a host of clients including Netflix, AOL, Sony, Intercontinental Hotel Groups and AllState.

There is some debate among recruiters over the ability to track who is finding a job through a Twitter posting. "We're constantly tracking our tweets to see how wide our reach is – but the approach we take to both sector specialization and regional localization seems to be paying off," says James Mayes, director at TweetJobs, LTD, based in Great Britain.

There is also concern that candidates found through Twitter aren't as qualified as those identified through more traditional means. Finnigan disagrees, "The people who are on Twitter are people who are comfortable with innovation, creative and collaborative work, and new and creative ways to get their job done." He adds, "You don't get the introverts on Twitter."

Some recruiters also question the need to use Twitter for recruiting when you already have Facebook, LinkedIn and traditional job boards like Monster and CareerBuilder. "Job boards do still work – for active candidates," said Samuel Dergel, owner of CFO2Grow, a finance recruiting and executive search firm in Montreal, Canada. "We find that they are ineffective for passive candidates," such as those who may not be searching for a job, but would be open to leaving if the right opportunity came along. Dergel says such candidates tend to be active on Twitter.

"Twitter is not the end all be all," said Zukowski, "but it is an affordable and inexpensive way for a small business trying to make an impact to reach a larger audience, share their job offerings and build their brand."

Dig Deeper: How to Improve Your Hiring Practices

How to Use Twitter as a Recruiting Tool: Researching Potential Candidates

When you find a potential candidate on Twitter, evaluate their activity to see how often they tweet, if they have a healthy balance between followers and following, how big their network

is and the quality of their tweets. Do they keep a balance between personal and professional tweets? Do they only post updates or do they respond to others and re-tweet others, fully utilizing what Twitter is about? "You have to properly screen and interview that individual," adds Heagy.

Jobvite even offers a tool that allows for candidate searching. "The person using Jobvite Source would be able to look at a candidates profile, then by clicking on the persons name, pull other information that may exist on the free, open Web such as their Facebook profile, LinkedIn profile and Twitter account," explains Finnigan. "You get a more 3D experience because you are getting a candidates public profile to see how active they are and to get a sense of the candidate."

And since it's potentially a powerful tool, Twitter places some new demands on those who want to use it to find job candidates.

"I do recommend Twitter for recruiting, but you must know what your goal is, have a strong website to direct applicants back too, and of course be open-minded," says Valadez.

http://economy.ocregister.com/2010/05/21/o-c-unemployment-rate-drops-to-9-5/33057/

O.C. unemployment rate drops to 9.5%

May 21st, 2010, 10:40 am · · posted by Mary Ann Milbourn

inShare

Orange County employers added 4,700 new jobs in April, the third month in a row of increased hiring and the highest number of local payroll jobs since last June, reported the state Employment Development Department today.

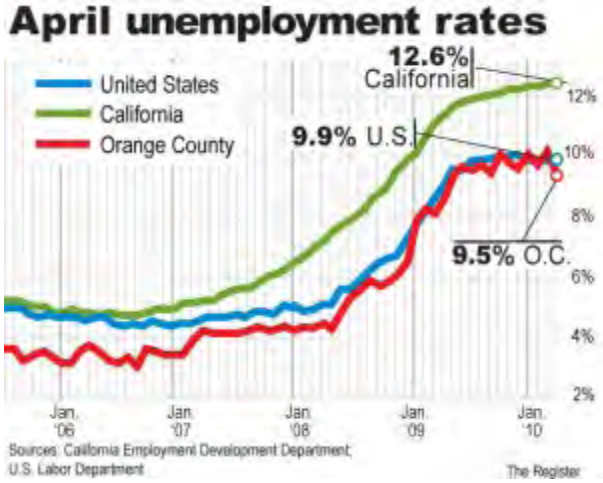
The combination of additional jobs and fewer people looking helped push the unemployment rate down from 10.1% in March to 9.5% in April, the lowest since December. Overall, Orange County has lost 28,400 jobs in the last year.

Esmael Adibi, a Chapman University economist, was cautiously optimistic about the report.

“The unemployment rate dropping to 9.5% is always good news,” he said, “But we generated about 5,000 jobs and about 5,000 people departed from the labor force so the lower unemployment wasn’t due just to job growth.”

With a slew of new college graduates hitting the job market beginning in May, Adibi expects unemployment to go higher over the next couple of months as more workers are competing for the same number of jobs.

“What the message is to the unemployed is they will have to be very patient,” he said. “There will be some more jobs created, but the pace is going to be very slow.”



California’s unemployment rate remained unchanged at 12.6%, the third highest in the country. Michigan was highest at 14% followed by Nevada at 13.7%. California has lost 355,500 jobs in the last year.
“While the nation overall saw a healthy boost in employment last month, today’s report that California hasn’t also improved is surprising,” said Dan Finnigan, chief executive of **Jobvite**, a recruiting software company. “Jobvite has many customers based in California, and from their use of Jobvite’s recruiting platform, they’re actively hiring — and at a rate higher than at any time in the last 20 months— so we know that many new jobs are being created in California. But throughout the downturn, California has suffered more than other states, so it may take somewhat longer for California to recover than the national average.”

It may be that some of the hiring is flying under the government’s statistical radar. For instance, the payroll employment survey is notoriously bad at reflecting hiring — or layoffs — by small businesses, which dominate Orange County’s economy.



Jackie Dark, owner, Lovely Lashes

For instance, Jackie Dark, owner of **Lovely Lashes** in Costa Mesa, which does eyelash extensions, recently hired four more workers. That's a major boost from when she opened her shop just before the market crash in 2008 and was just eking by.

"Now we are just getting overwhelmed," Dark said. "I think the economy is turning around. I really do."

Suzanne Kolessar of Dove Canyon can attest to it. She moved to Orange County last year from Las Vegas, where she had been the branch manager for the California State Automobile Association before cutbacks there.

She was hoping she would get lucky like her daughter, who relocated to Orange County after graduating from the University of Nevada at Las Vegas and landed a job with Merrill Lynch.

But Kolessar said that in the five months she's been looking, she has had few prospects. She wryly notes the irony of being on unemployment now. Prior to Las Vegas she worked for seven years in unemployment compensation for the state of Ohio.

Things, however, changed this week. Kolessar got called back for a second interview and was offered a job by the Auto Club of Southern California today.

"All I can say is persistency pays off," she said.

In April, Orange County saw the strongest job growth in leisure and hospitality which added 3,100 jobs as hotels and attractions geared up for summer. Government expanded by 1,300 jobs, mostly in federal government which was adding Census workers.

The information sector, however, lost 500 jobs. Professional and business services and educational and health services dipped by 100 each.

Construction continues to suffer. Although the sector didn't lose any more ground from March to April, it is still down 12,700 jobs in the last year.

Orange County's 9.5% unemployment rate was sixth lowest in the state. Mono County was lowest at 8.2%. Rural Imperial County was highest at 27.9%.

Here's how other Southern California counties fared in April:

- Los Angeles: 11.9%
- Riverside: 14.3%
- San Bernardino: 14.1%
- San Diego: 10.4%
- Ventura: 10.5%

http://blogs.wsj.com/hire-education/2010/05/24/a-resume-is-not-enough/

A Resume Is Not Enough: How to Market Yourself Online

By Dan Finnigan



Dan Finnigan, CEO of Jobvite

Everyone should know how important it is to stand out from the crowd when looking for your next job. But with near 10% unemployment (above 17% for younger workers between 20 and 25 years old) and with companies receiving oftentimes hundreds of online applications for every job opening, catching the recruiter's eye is more difficult than ever.

And a standout resume is not enough now. Many companies and recruiters are now reducing their traditional classified and job-board advertising because they are buried in applications from poorly qualified candidates and are increasingly searching for people who better fit their criteria on the Internet and social networks. In this new emerging era, you need to manage your online profiles like companies do their Web sites. Expect anyone to find them to learn more about you and your potential. You need to tell a compelling story about your qualifications, aspirations and motivations to stand out from the literally millions of profiles on LinkedIn, Facebook and Twitter. This is especially true

for recent college grads who have fewer experiences with which to differentiate themselves among the thousands competing for the same entry-level positions.

So how do you get noticed online?

1. Profiles. Every industry has its own vocabulary. Before you write about your past work and educational experiences, read several descriptions of jobs that interest you. Then in your online profile or bio, describe your skills and experience with the terminology—used by professionals in your field of interest—making it easier for recruiters with the best fit opportunities for you to find your profiles. (Remember to update all your online profiles.) For example, if you're seeking a marketing job, perhaps previous positions or projects included aspects of customer acquisition, social media or market research. **Hint:** Be relevant, but resist the temptation to overstate your qualifications.



Bloomberg News

2. Get Recommendations. On LinkedIn, you can ask connections to provide recommendations that viewers of your profile will see. It may seem intimidating to ask, but endorsements will make you stand out. Start by requesting connections with employers, professors and clients. Then

draft a note that you'll send through LinkedIn's "Request Recommendation" function. Explain that you're seeking a job, and what type; and remind your contact of the specific project or work experience you're asking them to endorse. Then wait. If you pester people, they won't want to recommend you for anything other than an etiquette class. Politely follow up after two weeks. And consider recommending them first; they may be job hunting someday, too.

3. Show Your Work. In your online profiles, you have more room to show off than your one-page resume. Include links to Web sites, e-portfolios and blogs that illustrate your work—or your work ethic. If you don't have one, you should consider creating an online portfolio and keep adding to it. Accomplishments don't have to all be strictly relevant to the job you seek, but can show you have a record of hard work, accomplishment, creativity or intellectual curiosity. If you do not have much work experience, evidence of these characteristics can set you apart from others. When possible, show the concrete, measurable goals you were able to achieve.

4. Connect With Industry Groups and Companies. Professional networks and businesses usually have a presence in social networks. Look in the Groups section of LinkedIn and join relevant professional groups; become a fan of professional groups and your target companies on Facebook. Also follow experts and companies on Twitter. Once you join/fan/follow, you'll automatically receive news (including job information). This "inside" information can alert you to opportunities and give you a leg up in interviews. Potential employers will

appreciate the initiative you've taken to educate yourself for the job.

5. Engage in Conversations. You've got the connections and you're in the groups. but you can't just ***sit*** there. Show that you have more than a pulse, that you care and are energetic. Post questions and provide answers for others. Respond to Wall posts, retweet and react. Differentiate yourself beyond your resume by showing your interest and commitment to this professional area. By engaging in conversation, you'll actually build the number and quality of your connections online. These contacts you engage with will see that you have something valuable to offer, and may even help with your job search.

Now you have done more than write a resume: You're marketing yourself online. And you'll become more qualified by learning and contributing to professional online communities.

http://blog.seattlepi.com/techchron/2010/05/25/e-commerce-pioneer-broadvision-now-banking-on-social-networking/

E-commerce pioneer BroadVision now banking on social networking

BroadVision Inc., a Silicon Valley e-commerce pioneer that saw its better days before the dot-com bubble burst, today is reinventing itself as a firm that creates social networks for businesses.

The Redwood City firm launched Clearvale, a platform that includes templates – and later this year an "app store" – that enable businesses to build their own private "network of networks," said Pehong Chen, BroadVision's chairman, president and chief executive officer.

"We think of it as the new Yellow Pages," Chen said during an interview last week.

The company hopes to capitalize on the popularity of consumer-focused social media companies, especially Palo Alto's Facebook, with a platform that allows similar communication and collaboration networks tailored for the business world.

Among its customers is Japan's telecomunications giant SoftBank Telecom Corp.

When Chen founded BroadVision 17 years ago this month, the firm made a bet that it could show businesses how to conduct e-commerce on the Internet almost a year before the company that produced the Netscape browser launched.

BroadVision would cash in on that bet, moving into the then-Chronicle 500 list of top public companies in the region. But then came the dot com bust of the early 2000s, which forced the company to shed employees and scale back to stay afloat.

The firm currently has about 300 employees, about one-tenth of its workforce during its heyday.

But now, "the entire focus of the company is Clearvale," Chen said.

BroadVision isn't the only company jumping on the social media bandwagon today.

Jobvite Inc., a Burlingame online job recruiting firm, launched a new service called Jobvite Share, which matches companies that are hiring with prospective candidates through Facebook, LinkedIn and Twitter.

The service is free, but Jobvite is hoping to entice frequent users to buy its premium services.

"We think not only does it help our business, we think it's the right time with the economy starting to turn around," Chief Executive Officer Dan Finnigan said.

- Posted by Benny Evangelista

http://bx.businessweek.com/real-time-web/view?url=http%3A%2F%2Fc.moreover.com%2Fclick%2Fhere.pl%3Fr2850683244%26f%3D9791

Jobvite Recruiting Tool Taps Social Networks

Job listings can be shared and tracked across Facebook, LinkedIn, Twitter, email or elsewhere on the Web.

By **Alison Diana** InformationWeek
May 26, 2010 12:45 PM

Recruiting-technology firm Jobvite Wednesday unveiled Jobvite Share, a free tool that uses the power of social networking to distribute and target job openings to increase referrals and track in real-time the value of job placement ads.

Using Jobvite Share, a company executive or human resources manager looking to fill a position enters a job URL and Jobvite creates a custom, trackable listing for the position, regardless of where it is distributed on the Internet. The job listing -- dubbed the Jobvite -- can automatically be sent to specific contacts within Facebook, LinkedIn, Twitter, email or elsewhere on the Web, and tracked using real-time metrics.

“As we continue to see signs of an economic recovery, companies -- still strapped for resources -- can now recruit the best, closest fit, talent on the open social web for free using Jobvite Share,“ said Dan Finnigan, president and CEO of Jobvite.

Prospective employers can share short Jobvite links through emails or via one or several social networking sites, blogs and job boards. The software uses an algorithm determine those potential candidates that best-meet the job qualifications. Recipients can pass along these messages to their connections, further expanding the prospective pool of candidates, according to Jobvite.

Since Jobvite Share includes up to five trackable links, the employer can determine which sites are most effective for marketing and distributing job leads. These metrics monitor views, clicks, forwards, and clicks to apply, and track individual channels such as Twitter, Facebook, LinkedIn and e-mail. They also follow referrals as they spread across users' individual networks.

Social networking sites continue to play a big role in uniting employers and prospective hires. TwitJobSearch.com, a job search engine for Twitter, posted 586,836 new jobs in the last 30 days and 694 new jobs between about 10 and 11 EDT today, according to the site.

http://pmanewsline.com/2010/05/28/jobvite-launches-free-social-recruiting-site/

Jobvite launches free social recruiting site

May 28, 2010 By

Posted By: Jennifer Kruger

Jobvite, Burlingame, Calif., launched Jobvite Share, a completely free and easy way to distribute and target any job opening on social networks to increase referrals and track in real-time the value of any job advertisement or placement on-line. The new Jobvite Share makes it quick and easy enough for anyone, from recruiters to hiring managers to CEOs, to harness the exponential power of the social web to find the right talent at no cost, the company says.

With Jobvite Share, anyone with a position to fill can easily enter a job URL, and Jobvite will create a custom, trackable listing for that job, regardless of where distributed on the web. The job invitation, the Jobvite, then can be sent automatically to targeted contacts in email, **Facebook, Twitter** or **LinkedIn** and shared anywhere on the Web. Jobvite Share puts powerful, real-time metrics in the hands of employers of all sizes to see what works — and what doesn't work — in their job marketing and distribution — all free of charge.

http://articles.sfgate.com/2010-05-30/business/21650708_1_social-networks-social-media-robots

Firm returns with business social networking

May 30, 2010

BroadVision Inc., a Silicon Valley e-commerce pioneer that saw its better days before the dot-com bubble burst, is reinventing itself as a firm that creates social networks for businesses.

The Redwood City firm launched Clearvale, a platform that includes templates - and later this year an "app store" - that enable businesses to build their own private "network of networks," said Pehong Chen, BroadVision's chairman, president and chief executive officer.

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BroadVision isn't the only company jumping on the social media bandwagon. Jobvite Inc., a Burlingame online job recruiting firm, launched a service called Jobvite Share, which matches companies that are hiring with prospective candidates through Facebook, LinkedIn and Twitter.

Brain implants: Twenty-five years after the first Internet domain name was registered, 1 in 10 Americans under 50 would like to turn themselves into Chuck (from the same-named NBC series) by implanting the Internet into their brains, if that were possible.
Similarly, one-third of Americans would download memories from their brains if they could, and the percentage increases to more than half for 18- to 29-year-olds. Also, 1 in 4 has been caught cheating, or knows of someone who has been caught, because of an online social network.

Those are some of the results of a poll released by VeriSign Inc. and conducted by Zogby International. It measured the Internet's impact on relationships, culture and general tech knowledge. Zogby surveyed 3,233 people from April 30 to May 3 and from May 14 to May 17.

Rosy future: Menlo Park's Willow Garage is sending several robots to academic institutions worldwide as part of an initiative to, as company President and CEO Steve Cousins put it, "get robots out of factories and into the real world."
Eleven of Willow Garage's PR2s (Personal Robot 2) - which have a mobile base and arms that can react to being pushed or pulled - are being shipped to the University of Tokyo, the University of Freiburg in Germany, Stanford University and UC Berkeley.

Each PR2 comes preinstalled with Willow Garage's free and open-source software platform, ROS.

The program is part of Willow Garage's effort to eventually put the machines in homes or other environments where personal robotics can assist in everyday life, such as folding laundry or helping seniors lift heavy objects.

By providing the PR2s to these institutions for free for two years, Willow Garage hopes to accelerate robotics research and development. As a condition of the program, participants will share their research so the robotics community may build on it.

A free look: Nitro PDF Software is trying to bring full-featured PDF software to the masses with a new free reader.
Nitro takes direct aim at Adobe Acrobat, the most popular reader software on the market. With Nitro, users will be able to create, edit and mark up PDF documents and get the ability to add stamp signatures, all for free.

The San Francisco company hopes to profit by introducing its Windows-only software to users and up-selling them Nitro PDF Pro, a $99 product.

Adobe's free Acrobat 9 offers the ability to view, print and share documents. But to get more features, such as creating PDFs out of existing documents, you have to buy the paid versions of Acrobat, which start at $299.

http://www.personalbrandingblog.com/how-to-build-a-strong-online-brand-in-14-5-hours-per-week/

HOW TO: Build a Strong Online Brand in 14.5 Hours per Week

- By: Heather Huhman on June 5th, 2010 at 5:30 am
- In Brand Yourself As, Personal Branding, Success Strategies | 7 Comments

A Wall Street Journal blog post by Dan Finnigan, CEO of Jobvite, last week entitled, "A Resume Is Not Enough: How to Market Yourself Online" makes a really good point in the headline alone: having a positive online presence is more important than ever.

And if you're without a job right now, you should have plenty of time to devote to such an effort. But, because in-person networking is just as important, if not more so, let's discuss a bare minimum personal branding online marketing plan.

Your Website: up to 10 hours (one-time); 30 minutes per week (upkeep)

Buy your own domain and hosting, and put up a professional website that serves as a hub of all your other online activity. I always recommend going with WordPress because it's so easy to use—and because I'm going to recommend later in this post that you have a blog as part of this plan anyway—but there are other services that can help you "cheat" and put up a professional website extremely quickly with extremely little effort.

Weebly
Wix
DoYouBuzz
ZooLoo
Brand-Yourself
Webs
Carbonmade
Chi.mp
Flavors.me

Make sure you include your elevator pitch, access to your social networking profiles, and a way to contact you.

Social Networking Profiles: up to 5 hours (one-time); 30-60 minutes per day (upkeep)

Again, at the minimum, you should have a presence on LinkedIn, Twitter, and any niche networking site for your profession. I think a lot of people see social networking as a huge commitment, but it doesn't have to be.

Once you set up your profiles (if you're new to LinkedIn, definitely check out their New User Guide), you can certainly only spend up to an hour per day updating your status, sending out relevant information to your connections/followers, and engaging in online dialogues. Just make sure you are spending that time each day—the more updates, the better your search engine rank will be.

Blog: up to 5 hours (one-time); 60 minutes per day (upkeep)

Blogging, when done properly, can actually eat up most of your bare minimum personal branding online marketing plan. Don't just blog to blog—you want to be effective, too. (Otherwise, what's the point?)

Since we're talking minimums, three times per week is typically enough to keep people interested. But, I'm going to recommend you spend 60 minutes per day doing something for your blog: planning posts, promoting your blog, commenting on other people's posts, actually writing, responding to comments on your blog, etc.

In summary…

At the bare minimum, you can create a pretty strong online presence in approximately 14.5 hours per week. At first glance, that might sound like a lot, particularly if you do have a full-time job. But, considering there are 168 hours in a week, this plan gives even full-time workers plenty of wiggle room to build their brand online.

What else would you suggest?

http://www.ere.net/2010/06/21/making-your-employee-referral-program-work-smarter-follow-up-questions-and-answers/

Making Your Employee Referral Program Work Smarter — Follow-Up Questions And Answers, Part I

by
Dr. John Sullivan
Jun 21, 2010, 5:36 am ET

Dr. John Sullivan and Master Burnett

The performance gap between the very best employee referral programs and the typical program is growing dramatically wider each day. Benchmark organizations dedicating resources and formally managing their programs are very close to producing 50% or more of all external hires from their programs — nearly double that of the average firm. They are also using their employee referral programs to accomplish objectives not directly related to closing requisitions, including increasing workforce diversity, and influencing their organization's employment brands.

The increasing disparity in performance is largely attributed to the lack of management. Many recruiting leaders view ERPs as simple programs, requiring little in the way of resources and day-to-day management. They throw together a simple policy and call it a program. Unfortunately, such efforts lack formal design, formal goals, and often ignore a multitude of variables that lead to improved performance and prevent barriers to performance from emerging.

The end result is easy to see in organizations large and small: newly launched ERPs become stale and outdated within months of launching, their performance rising, leveling, and dropping off until someone steps up and once again opts to retool the program.

Based on the registration response and volume of questions submitted during a recent ERE webinar on Making Your Employee Referral Program Work Smarter, clearly many organizations have retooling their programs on their agenda. With nearly a question a minute coming in from the hundreds in attendance, responding to all simply wasn't possible. What follows are the public questions that were submitted (grouped, combined, and summarized) and our brief response to each.

Looking for more detail? Use the comments functionality following this article to let us know and we'll do our best to develop future content along those lines.

Benchmark Research

Many of our perspectives on employee referral program design and performance are based on benchmark research conducted in 2006, 2007, and 2008. With a data set that includes more than 600 organizations dispersed across more than 26 countries, there is little we have not seen. This fall (September), we'll repeat our core benchmark study, making summary results available for free to all organizations that participate. If you're interested in participating, register here, and you'll be notified when the process kicks off.

Social Media Integration-related Questions

Can you offer some suggestions on making smoother handoffs between the referral program or social networking program and recruiting?

As more and more psycho-social research about the impacts of social networks on relationships emerge, one thing is clear: social media tools dramatically increase the number of close relationships an individual can maintain. Some studies demonstrate that proficient social media users can maintain close relationships (relationships in which they know a number of recent personal details about the other person) with three times as many individuals as nonusers. These expanded networks are a rich resource that many organizations would like to tap, but early efforts to drive conversion from contact to applicant were rarely successful. One of the key drivers of failure in early adopter organizations was an assumption that the same old approach to communicating employment opportunities could be applied to social media communication channels. That assumption ignored the fact that social media tools were developed primary as a means for a close network of people to communicate with one another via a channel free from spam and noise. To better take advantage of social media within the enterprise and to smooth the handoff during conversion, organizations need to invest in three practices.

- First, you need to develop a primer to help employees cultivate professional relationships online. This often entails educating them on how to identify valuable contacts, how to make a good introduction, how to establish a mutually beneficial dialogue, and how to determine if and when referring someone to the organization should be considered. We all know how employees feel about training, but to our surprise, 51% of 15,000+ employees surveyed in 2008 indicated that training on cultivating a stronger professional network was the No. 1 thing their organization could do to improve their ERP.

- Second, you need to develop a way of communicating critical position vacancies to the segments of the workforce that are most apt to be able to refer a qualified person in a manner that isn't spam. We all know what spam is; the vast majority of HR communications qualify! A good approach uses hyper-defined segments and crafts messages that go far beyond just detailing the openings. Great ERP communications explain why finding great talent for the open positions is important to the organization and to the recipient of the communication. They also include priming questions, or questions that can help the recipients more quickly identify who they may know, and provide interesting information about the role, the team, or the organization that someone may actually want to share in casual conversation.
- The third practice you need to develop is allowing referrers to make a referral in a manner consistent with dealing with a friend, but that delivers value to you the employer. This involves making the submittal process easy but qualitative. You need information, and both the referrer and the referral need a way to provide it to you that isn't cumbersome. The e-commerce model of sending a link to a referral that takes them back to the online application doesn't fit this audience and should be dropped like a hot potato. Consider allowing employees to make a referral using a social network ID, and ask them to prequalify the referral using one to three questions.

Having developed these three practices, the organization needs to highlight successes visibly and frequently. Establish goals for both the ERP and the social networking initiatives, because goals give you an excuse to communicate and a target to track against. Reward successes, and provide a means for employees to easily share what is and is not working.

What are some alternatives to social networking sites if these sites are prohibited by the company legal department?

Obviously the most desirable approach is to make the business case to change internal perspectives/policies, but until that is accomplished, there are still some actions you can take. A number of tools make it possible for employees to publish content to their social networks via e-mail; tweetymail is a good example. While this approach will not enable the same rich networking experience as interfacing with the services directly, it can provide organizations with an effective way to use the services within the network policy of the organization. Many proficient social media users also connect to social media services via mobile devices, which your organization may have a policy against using on company time, but which is most likely ignored. Recognizing that adept networkers will always find a way, and developing tools or approaches that lend themselves to the alternative access methods, is a way to be supportive.

What technology have you found most successful in tracking the social media network referrals?

As mentioned earlier, converting social network contacts into referrals can be a daunting activity. Early research has shown that the last thing you want to do is take a newly developed or cherished online contact and force them into the torture process that is the online application. Conversion rates of social media contacts to applicants can be as much as 10 times higher when alternative application methods are used, mini-registration forms on micro-sites and landing pages being the most common. Five years ago there were not many software systems available specifically developed to help administer ERPs, so many best practice firms built their own solutions internally to support their programs. Today, firms like SelectMinds (webinar sponsor) and Jobvite provide tools that can not only help you drive awareness of opportunities, but also track the response. An alternate method involves using a CRM system such as Salesforce.com or Avature and evoking the web-to-lead functionality. Web-to-lead lets organizations rapidly create a number of online forms that funnel data on respondents back into the CRM as leads, which can then be tracked through a defined workflow. The later approach would let you create different referral forms for departments, social media campaigns, locations, etc.

Program Administration-related Questions

My company requires a waiting period after hire of the referral, before paying any referral bonus. I am not sure it serves any legitimate purpose. Thoughts?

Never ever delay payment. It's a program killer. I do not know where this silly practice originated from, but it is a useless policy that will severely dampen enthusiasm. Unless your organization does an incredibly poor job selecting who to make offers to, 99.9% of the time the referral will outlast the waiting period, saving the organization nothing and penalizing the employee in the process! Delaying the reward just adds another administrative issue, expanding the process time significantly and forcing developing of a tracking element. Most reasons for early turnover are related to the manager or are related to issues beyond the new hire's control and have nothing to do with the referring employee. If you do have an employee consistently providing bad referrals, coach them. If an individual manager has high early turnover rates from any source of hire, coach the manager.

If you can't develop a business case to stop delaying payment, consider repositioning the reward. Instead of communicating that the reward is withheld until completion of a probationary period, give the referring employee a small reward at time of hire and alter your reward structure to provide a larger reward for all referrals that result in a hire that obtains above-average performance ratings after six months. This approach will encourage the referring employee to support the referral during the early stages of employment and possibly even reduce overall program costs. Our 2008 research revealed that 58% of employees are comfortable with ERP rewards that vary with hire performance and that another 13% are neutral on the issue.

It seems difficult or ambiguous to tie referral credit to someone blogging. How do you identify who deserves credit, especially if the referral wasn't a warm referral at the first point of contact?

There is a quite simple solution to identifying who gets credit for a referral. Ask the referral who played the biggest role in getting them to apply! If they list a specific blog, video, social network contact, etc. you can use that information both to allocate the reward and to educate your employees about "what works" and what does not.

I understand that it is very important to respond to every referral within an acceptable period of time, but is an automated response enough?

It is certainly acceptable to send automated acknowledgments that a referral has been received, but that should never be the only communication sent to all parties involved. When automated responses are used, they should help establish expectations by outlining the referral process and estimated timeline. All referrals need to be closed; i.e., result in a hire or a decline. A personalized communication needs to be sent to every party involved at each stage of the referral process until the referral is closed, with the first personalized communication occurring within 24 to 72 hours of the referral submission. Think of it like an employee suggestion system; if a suggestion that an employee has worked hard on gets only a generic response, it is unlikely that you will get future well-thought-out suggestions either from them or their colleagues.

What should you do if the referral is clearly not qualified for the position?

This happens much more frequently in programs that lack a design element requiring referring employees to pre-assess or qualify their referrals. You must respond to all referrals, but in the case of outright rejections, it helps to provide the employee with feedback so that they know what they did wrong or the general reason for the rejection. This might include a checkbox list including insufficient education, insufficient experience, or lacking specific skills. If you do not have the resources for customized responses to all, you should at least provide specific feedback to first-time referrers, to well-connected individuals, to senior managers, and to individuals in the hard-to-fill positions.

Is there any research that demonstrates that companies make employee referrals a priority? If yes, how do they maintain two different recruiting processes?

In our benchmark research, we isolate the top 40 performing programs evaluated as our best-practice sample. In 2008, all but one of the firms in the best-practice sample maintained a separate recruiting process for referrals that fast-tracked evaluation and scheduling. Prioritization is becoming more common as more

organizations acknowledge that treating all roles and organizational units equitably doesn't mean equally. Business leaders expect prioritization even though they may not be happy when it negatively affects them. From an economic perspective, ERPs produce the best hire yield for external hires: 1:3 in best practice firms. So prioritizing flow from ERPs is a logical resource optimization tactic that drives not only efficiency, but effectiveness.

Other factors driving prioritization include the fact that all high-quality applicants (and referrals are top-quality candidates), once identified, should be given expedited treatment because they remain in the job market for such a short period of time. Prioritization also encourages your employees to continue referring, by providing a positive experience that validates that their input is valued. Incidentally, prioritizing referral applicants does not imply that they will undergo different screening or assessment, only that the process will trigger faster.

What should happen if a referral that was made for a position that involves a bonus ... ends up being a better fit for another position that does not have a bonus attached to it?

Generally referral bonuses are tied to a specific job or requisition number because they are hard-to-fill jobs or are mission-critical. As a result, filling another position with a referred candidate would not automatically result in a reward.

What do you do when two employees refer the same candidate? Do you reward the earliest referrer or split it between them?

Generally, referral bonuses are paid to the earliest referrer but referrals can be set to "expire" after six months or one year. However, even the best-designed referral programs run into conflicts, so the best practice in those rare cases is to have the referral identify who played the biggest role in them joining the organization.

All referrals are important but how do you balance the fairness of someone who really worked hard to get a referral to someone who did not?

The foundation principle behind employee referrals is that employees will only refer those folks whom they desire to work alongside and who can do the work. Rewards primarily focus on results, not effort. I am not aware of a single firm that measures or rewards the amount of effort that the employee puts in to get a referral. Obviously, well-connected individuals can more easily make referrals, but they have over time invested in developing those connections. However, if all employees are given a wealth of information, templates, and best practices, you can certainly narrow the gap between the effort required by the well-connected and less well-connected.

tags: employeereferrals

http://www.ere.net/2010/06/22/employee-referral-programs-using-more-social-media/

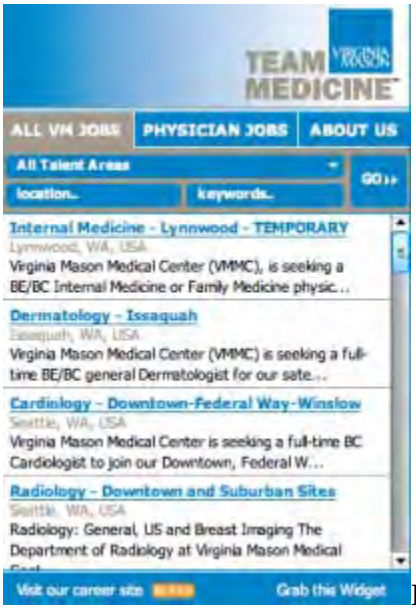
Employee Referral Programs Using More Social Media

by
Todd Raphael
Jun 22, 2010, 5:50 am ET

Employee referrals and social recruiting, which already began melding through Jobvite,Cachinko, and other tools, are growing even closer as new vendors enter the field and corporations test how well their jobs spread on Facebook and other sites. Jobster has tried this all before, as did H3. But their mixed success did not mark the end of an era, but rather a foreshadowing of what was to come.

A New York startup called Referrio is quietly entering this niche. On that site, Cisco, for example, lists 11 jobs and is offering about $2,500 per job for people who fill the openings by spreading the word through social media sites or email.

Meanwhile, Virginia Mason Medical Center has set up a "grab this widget" tool for employees to share the organization's jobs. The Seattle-area nonprofit needs to fill a director of nursing informatics job, IT jobs for people with Cerner experience, and more.



Bernard Hodes helped it develop the widget, which recruiters and some Virginia Mason employees are putting on their Facebook pages and elsewhere. But a big push to get employees to add it to their sites is yet to come. First, the center needs

to set up a social media policy. ”We’re a little bit new to all of this,” says strategic recruitment specialist Carol Altschul. “I think it’s kind of happening a little backwards. The social media (widget) set up, then the policy created. Right now it’s just kind of growing organically. We’re getting our feet wet.”

At Enterprise Rent-A-Car, employees are adding widgets about company jobs to their personal Facebook pages, and getting paid if the widgets result in a hire, which, I hear, a couple have. Hyatt is testing a widget developed by NAS; Hyatt employees will be listing Hyatt jobs on their Facebook pages and sending them out to friends via Facebook.

At Banner Health, the Phoenix and Western U.S. nonprofit, *experienced* nurses and occupational/speech/physical therapists are among the highest in demand. Michael Seaver, sourcing program manager, said there was “unreal” interest when the 36,000-employee organization moved to an electronic employee referral system two months ago. About 1,500 people referred candidates in about a month. This was not a social media campaign per se, but that’s likely coming soon. Banner, with help from CKR Interactive, is working on how it’ll incorporate its 16 Facebook pages, 16 Twitter accounts, and YouTube account into employee referrals. Banner was until recently in a transition phase, acquiring other organizations. Now, it is “focusing on the people we have,” says Seaver, and will make it easier for those people to refer others.

One sign of the employee-referral times is that SelectMinds, a company mainly known for its work on alumni networks for corporations, is moving deeper into the referral world.

Michael Mallin, the SelectMinds VP of product management, believes that “innovation stalled” a bit during the recession, which “created an opportunity to do something quickly.” That something is a tool that melds employee referrals with social media. Jobster, Mallin believes, had the right idea, but was simply ahead of its time, just before the real explosion in social media. He says that Jobvite (whose success with TiVo I wrote about in the *Journal of Corporate Recruiting Leadership*) has a good handle on small and mid-size companies, particularly those that want to use Jobvite as their talent acquisition system, but that SelectMinds’ relationship with large firms, like the biggest accounting companies, will help its referral program succeed.

SelectMinds is planning on having a couple of its clients do a free beta of the referral product for two or three months, starting probably in July. For companies that pay, Mallin says it’ll cost about $2,500 per month for companies with up to a few thousand employees, and higher for the largest firms. Pricing varies based on the number of people you make “referrers.”

What happens with SelectMinds is that an automated (or manual, if a recruiter wishes to select some employees to send it to) email goes out to people who might be able to help fill a

job. Let's say hypothetically we're talking about a software job at Nationwide, and that the job is in Dayton, Ohio. An automated email about the job opening might go out to 1) Nationwide employees in any region who are in IT jobs, and 2) all Nationwide employees in Dayton. The SelectMinds email allows employees to either email selected contacts on LinkedIn, Facebook, and Twitter to tell them about the job, or update their LinkedIn and Facebook statuses (and soon Twitter, just not on the demo I saw) with info on the job. The chain of link-forwarding gets tracked as it moves around online, and the employee either gets the whole referral kitty, or can share part of it with a second person, depending on how the company sets it all up.

The employee who's doing the referring can tell their company, via a short form, how well they know their friend, and what they think of them. The referring employee also gets emails notifying them if their contact has expressed interest in the job.

Meanwhile, recruiters view a dashboard listing how many times a job was referred, and how many applications came in for it. A recruiter can drill down and see who's referring who.

Mallin hopes the future versions — and he says SelectMinds hopes to release new ones monthly — are "more intelligent." For example of what he means, let's take that software job in Dayton. Mallin hopes that a later version will notice that a Nationwide employee may not be in the software field now, and may not even be in Dayton now, but the system knows through combing that employee's LinkedIn profile (if privacy rules allow it) that she used to work in the software field. Because she may have friends who still work in the field, she'd get the automated job notice asking for referrals. This smart marriage of referrals and social sites is where we're headed.

http://www.ere.net/2010/06/28/making-your-employee-referral-program-work-smarter-follow-up-questions-and-answers-part-2/

Making Your Employee Referral Program Work Smarter — Follow-Up Questions and Answers, Part 2

by
Dr. John Sullivan
Jun 28, 2010, 5:59 am

Dr. John Sullivan and Master Burnett

Based on the registration response and volume of questions submitted during a recent ERE webinar on Making Your Employee Referral Program Work Smarter, clearly many organizations have retooling their programs on their agenda. With nearly a question a minute coming in from the hundreds in attendance, responding to all simply wasn't possible. What follows is Part II of the public questions that were submitted (grouped, combined, and summarized) and our brief response to each. Part I is here. Looking for more detail? Use the comments functionality following this article to let us know and we'll do our best to develop future content along those lines.

Employee Referral Program Management-related Questions

Who manages ERPs in most organizations?

Amongst the organizations in our best-practice sample, it is much more common for the employee referral program to be managed by a dedicated program manager as opposed to a program committee made up of recruiting department staff. This is a key differentiator between best-practice programs and typical programs, many of which are unmanaged or managed by committee.

How much time do best-practice firms dedicate to this, a lot of the suggested elements seem resource heavy? Is this a full-time job within most organizations?

In most organizations ERP management is not a full-time job, but that is because in most organizations ERPs are unmanaged! We don't really concern ourselves too much with what most companies are doing; we are, however, very interested in what best-practice companies do! Even in smaller best-practice organizations, managing the employee referral program is a dedicated task. In larger organizations not only is the role of program manager a full-time role, it is most often one supported by a multi-disciplined team. The key thing to remember here in that in most organizations less than 5% of the total recruiting budget is allocated to the ERP, which on average produces 1:4 hires. Best-practice firms simply realize that since ERPs produce one of the best yields of any source, it makes business sense to reallocate funds formerly earmarked for less-effective sources. In our best-practice sample, the percentage of the recruiting budget associated with employee referral averaged 31% in 2007.

How many people should be dedicated to the employee referral program for the program to run optimally?

Obviously, the size of the team needed depends on the size of your organization and the design of your program. Ideally, you look at what activities you need to accomplish to generate the flow needed to produce the number of hires needed and calculate how many man-hours will be consumed to accomplish that. For best-practice firms, even smaller ones, it's not uncommon to have at least three people dedicated to the effort and to rely on help from recruiters and shared administrative staff. A better rule of thumb is that if the source is producing 50% of hires, it should get 50% of the sourcing resources.

You have repeatedly mentioned a dedicated referral team. What roles comprise this and what is each responsible for?

While there is no standard structure for an ERP management team, most of the organizations in our best-practice sample rely on a combination of roles that include:

- Program Manager (strategy, design, performance modeling/reporting, integration, etc.)
- ERP Communications (workforce segmentation, campaign development/execution, core process communication, broader program marketing)
- Program Coordinator (primary contact, referral screening/routing)
- Program Administrator (reward administration, data entry, conflict resolution)

There is a pretty equal split in our best-practice sample between organizations that maintain ownership of a candidate within the program through disposition and those that transfer or route a referral to a line-aligned recruiter for disposition. In organization that maintain

ownership of the candidate, program coordinators are often full life-cycle recruiters allocated to the ERP.

Can ERP principles and approaches be used internationally with the same results?

As few as five years ago, it was difficult to put together a global referral program that was executed consistently across borders, but that is not the case any longer. Around the world, especially in fast-developing economies, ERPs are either the dominate source of hire or the fastest-growing source of hire. Globalization of management practices, largely Western in nature, is also widespread. Remember that social network adoption is also widespread around the world, and that many of the activities behind top-notch referral parallel top-notch networking. The key to success is to institute a consistent program around the world while still allowing for some local flexibility, particularly in communication and reward structure.

Can you give provide more context around why the percentage of top-performing employees referring is a key metric?

A best practice is to proactively approach your employees and ask them for referrals. Most firms that run the data find out that the very highest-quality referrals come from top-performing individuals working in that job family. Given this, it only makes sense if you are going to proactively approach employees and ask them for referrals, that you first approach those who are most likely to know and have strong relationships with other top performers (your top-performing employees in that job family).

I would like more details on recommended software packages for tracking and managing referrals.

While we have many great relationships with a number of vendors, we are vendor-neutral and do not recommend one solution over another. However, we are fanatical about pointing out that vendors must develop products for mass-market appeal, and what benefits the masses is rarely effective for best practice firms.

That said, administering a best-practice ERP is work-intensive and technology can and does play a major role in making it feasible. While we disagree with the design of some aspects of products available today, we champion others.

Most of the solutions developed specifically to support ERPs today either focus on enabling email/social media-based campaigns or administering the application workflow. The modules from the major ATS providers focus more on the latter, using a model of engagement we detest, but provide stronger workflow management. The vertical specific

solutions focus much more heavily on campaign management and social network sharing, but often lack robust tracking and administration functionality.

A third category of solution, CRM systems, often provide robust functionality on both fronts, but are complicated to get running and not always developed specifically for use by recruiters.

There are literally hundreds of existing and stealth-mode ventures developing products to support social recruiting and employee referral, many of which will launch products in 2010. While we would love to tell you about them, that might get us in trouble! Firms you may want to check out with products or services available today include: SelectMinds (sponsor of the ERE Webinar), Jobvite, IdealHire, Peerlo, LinkedIn, TMP, Jobs2Web, and your major ATS providers.

Can you share what some of the admin processes are that differentiate best-practice firms producing 45% or more of external hires from referrals and typical programs?

The answer to this question really is what we have been writing about for sometime, but quickly summarized they are as follows:

1. Programs are formally chartered and managed
2. Program strategy developed to specifically support segments of the overarching staffing strategy
3. Program measured against specific pre-developed goals and objectives
4. Prioritization of jobs (limited program scope or differentiated rewards)
5. Prioritization of inbound candidate flow
6. Formally developed program communication strategy and viral messaging framework
7. Proactive approach and priming of employees for referrals
8. Minimized front-end bureaucracy (simple process to invoke for all parties, few policies)
9. Leverages referrer throughout process
10. Empowered with technology
11. Measured from every angle
12. Allows participation by broader group of stakeholders
13. Delivers exceptional candidate experience to all parties involved

Legal, Diversity, And Tax-related Questions

Are there legal concerns with stating we would like employees to refer a greater number of diverse individuals?

The primary answer to this question is that you must look at your ERP as a sourcing channel just as you look at other channels. All firms that have an affirmative action program must by definition reach out to targeted groups. I can think of few organizations that do not attempt to influence diversity of candidate slates by reaching out to venues that offer skewed diversity pools. As long as you assess candidates from the ERP just as you do candidates from other channels, you are not discriminating by asking the employee population to help increase the diversity of your candidate pool.

What are the tax implications of paying a bonus or giving a gift related to non-employee referrals? Often companies like the idea of getting referrals from vendors or people outside the company but they don't know how to handle the tax issue.

First you need to realize that some of your vendors, customers, and corporate alumni will make referrals without any promise of a reward, if you ask. Apart from that, paying rewards, be they cash or gifts, to non-employees does create a taxable situation that will increase the complexity of the transaction. However, before you dismiss the idea, ask yourself "does dealing with the complexity of paying an outside individual cost more than the value of the hire that will be produced?" In most cases, capturing a few extra fields of data from a referrer to enable tax reporting and triggering the reporting process will cost the organization less than $100 in administrative time and processing per hire. The key is to always weigh the tremendous business benefit generated by a great hire against any minor administrative pain; the benefit will win every time.

http://www.cio.com/article/598151/Social_Networking_Ever_More_Critical_to_Job_Search_Success

Social Networking Ever More Critical to Job Search Success

Job seekers with robust LinkedIn, Facebook and Twitter profiles have better access to job opportunities at growing companies than candidates whose job searches don't include active social networking profiles, according to the results of a new survey.

By Meridith Levinson
Tue, June 29, 2010

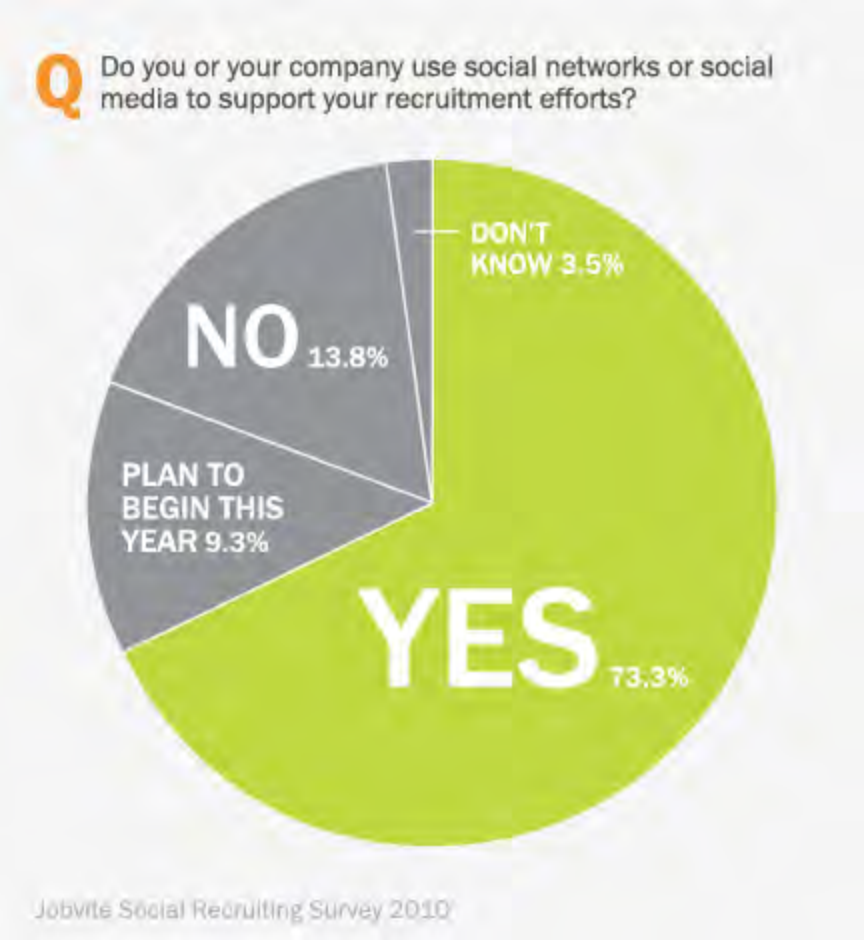
8 Comments

CIO — Jobvite, a maker of recruiting software, released the results of its third-annual social recruiting survey this morning, and the findings underscore the many reasons job seekers need to incorporate online social networking into their job searches.

Jobvite asked 825 HR and recruiting professionals about the extent to which they use social networking websites in their recruiting process to find and vet candidates for jobs. Their answers indicate that they view social networks as a viable channel for sourcing high-quality candidates and that they plan to increase their use of social networking websites in their recruiting efforts this year. (Only about 3 percent of survey respondents were Jobvite customers.)

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At some companies, in fact, social recruiting is beginning to eclipse traditional channels for sourcing candidates, such as job boards and third-party recruiters and search firms.

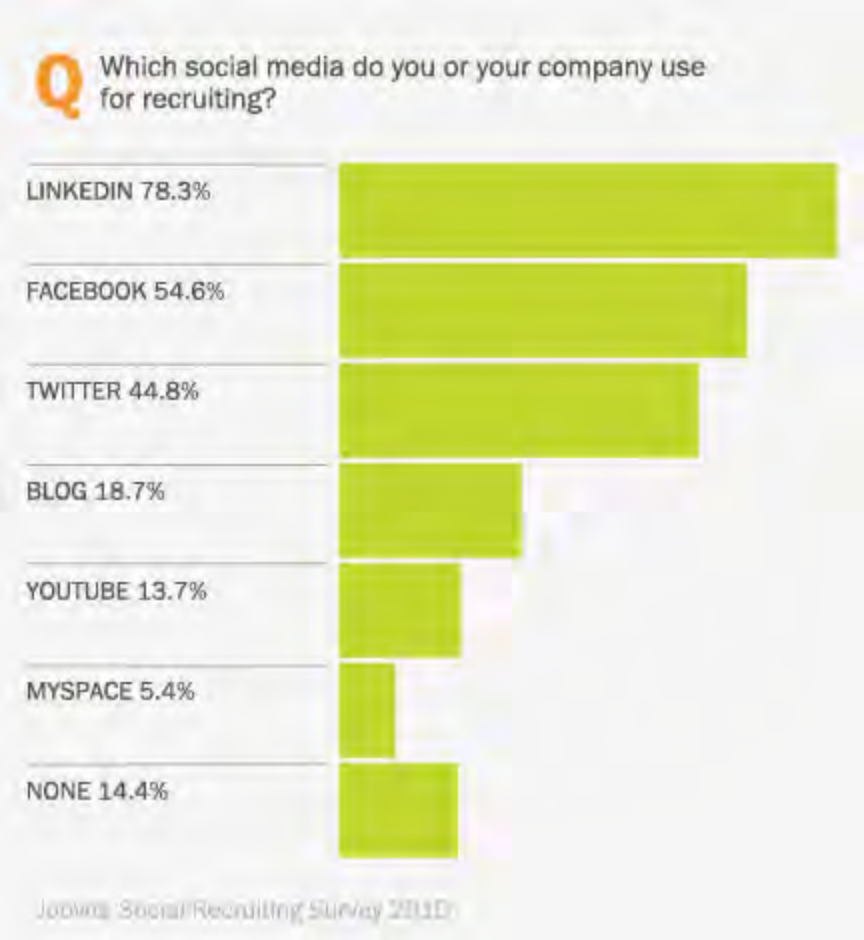
If you're looking for a job and not active on LinkedIn, Facebook or Twitter(the three social networking websites most popular with employers, according to the survey), here are four reasons to join these sites and actively manage your profiles.

1. You'll have access to job opportunities at progressive, growing companies.

Companies that are hiring the most people in the shortest periods of time "are the ones who are more aggressively pursuing social recruiting," says Dan Finnigan, Jobvite's CEO. "Companies with the most growth opportunities are trying to get better, higher-quality candidates through social recruiting."

2. You'll have access to job opportunities first.

The Jobvite survey results show that employers prefer using social networking sites for recruiting because they make advertising jobs and sourcing candidates cheap and easy. Tweeting a position they need to fill, for example, doesn't cost a dime. For that reason, online social networks are among the first places employers advertise jobs.



3. Employers are increasingly using LinkedIn, Facebook and Twitter to find and vet prospective employees.

According to Jobvite's social recruiting survey:

- 73 percent of respondents currently use online social networks or social media sites to support their recruiting efforts.

- 92 percent of respondents hiring in 2010 currently use or plan to recruit via social networks.

- 78 percent of respondents use LinkedIn for recruiting; 55 percent use Facebook (up 15 percent since over 2009); and 45 percent use Twitter (up 32 percent over 2009).

- One-third of respondents always check out candidates' social media profiles when vetting them.

- 58 percent of respondents have successfully hired candidates through social networking websites.

4. You may not find as many job ads on job boards or job opportunities through recruiters.

Some employers are shifting their recruiting activity away from traditional channels, such as job boards and third-party recruiters and search firms, as they deepen their engagement with social recruiting. Jobvite found that 36 percent of survey respondents say they plan to spend less money on job boards as the economy recovers. Slightly more (38 percent) will spend less on third-party recruiters and search firms as the recovery continues.

http://www.cio.com.au/article/351680/social_networking_ever_more_critical_job_search_success/

Social networking ever more critical to job search success

Becoming a key career networking and recruiting tool

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http://www.computerworld.com.au/article/351680/social_networking_ever_more_critical_job_search_success/

Social networking ever more critical to job search success

Becoming a key career networking and recruiting tool

- Meridith Levinson (CIO (US))
- 01 July, 2010 00:17
- Comments

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At some companies, in fact, social recruiting is beginning to eclipse traditional channels for sourcing candidates, such as job boards and third-party recruiters and search firms.

[Find out more about the top available IT jobs and hot tips on what employers are looking for in Computerworld's Careers newsletter]

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http://www.computerworlduk.com/in-depth/it-business/3476/social-networking-is-critical-to-job-search-success/

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Use LinkedIn, Facebook and Twitter for career development

By Meridith Levinson | CIO US | Published 16:00, 30 June 10

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http://news.idg.no/cw/art.cfm?id=894A4092-1A64-67EA-E40D178E2F2B9965

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o Meridith Levinson

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http://www.reuters.com/article/2010/06/30/urnidgns002570f3005978d-idUS62050671320100630

Social Networking Ever More Critical to Job Search Success

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By Meridith Levinson at **CIO.com**
Wed Jun 30, 2010 2:17pm EDT

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http://www.ere.net/2010/06/30/more-targeting-automation-added-to-jobvite-source/

More Targeting, Automation Added to Jobvite Source

by
John Zappe
Jun 30, 2010, 4:39 pm ET

One of the things I like about Jobvite is that the company keeps at it. Now no one in this sector can rest on their laurels. The competition is just too keen and the market too volatile for any vendor to take a day off. But Jobvite watches the trends and thinks out to what parts it can add value.

For sure, there are plenty of others doing the same in their own corner of the recruiting business. Jobvite just seems to be a little quicker. And it manages to work with the spirit of the trend.

For instance, 18 months ago Jobvite launched an app for Facebook and LinkedIn that made it possible to match a job to an employee's friends and contacts. That employee's friends and contacts could also opt-in to match the job to their friends and contacts and, well, you get the idea. Jobvite Source, as it is branded, is a lot truer to the spirit of social media than simply tweeting jobs.

Today's announcement by Jobvite is no different. The company has streamlined its recruiting platform, Jobvite Hire and Jobvite Source adding extra functionality to the integration with social media. Now, a recruiter, hiring manager, or an employee can customize Jobvite Source to post only some jobs to each of their social networks. An automatic scheduler is available to time the posts.



That can be a useful feature for an individual, but it's even better for recruiter and company pages. No one need lard up their Facebook wall or LinkedIn profile with a continuous stream of job ads. The scheduler lets you target as well as time and limit the posting of openings.

Targeting of the Jobvites has also been improved so that now a recruiter can match job openings to employees, rather than sending an opening to the entire workforce.

Jobvite Source will also distribute jobs across some 300 social networks and the like. And the Jobvites can be redistributed via Twitter.

The analytics may be the most crucial piece of everything Jobvite does. Regardless of how many times a Jobvite job is posted, reposted, forwarded or retweeted, the source is tracked. So a recruiter or hiring manager will know what network, blog, referral or what have you produced the best results.

There's a free version of Jobvite Source called Jobvite Share that can do many of the things that the commercial version discussed here does. It's limited, though, in the number of channels and contacts that can be handled in one sitting. The commercial version automates practically everything.

http://www.bizjournals.com/sanfrancisco/stories/2010/06/28/daily34.html

Survey: Social networks top hiring tool

San Francisco Business Times by Steven E.F. Brown
Date: Wednesday, June 30, 2010, 6:50am PDT

Steven E.F. Brown

A survey by Burlingame's Jobvite Inc. shows 83 percent of employers are likely to use social networks like Facebook and LinkedIn for hiring in the next year.

Business-focused LinkedIn Corp. in Mountain View topped the list of networks employers said they'd use, not surprisingly, since its *raison d'être* is career networking. About 78 percent of those surveyed said they'd use it.

Palo Alto's Facebook Inc. followed with 55 percent, and San Francisco's Twitter Inc. came third with 45 percent.

MySpace, the wallflower of social networks, now owned by News Corp . (NASDAQ: NWS), was the choice of just 5 percent.

Jobvite found that 71 percent of the 600 hiring and personnel staff who replied to its questions were hiring, while 35 percent said they urgently needed to hire right now.

Just 17 percent of hiring companies plan to spend more on job boards, while 36 percent said they'll spend less on that recruiting method.

Not surprisingly, the survey also showed that more of the people applying for jobs are unemployed than a year ago, and more of them are willing to accept less pay and to move if necessary for work.

Dan Finnigan is Jobvite's CEO. The company makes software and technology used in hiring.

http://www.bizjournals.com/sacramento/stories/2010/06/28/daily32.html

Survey: 80% of companies plan to recruit via social networks in coming year

Sacramento Business Journal
Date: Wednesday, June 30, 2010, 8:54am PDT

Social networks lead all other recruiting channels for planned investment by employers as the economy recovers, according to the results of a survey released Wednesday by Jobvite Inc.

The Burlingame-based company said its survey found that 83 percent of respondents use or plan to start using social networks for recruiting this year.

The most popular recruiting channels were LinkedIn (78 percent), Facebook (55 percent) and Twitter (45 percent), the survey found.

Other findings:

- 46 percent of respondents plan to spend more on social recruiting in 2010 than 200;
- 36 percent will spend less on job boards and 38 percent will spend less on third party recruiters and search firms;
- For candidate quality, respondents rated social networks higher than job boards while referrals were the most highly rated.

Wednesday was declared "Social Media Day" by technology and social networking website mashable.com. In Sacramento, SacTweetup, a social networking group, has events planned to highlight the value of social media.



Social media dominates employee recruitment efforts
By Denise Dubie
July 1, 2010
http://www.networkperformancedaily.com/2010/07/social_media_dominates_employe.html

Social media is the tool recruiters and hiring managers use to find candidates for open positions within their companies, according to recent survey data from Jobvite. That means IT job seekers this year need to hone their social media skills and post their experience on social networking sites.

Network engineers, social networking and IT management
According the Jobvite Social Recruiting Survey 2010, in which 600 human resources and recruiting professionals participated, 83% are now using or planning to use social media for recruiting purposes. More than three-fourths of respondents use LinkedIn, 55% use Facebook and 45% use Twitter, a 32% increase over 2009 survey results.

"The results of our 2010 social survey show that social recruiting has become a mainstream channel for companies who are hiring," the report reads. "Looking forward, social networks lead all other recruiting channels for planned investment by employers as the economy recovers."

For instance, 46% of survey respondents said they planned to spend more on social recruiting in 2010 than in 2009. More than one-third indicated that they plan to spend less time on job boards, and 38% expect to spend less on third-party recruiters and search firms. For candidate quality, survey respondents rated social networks significantly higher than job boards, which landed in last place. And referrals were the most highly rated resource for candidate quality, according to the Jobvite survey data. Among the survey participants actively hiring in 2010, 92% currently use or plan to recruit via social networks. Of this segment, "86% use LinkedIn, 60% use Facebook and 50% use Twitter for recruiting. And half of hiring companies indicated that they would invest more in social recruiting in 2010 while 17% expect to spend more on job boards and 36% plan to spend less on job boards in regards to recruiting.

Nearly 60% of respondents said they have successfully hired through a social network, and nearly 90% said that successful hire came via LinkedIn. More than one-fourth achieved success with Facebook and 14% found a new employee on Twitter. Other forms of social media, such as blogs and YouTube garnered less success with about 6% and 2% of successful new hires being found on such sites, respectively.

Survey respondents also indicated that 31% of candidates disclosed their social networking presence, which 69% did not disclose. About 40% of human resource professionals and recruiters said they occasionally search for candidates' social media profiles and nearly one-third said they always search. More than 13% reported that they would review a social networking profile if the candidate revealed it to them, and more than 16% said they do not review profiles at all during the search and interview process.

Survey respondents also indicated that their companies might be hiring more in 2010. For more than 55% the plan is to bring on more staff, and of those 35% report that “business is booming and we need to hire now,” according to Jobvite. Another 35% are hiring “somewhat to be ready for the recovery” and about one-fourth are waiting to see how the recovery will go.

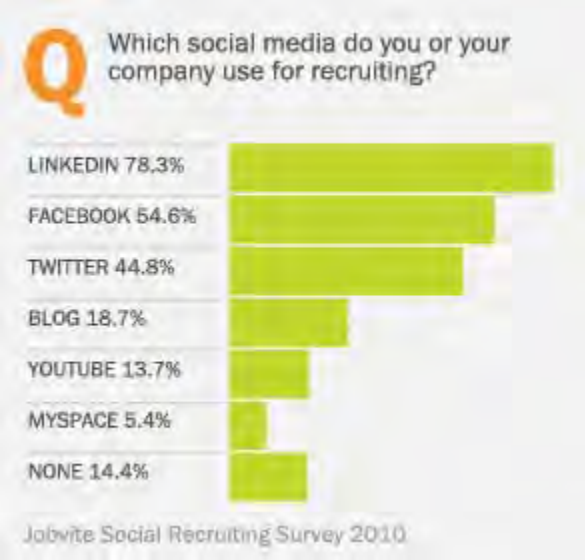
As for those looking for work, Jobvite’s survey found that about 83% of hiring professionals experience more candidates that have been unemployed and 73% encounter more applicants willing to accept lower salaries. More than 60% of survey respondents also interview job seekers that are willing to relocate, with 54% reporting candidates have more job experience, 50% saying applicants have more education and 46% identifying the job seekers as more qualified.

"As the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent," the report concludes. "And with innovative social recruiting technology, companies can achieve a far greater return on investment -- this channel is cheaper to implement, simpler to use, easier to track and better at finding great talent."

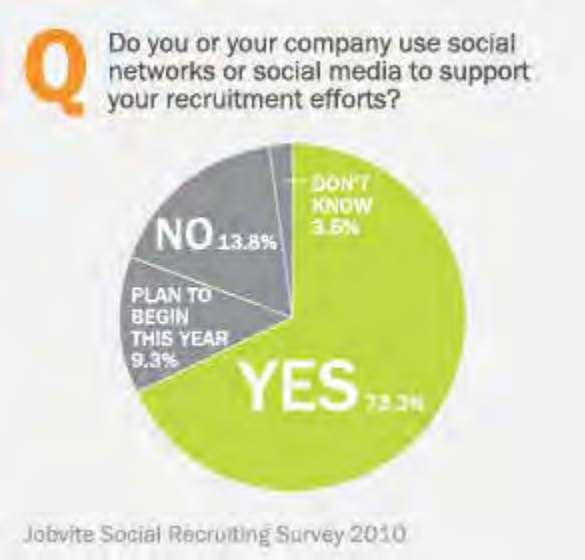
Facebook And Twitter Becoming More Important For Job Recruitment
By Mike Sachoff
July 2, 2010
http://www.internet-marketing-tips.bobbybeaulieu.com/category/jobvite

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"While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. As our third annual survey shows, social network recruiting has become a mainstream channel for employers who need access to talent," said Dan Finnigan, President and Chief Executive Officer of Jobvite.



"Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same -- but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."

Other highlights from the survey include:

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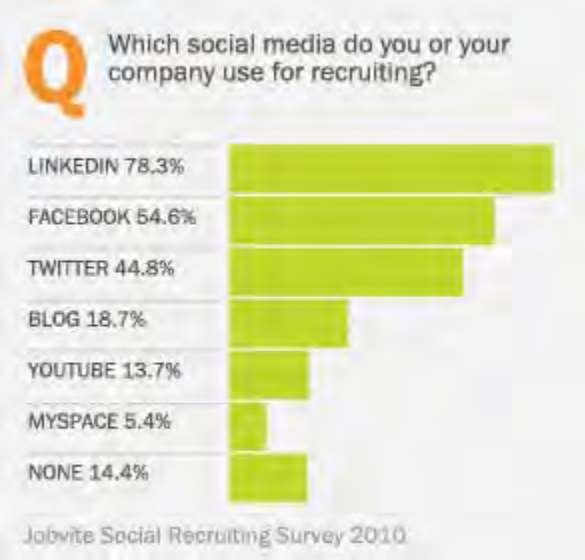
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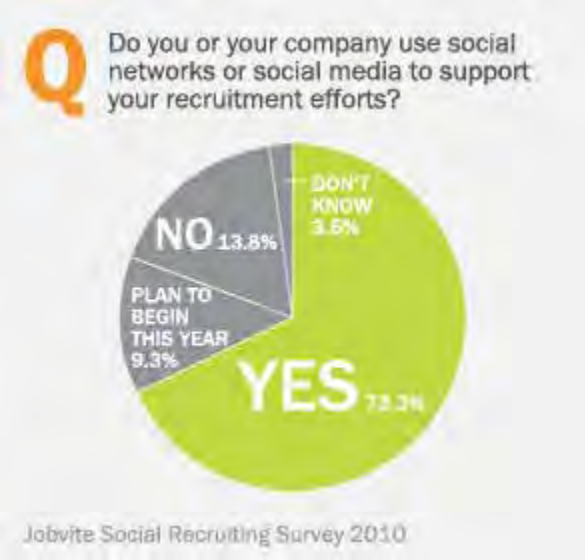
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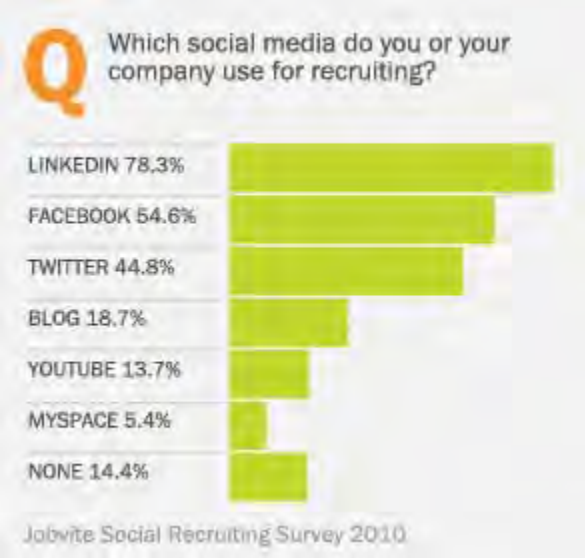
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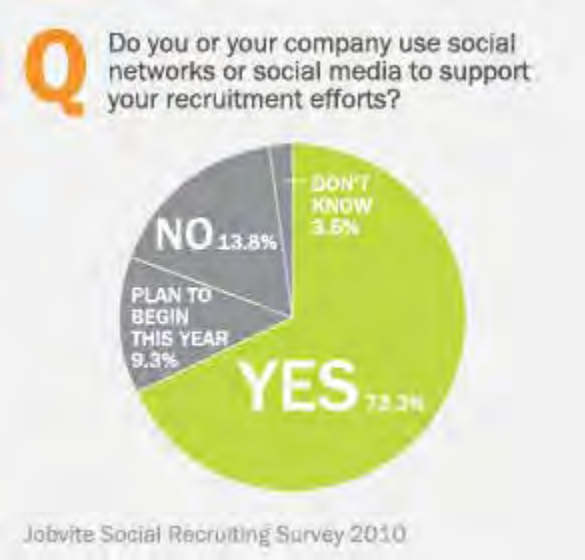
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By Staff
July 3, 2010
http://www.noobpreneur.com/2010/07/03/why-you-should-hire-employees-using-social-networks/

Small business owners – if you think social networks only as a medium for your business to build brand and community, you need to explore more and expand your horizon, as 73.3% use social networks to recruit new employees, according to JobVite's **Social Recruiting Survey 2010**.

I just read an article from WebProNews regarding the importance of social media in job recruitment. To say the least, reading the article makes me feel…**dumbfounded**.

Referring to JobVite, a cutting-edge recruiting platform site, the WebProNews article shows you a trend in job recruitment via social networks.

It's my bad that I'm not keeping up with the trend. I know that LinkedIn is a great social network to make your portfolio stand out, but not to the scale of the JobVite survey results. Facebook has also becoming a huge 'social job board' today. Even worse, I don't see the trend coming from Twitter, as a medium for job recruitment.

Here's a fascinating trend I read:
The survey found 83 percent of respondents use or plan to use social networks for recruiting this year. LinkedIn (78%), Facebook (55%) and Twitter (45%) are the most popular social recruiting platforms…
Some other important highlights:

- 92% of those hiring in 2010 are using or plan to use social networks to hire employees.
- From the 92% above, 86% are using LinkedIn, 60% are using Facebook and 50% are using Twitter for their recruitment endeavours.
- And here's a trend you should focus on: 50% companies plan to allocate more resources in recruitment via social networks, compared to 17% in job boards.

Why you should be riding the trend?
No matter how you hate me-too attitude, you need to follow this social recruitment trend, as it will bring you many benefits, such as:

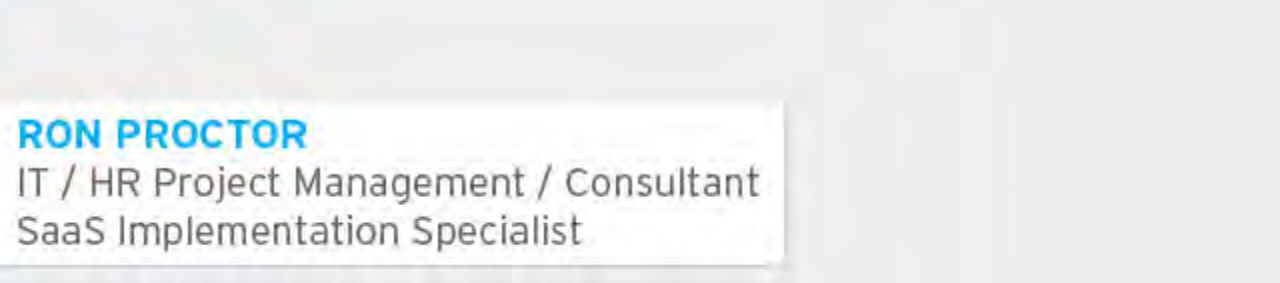
- **Cost effective** – talented people are now on social media more that they are on job boards; it's only logical to focus your effort to a place where many people spend a lot of time on.
- **The power of buzz** – post a job opening, get people to recommend your listing to others via Facebook's "Like," Twitter's "Retweet" and such, and expect more exposure to your listing.
- Faster recruitment process – you can expect responses coming in real time; even you can start your screening process by, for example, using Facebook's chat feature.
- However, you must take heed on these pitfalls:

- **Challenging background checking** – despite some measures taken by social networks to ensure that 'you are you', some others are just faking up their profile, making accurate job applicant screening process difficult.
- **Too much information** – believe it or not, those talented people are only outgoing: They write and give opinion as they like (including gossiping.) While opinions are a good recruitment consideration, if your company can't take it, you'd better think twice for social recruiting.
- **Too informal and casual** – social networks are casual at best; finding candidates who are serious enough to apply for your job opening could be challenging.

Go for it!
Despite everything seems so vague, be patient – there will be time when businesses and job seekers are embracing the concept of social recruiting. When this happen, you will see some best practices emerge; apply them to get the best of your company recruitment campaign.

I have done social recruitment. I think social networks are great places to find partners and employees. Despite of some time-wasting activities, including answering an inquiry from people who are only curious about what you've got to offer (and from some who even don't have a clue about the offer,) I can assure you that some applicants are gems and can be the cornerstones of your success.
So, I'll say: go for it, and make sure your efforts are laser-targeted.

What's your view on this? Please share yours by commenting to this article.



Social Networking: now Required for a Successful Job Search
By Ron Proctor
July 3, 2010
http://ronproctor.net/branding/social-networking-now-required-for-a-successful-job-search/

A recent survey shows that job seekers with LinkedIn, Facebook and Twitter profiles have better access to job opportunities at growing companies than candidates whose job searches don't include active social networking profiles. At some companies, in fact, social recruiting is beginning to eclipse traditional channels for sourcing candidates, such as job boards and third-party recruiters and search firms.



The Jobvite Social Recruiting Survey 2010 was conducted online between May and June 2010; over 600 human resource and recruiting professionals participated in the survey. Respondents answered questions using an online survey tools and the response data is available only in aggregate form. Specifics on the survey include how social recruiting programs are measured; use of social networks like LinkedIn, Facebook, Twitter and YouTube for recruiting; spending trends and candidate quality of recruiting sources; use of online profiles in reviewing candidates; employee referral program; hiring plans and applicant characteristics.

EXECUTIVE SUMMARY

Social networks lead all other recruiting channels for planned investment by employers as the economy recovers

Social media has been an engine for rapid transformation in both personal and business use of the Internet. At the same time, the nature of our working lives has changed dramatically. Fifty years ago, employees dreamed of working for a company their entire lives. But in 2006, the average worker now has 10.8 employers in their lifetime compared to 4 in 1960s – and Gen X may have 14. Today, the job search is always on.

For both candidates and companies, social media offers a way to digitize referrals, market themselves, conduct research, publicize their intentions and needs, and connect with those who have similar interests and goals.

The results of our 2010 social survey show that social recruiting has become a mainstream channel for companies who are hiring, with 83% now using or planning to use social media for recruiting. This higher adoption of social recruiting this year is especially significant as we had the largest, most diverse sample of respondents since the survey began.

In the first year we conducted this survey (2008), LinkedIn was used by more than twice as many recruiters as the next closest network, Facebook, and Twitter did not even appear as a network used for recruiting. This year, LinkedIn continues to lead in usage (and even more so in hires successfully made), but there has been a growth in adoption of multiple networks: Facebook use has grown 15% since last year and Twitter use has grown 32%: now 78% use LinkedIn, 55% use Facebook and 45% use Twitter.

Looking forward, social networks lead all other recruiting channels for planned investment by employers as the economy recovers:

- 46% of respondents plan to spend more on social recruiting in 2010 than 2009
- 36% will spend less on job boards
- 38% will spend less on third party recruiters and search firms
- For candidate quality, respondents rated social networks significantly higher than job boards who landed in last place, just above search engine optimization
- Referrals were the most highly rated for candidate quality

Among those actively hiring in 2010, adoption is even greater:

- 92% of those hiring in 2010 currently use or plan to recruit via social networks
- Of this group, 86% use LinkedIn, 60% use Facebook and 50% use Twitter for recruiting
- In addition, 50% of hiring companies plan to invest more in social recruiting while only 17% will spend more on job boards and 36% will spend less on job boards

Why do companies plan to "spend more" on social recruiting this year when an old fashioned virtue of this new channel is its low cost? Employers planned to invest more this year than they have in the past – but that does not mean social recruiting costs more. As the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. And with innovative social recruiting technology, companies can achieve a far greater return on investment – this channel is cheaper to implement, simpler to use, easier to track and better at finding great talent.

Since you are looking for a job and should be active on LinkedIn, Facebook or Twitter (the three social networking websites most popular with employers, according to the survey), remember these four reasons to use these sites and actively manage your profiles.

- You'll have access to job opportunities at progressive, growing companies.
- You'll have access to job opportunities first.
- Employers are increasingly using LinkedIn, Facebook and Twitter to find and vet prospective employees.
- You may not find as many job ads on job boards or job opportunities through recruiters.

THE SACRAMENTO BEE sacbee.com

Job Front: Finding work is a grind in capital
By Darrell Smith
July 5, 2010
http://www.sacbee.com/2010/07/05/2869047/finding-work-is-a-grind-in-capital.html

Sacramento-area job seekers continue to have a tough slog compared with those in other U.S. metropolitan areas, according to employment website Juju.com's monthly Job Search Difficulty Index. Nearly seven Sacramento-area job seekers are unemployed per job opening, ranking 44th out of 50 metro areas. Washington, D.C., ranked the least difficult with 1.28 positions open for every person seeking one.

San Jose, New York, Baltimore and Hartford, Conn., rounded out the top five. Though the Sacramento metro area has been stuck near the bottom of the index for months – its best ranking was 40th in March – the ratio of job seekers to open postings has steadily decreased since December. Last December, nearly 11 people were unemployed for every job opening posted, according to the index. In only six cities was the job search found to be more difficult than Sacramento: Los Angeles, Riverside, Las Vegas, Miami, Detroit and St. Louis, where 12 people are unemployed per open job posting. San Francisco had the steepest decline, dropping eight spots to 25th. The website calculates the figures by dividing the number of unemployed workers in each metro area by Juju.com's index of U.S. online job postings, officials said.

Hirers using social media Job seekers, update your LinkedIn and Facebook pages.
More than eight in 10 employers are using or plan to use social media to recruit new hires, according to Bay Area website Jobvite.

The site's 2010 Social Recruiting Survey released last week showed that nearly half of employers planned to spend more on social media recruiting in 2010 than in 2009, while more than a third said they would spend less on job boards, third-party recruiters and search firms.The sites of choice: LinkedIn at 78 percent of those surveyed, Facebook at 55 percent and Twitter at 45 percent.

The networks have enjoyed growth over the past year, the Jobvite survey reported. Twitter use grew by a third and Facebook use grew 15 percent.

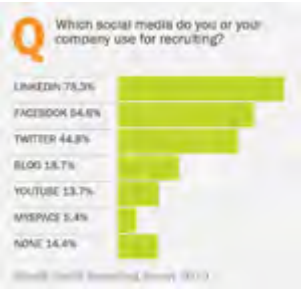
Curt Cetraro, chief executive officer of Sacramento employment search firm ConnectPoint Search Group, said more of his employer clients are using social media to attract job candidates. His firm establishes a social media presence for employers across Sacramento.

One of the benefits is that employers' job postings and other employment information pop up on users' Facebook, LinkedIn and Twitter pages, reducing the need to post positions on job boards.
"It's a very powerful way to establish a brand, not only to fill current positions, but to attract people" to their firms, Cetraro said.

Veterans job workshops
Free workshops for job-seeking military veterans are held 9 to 11 a.m. Thursdays at the Greater Sacramento Urban League, 3725 Marysville Blvd.

Veterans can learn to search for jobs through the state's CalJOBS website; complete the Master Employment Application; and hone their interviewing skills.

Most Companies Use Social Media For Recruiting, Says Survey
By John Paul Titlow
July 6, 2010
http://www.readwriteweb.com/biz/2010/07/most-companies-use-social-medi.php



A large majority of companies are moving away from job boards and toward social media as their primary recruiting tool, according to annual survey results released by social recruitment software company Jobvite.

The report, entitled *Jobvite Social Recruiting Survey 2010*, was based on an online survey taken by 600 participants between May and June.

Of the respondents who are actively hiring this year, 92% said that they either "currently use or plan to" use social networks for recruiting new employees. Meanwhile, spending on more traditional tools like job boards and third-party recruiters either decreased or stayed constant for a majority of companies. Not surprisingly, the social networking site most used by companies for recruiting is LinkedIn (78%) , followed by Facebook (55%). The site that saw the most growth was Twitter, which wasn't even a blip on the radar when Jobvite first conducted this survey in 2008, but was used by 45% of respondents this year.

Most hiring firms will review a candidate's social media presence as part of the vetting process, with 38% indicating that they always search for applicants' social networking profiles and 32% doing so only sometimes.

Indicating that the social media's involvement in job recruiting is more than just hype, the survey reported that 58% of companies had successfully hired employees via a social networking site.
The complete results of the survey are available on Jobvite's website (free registration required to download).

The Okanagan FlyTrap

William Gow on Career Management and Kelowna Jobs

36% of Recruiters will Spend Less on Job Boards in 2010
By Staff
July 6, 2010
http://williamgow.ca/blog/36-of-recruiters-will-spend-less-on-job-boards-in-2010/

So if online job boards aren't the place to look, where are the Kelowna jobs hiding?

Shedding some light on the matter, a new report from Jobvite says that 92% of employers hiring in 2010 currently use or plan to recruit via social networks. That comes as no big surprise. But do you want to know where the larger companies are actually spending time and dollars advertising for their new positions?

Here are a few key highlights of the social recruiting survey. If you want more details, the full report features 100's of HR professionals and Recruiters who shared their recruitment and hiring strategies for 2010. 83% of employers said they will recruit in…



Social Media Profiles Can Make or Break Your Career
By Staff
July 7, 2010
http://www.bauer-inc.com/2010/07/social-media-profiles-can-make-or-break-your-career/

How will human resources, recruiters, recommenders, interviewers, colleagues, admissions officers, alumni, students and other "influencers" perceive you based on your presence on websites like Facebook, LinkedIn and Twitter? It's not just what you post, but also what has been posted about you — or about others with the same name — that could hurt you.



According to a survey by education company Kaplan, a unit of Washington Post Co., 38% of colleges that investigate social networking profiles have seen something that has "negatively affected" their view of an applicant. Only a quarter of the schools checking online presence said their views were improved by what they found, according to the survey.

Moreover, JobVite's Social Recruiting Survey 2010 stated that 83% of employers will recruit in social networks this year and 80% will review social profiles.

Knowing this, how well have you managed your social networking profile? Do you know what is being said about you today by friends, casual acquaintances, family members and associates? What about potentially incriminating pictures or videos that may appear on obscure websites?

Everyone could benefit from a professional audit of his or her social-media presence. Bauer & Associates has provided this valuable, confidential service to numerous clients. Our experienced, online research specialists find and examine what's written, where it appears, and how you can change or delete it. Furthermore, we can suggest opportunities where your online presence could be improved in order to increase your chances for success. It can take weeks — or even months — to turn an online profile from a vulnerability into a strength. Start today!



Facebook Apps Cover Both Sides of Recruiting Coin
by John Zappe
July 7, 2010
http://www.ere.net/2010/07/07/facebook-apps-cover-both-sides-of-recruiting-coin/

Hire My Friend to Work For Us.

Sorry if that sounds like a weird request, but I just couldn't resist the verbal mashup of two, sort of new Facebook apps.

The apps address employment from opposite sides, and in that sense, they are sides of the same coin. Hire My Friend helps your Facebook friends spread the word about their job hunt. Work For Us lets employers post their jobs to their Facebook pages.

Now if only there was an app that matched the Work For Us jobs to the friends who want to be hired. Oh wait. There is. Jobvite Source does that for jobs, matching the opportunity to employees and friends and tracking these posts (Jobvites) as they get passed along.

Work For Us is different only in that it doesn't do any matching or tracking. What it does, and does very well, is to post job openings to a company Facebook page, producing a job list that bears a striking resemblance to a bland job board post.

For that you'll pay $9 a month for five job posts or a few hundred a month for unlimited posts. There's a free version that lets you post one job at a time.

TechCrunch, which wrote about this last week, says the Work4Labs, the startup that built the app, has already got 2,000 companies to download the app.

It works this way: You sign-up either as the friend in need or the friend who helps out. Answer a few questions about the job seeker to create a mini-profile, provide a LinkedIn address, and connect it up to your Facebook page (or ask your friend to do so). It creates a status post that notifies your network. It's a clever idea, though it will be interesting to see if it gains much traction. I'm thinking there might one or two good friends for whom I might do this, but I sure wouldn't want my Facebook wall to become a repository of job hunt requests. Of course, if other people take the same kind of care, then Hire My Friend as well as my friend in need benefit from this self-screening. In that way, it's got the same sort of quality assurance going for it as a traditional employee referral program.

Mountain View VOICE

Local professional networking site used by a majority of recruiters surveyed
By Nick Veronin
July 7, 2010
http://www.mv-voice.com/square/index.php?i=3&d=&t=2421

Online social networking isn't just a way of keeping track of your boyfriend on his recent trip to Vegas, or finding hilarious videos posted by your friends. It could help you get a job.

A recent survey has found that 83 percent of companies polled use social networking sites to recruit new employees, and a majority of those who do utilize the Mountain View-based LinkedIn.

LinkedIn was built specifically for professional networking and is headquartered on Stierlin Court in Mountain View. The poll indicates that 78 percent of the respondents use the service, while only 55 percent and 45 percent use Facebook and Twitter, respectively, for recruitment.

Anne Murguia is vice president of marketing for Jobvite, the Burlingame company that published the survey. JobVite makes recruiting software and helps companies find qualified candidates using social networks.

Murguia said more than 600 people responded to the survey. Of those respondents, 75 percent were from employers, 14 percent were from recruitment agencies, and 11 percent were self-employed or independent contractors.

According to Murguia, being active on LinkedIn, Facebook and Twitter can significantly improve someone's chances of being discovered and hired by a company. But, she said, it is important to use each social network differently to obtain the best results.

"Each network has its own characteristics and usage patterns," she said, "and you should make yourself findable there. It’s important to provide profile information on each social network that will help a recruiter find you for open jobs in your field or area of interest."

Filling out all relative employment information on Facebook, staying active on LinkedIn and posting thoughtful status updates and tweets will all raise the likely hood of being found.

"When you are updating your profile, 'SEO yourself,'" Murguia said. "Write about your work history in words that a recruiter would use to search for someone with your skills. But remember this is your individual profile; use language, examples and results that bring your profile alive. And don’t forget to include links to your blog, portfolio or other examples of your work."

So, don't feel bad if you keep getting sucked back into Facebook or Twitter while looking for a job. Just post something thoughtful. It can't hurt.

Some Business Rules for Social Media
By Linda Goin
July 8, 2010
http://www.fwzone.net/go?17696

Do you invite Twitter “followers” to become friends on Facebook? Or, can you link up with LinkedIn business connections on Twitter? Of course, those links are possible – but do you really want to go there? In this article, Linda explores the barriers you might want to erect in your social media meanderings.

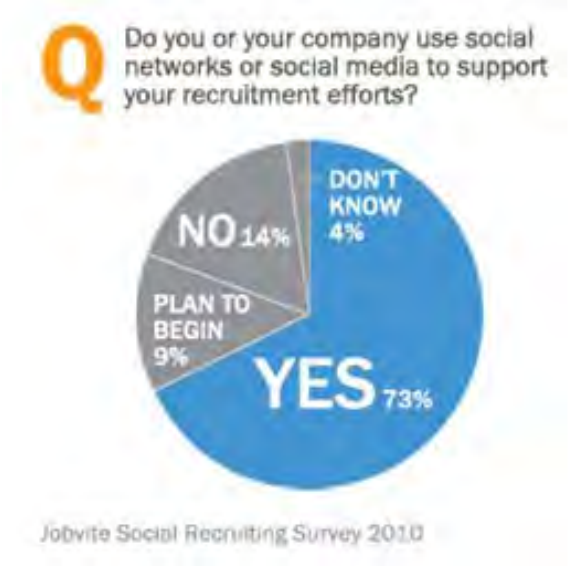
Social vs. Business
Using "social media" implies that you want to socialize with folks. You can socialize at a pool party, and you can socialize at a Chamber of Commerce meeting – but would you socialize with those Chamber members at the pool? On the other hand, would you invite your pool party friends to a casual business social event?

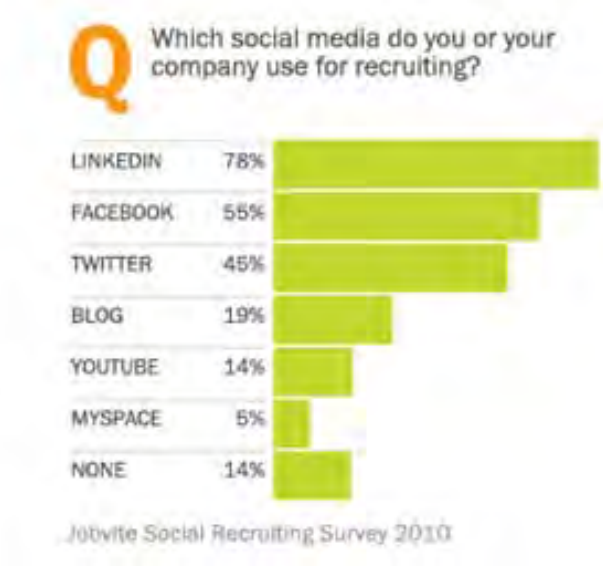
To help define the difference between the pool party and casual business socializing, the word, "networking" often is used for the latter social experience – one that focuses on business. But, then you have a confusing situation with the term, "social networking." Just what IS social networking? Social networking, basically, is business networking in a casual atmosphere; however, you don't want that atmosphere to become so casual that your business acquaintances know your deepest and darkest secrets. What happens when that acquaintance loses a job and goes to "the other side"? Or, what if your business relies on the absence of volatile topics such as religion or politics? While those two topics might be fine to banter about with relatives or close friends, you may not want to include them in your encounters with business associates.

In this article, I'll provide you with the social networking tools that employers look at as well as provide some barriers that may help you keep your personal business from your business associates.

Where Are Employers Finding Employees?
How handy is this? A free report from Jobvite, maker of recruiting software, that reveals how recruiting professionals use social networking sites to find and vet candidates for jobs. Their answers revealed that social networks are viable channels for sourcing high-quality candidates and that they plan to increase their sourcing from these resources this year.

In many cases, recruiters are using social networking sites far more than they are using traditional methods for hiring such as job boards and third-party recruiters and search firms. But, which social networking sites are they searching through? The following image provides some clues:





In the image to the left, Jobvite asks recruiters if they use social networks or social media to support recruitment efforts. The answer is, overwhelming, yes. In the image to the right above, the social media most often used to source job applicants is LinkedIn, followed by Facebook, then Twitter, a personal blog, YouTube andMySpace in last place.

If you are seeking a job (or career), then you might heed the outline shown to the right above and use LinkedIn more often than any other social networking tool. But, you need to think about your listeners and followers – are they the same on LinkedIn as they are on Facebook? No? Then, you might want to continue to build a presence on the other social media networks as well.

The problem I have with the information above is that Jobvite is not clear on whether recruiters source applicants through Facebook personal pages or professional pages. I would think the latter, as anyone who has graphic design skills, development skills or knowledge about how to build a business can develop a Facebook Page, one that is completely devoid of personal information other than what you want to present on that Page.

THE SACRAMENTO BEE sacbee.com

Social media can help business, but it can bite back too
By Darrell Smith
July 11, 2010
http://www.sacbee.com/2010/07/11/2880623/social-media-can-help-business.html

Companies are swarming to social networking sites like Facebook and Twitter, hoping to boost their brands, connect with customers and even find new employees.

But they're also struggling to rein in potential problems. Employers cringe at the thought of employees revealing proprietary information, hackers making mischief or a roomful of workers busy reconnecting with old high school friends on Facebook instead of doing their jobs.

The ubiquity of social networking – 77 percent of workers have a Facebook account, for example, and 61 percent of those access Facebook on the job, according to Boston-based Nucleus Research – complicates matters.

"Everyone's on Facebook, even grandmothers," said Amelya Stevenson, president of Granite Bay human resources consultancy e-VentExe. "Companies don't want to limit their activity, but they have to arm themselves. It depends on the culture and if they trust their employees."

Nucleus last July estimated that on-the-job use of Facebook alone costs companies 1.5 percent of total employee productivity.

Policies on employee use of social networks are all over the map, from total bans on internal access to no policy at all.

A 2009 survey by the Minneapolis-based Society of Corporate Compliance and Ethics found that just one in three businesses have a general policy for employee online activity including use of social networks. The survey – titled "Facebook, Twitter, LinkedIn and Compliance: What are Companies Doing?" – also found that half have no policy for employee online activity outside work, and just 10 percent have a specific policy addressing social networking sites.

"So much of the Internet seems to come out of nowhere," said society vice president Adam Turteltaub. "The pace of change is such that technology continues emerging and taking on a life of its own that we can't control."

Roy Snell, the society's CEO, said employers should have a clear policy in place and supervisors to enforce it while encouraging their employees to use social media to network with their industry peers. There's no doubt that many companies and government agencies are finding ways to use social media as a highly effective information gateway.

Nearly 70 percent of small business marketers are employing social media, according to e-mail marketing firm AWeber Communications.

And social networks have become the go-to recruiting tool for employers who are hiring, said Burlingame-based Jobvite Inc. in its 2010 Social Recruiting Survey, with 83 percent using or planning to use the sites for recruiting.

Sacramento Mayor Kevin Johnson posts Twitter feeds on everything from his Greenwise Sacramento initiative to the NBA finals and has built a following in the thousands. The Sacramento Police Department has its own Facebook page and posts updates on incidents across the city on its Twitter page.

Sacramento-based medical group Sutter Health posts Facebook updates, blogs on its MySutter sites and uploads video to YouTube, in an effort to better communicate with patients and utilize the expertise of its staff members.

Such activities have become a valuable tool linking physicians to patients and to other medical experts, said Sutter communications director Karen Garner, who helped develop the medical group's social media policy.
Sutter does not block Internet access at many of its facilities, but much of its social media policy dovetails with its standard communication guidelines: Do not identify a patient's identity or condition; do not share confidential employer information or trade secrets; keep personal Internet and e-mail use to a minimum.

Social media sites are "an integral tool" for city of Sacramento employees, said assistant city manager Cassandra Jennings, but internal use is monitored and tracked by IT staff to guard against abuse.

Some Internet sites are blocked; on others, a prompt asks employees if they have permission to view the site, Jennings said.

At Verizon Wireless, which has call centers in Folsom and Rancho Cordova, employees routinely use Facebook and Twitter in an official capacity to connect with customers, but access to those same sites and nearly everything else online is blocked to employees internally.

"The majority of networks are locked down to the essentials you need to do your job," said Heidi Flato, a Verizon spokeswoman.

Verizon uses an intranet site to communicate with employees. The main focus, Flato said, is productivity.

"Most (employers) are playing catch-up on this," said Alden Parker, an employment attorney at Sacramento law firm Balsam Parker. "You have to make sure that you're not losing employee hours to these time-sucking activities."

But potential problems go beyond simple time wasting. Disgruntled employees, dissatisfied customers and malicious hackers can seriously damage a company's image.

A 2009 survey by Sunnyvale-based Internet security firm Proofpoint found that 45 percent of U.S. businesses were "highly concerned" about employees leaking information via posts on social network sites; 41 percent were similarly concerned about leaks posted on Twitter and other short-message sites.

One in three companies said they had investigated leaks related to social media postings, Proofpoint reported.

"There's proprietary information, but there's also the suggestion of disloyalty, something that doesn't portray the company in a positive light," said Parker. "Good will is the last surviving value at a company." Like many organizations, the Sacramento River Cats baseball team uses Facebook and Twitter to connect with its customers. But the club's Facebook account recently was deactivated by a hacker.

The site is now back up, but the team faces the task of reconnecting with the more than 5,500 fans who were followed it as "friends."

"We use these tools to reach our fan base, but at the same time, they're vulnerable devices," said Nicholas Lozito, media relations coordinator for the team.

When High-Tech Institute Inc., which has a school in Sacramento, put out a news release last week announcing it had changed its name to Anthem Education Group, the company was surprised to learn from a reporter that its Wikipedia entry had been rewritten by an unknown party.

The revised entry, ridiculing the company's schools as overpriced and ineffective, had been online for more than a week.

With so many ways for customers to interact and comment online, protecting and managing the company's brand and reputation can be a full-time job, said Dave Marcus, director of security and research at Internet security firm McAfee Labs.

"Bad guys are clever and tools are automated," Marcus said. "This is a Web 2.0 world. You don't want to give up control of your brand."

So how do companies negotiate the world of social media, taking advantage of its benefits and avoiding its pitfalls?

"There are no easy answers," said Turteltaub, the Society of Corporate Compliance and Ethics vice president. "It may be that companies will never figure it out. There's not an off-shelf answer to this."



73,3% of companies use social networks to hire employees
By Staff
July 13, 2010
http://www.ecommerce-journal.com/news/28835_733-companies-use-social-networks-hire-employees

eMarketer has published results of the survey recently conducted by recruiting platform Jobvite. The results are really interesting. So, according to the information gathered by Jobvite almost 73,3% of the companies which participated in the survey acknowledged that they search for their employees online, namely in social networks. 9,3% of the surveyed companies just thinking of starting to find employees on social networking sites, 3,5% said that they do not know and only 13,8% of the firms answered negatively to the question.

Despite popularity and success of Facebook the leader in search of new talent is LinkedIn. According to statistics 80% of companies used this social network to hire new employees. 55% of surveyed said that they browsed through Facebook to find new stuff, and 45% of polled used Twitter for that purposes.

Also it was stated that 90% of candidates found on LinkedIn got the job. The success of other 2 social networks was not so impressive: only 27.5% and14.2% of people found on Facebook and Twitter relatively were recruited.

As a result of such activity online job boards risk to face problems with a demand. Even today 30% of employers have lowered spending on job boards and search firms preferring social networks to them.

Most Businesses Use Social Nets for Hiring
By Staff
July 13, 2010
http://www.emarketer.com/Article.aspx?R=1007811

Nearly three-quarters of companies recruit on social sites

Online job boards and third-party search firms may be losing out to social media when companies search for new employees, based on June 2010 research from recruiting platform Jobvite.

Nearly three-quarters of companies surveyed were using social networks for recruiting, and 58.1% said they had successfully hired a candidate found through a social network.

LinkedIn was the top social network looked to for hiring, used by nearly 80% of companies recruiting through social media. It also provided the most success, with about 90% of companies who had hired through a social network reporting they found the candidate on LinkedIn. While Facebook and Twitter were used for recruiting by about 55% and 45% of companies, respectively, they led to far fewer hires: 27.5% for Facebook and 14.2% for Twitter.

Success in this area is leading almost half of employers to increase recruiting program spending on social media. At the same time, more than a third of companies were lowering spending on job boards and search firms.

March 2010 data from online job board Monster.com painted a somewhat different picture: 42% of companies surveyed said social networks were useful for recruiting college students, while 82% said large, all-purpose online job boards&mash;such as Monster.com—were useful.

That study also found that only about a quarter of companies were advertising entry-level positions on social sites.

“While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent,” said Dan Finnigan, president and CEO of Jobvite, in a statement. “Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same—but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment.”



A Sourcer's Obligation to a Company's Brand
By Todd Davis
July 13, 2010
http://www.ere.net/2010/07/13/a-sourcer%E2%80%99s-obligation-to-a-company%E2%80%99s-brand/

I was cleaning out my office the other day at home and my AIRS manuals from 1999 fell out onto the ground. I stared at the faded covers and then picked them up and flipped through the pages. A lot of water has gone under the bridge since then and I thought of all I have done, should have done, failed miserably at, and where I am now as a sourcer and recruiter. Too often, we read about theory in regards to sourcing and recruiting, and I can count on one hand the times that it has been tied to tangible results or someone has said, "You know what? That sucked and really didn't impact our hiring!"

You won't get a lot of theory or a deep-thinking kind of article out of me — it's not who I am. I'm what they call in football "three yards and a cloud of dust." I slog it out daily and I would say that the success I have had can be attributed to sweat equity and applying what I have learned from 1999 until now.

So what's on my radar right now? I started at Cobalt last fall after consulting with Wetpaint.com, a UGC (user generated content) startup in Seattle. Cobalt is a 1,000-strong (and then some) digital marketing company focused on the automotive industry at the dealer and OEM level. Our technology stack is Java, J2EE, Oracle Weblogic, and so forth. One of the questions I asked myself coming into Cobalt, and one that was asked of me, was, "how do we attract the top development talent, not only in Seattle, but also beyond that?" Seems like a reasonable 'ask' right? Who wouldn't want (or need) to do that? My question back then was: Why would a top Java developer come to Cobalt? I can source the candidates but why would they return my call or answer my email? So many times we as sourcers are more thrilled with the chase and not the capture. It does an organization a disservice to source qualified, top-tier candidates and be unable to move them forward in the process.

Typically, sourcer apologetics start with, "I just find the talent…" but I tell you as sourcers we have an obligation to the company brand to market the company we work for. I had, and still have, an obligation to branding Cobalt as a place that Java Developers want to work — a place they should leave Amazon and other local companies to come to. Some things are beyond my control. I think of the power I hold when I can develop a call list/sourcing sheet or a data pipeline/CRM and then share that these people will most likely not return our calls or emails unless we give them a compelling reason. If we can't articulate the company's value in a 5- to 10-minute conversation regarding being a developer at Cobalt, then all the sourcing is for naught.

I hope the first thing you do when selecting your next role is to determine the potential of the company, even if it is established. Cobalt, while maybe not the sexiest business around, offered me an underrated hipness factor and platform to grow into something special. Cobalt operates like a startup with the stability of a 15-year-old company. It was coming out of some rough years and working to repair a reputation in a damaged industry. It's a great place to work; it made the right changes and additions. But how would Java developers know all this? How would they become aware of what had happened?

Cobalt is on Inc.'s 5000 Fastest Growing Companies list and just came in second in the larger company category in Seattle Business magazine's Best Companies to Work for competition. And we are profitable. That's a compelling story.

We as sourcers, whether we realize it or not, are involved in branding the company. I'm sure most of us have been a part of developing email templates or the intro or closing pieces of job descriptions. I know a lot of my colleagues at one time or another offered, as part of their training, email templates that get responses. Or maybe you have been a part of developing cold-calling scripts. These are all examples of sourcers impacting a company's brand perception.

What we did at Cobalt was first to overhaul the social media activities for our staffing efforts. I firmly believe social media is a sourcing tool. I kept it simple and focused on our YouTube, Facebook, LinkedIn, and Twitter involvement and tied YouTube and Twitter back into Facebook. We overhauled our company page on LinkedIn as well. I recommend finding a strategic creative media resource to back you up, and I'm lucky to have one myself. Together we've crafted great videos where we tried to avoid the cliché. We didn't want to be the Google knock-off; we really wanted to convey what it is like to work here as a developer. Rich's knowledge (Rich Stoehr, HR community manager, is the go-to guy for all things "media" for HR/recruiting) knocked it out of the park on capturing that. We worked on adding compelling but fun content to our "Cobalt Talent" Facebook page as well. We started off with a Cobalt car theme and posted a picture of my slick ride, a Subaru Forester with 170,000 miles on it. Cobalt employees were so inspired they posted pictures of their rides. We post pictures of Cobalt parties and feature Cobalt employees who do exciting things both in and out of work. This helped us grow our Facebook page to where it is today at over 300 people. Of course we want more and are working on the next phase to push that number higher.

Additionally, we developed an advertising campaign on Facebook targeting specific companies which contain talent we're interested in. The search targeted people between the ages of 20 to 50 who graduated from college and who are not connected to Cobalt. We ended up targeting 34,400 potential candidates. The next step is to upgrade the ad copy and the branding. We will also look at increasing the spend on advertising.

Once we started to grow our social media presence, we needed to find a way to take advantage of our employee base and their social networks. I brought in Jobvite as way to do that and for us to create a talent pipeline using its CRM solution. Jobvite empowers us to touch not only first connections of the engineers at Cobalt, but also to go beyond that to third and fourth tiers and beyond. We also brand Cobalt in the Jobvites we send by crafting a compelling message. Using Jobvite also shows that we are a company embracing and using technology.

Finally, we had to get out there with the people we want to hire. We identified two engineers to take with us to the TheServerSide Java Symposium, which was held March 17-19, 2010 in Las Vegas. We had one of our advisory engineers craft the first Cobalt technical White Paper and had the other developer deliver a short, effective presentation to the conference on Cobalt and our technology. We had a table set up and were handing out everything from water bottles to pens and had the developers answering questions about Cobalt. We gathered over 100 Java developer contacts as well, all of whom we added to Jobvite to work on an ongoing basis. We are now preparing for the JavaOne conference in the fall in San Francisco.

As sourcers, we are part of how our company connects with the world outside the walls. Whether that's in our social media, our emails, our phone calls, or face to face, we are part of how others see the company brand. Commit to being involved in the company brand as part of your sourcing activities, and it will pay dividends!

LinkedIn, Facebook, Twitter: Social Media Is The Preferred Tool For Recruitment
By Staff
July 14, 2010
http://www.citytowninfo.com/career-and-education-news/articles/linkedin-facebook-twitter-social-media-is-the-preferred-tool-for-recruitment-10071402

Social media has transformed the way we communicate and connect with one another. Once a popular tool for personal use, companies are now embracing it to grow business. Additionally, in today's grim economy, social networking has become increasingly important to job search success, says CIO.

A Social Recruiting Survey by Jobvite shows that social media has become an important tool for recruiting top talent. According to the survey, which asked over 600 HR and recruiting professionals how they use social networking in their recruiting process, 73.3 percent said they currently use social media to recruit candidates. The most commonly used medium is LinkedIn (78 percent), followed by Facebook (55 percent), Twitter (45 percent) and Blogs (19 percent). Jobvite also found that 46 percent of respondents are spending more on social recruiting in 2010 than they were in 2009. As the economy begins to recover, companies looking to hire will need more cost-effective, efficient ways to recruit. That said, social media will continue to be the preferred tool as it is cheaper and easier to use, said Jobvite.

International Business Times adds that social media can also be a valuable tool for job applicants. Because companies are spending more on social recruiting and less on traditional methods, job applicants can gain access to important facts or information not revealed on a company's website. Christa B. Downey, director of Career Services at Cornell University, said that some employers encourage college students to join the company's fan page on Facebook to learn about future employment opportunities. CIO adds that social media will give applicants more access to opportunities at fast-growing companies. Dan Finnigan, CEO at Jobvite, stated that companies that are hiring the most people in the shortest amount of time "are the ones who are more aggressively pursuing social recruiting".

However, because social media is a two-way street, potential employers also have the opportunity to learn more about applicants before making an offer. Downey warns International Business Times readers that because many employers search Facebook and other social media sites, users need to be aware of the materials they put online. According to Jobvite's survey, 32 percent of companies said they "always search" applicants' profiles. Employers also reported that they use LinkedIn the most to research candidates, followed by search engines, Facebook, and Myspace.

Mark Presnell, director of Career Center at John Hopkins, advises students to keep things professional.Mashable also recommends that applicants "present your best self". Applicants should remember that their profiles, photos, status updates, and tweets are public so they need to be careful of what they post. Furthermore, even after joining the company, new hires still need to be mindful of their online reputation. Company networks and Facebook groups are becoming increasingly popular and while colleagues may organize holiday parties and happy hours through these groups, it is still important to maintain a professional identity. "Be conscious of the content, think about what information you want others to see," advised Presnell in International Business Times.



Referral Recruiting: Duh!
By Hans Gieskes
July 14, 2010
http://www.ere.net/2010/07/14/referral-recruiting-duh/

It has been interesting to note the recent re-emergence of referral recruiting ventures and ideas. Duh, everybody knows that (employee) referrals have been the No. 1 source of hires forever (as indicated by CareerXroads), and that according to professor Granovetter's groundbreaking research in the early 1990s, close to 60% of people say they have found their current job through some form of referral. No-brainer, especially with the adoption of social networks like Facebook, LinkedIn, etc., right?

However, between the late 1990s and today, many companies have tried to automate/extend/improve the referral recruiting process: refer.com, jobster, h3.com, zubka, YorZ, KarmaOne, Jobvite, and dozens of others both in the U.S. and Europe. All have failed or moved away from any referral recruiting focus, and in the process perhaps as much as $100m in VC money has gone up in smoke.

Why? No doubt many of the new entrants will back-up their fundraising efforts with the proverbial "But this time it's different…" statement, so let's pause just for a minute and consider why I think to date a lot of smart people spending huge amounts of VC money have failed to crack so obvious an opportunity.

Here are some of the key lessons learned from all that cumulative failure:

I — Perhaps the wrong opportunity was targeted: rather than trying to make everybody a productive "referral recruiter" we should have focused on boosting output of existing referral recruiters.

You can take a horse to the water, but you cannot make him/her drink. Only 4% of people are actual "connectors" (see Malcolm Gladwell, The Tipping Point), perhaps proven by fact that fewer than 4% of LinkedIn's members are in "500+" category. No wonder that in traditional ERP programs only a fraction of employees actually take part and score (multiple) rewards. It's great that hundreds of millions of people have a LinkedIn or Facebook account, but 96% of them will never become successful networkers regardless. So all these referral recruiting solutions are wasted on the majority of employees/people. "Dude, where's my network?" Even though most people would never consider making referrals for total strangers, they do expect a referral recruiting solution to come with a large built-in network of high-impact connectors! Crazy? Most people have never heard about Dunbar's Number, which simply means that in spite of boasting to have 7,000+ LinkedIn connections you still only can have meaningful relationships with about 150 people. Referral recruiting solutions which broadcast referral reward opportunities to the Web will not yield (good) referrals, as people only make referrals for people with whom they have at least a minimal relationship or strong affinity. Successful users need to have a good network plus networking skills to start with. Your own network plus your own social standing will always outperform any hired or public social network.

Unfortunately, in most corporations recruiters are part of the HR organizations (and not procurement, where they should be). HR organizations are often more focused on risks rather than opportunities, and

hence worry too much about allowing non-employees to make referrals/earn rewards, about recruiters doing cool stuff on Facebook, etc. Why worry endlessly about a $5,000 reward to fill $100,000 job when after 30 days you're going to give the job to contingency recruiters anyhow and pay a $20,000 fee? The real opportunity for referral recruiting solutions is with hiring managers in organizations without HR departments, as they don't worry about all the silly stuff. Think about it: 6 million U.S. companies do not have an HR manager, vs. maybe 125,000 companies, tops, which employ HR staff?

Maybe as many as 70% of all jobs filled by the $8 billion executive search/contingency recruiting industry come from referrals, so one could argue that search fees are in a way referral rewards being paid to the middle-man and not the actual referrers. Given that headhunters usually are excellent networkers and true connectors, if they had embraced these new referral recruiting solutions, these solutions would have been wildly successful in improving their productivity and thereby making their customers even more dependent on them. But do the reluctance to perhaps share a modest portion of their fees with their networks, and fear that referral recruiting solutions could make their customers also good at referral recruiting, make them stay away from referral recruiting solutions?

II — Perhaps the psychology of the actual referral process was not fully appreciated: it's not about money. It's not about technology. It's not about being cool.

Real "connectors" make incredibly prudent and balanced decisions when it comes to referring a job or a candidate: they will only make a referral if they truly believe they're doing the right thing for both people on each side of the referral. Whereas a financial reward can certainly add urgency to a referral request, money will not corrupt their decision, as we saw at h3.com where $10,000 rewards never resulted in resume spam and never yielded bad candidates. It's not about financial rewards; it's about prudent people carefully managing their social credit balance sheet to first of all help people whose relationship they value.

Though it's not about the money, creating the "right" referral reward is quite important. Employees/people who make referrals have a pretty good idea how much money they're saving the employer. Five to ten percent of the annual salary with a minimum of $5,000 seems to work best for a position over $50,000 salary. Offering a wrong reward is worse than asking for free referrals.
III — Perhaps back-office issues were not fully appreciated.

If we accept that only a small fraction of a company's employees are true connectors, and in the same light that only a fraction of our personal networks are true connectors, then it's obvious why referral recruiting solutions advocate that non-employees should be able to make referrals and earn or share rewards. Resulting back-office issues should not be underestimated, and indeed are a genuine concern for HR managers: W-9, 1099 IRS reporting, etc.

The perennial complaints about ERP programs has been about the tracking of referrals, transparency for referrers and candidates, plus the adjucating of disputes as to who brought in the winning candidate first. If you reach out to the right number of connectors in a particular labor market segment, it's quite likely that the same candidate will get referred by more than one person. (Shally Steckerl experienced this in his wildly successful H3.com search, outlined in a 2006 H3 white paper). Sophisticated tracking of referrals across multiple degree social networks is essential. (H THREE Inc./H3.com actually owns a portfolio of four patents (one issued and three still pending), and while at one point there were a dozen companies who appeared to be infringing the patent, startups do not have the funds to pursue such alleged infringements. Hence investing in patents is not useful for startups.)

Referral recruiting solutions will always be one of multiple recruiting tools which are deployed simultaneously, which means that all candidates will end up in an ATS system, where they will end up being treated the same way as candidates from any other source. This is wrong and upsets both referrers and referred candidates. Since referrers personally vouch for their referrals, both referrers and referred candidates should always be treated with extra courtesy.

What's Next?
Innovation is all about keep trying to find solutions for problems, and once we realize that the problem is not how to enable all employees to become productive referral recruiters, but how to increase the recruiting yield from the true connectors we have among our employees, somebody will crack this quest for the silver bullet and create great ROI for his/her investors.

Personally, I think SelectMinds and LinkedIn have good chances of getting it right, because both can enable the connectors among our employees to easily and in perhaps a semi-automated way use their networking skills, their positive social credit balance sheet,s and their large meaningful or affinity-based networks.

As a result, there will be employees in the future who maybe have a salary of $75,000 but who make another $75,000 a year or more in referral rewards, and please let's hope there will no longer be short-sighted employers who will put a cap on the maximum reward money employees can earn in a year, as exists today. What's up with that?

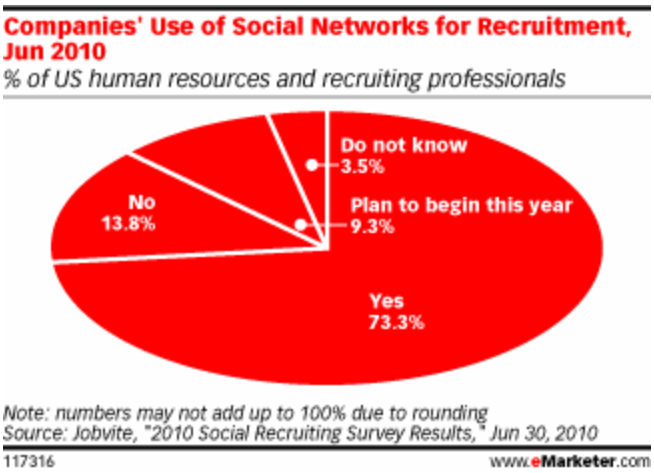
On Line Real Estate Technology

Mike Andrew's Real Estate Tips & Technology

Most Businesses Use Social Nets for Hiring
By Mike Andrew
July 14, 2010
http://mikeandrewrealestate.wordpress.com/2010/07/14/most-businesses-use-social-nets-for-hiring/

Online job boards and third-party search firms may be losing out to social media when companies search for new employees, based on June 2010 research from recruiting platform Jobvite.

Nearly three-quarters of companies surveyed were using social networks for recruiting, and 58.1% said they had successfully hired a candidate found through a social network.



LinkedIn was the top social network looked to for hiring, used by nearly 80% of companies recruiting through social media. It also provided the most success, with about 90% of companies who had hired through a social network reporting they found the candidate on LinkedIn. While Facebook and Twitter were used for recruiting by about 55% and 45% of companies, respectively, they led to far fewer hires: 27.5% for Facebook and 14.2% for Twitter.

Success in this area is leading almost half of employers to increase recruiting program spending on social media. At the same time, more than a third of companies were lowering spending on job boards and search firms.

Change* in Recruiting Program Spending, by Method, 2010

% of US human resources and recruiting professionals

	More	No change	Less
Social media	46.0%	34.1%	2.0%
Corporate career site	28.8%	48.2%	6.0%
Search engine optimization	23.0%	41.3%	6.0%
Direct sourcing	20.5%	52.6%	8.8%
Referrals	19.8%	55.9%	9.4%
Internal transfers	14.5%	56.7%	4.0%
Job boards	14.3%	41.3%	35.7%
Campus recruiting	13.1%	42.2%	15.9%
Third-party recruiters/search firms	10.6%	30.5%	37.9%

*Note: *vs. 2009*
Source: Jobvite, "2010 Social Recruiting Survey Results," Jun 30, 2010

117319 www.eMarketer.com

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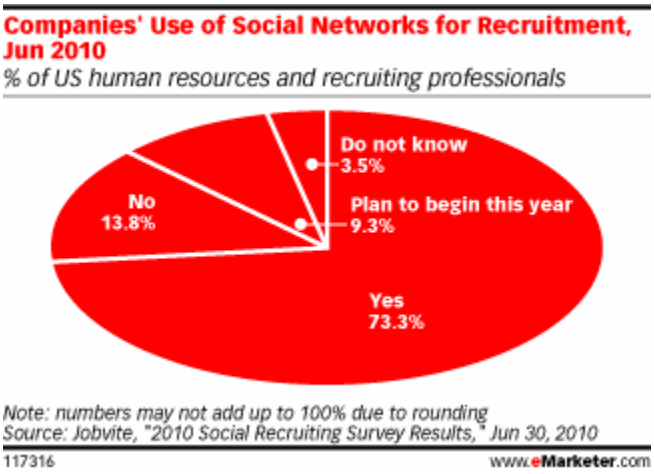
That study also found that only about a quarter of companies were advertising entry-level positions on social sites.

“While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent,” said Dan Finnigan, president and CEO of Jobvite, in a statement. “Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same—but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment.”

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Can Employers Find You On Social Media?
By Sarah Chong
July 14, 2010
http://www.penn-olson.com/2010/07/14/can-employers-find-you-on-social-media/

If your answer is no, and unless you don't need anyone to give you a job, you are in big trouble. According to a research from recruiting platform, Jobvite, nearly 75% of companies surveyed look for their candidates through social networks, and 58.1% have successfully hired a candidate. Without a doubt, LinkedIn was the top social network for hiring – nearly 80% of companies recruit through this professional network. Facebook and Twitter were less popular, used by 55% and 45% of companies respectively.



Naturally, companies are also spending less on job boards and search firms. Social media has become the most cost effective, and efficient way to find talent.

With that, if you are looking for a job, or a better one, where should you put yourself? Nowadays, we look for jobs by making it easier for employers to look for us. Unfortunately, not many people are aware of the change. If you are one of them, I advise you to start building your online branding now. No idea how? Check out our article on building online personal branding.

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Social media can help, complicate business
By Darrell Smith
July 14, 2010
http://www.standard.net/topics/business/2010/07/23/social-media-can-help-complicate-business

Companies are swarming to social networking sites, including Facebook and Twitter, hoping to boost their brands, connect with customers and even find new employees.

But they're also struggling to rein in potential problems.

Employers cringe at the thought of employees revealing proprietary information, hackers making mischief or a roomful of workers busy reconnecting with old high school friends on Facebook instead of doing their jobs.

The ubiquity of social networking -- 77 percent of workers have a Facebook account, for example, and 61 percent of those access Facebook on the job, according to Boston-based Nucleus Research -- complicates matters.

"Everyone's on Facebook, even grandmothers," said Amelya Stevenson, president of human resources consultancy e-VentExe.

Companies don't want to limit their activity, but they have to arm themselves.
It depends on the culture and if they trust their employees."

Nucleus Research last July estimated that on-the-job use of Facebook alone costs companies 1.5 percent of total employee productivity.

Policies on employee use of social networks are all over the map, from total bans on Internal access to no policy at all.

A 2009 survey by the Minneapolis-based Society of Corporate Compliance and Ethics found that just one in three businesses have a general policy for employee online activity including use of social networks.

The survey -- titled "Facebook, Twitter, LinkedIn and Compliance: What are Companies Doing?" -- also found that half have no policy for employee online activity outside work, and just 10 percent have a specific policy addressing social networking sites.

"So much of the Internet seems to come out of nowhere," said society vice president Adam Turteltaub. "The pace of change is such that technology continues emerging and taking on a life of its own that we can't control."

Roy Snell, the society's CEO, said employers should have a clear policy in place and supervisors to enforce it while encouraging their employees to use social media to network with their industry peers.

There's no doubt that many companies and government agencies are finding ways to use social media sites as an effective information gateway.

Nearly 70 percent of small business marketers are employing social media, according to e-mail marketing firm AWeber Communications.

And social networks have become the go-to recruiting tool for employers who are hiring, said Jobvite Inc. in its 2010 Social Recruiting Survey, with 83 percent using or planning to use the sites for recruiting.

At Verizon Wireless employees routinely use Facebook and Twitter in an official capacity to connect with customers, but access to those same sites and nearly everything else online is blocked to employees internally.
"The majority of networks are locked down to the essentials you need to do your job," said Heidi Flato, a Verizon spokeswoman.

"Most (employers) are playing catch-up on this," said Alden Parker, an employment attorney at Sacramento law firm Balsam Parker. "You have to make sure that you're not losing employee hours to these time-sucking activities."

But potential problems go beyond simple time wasting.
Disgruntled employees, dissatisfied customers and malicious hackers can seriously damage a company's image.

A 2009 survey by Internet security firm Proofpoint found that 45 percent of U.S. businesses were "highly concerned" about employees leaking information via posts on social network sites; 41 percent were similarly concerned about leaks posted on Twitter and other short-message sites.
One in three companies said they had investigated leaks related to social media postings, Proofpoint reported.

"There's proprietary information, but there's also the suggestion of disloyalty, something that doesn't portray the company in a positive light," said Parker.

"Good will is the last surviving value at a company."

With so many ways for customers to interact and comment online, protecting and managing a company's brand and reputation can be a full-time job, said Dave Marcus, director of security and research at Internet security company McAfee Labs.

"Bad guys are clever and tools are automated," Marcus said.

"This is a Web 2.0 world. You don't want to give up control of your brand."

Small Business Trends

Looking to Hire? Fire up the Social Networks!
By Lisa Barone
July 14, 2010
http://smallbiztrends.com/2010/07/looking-to-hire-fire-up-the-social-networks.html

Careful, SMB owners, it seems social media isn't just for chatting anymore. According to new research from the recruiting platform Jobvite, 73.3 percent of business owners say they have used social networking channels as a way of recruiting new hires. Even more impressive, 58 percent of those polled said they had actually hired a prospect they discovered through a social network. Newspaper classifieds and online job boards? Please. The times they are a'changin'.

Jobvite president and CEO Dan Finnigan said: "While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same-but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."

For those companies participating in social media, using the networks to scout out and recruit new hires is a natural evolution. The relationships business owners can create with customers also extends toward business contacts. With people sharing their lives on these social networks, it makes it easy for recruiters or business owners to get a feel for a prospect. You can watch how they perform in social situations, how they handle conflict, see their hobbies and interests, get access to their work history, and much more. It's the perfect head hunting tool for the modern era.

When it comes to the social network that converts the best, not surprisingly LinkedIn came out on top. Nearly 80 percent of companies said they used LinkedIn when recruiting new employees, with 90 percent of those who used it being successful finding and hiring a new employee. Facebook and Twitter were used 55 percent and 45 percent of the time, respectively, with 27.5 percent and 14.2 percent leading to hires.

If you want to use a social media net for hiring, where you should start?

1. **Search for potential job candidates using specific keyword searches**: LinkedIn allows you to search profiles based on industry, company, language, company size, or other criteria. If you have a paid account, there are additional breakdowns like seniority level, years of experience, etc. On Twitter or Facebook you can search by company name, industry keywords, or combine your zip code with other job-related keywords.
2. **Monitor status updates of your contacts**: One of the best features added to LinkedIn was the Twitter-like status update because it allowed contacts to share more about what they were doing in their business. Keeping tabs on these updates is a good way to find out who's looking for a job, who started on a new project, etc.
3. **Build relationships with candidates**: The same way you build relationships with customers, build relationships with candidates you think you may be interested in hiring. By establishing

that level of trust and openness right out of the gate, you'll help each other to learn more about one another and any opportunities to work together.

4. **Screen candidates**: When someone is active on social networking sites, it gives you quite a bit of information to use about that prospect. For example, as I mentioned earlier, you can get a glimpse at how they handle conflict situations, how well they engaged people, how they handle customer service issues, the kind of things they're passionate about, where they went to school, what their hobbies are, etc. Use this information to help you find someone who will be a match with your organization. Befriend the social media background check.

How have you used social media to recruit new employees? Have you hired anyone you "met" on Twitter, LinkedIn or Facebook?

Social Media Express

Getting Your Next Job Using Social Media
By Staff
July 14, 2010
http://www.socialmediaexpress.com/getting-job-social-media/

How to get a job seemed to be a question everyone is asking right now in the current economic conditions. However, for those who previously posting their resume and cover letter to the localized job boards or third-party search firms, there is a new approach where you can be more effective in landing your next jobs.

According to the Jobvite's 2010 Social Recruiting Survey, they found that nearly three-quarters of companies they surveyed were using social networks for recruiting.

While it's clear that the number of companies that agreed to turn to social networks for recruiting were high; with a whopping 73.3% of a definite answer of "Yes", yet there is another useful benchmarking stat which stated that 9.3% of companies are planning to begin their recruiting via social networks this year.

Meanwhile, there are some other interesting stats regarding the job search and social network.

- 83% of respondents use or plan to start using social networks for recruiting this year. With LinkedIn (78%), Facebook (55%) and Twitter (45%) are the most popular social recruiting channels

- 46% of respondents plan to spend more on social recruiting in 2010 than 2009

- 36% will spend less on job boards and 38% will spend less on third party recruiters and search firms

- Among the 70% of companies actively hiring, 92% of them are currently use or plan to recruit via social networks

- More than 80% of respondents review social profiles at least sometimes – almost 1/3 always review them

What conclusions can we draw from this survey? It shows the recruiters are starting to use social networks as their main place for sourcing candidates. So, if you want to get hired, you should sign-up to the aforesaid social networks like LinkedIn and complete the entire profile to the best of your ability.

Social Media Governance

Empowerment with Accountability™

90% of Hiring Firms Will Use Social Media to Recruit in 2010
By Chris Boudreaux
July 14, 2010
http://socialmediagovernance.com/blog/product-development/90-hiring-use-social-media-recruiting-2010/

Jobvite recently published a survey of 600 HR and recruiting professionals wherein 92% of companies who are hiring in 2010 stated that they currently use or plan to use social media for recruiting. Wow! More than half of surveyed companies have already hired employees through social media, and more than 70% are actively using social media for recruiting.

LinkedIn is the most popular site for recruiting, by far.

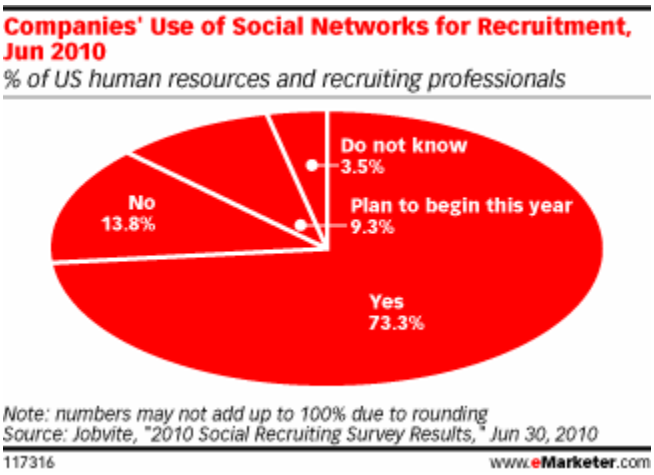
The survey methodology may have led to a bit of squishiness in the results, but the study contains a lot of interesting data, and you can download the full report for free on the Jobvite site.

TALENT 2050

Most Business Use Social Nets for Hiring
By Regina Angeles
July 14, 2010
http://talent2050.ning.com/profiles/blogs/most-businesses-use-social

Online job boards and third-party search firms may be losing out to social media when companies search for new employees, based on June 2010 research from recruiting platform Jobvite.

Nearly three-quarters of companies surveyed were using social networks for recruiting, and 58.1% said they had successfully hired a candidate found through a social network.



LinkedIn was the top social network looked to for hiring, used by nearly 80% of companies recruiting through social media. It also provided the most success, with about 90% of companies who had hired through a social network reporting they found the candidate on LinkedIn.
While Facebook and Twitter were used for recruiting by about 55% and 45% of companies, respectively, they led to far fewer hires: 27.5% for Facebook and 14.2% for Twitter.

Success in this area is leading almost half of employers to increase recruiting program spending on social media. At the same time, more than a third of companies were lowering spending on job boards and search firms.

Change* in Recruiting Program Spending, by Method, 2010

% of US human resources and recruiting professionals

	More	No change	Less
Social media	46.0%	34.1%	2.0%
Corporate career site	28.8%	48.2%	6.0%
Search engine optimization	23.0%	41.3%	6.0%
Direct sourcing	20.5%	52.6%	8.8%
Referrals	19.8%	55.9%	9.4%
Internal transfers	14.5%	56.7%	4.0%
Job boards	14.3%	41.3%	35.7%
Campus recruiting	13.1%	42.2%	15.9%
Third-party recruiters/search firms	10.6%	30.5%	37.9%

*Note: *vs. 2009*
Source: Jobvite, "2010 Social Recruiting Survey Results," Jun 30, 2010

117319 www.eMarketer.com

March 2010 data from online job board Monster.compainted a somewhat different picture: 42% of companies surveyed said social networks were useful for recruiting college students, while 82% said large, all-purpose online job boards&mash;such as Monster.com—were useful.

That study also found that only about a quarter of companies were advertising entry-level positions on social sites.

“While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent,” said Dan Finnigan, president and CEO of Jobvite, in a statement. “Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same—but in a targetedway. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment.”

The IngramTalent Blog
Get your SAP Talent Management stuff fresh here!

Jobvite releases 2010 Social Recruiting Report
By Mark Ingram
July 14, 2010
http://blog.ingramtalent.com/2010/07/14/jobvite-releases-2010-social-recruiting-report.aspx?ref=rss

I just read the Jobvite 2010 Social Recruiting report. Of course it's self serving and organizations and individuals that respond to such surveys are more likely to be interested in social recruiting in the first place. The majority of respondents were in the technology/software sector, which again are early adopters of new trends such as social recruiting. Having said that, I didn't see any major surprises in the report.

Here's some quick numbers:

- 36% of respondents plan to spend less on job boards in 2010 than in 2009. Of course this means that 61% plan to spend the same or more.
- 46% plan to spend more on social recruiting.
- Linkedin still rules with 78.3% of companies using it. Facebook was a distant second at 54.6%, and Twitter was 44.8%.
- Only 58.1% of respondents said they'd successfully hired through social networking. This was a bit surprising.

- Quality was a key consideration in using social networks, but isn't measured:
- Job boards ranked low in terms of candidate quality.
- Social networks rated higher than job boards.
- Referrals rated highest for quality.
- Despite the respondents rating quality higher for social networks and highest for referrals, quality of hire was not listed as a metric in measuring social recruiting impact. The usual were listed: number of applicants, number of hires, etc.

It would have been very interesting if there was additional data on who had formalized social recruiting policies and guidelines, or whether this was done on an individual recruiter basis. It would also have been good to see what percentage of respondents were federal contractors, and whether they had processes and technology in place to ensure OFCCP compliance in the context of sourcing. And of course I'd love to know what percentage of respondents had rejected applicants based on information found on Facebook.

SAP E-Recruiting Enhancement Pack 5 will allow candidates to store their social identities as part of their profile so that recruiters can link to them. Hopefully we'll see additional functionality in the future, including the pushing of recruiting campaigns through facebook pages, etc.
The support of passive candidates in the system would also be great, along with integration to sourcing tools such as TalentHook or Zoominfo.

As somebody responsible for getting SAP E-Recruiting to work with clients' sourcing strategies, I'd love to hear from people that have had successes in social recruiting. Leave a comment!

Forbes.com

Social Networks, The Newest Recruiting Tool
By Susan Gunelius
July 15, 2010
http://blogs.forbes.com/work-in-progress/2010/07/15/social-network-recruiting-tool-linkedin-facebook/

A June 2010 study by Jobvite revealed that 73.3% of surveyed companies turn to social networking sites to recruit and hire new employees. Nearly 60% of companies surveyed for the study also reported having successfully hired a new employee found through social networking websites like LinkedIn and Facebook.

Here's the breakdown of which social networking sites companies are using for hiring as reported by eMarketer:

LinkedIn: used by 80% of companies recruiting through the social Web.
Facebook: used by 55% of companies recruiting through the social Web.
Twitter: used by 45% of companies recruiting through the social Web.

As you might expect, the success rates that companies report from those social network recruiting efforts reflect the demographics of the primary user audiences of each site:

LinkedIn: 90% of companies that recruit through social networks have successfully found candidates on LinkedIn.

Facebook: 27.5% of companies that recruit through social networks have successfully found candidates on Facebook.

Twitter: 14.2% of companies that recruit through social networks have successfully found candidates on Twitter.

Companies are having so much success in finding new employees through social web tools that half of the employers included in the Jobvite survey reported plans to increase spending in that area and decrease spending on traditional job boards and employee recruiting firms.

The shift in recruiting budgets appears to be strongest in finding management and executive-level employees as opposed to entry-level positions that do better on traditional job boards.

Even if you're not looking for a new position right now, your social media participation on sites like LinkedIn, Facebook and Twitter could have a significant effect on your future job searches. Keep that in mind as you publish content on the social web. Recruiters are looking.

Also, take the time to make your social networking profiles shine. Recruiters who find you on the social Web need to quickly see that you would be a valuable asset to their organizations. Lead with your strengths, so recruiters don't have to scroll far or search long to get a snapshot of what you can do and why they'd be crazy not to contact you immediately.

Your social networking profiles shouldn't read like a boring resume. Instead, use your profiles as tools to market yourself, and then publish and share content and discussions that add value to the online conversation.

gaebler.com
RESOURCES FOR
ENTREPRENEURS

Study Reveals More Than Half Of Businesses Use Social Networks To Hire Employees
By Staff
July 15, 2010
http://www.gaebler.com/News/Small-Business-Technology/Study-reveals-more-than-half-of-businesses-use-social-networks-to-hire-employees-19893257.htm

Social media more important than ever for small businesses when looking to hire new employees. According to recent research, nearly three-quarters of businesses have used social networking websites to hire new workers.

A June 2010 study conducted by Jobvite revealed that 73.3 percent of all companies, from small businesses to large corporations, used social networks in order to recruit potential employees. In addition, 58.1 percent of businesses had used the technology to successfully hire new workers. "While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent," said Dan Finnigan, president and CEO of Jobvite. "Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same - but in a targeted way."

The most popular site used to attract potential employees was LinkedIn, which was utilized by nearly 80 percent of companies, followed by Facebook at 55 percent and Twitter at 45 percent.

In other news for small businesses, the University of Illinois Chicago will soon hold a free small business expo. The event will feature several social media experts, who will show businesses how best to use social media channels.

Social networking recruitment on the rise
By Staff
July 19, 2010
http://fanaticalmedia.com/blog/social-networking-recruitment-on-the-rise/

Despite a recent survey from Regus stating that only 21 per cent of people have found a job in the past year on social networking sites, this number is expected to rise as the recent economical situation has forced many people to find new ways of looking for work.

Another survey from Jobvite stated that 83 percent of respondents plan to use social networking sites for recruiting this year. The most popular sites for this include LinkedIn, which is used exclusively for recruitment. However, Facebook and Twitter are also players in this field and it is anticipated that more jobs will be advertised on these sites in the upcoming future.

According to research, many more companies than usual are thinking about using social networking for recruitment opportunities. This not only allows businesses to connect to more people online, but it is also a cheaper and more cost effective way of advertising a job.

With the economy being as it is and spending being cut in many different areas, this may be the perfect way to help overcome excess spending for recruitment companies. It also allows web surfers to find a job more easily, rather than having to rifle through newspapers or go to the local job centre.

Dan Finnigan, President and Chief Executive Officer of Jobvite, commented, *"While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. As our third annual survey shows, social network recruiting has become a mainstream channel for employers who need access to talent. Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same — but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."*

Strategic Sourcing: Prioritizing Effective Channels
By Kelly O'Shaughnessy
July 19, 2010
http://peerlo.com/2010/07/strategic-sourcing-prioritising-effective-channels/

The recently released Jobvite 2010 Social Recruiting Report shows some intriguing insights into the current mindset of recruiting professionals.

The report states that 73.3% of respondents "use social networks or social media to support their recruitment efforts", with LinkedIn coming out as the race winner for platform/technology used most. And as Jobvite makes clear, the runners up (Facebook, Twitter etc) have increased dramatically in usage since the first report back in 2008. It seems the message is getting across. More and more organisations are seeing the benefits of using these technologies, and I think we can see that in practise. Growing numbers of organisation sponsored groups on LinkedIn, branded Twitter accounts, Facebook Pages… essentially, more 'official' presence.

The interesting statistic is intended spend. Jobvite say that almost 50% of hiring companies plan to invest more in social recruiting. This clearly leads the charge against sourcing channels such as corporate careers site (28.8%), Search Engine Optimisation (SEO) (23%) and Employee Referral Programs (19.8%). The actual costs associated with social recruiting Are manageable, especially when initially 'dipping the toe in the water', as most technologies offer cost effective or free solutions. Effective candidate sourcing can be completed on a free LinkedIn account, Facebook doesn't charge me for a Page with the basics, and anyone can set up an account and tweet on behalf of a brand.

While it's inspiring to see organisations committing recruiting budgets to embrace social recruiting, I wonder if the focus is all on the bright shiny new object on the room. For example, in the same report, employers state that the quality of candidates who come through Referral Programs is second to none. And this isn't news: we know that referred candidates have a lower time to hire, they're more likely to fit the culture of your organisation, and they have a much lower attrition rate than candidates sourced through other channels. So why is there so much appetite to spend on social recruiting?

It's really important for organisations to step back and look at their sourcing channels strategically. Which channels really get the best candidates? As a company, have we got the basics right before we jump into the social recruiting pool? If I am advising a client on their Souring Strategy, it's always front of mind to ensure that the most effective channels are focused on first. An organisation that wants to get right into the social recruiting scene needs to have an effective Referral or Alumni program first – we can prove the effectiveness of these programs far more conclusively. Sort out our priorities before we spend those hard-earned budget dollars on what this report tells us tell us are our fourth highest quality candidates.

Social Recruiting is important, effective, and relevant. However, it's not our first priority in an effective and strategic multi-channel sourcing model. It's a channel which allows us to attract and engage talent, but we need to think about how we define talent, and what we're attracting them to.



Social media shows potential to mitigate unemployment: but can it deliver?
By Joe McKendrick
July 21, 2010
http://www.smartplanet.com/business/blog/business-brains/social-media-shows-potential-to-mitigate-unemployment-but-can-it-deliver/8697/

During the onset of the recession a couple of years back, I speculated in a post at that time that we were about to test the boundaries of a "Recession 2.0," in which many unemployed or worried workers would be empowered — not cowered, as has been the case in recessions gone past — to better connect and communicate with the world to identify new opportunities. Thanks to social media and the Internet, this time around, we'd be a society of networkers and collaborators, not victims, of economic challenges.

Unemployment line in the 1930s: could the Internet have made a difference for these people?
As I put it at the time, this would be the first downturn of the social networking era, with the hopeful possibility that the unemployed could see a LIFT (Linked In, Facebook and Twitter) in their quest for new and better opportunities.

Coming out the other end of the economic downturn, when millions are still unemployed or underemployed, the results have been mixed in terms of the ability of social media and the Internet to deliver. There are plenty of stories in the media about people struggling to find jobs and emailing hundreds of resumes to no avail.

And, perhaps surprisingly, while many, if not most, of the unemployed have found their way online in some form or another, there has been little of an organized effort to help them connect and collaborate. As Micah Sifry, co-founder and editor of the Personal Democracy Forum, recently put it, "there's very little sign that anybody–government, labor unions, or other kinds of political organization–is explicitly trying to connect with the unemployed using the Web."

Sifry points to one effort, called U3 (U-Cubed), which seeks to build an empowered Web community through geometric growth via online "cubes" of six individuals. And the WashingtonWatch.com blog reports getting more than 100,000 comments in a discussion about passage of the unemployment benefits extension bill. People are making their voices heard. But is this enough to make a significant impact in empowering people? Sifry says the Internet can make a difference, and puts it this way: "The lesson of what seems to be happening organically around sites like OpenCongress and WashingtonWatch is that even without conscious planning, hubs of likeminded individuals will find each other online and coalesce, albeit poorly and with little strong coordination, in ways that help each other get what they need. Now, imagine if we listened carefully to these signals, invented some better tools for group collaboration, set them up to do well in organic search, and then got out of the way."

The online economy offers great potential as an opportunity engine for those being displaced as a result of economic changes. Let's face it, even with the most robust or robust economic recoveries, massive shifts would still be seen in skills requirements, global markets, and wealth creation.

The ability to keep unemployed and underemployed connected and potentially organized are one aspect of how social media and the Internet can help people through downturns, but not the only option. Consider these areas of opportunity, which occur under the radar of government

unemployment statistics:
As an informal but pervasive recruiting and employment tool: Anarticle published last year in The New York Times describes how one laid-off engineer turned to Facebook and LinkedIn, and soon found himself to be the object of a talent search by a hiring company. For the engineer, the connection meant getting back to work and off the unemployment rolls. For the company, social networking is providing a valuable talent recruiting resource. “More personal pages, profiles and social networks are serving as fodder for companies looking to fill jobs,” the report states. To mine its employees’ social networking contacts for potential hires, a business can pay for services from companies like Appirio or Jobvite.”

As an entrepreneurial resource: Thanks to social networking and cloud computing, a lot of laid-off or frustrated professionals now have access to computing and information resources unheard of even a few years ago. New York Times columnist Thomas Friedman, for one, calls this the rise of the “Do-It-Yourself Economy,” driven by a mass diffusion of low-cost, high-powered innovation technologies — from hand-held computers to Web sites that offer any imaginable service — plus cheap connectivity. They are transforming how business is done.”

As an economic boost for distressed communities or regions:Thanks to the Internet and social networking, residents of communities falling out of the mainstream of economic activity — because of plant closings, for example — have access to the same information and educational opportunities as those in thriving areas.

These are ways the connected economy has the potential to help deliver greater opportunities to workers, professionals and communities across the divide. As recent employment data suggests, however, this is still a new frontier, and there’s plenty of work that needs to be done.



Network Like It's Your Job: Twelve Ways to Create Job Connections in a Virtual World
By Maribeth Kuzmeski
July 21, 2010
http://www.amerisurv.com/content/view/7670/

Busting through the job search barriers can be a huge challenge in today's faceless, virtual world. The best way to overcome those challenges is to bypass the whole résumé emailing, no response hoopla by making great connections with the people who can put you (and your résumé) right in front of the hiring decision makers at your dream job.

Finding a job in today's job market can be like conquering a new frontier for many job seekers. With the unemployment rate still over 9 percent, the job market has been flooded with tons of competition for job seekers—many of whom are experiencing a culture shock when they send out their résumés. After all, the days of mailing in your résumé and receiving a phone call to set up an interview are over. Today, everything is done online, from sending in your résumé to setting up your first interview—and nine times out of ten, you're lucky to receive any kind of response, even if it's an automatic one thanking you for your submission.

It doesn't take long to discover that in a virtual world it can be very difficult to get noticed by the decision makers whom you need to impress in order to land the job. There are three easy steps to getting noticed in today's digitally dominated job market—networking, networking, networking.

Today you need more than a résumé and a cover letter to get that dream job. Think of yourself as CEO of Me, Myself, and I, Inc. You need to be doing everything you can to get the word out about your brand. That means networking.

Great networkers are capable of leaving something behind with everyone they encounter—a thought, a memory, or a connection. This is exactly what you need to do if you are in the job market. You need to make strong connections, become a relationship builder. You want to be the first person who comes to mind when someone in your network hears about a great job opening.

Below is some advice for how you can network your way to a great new job:

Rejuvenate your résumé. Résumés rarely showcase how great you are. That's why it's probably time to breathe a little life into yours. Think of it this way: If you are the CEO of Me, Myself, and I, Inc., you will need some marketing materials to promote your brand. Your résumé and cover letter will serve as those marketing materials.

Grab the attention of employers by upping the impact of your résumé. That might mean bucking the traditional résumé format to include eye-catching (but informative) headlines. Also make sure you are emphasizing the tangible benefits you've done for past employers whether it's increasing profits or improving efficiency. Turn your résumé into something an employer would want to read.

Build your online résumé using LinkedIn. According to Jobvite.com's 2010 Social Recruiting survey, 83 percent of employers plan to use social networks to recruit this year. If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile.

LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.linkedin.com, add your picture and a summary of your past job responsibilities, and state what you're looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers. Think of it as creating your own living résumé and a great way for people to connect with you!

Get face-to-face with potential employers! Find a way to get in front of your potential employers. These days it is much harder to show potential employers what you are all about and to forge a connection with them because so much of the pre-hiring process is done online and through email. That is why it is essential that you find a way to communicate with them face-to-face. Dropping off a follow-up note or a résumé is a great opportunity for getting some face time with a potential employer. Another great face-to-face opportunity comes after the interview. To show you paid close attention to everything your interviewer said, stop by her office with an article that you think would be of interest to her or a small gift (e.g., a box of candy) based on some key piece of information—what I call the "remarkable"—you found out about the interviewer during the interview.

Once you are face-to-face, in an interview or otherwise, focus on having eye contact throughout. Lean in, show her you are interested in everything she says, and think before you answer any question. Thoughtful deliberation can be difficult if you're nervous, but it is critical in answering your potential employer's questions to the best of your ability. Establishing this face time is sure to set you apart from your job market competition.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here's how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a web cam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:
1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview!

Become a contrarian networker. The focus of networking should not be on gaining an immediate job offer from the people you network with. In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

It's what I call contrarian networking. Before you go to your next networking opportunity, create a game plan. First, think about which contacts are the most important to you. Remember, these will not necessarily be the people you think might be able to give you a job on the spot. Brainstorm before the

event to decide who the best connectors are. Who knows the people you want to know? By connecting with other great connectors, you are able to widen your reach. You expand your opportunities.

Let them do the talking. (You ask the questions!) There's nothing worse than coming away from a great networking opportunity realizing that you didn't capitalize on the situation. Be sure to have more in your arsenal than small talk. Come up with a list of questions to get the conversation going. Here are a few great ice breakers:

- What did you do for your vacation this year?
- Where did you grow up? Do you still have family there?
- How are your kids? What are they up to?
- What do you think about…? (Complete this question with something from current events, your town or city's local news, or a recent event in your industry. Remember, it is always a good idea to avoid topics that can lead to contentious conversations such as religion, politics, etc.)

Once the conversation is flowing freely, then you can move on to more in-depth business questions:

- What's the best thing that has happened to your business this year?
- What's one thing you've done that has really changed your career?
- What will you never do again in business?
- What's your biggest challenge?
- What's makes a good client for you?
- What do you find is the most effective way to keep a client happy?

After he answers you, it's always a good idea to follow up with a secondary question that encourages him to tell you more. The more he talks and you listen, the more he will like you because you are showing genuine interest in him. Pretty soon, he will be asking you questions, and a valuable business connection will have been made!

Be prepared to pitch yourself in fifteen seconds. It's no doubt that you have a lot of qualifications and experience. So much that you could probably go on for hours about yourself. But the hard reality is that no one (except for your mom!) wants to hear that much about your accomplishments. When you are networking and getting the word out about yourself, you should resist the urge to give a ten-minute introduction about yourself. Instead, prepare a short, fifteen-second elevator pitch that hits on your career high points and top skills. Think about what's unique about what you have done and what will help you stand out from a crowd of other job seekers.

The key to an effective pitch is keeping it short while still including your biggest wins. For example, I've had great success with the following pitch about myself: "Hi! My name is Maribeth Kuzmeski. I own a marketing consulting firm, Red Zone Marketing, which employs six people who are all focused on helping companies find more business. I've worked with an NBA basketball team, with U.S. Senators, financial advisors, and mutual fund companies. I've even closed a sale while upside down in an aerobatic biplane at 7,000 feet above ground." I find that it is hard for most people to walk away without asking me about that last part or which NBA team or U.S. Senators I've worked with. Be creative and think about how you can frame your accomplishments in a way that gets people's attention.

Network to the people you know. Sometimes the most obvious connections are the ones most easily ignored. When you are building your network or considering who might be able to lend you a helping hand during your job search, don't forget about the fruit closest to the ground. Again, think about the people close to you, who might have huge networks of their own. For example, maybe your mom is or

used to be a teacher. She's had contact with tons of parents over the years who just might be working at a company that could hire you. Or maybe your best friend is in a completely different industry from you, but he has a huge network of friends on Facebook. You never know how a great opportunity will present itself. Don't count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help.

Get involved in organizations that are connected to your profession. Job fairs can be great ways to get in front of potential employers, but you might not want to focus only on companies you know are hiring. In order to meet people within your industry who might have the potential to hire you, attend trade shows and seminars and join organizations or associations connected to your profession.

These events and organizations provide great opportunities to help you get your name out in your industry. Again, you might not find someone who is going to hire you on the spot, but you will have the chance to meet people who have the potential to hire you in the future. Take hard copies of your résumé, and, of course, business cards, to any of these events. The more people within your industry or profession who know you the better.

Volunteer. Volunteering is a great way to give back, but it is also a great way to sneak in some networking. For example, if you are in marketing, volunteer to work with the PR director at a nonprofit, or if you are an accountant, volunteer your financial expertise. There are usually many hands that go into keeping a nonprofit running. Volunteering provides you the opportunity to meet them. And remember, you don't necessarily have to be doing anything that is connected to your profession. Simply volunteering at a place with a cause you are passionate about will provide you the chance to get in front of a lot of great connectors that you might not have met otherwise.

Be a mover and a shaker. The next time you attend a networking event or even just a party, force yourself to get outside your comfort zone. Don't just hang out with the people you already know. Make it a point to introduce yourself to new people and find out as much as you can about them. The more you move around from group to group the more connections you will be able to make. It's all about expanding your opportunities. If you are at a party or event with friends or coworkers, sure, you might have a great time spending the entire evening with them, but you won't have networked to the best of your ability. By getting outside of your normal fish bowl, you can expand your connections.

Always be networking. You don't have to be at an event or party or working your social networks to build your connections. We all run into people everywhere in our day-to-day lives, but very few of us capitalize on all those great connections. For example, next time you're on an airplane, instead of working on your laptop or reading the paper the whole time, get to know the person next to you. Network at your kid's soccer game or the next school PTA meeting. Strike up a conversation with the person behind you in line at the grocery store.

Remember, always be prepared to sell yourself. Provide what I call a simple, repeatable statement of value. That's something you can say to someone that you know will trigger her interest and that will be easy for her to repeat to others. Companies do this too. For example, think about how you first learned about Google. It wasn't via some elaborate advertisement. It was most likely from someone in your network saying, "Search for anything and everything on the Internet for free at google.com." By creating a statement like this, those you connect with can easily pass along information about you. They might say, "I just met this guy Mike on a plane. He said he's closed a sale in all 50 states. Here's his card." Or, "I met this publicist Sarah at my daughter's school. She's always booking her clients on the Today show…"

You get the picture. When you start to think about all the networking possibilities that are open to you, it's easy to see that your opportunities are endless.

Trying to find a job in such an overcrowded job market can be a daunting task. But by placing a renewed focus on networking, you open yourself up to many more opportunities than just the ones on the job boards or those being offered at your local job fair. I truly feel that there are only six degrees of separation between everyone in the world—or at the very least the U.S. Every time you make a new connection you get that much closer to a great new opportunity.

Social Networks, The Newest Recruiting Tool
By Staff
July 21, 2010
http://twitsmag.ca/twitter-business/social-networks-the-newest-recruiting-tool/

A June 2010 study by Jobvite revealed that 73.3% of surveyed companies turn to social networking sites to recruit and hire new employees. Nearly 60% of companies surveyed for the study also reported having successfully hired a new employee found through social networking websites like LinkedIn and Facebook.

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Facebook: 27.5% of companies that recruit through social networks have successfully found candidates on Facebook.

Twitter: 14.2% of companies that recruit through social networks have successfully found candidates on Twitter.

Companies are having so much success in finding new employees through social web tools that half of the employers included in the Jobvite survey reported plans to increase spending in that area and decrease spending on traditional job boards and employee recruiting firms.

The shift in recruiting budgets appears to be strongest in finding management and executive-level employees as opposed to entry-level positions that do better on traditional job boards.

Even if you're not looking for a new position right now, your social media participation on sites like LinkedIn, Facebook and Twitter could have a significant effect on your future job searches. Keep that in mind as you publish content on the social web. Recruiters are looking.

Also, take the time to make your social networking profiles shine. Recruiters who find you on the social Web need to quickly see that you would be a valuable asset to their organizations. Lead with your

strengths, so recruiters don't have to scroll far or search long to get a snapshot of what you can do and why they'd be crazy not to contact you immediately.

Your social networking profiles shouldn't read like a boring resume. Instead, use your profiles as tools to market yourself, and then publish and share content and discussions that add value to the online conversation.

THE WALL STREET JOURNAL.

Five Mistakes Online Job Hunters Make
By Elizabeth Garone
July 28, 2010
http://online.wsj.com/article/SB10001424052748704913304575371202791043546.html

In a tight job market, building and maintaining an online presence is critical to networking and job hunting. Done right, it can be an important tool for present and future networking and useful for potential employers trying to get a sense of who you are, your talents and your experience. Done wrong, it can easily take you out of the running for most positions.

Here are five mistakes online job hunters make:

1. Forgetting manners.
If you use Twitter or you write a blog, you should assume that hiring managers and recruiters will read your updates and your posts. A December 2009 study by Microsoft Corp. found that 79% of hiring managers and job recruiters review online information about job applicants before making a hiring decision. Of those, 70% said that they have rejected candidates based on information that they found online. Top reasons listed? Concerns about lifestyle, inappropriate comments, and unsuitable photos and videos.

"Everything is indexed and able to be searched," says Miriam Salpeter, an Atlanta-based job search and social media coach. "Even Facebook, which many people consider a more private network, can easily become a trap for job seekers who post things they would not want a prospective boss to see."

Don't be lulled into thinking your privacy settings are foolproof. "All it takes is one person sharing information you might not want shared, forwarding a post, or otherwise breaching a trust for the illusion of privacy in a closed network to be eliminated," says Ms. Salpeter, who recommends not posting anything illegal (even if it's a joke), criticism of a boss, coworker or client, information about an interviewer, or anything sexual or discriminatory. "Assume your future boss is reading everything you share online," she says.

2. Overkill.
Blanketing social media networks with half-done profiles accomplishes nothing except to annoy the exact people you want to impress: prospective employees trying to find out more about on you. One online profile done well is far more effective than several unpolished and incomplete ones, says Sree Sreenivasan, dean of students at Columbia University Graduate School of Journalism. He made the decision early on to limit himself to three social-networking sites: Facebook, LinkedIn and Twitter. "There is just not enough time," he says. "Pick two or three, then cultivate a presence there."
Many people make the mistake of joining LinkedIn and other social media sites and then just letting their profiles sit publicly unfinished, says Krista Canfield, a LinkedIn spokesperson. "Just signing up for an account simply isn't enough," she says. "At a bare minimum, make sure you're connected to at least 35 people and make sure your profile is 100 percent complete. Members with complete profiles are 40 times more likely to receive opportunities through LinkedIn."

LinkedIn, Facebook, and Twitter are the three most popular social networking sites for human resources managers to use for recruiting, according to a survey released last month by JobVite, a maker of recruiting software.

3. Not getting the word out.
When accounting firm Dixon Hughes recently had an opening for a business development executive, Emily Bennington, the company's director of marketing and development, posted a link to the opportunity on her Facebook page. "I immediately got private emails from a host of people in my network, none of whom I knew were in the market for a new job," she says. " I understand that there are privacy concerns when it comes to job hunting, but if no one knows you're looking, that's a problem, too."

Changing this can be as simple as updating your status on LinkedIn and other social networking sites to let people know that you are open to new positions. If you're currently employed and don't want your boss to find out that you're looking, you'll need to be more subtle. One way to do this is to give prospective employers a sense of how you might fit in, says Dan Schawbel, author of "Me 2.0" and founder of Millennial Branding. "I recommend a positioning, or personal brand statement, that depicts who you are, what you do, and what audience you serve, so that people get a feeling for how you can benefit their company."

4. Quantity over quality.
Choose connections wisely; only add people you actually know or with whom you've done business. Whether it's on LinkedIn, Facebook or any other networking site, "it's much more of a quality game than a quantity game," says Ms. Canfield. A recruiter may choose to contact one of your connections to ask about you; make sure that person is someone you know and trust.

And there's really no excuse for sending an automated, generic introduction, says Ms. Canfield. "Taking the extra five to 10 seconds to write a line or two about how you know the other person and why'd you'd like to connect to them can make the difference between them accepting or declining your connection request," she says. "It also doesn't hurt to mention that you're more than willing to help them or introduce them to other people in your network."

5. Online exclusivity.
Early last year, Washington's Tacoma Public Utilities posted a water meter reader position on its website. The response? More than 1,600 people applied for the $17.76 an hour position.
With the larger number of people currently unemployed (and under-employed), many employers are being inundated with huge numbers of applications for any positions they post. In order to limit the applicant pool, some have stopped posting positions on their websites and job boards, says Tim Schoonover, chairman of career consulting firm OI Partners.

Scouring the Web for a position and doing nothing else is rarely the best way to go. "When job-seekers choose to search for jobs exclusively online– rather than also include in-person networking–they may be missing out on 'hidden' opportunities," says Mr. Schoonover. "Higher-level jobs are not posted as often as lower-level jobs online. In-person networking may be needed to uncover these higher-level positions, which may be filled by executive recruiters."

Healthcare on Social Media News

Tips for Healthcare Providers on Using Twitter and Facebook
By Staff
July 22, 2010
http://www.healthcareos.com/491/healthcare-providers-twitter-facebook/

A recent post on the Health Express blog reports on how Healthcare providers are using social media and highlights specifically studies on the subject, examples from the Mayo clinic and the following tips for using social media in the healthcare industry:

If you plan to use Twitter, LinkedIn, Facebook and YouTube, you might heed some of the following tips for your own credibility and job insurance:

- Learn the platforms: Learn how to use each social media tool to your advantage, which means learning how to use privacy controls and other customizations.
- Keep professional and social relationships separate: By dividing social and business lives, a healthcare professional can maintain a professional demeanor on one hand and socialize with friends and family on the other. It is not appropriate to "friend" patients on Facebook or to follow them on Twitter.
- Watch your associations: You may want to connect with a patient on a blog, but you may not want to connect with that patient on Facebook or LinkedIn. On the other hand, you don't want a friend with an offensive user name to appear on your list of people you follow on Twitter, unless you Tweet anonymously (possible by not revealing your real name, but a user name when registering).
- Keep politics and religion quiet: Unless you plan to be a journalist or an activist, it is best to keep those two topics in the personal realm, rather than the business realm. Activism, however, is up to you — if you, as a healthcare professional — want to campaign for clean water, then use your professionalism to temper your activism.
- Use social networking to say "Thank you" and to set up meetings in person:This Mashable article explains that social networking provides the perfect medium to extend your hand in business situations appropriately.
- Keep comments civil and don't use social media while under the influence:The article about medical students explains succinctly how these comments can lead to expulsion from school — and in professional situations may lead to job loss or loss of clients.

- Read the full post citing the Jobvite survey and Mayo clinic advice for healthcare professionals and their use of social media at: The Health Express

REALTIME NEWS News Blaze

The Online Job Application Process: Get Yourself Noticed in a Virtual World
By Staff
July 22, 2010
http://newsblaze.com/story/20100722110005zzzz.nb/topstory.html

Busting through the job search barriers can be a huge challenge in today's faceless, virtual world. The best way to overcome those challenges, says Maribeth Kuzmeski, is to bypass the whole résumé emailing, no response hoopla by making great connections with the people who can put you (and your résumé) right in front of the hiring decision makers at your dream job.

Finding a job in today's job market can be like conquering a new frontier for many job seekers. With the unemployment rate still over 9 percent, the job market has been flooded with tons of competition for job seekers-many of whom are experiencing a culture shock when they send out their résumés. After all, the days of mailing in your résumé and receiving a phone call to set up an interview are over. Today, everything is done online, from sending in your résumé to setting up your first interview-and nine times out of ten, you're lucky to receive any kind of response, even if it's an automatic one thanking you for your submission.

It doesn't take long to discover that in a virtual world it can be very difficult to get noticed by the decision makers whom you need to impress in order to land the job. Maribeth Kuzmeski says there are three easy steps to getting noticed in today's digitally dominated job market-networking, networking, networking.

"Today you need more than a résumé and a cover letter to get that dream job," says Kuzmeski, author of The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life (Wiley, 2009, ISBN: 978-0-470-48818-8, www.theconnectorsbook.com.) "Think of yourself as CEO of Me, Myself, and I, Inc. You need to be doing everything you can to get the word out about your brand. That means networking.

"Great networkers are capable of leaving something behind with everyone they encounter-a thought, a memory, or a connection. This is exactly what you need to do if you are in the job market. You need to make strong connections, become a relationship builder. You want to be the first person who comes to mind when someone in your network hears about a great job opening."

Kuzmeski is an expert at helping businesses and individuals create strong business relationships that will help them get ahead regardless of their profession. Below she offers advice for how you can network your way to a great new job:
Rejuvenate your résumé. Résumés rarely showcase how great you are. That's why it's probably time to breathe a little life into yours. Think of it this way: If you are the CEO of Me, Myself, and I, Inc., you will need some marketing materials to promote your brand. Your résumé and cover letter will serve as those marketing materials.

"Grab the attention of employers by upping the impact of your résumé," says Kuzmeski. "That might mean bucking the traditional résumé format to include eye-catching (but informative) headlines. Also make sure you are emphasizing the tangible benefits you've done for past employers whether it's

increasing profits or improving efficiency. Turn your résumé into something an employer would want to read."

Build your online résumé using LinkedIn. According to Jobvite.com's 2010 Social Recruiting survey, 83 percent of employers plan to use social networks to recruit this year. If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile.
"LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers," says Kuzmeski. "Setting up a profile is simple: Just go to www.linkedin.com, add your picture and a summary of your past job responsibilities, and state what you're looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers. Think of it as creating your own living r ésumé and a great way for people to connect with you!"

Get face-to-face with potential employers! Find a way to get in front of your potential employers. These days it is much harder to show potential employers what you are all about and to forge a connection with them because so much of the pre-hiring process is done online and through email. That is why it is essential that you find a way to communicate with them face-to-face. Dropping off a follow-up note or a résumé is a great opportunity for getting some face time with a potential employer. Another great face-to-face opportunity comes after the interview. To show you paid close attention to everything your interviewer said, stop by her office with an article that you think would be of interest to her or a small gift (e.g., a box of candy) based on some key piece of information-what Kuzmeski calls the "remarkable"-you found out about the interviewer during the interview.

"Once you are face-to-face, in an interview or otherwise, focus on having eye contact throughout," says Kuzmeski. "Lean in, show her you are interested in everything she says, and think before you answer any question. Thoughtful deliberation can be difficult if you're nervous, but it is critical in answering your potential employer's questions to the best of your ability. Establishing this face time is sure to set you apart from your job market competition."

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here's how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a web cam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:
1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview!

Become a contrarian networker. The focus of networking should not be on gaining an immediate job offer from the people you network with. In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

"It's what I call contrarian networking," says Kuzmeski. "Before you go to your next networking opportunity, create a game plan. First, think about which contacts are the most important to you.

Remember, these will not necessarily be the people you think might be able to give you a job on the spot. Brainstorm before the event to decide who the best connectors are. Who knows the people you want to know? By connecting with other great connectors, you are able to widen your reach. You expand your opportunities."

Let them do the talking. (You ask the questions!) There's nothing worse than coming away from a great networking opportunity realizing that you didn't capitalize on the situation. Be sure to have more in your arsenal than small talk. Kuzmeski suggests coming up with a list of questions to get the conversation going. Here are a few great ice breakers:
What did you do for your vacation this year? Where did you grow up? Do you still have family there?
How are your kids? What are they up to?
What do you think about...? (Complete this question with something from current events, your town or city's local news, or a recent event in your industry. Remember, it is always a good idea to avoid topics that can lead to contentious conversations such as religion, politics, etc.)

Once the conversation is flowing freely, then you can move on to more in-depth business questions:
What's the best thing that has happened to your business this year?
What's one thing you've done that has really changed your career?
What will you never do again in business?
What's your biggest challenge?
What's makes a good client for you?
What do you find is the most effective way to keep a client happy?

"After he answers you, it's always a good idea to follow up with a secondary question that encourages him to tell you more," Kuzmeski adds. "The more he talks and you listen, the more he will like you because you are showing genuine interest in him. Pretty soon, he will be asking you questions, and a valuable business connection will have been made!"

Be prepared to pitch yourself in fifteen seconds. It's no doubt that you have a lot of qualifications and experience. So much that you could probably go on for hours about yourself. But the hard reality is that no one (except for your mom!) wants to hear that much about your accomplishments. Kuzmeski says that when you are networking and getting the word out about yourself, you should resist the urge to give a ten-minute introduction about yourself. Instead, prepare a short, fifteen-second elevator pitch that hits on your career high points and top skills. Think about what's unique about what you have done and what will help you stand out from a crowd of other job seekers.

"The key to an effective pitch is keeping it short while still including your biggest wins," Kuzmeski explains. "For example, I've had great success with the following pitch about myself: 'Hi! My name is Maribeth Kuzmeski. I own a marketing consulting firm, Red Zone Marketing, which employs six people who are all focused on helping companies find more business. I've worked with an NBA basketball team, with U.S. Senators, financial advisors, and mutual fund companies. I've even closed a sale while upside down in an aerobatic biplane at 7,000 feet above ground.' I find that it is hard for most people to walk away without asking me about that last part or which NBA team or U.S. Senators I've worked with. Be creative and think about how you can frame your accomplishments in a way that gets people's attention."

Network to the people you know. Sometimes the most obvious connections are the ones most easily ignored. When you are building your network or considering who might be able to lend you a helping

hand during your job search, don't forget about the fruit closest to the ground. "Again, think about the people close to you, who might have huge networks of their own," says Kuzmeski. "For example, maybe your mom is or used to be a teacher. She's had contact with tons of parents over the years who just might be working at a company that could hire you. Or maybe your best friend is in a completely different industry from you, but he has a huge network of friends on Facebook. You never know how a great opportunity will present itself. Don't count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help."

Get involved in organizations that are connected to your profession. Job fairs can be great ways to get in front of potential employers, but you might not want to focus only on companies you know are hiring. In order to meet people within your industry who might have the potential to hire you, attend trade shows and seminars and join organizations or associations connected to your profession.

"These events and organizations provide great opportunities to help you get your name out in your industry," says Kuzmeski. "Again, you might not find someone who is going to hire you on the spot, but you will have the chance to meet people who have the potential to hire you in the future. Take hard copies of your résumé, and, of course, business cards, to any of these events. The more people within your industry or profession who know you the better."

Volunteer. Volunteering is a great way to give back, but it is also a great way to sneak in some networking. For example, if you are in marketing, volunteer to work with the PR director at a nonprofit, or if you are an accountant, volunteer your financial expertise. "There are usually many hands that go into keeping a nonprofit running," says Kuzmeski. "Volunteering provides you the opportunity to meet them. And remember, you don't necessarily have to be doing anything that is connected to your profession. Simply volunteering at a place with a cause you are passionate about will provide you the chance to get in front of a lot of great connectors that you might not have met otherwise."

Be a mover and a shaker. The next time you attend a networking event or even just a party, force yourself to get outside your comfort zone. Don't just hang out with the people you already know. Make it a point to introduce yourself to new people and find out as much as you can about them. The more you move around from group to group the more connections you will be able to make. "It's all about expanding your opportunities," says Kuzmeski. "If you are at a party or event with friends or coworkers, sure, you might have a great time spending the entire evening with them, but you won't have networked to the best of your ability. By getting outside of your normal fish bowl, you can expand your connections."

Always be networking. You don't have to be at an event or party or working your social networks to build your connections. "We all run into people everywhere in our day-to-day lives, but very few of us capitalize on all those great connections," says Kuzmeski. "For example, next time you're on an airplane, instead of working on your laptop or reading the paper the whole time, get to know the person next to you. Network at your kid's soccer game or the next school PTA meeting. Strike up a conversation with the person behind you in line at the grocery store.

"Remember, always be prepared to sell yourself. Provide what I call a simple, repeatable statement of value. That's something you can say to someone that you know will trigger her interest and that will be easy for her to repeat to others. Companies do this too. For example, think about how you first learned about Google. It wasn't via some elaborate advertisement. It was most likely from someone in your

network saying, 'Search for anything and everything on the Internet for free at google.com.' By creating a statement like this, those you connect with can easily pass along information about you.
They might say, 'I just met this guy Mike on a plane. He said he's closed a sale in all 50 states. Here's his card.' Or, 'I met this publicist Sarah at my daughter's school. She's always booking her clients on the Today show...' You get the picture. When you start to think about all the networking possibilities that are open to you, it's easy to see that your opportunities are endless."

"Trying to find a job in such an overcrowded job market can be a daunting task," says Kuzmeski. "But by placing a renewed focus on networking, you open yourself up to many more opportunities than just the ones on the job boards or those being offered at your local job fair. I truly feel that there are only six degrees of separation between everyone in the world-or at the very least the U.S. Every time you make a new connection you get that much closer to a great new opportunity."

TechExtender.com
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Feeling trapped by ridiculous IT leases from the past?

LinkedIn or LinkedOut?
By Brian Steidinger
July 22, 2010
http://www.techextender.com/linkedin-or-linkedout/

After 14 years with a Tech Company I found out that being underexposed "LinkedOut" was not good. I had largely focused on the challenges, opportunities and objectives before me and just as many people still think that Social Media is a waste of time or simply "social gaming", I found a wake up call to think again!! I find that it is about "access" to knowledge, influence and opportunity. My first real exposure led me to meeting people who could expand my interests. Now with some exploration I see where it leads to being marketable, knowing shifting business demands, gaining skills where they count, knowing my worth and being a professional at what I do. Regardless of your position in life, this is an age of information and if you can't be "found", the question is what value does he or she offer?

The current economy is not a time to allow your accomplishments and value statement to gather dust. Social Media tools like LinkedIn are two way, mutual communications that document your accomplishments, values and identity while building opportunity to grow. Whether it is the investigation that others will make of you, whether you are looking for a highly qualified employee, a new career opportunity or for someone else who knows the secret to a problem that you have at hand, the rule of the 6th degree was never so evident as through these tools. When you are ready to promote yourself to new knowledge or personal endeavor, this will advertise for you like none other or will hold you back as well! It is your "branding", your personal fingerprint on the world and reaches around the world! Are you looking for information, talent, employment or the keys to your success that will come from China? We are no longer limited to local ideas.

My advice is to stay current as a professional at whatever you do and be published while reaching for those who have knowledge that you aspire to. Whether you need new growth and passion about what you do, are constantly "overqualified" for change opportunities or are investigating because of uncertainty as to your offerings to the mass market, your special fingerprint is a fit some place. Be published and know that your value will flourish as you dust off your accomplishments and discover what you have to offer. It is through discovery that change occurs and through the exposure, you will improve what you are doing. More than likely it will improve your "worth" right where you are.

Standard-Examiner
www.standard.net

Social media can help, complicate business
By Staff
July 23, 2010
http://www.standard.net/topics/business/2010/07/23/social-media-can-help-complicate-business

Companies are swarming to social networking sites, including Facebook and Twitter, hoping to boost their brands, connect with customers and even find new employees.

But they're also struggling to rein in potential problems.

Employers cringe at the thought of employees revealing proprietary information, hackers making mischief or a roomful of workers busy reconnecting with old high school friends on Facebook instead of doing their jobs.

The ubiquity of social networking -- 77 percent of workers have a Facebook account, for example, and 61 percent of those access Facebook on the job, according to Boston-based Nucleus Research -- complicates matters.

"Everyone's on Facebook, even grandmothers," said Amelya Stevenson, president of human resources consultancy e-VentExe.

Companies don't want to limit their activity, but they have to arm themselves.

It depends on the culture and if they trust their employees."

Nucleus Research last July estimated that on-the-job use of Facebook alone costs companies 1.5 percent of total employee productivity.

Policies on employee use of social networks are all over the map, from total bans on Internal access to no policy at all.

A 2009 survey by the Minneapolis-based Society of Corporate Compliance and Ethics found that just one in three businesses have a general policy for employee online activity including use of social networks.

The survey -- titled "Facebook, Twitter, LinkedIn and Compliance: What are Companies Doing?" -- also found that half have no policy for employee online activity outside work, and just 10 percent have a specific policy addressing social networking sites.

"So much of the Internet seems to come out of nowhere," said society vice president Adam Turteltaub. "The pace of change is such that technology continues emerging and taking on a life of its own that we can't control."

Roy Snell, the society's CEO, said employers should have a clear policy in place and supervisors to enforce it while encouraging their employees to use social media to network with their industry peers.

There's no doubt that many companies and government agencies are finding ways to use social media sites as an effective information gateway.

Nearly 70 percent of small business marketers are employing social media, according to e-mail marketing firm AWeber Communications.

And social networks have become the go-to recruiting tool for employers who are hiring, said Jobvite Inc. in its 2010 Social Recruiting Survey, with 83 percent using or planning to use the sites for recruiting.

At Verizon Wireless employees routinely use Facebook and Twitter in an official capacity to connect with customers, but access to those same sites and nearly everything else online is blocked to employees internally.

"The majority of networks are locked down to the essentials you need to do your job," said Heidi Flato, a Verizon spokeswoman.

"Most (employers) are playing catch-up on this," said Alden Parker, an employment attorney at Sacramento law firm Balsam Parker. "You have to make sure that you're not losing employee hours to these time-sucking activities."

But potential problems go beyond simple time wasting.

Disgruntled employees, dissatisfied customers and malicious hackers can seriously damage a company's image.

A 2009 survey by Internet security firm Proofpoint found that 45 percent of U.S. businesses were "highly concerned" about employees leaking information via posts on social network sites; 41 percent were similarly concerned about leaks posted on Twitter and other short-message sites.

One in three companies said they had investigated leaks related to social media postings, Proofpoint reported.

"There's proprietary information, but there's also the suggestion of disloyalty, something that doesn't portray the company in a positive light," said Parker.

"Good will is the last surviving value at a company."

With so many ways for customers to interact and comment online, protecting and managing a company's brand and reputation can be a full-time job, said Dave Marcus, director of security and research at Internet security company McAfee Labs.

"Bad guys are clever and tools are automated," Marcus said.

"This is a Web 2.0 world. You don't want to give up control of your brand."



12 Ways to Create Job Connections in a Virtual World
By Maribeth Kuzmeski
July 24, 2010
http://rismedia.com/2010-07-24/12-ways-to-create-job-connections-in-a-virtual-world/

Finding a job in today's job market can be like conquering a new frontier for many job seekers. With the unemployment rate still over 9%, the job market has been flooded with tons of competition for job seekers—many of whom are experiencing a culture shock when they send out their résumés. After all, the days of mailing in your résumé and receiving a phone call to set up an interview are over.

Today, everything is done online, from sending in your résumé to setting up your first interview—and nine times out of ten, you're lucky to receive any kind of response, even if it's an automatic one thanking you for your submission.

It doesn't take long to discover that in a virtual world, it can be very difficult to get noticed by the decision makers whom you need to impress in order to land the job. Maribeth Kuzmeski, author of *The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life* says there are three easy steps to getting noticed in today's digitally dominated job market—networking, networking, networking.

"Today you need more than a résumé and a cover letter to get that dream job," says Kuzmeski. "Think of yourself as CEO of Me, Myself, and I, Inc. You need to be doing everything you can to get the word out about your brand. That means networking.

Kuzmeski offers the following tips on how you can network your way to a great new job:
Rejuvenate your résumé. Résumés rarely showcase how great you are. That's why it's probably time to breathe a little life into yours. Think of it this way: If you are the CEO of Me, Myself, and I, Inc., you will need some marketing materials to promote your brand. Your résumé and cover letter will serve as those marketing materials.

Build your online résumé using LinkedIn. According to Jobvite.com's 2010 Social Recruiting survey, 83% of employers plan to use social networks to recruit this year. If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile.

Get face-to-face with potential employers. Find a way to get in front of your potential employers. These days it is much harder to show potential employers what you are all about and to forge a connection with them because so much of the pre-hiring process is done online and through email. That is why it is essential that you find a way to communicate with them face-to-face. Dropping off a follow-up note or a résumé is a great opportunity for getting some face time with a potential employer. Another great face-to-face opportunity comes after the interview. To show you paid close attention to everything your interviewer said, stop by her office with an article that you think would be of interest to her or a small gift (e.g., a box of candy) based on some key piece of information—what Kuzmeski calls the "remarkable"—you found out about the interviewer during the interview.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here's how it works: Instead of just e-mailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.
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-Thank them for watching the video and ask them for the interview.

Become a contrarian networker. The focus of networking should not be on gaining an immediate job offer from the people you network with. In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

Let them do the talking. (You ask the questions). There's nothing worse than coming away from a great networking opportunity realizing that you didn't capitalize on the situation. Be sure to have more in your arsenal than small talk. Kuzmeski suggests coming up with a list of questions to get the conversation going. Here are a few great ice breakers:

-What did you do for your vacation this year?
-Where did you grow up? Do you still have family there?
-How are your kids? What are they up to?
-What do you think about…? (Complete this question with something from current events, your town or city's local news, or a recent event in your industry. Remember, it is always a good idea to avoid topics that can lead to contentious conversations such as religion, politics, etc.)
Once the conversation is flowing freely, then you can move on to more in-depth business questions:
-What's the best thing that has happened to your business this year?
-What's one thing you've done that has really changed your career?
-What will you never do again in business?
-What's your biggest challenge?
-What's makes a good client for you?
-What do you find is the most effective way to keep a client happy?

Be prepared to pitch yourself in 15 seconds. It's no doubt that you have a lot of qualifications and experience. So much that you could probably go on for hours about yourself. But the hard reality is that no one wants to hear that much about your accomplishments. Kuzmeski says that when you are networking and getting the word out about yourself, you should resist the urge to give a ten-minute introduction about yourself. Instead, prepare a short, fifteen-second elevator pitch that hits on your career high points and top skills. Think about what's unique about what you have done and what will help you stand out from a crowd of other job seekers.

Network to the people you know. Sometimes the most obvious connections are the ones most easily ignored. When you are building your network or considering who might be able to lend you a helping hand during your job search, don't forget about the fruit closest to the ground. "Again, think about the

people close to you, who might have huge networks of their own," says Kuzmeski. "For example, maybe your mom is or used to be a teacher. She's had contact with tons of parents over the years who just might be working at a company that could hire you. Or maybe your best friend is in a completely different industry from you, but he has a huge network of friends on Facebook. You never know how a great opportunity will present itself. Don't count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help."

Get involved in organizations that are connected to your profession. Job fairs can be great ways to get in front of potential employers, but you might not want to focus only on companies you know are hiring. In order to meet people within your industry who might have the potential to hire you, attend trade shows and seminars and join organizations or associations connected to your profession.
Volunteer. Volunteering is a great way to give back, but it is also a great way to sneak in some networking. For example, if you are in marketing, volunteer to work with the PR director at a nonprofit, or if you are an accountant, volunteer your financial expertise. "There are usually many hands that go into keeping a nonprofit running," says Kuzmeski. "Volunteering provides you the opportunity to meet them. And remember, you don't necessarily have to be doing anything that is connected to your profession. Simply volunteering at a place with a cause you are passionate about will provide you the chance to get in front of a lot of great connectors that you might not have met otherwise."

Be a mover and a shaker. The next time you attend a networking event or even just a party, force yourself to get outside your comfort zone. Don't just hang out with the people you already know. Make it a point to introduce yourself to new people and find out as much as you can about them. The more you move around from group to group, the more connections you will be able to make.
Always be networking. You don't have to be at an event or party or working your social networks to build your connections. "We all run into people everywhere in our day-to-day lives, but very few of us capitalize on all those great connections," says Kuzmeski. "For example, next time you're on an airplane, instead of working on your laptop or reading the paper the whole time, get to know the person next to you. Network at your kid's soccer game or the next school PTA meeting. Strike up a conversation with the person behind you in line at the grocery store.

"Trying to find a job in such an overcrowded job market can be a daunting task," says Kuzmeski. "But by placing a renewed focus on networking, you open yourself up to many more opportunities than just the ones on the job boards or those being offered at your local job fair. I truly feel that there are only six degrees of separation between everyone in the world—or at the very least the U.S. Every time you make a new connection, you get that much closer to a great new opportunity."

Online Marketing Trends

More Companies are Using Social Media to Recruit
By Staff
July 25, 2010
http://www.onlinemarketing-trends.com/2010/07/more-companies-are-using-social-media_25.html

A large majority of companies are moving away from traditional recruitment which used newspapers, classifieds, and print , and has been using social media as their primary recruiting tool, according to annual survey results released by social recruitment software company Jobvite.

The report, entitled Jobvite Social Recruiting Survey 2010, was based on an online survey taken by 600 participants between May and June.

Of the respondents who are actively hiring this year, 92% said that they either "currently use or plan to" use social networks for recruiting new employees. Meanwhile, spending on more traditional tools like job boards and third-party recruiters either decreased or stayed constant for a majority of companies.
Not surprisingly, the social networking site most used by companies for recruiting is LinkedIn (78%) , followed by Facebook (55%). The site that saw the most growth was Twitter.

How many Indian Companies do you think are actually using social media to screen and recruit Candidates. More importantly if they are at all using social media to identify potential candidates... do they also run checks on their background by using social search,people search and hunting through their facebook and Orkut profiles ? While social sites can be good hunting grounds, I doubt if the HR's are actually scourging a candidates social friends and social behavior to run pre employment checks ..
For enterprises and Companies that have banned social media at their offices .. This is something which they need to decide. Personally I feel this is a step in the reverse direction.. If your employees are talking about you across the social media .. means that there is something terribly wrong in your organisation . The Concept of Crowdsourcing will allow the general mass emotion to prevail ... thereby nullyfying the negative emotions.. What is means that if most employees thinks that something negative is being written about their workplace which they do not subscribe they will blog about it.. thereby balancing the bias... However they would also blog negatively if they feel that something is not right. . Silencing the voices of both the positive and the negative... you runthe risk of alienating employees who would ideally have played a role of an evangelist for an organization.

ere.net Recruiting Intelligence. Recruiting Community.™

New Tools Simplify, Amplify Social Media Job Posting
By John Zappe
July 26, 2010
http://www.ere.net/2010/07/26/new-tools-simplify-amplify-social-media-job-posting/

Jobmagic has joined the growing number of vendors offering social media recruiting tools. The company, the successor to job-match provider Vitruva, released a tool set for recruiters and employers that simplifies the distribution of jobs to social networking sites and spiffs up their appearance with logos, pictures, and even embeds You Tube videos.

Most of the features automate the job distribution to social and business networking sites and via Twitter channels. The graphic elements and the interactive components are differentiators in this growing area of social media servicing.

A Jobmagic posting can include a mini-profile to give candidates some confidence that there's a real person somewhere out there who just might look at their application. Even better is a contact button that connects recruiter and candidate. I couldn't find out how that's done. IM would be really cool, but it's probably a post to the recruiter's or the company's Facebook wall.

Somewhere out there, the Vitruva matching engine comes into play, alerting candidates in the Jobmagic system when they're a good match to a job.

The other features of what Jobmagic is calling Social Media Optimization post the enhanced job listings to the various social networks, focusing, as you might expect, on LinkedIn, Facebook, and Twitter.

Jobvite launched a similar service not long ago. It does many of the same posting duties as Jobmagic, without the heavy branding emphasis. However, Jobvite leverages the network connections of recruiters and employees to seek out referrals in its own version of job matching. The bigger difference is Jobvite's metrics, which can track where every candidate comes from and the referral chain that snared them. There's even a free version called Jobvite Share.

If you don't need all that horsepower, but want to do more than simply upload jobs to the social nets, Jobmagic looks like it has the chops to make the task easier while adding some creativity to your typical job posting.

coastjobs

Down Economy: Maintaining Professional Image in The Job Search
By Staff
July 27, 2010
http://www.coastjobs.info/2010/07/down-economy-maintaining-professional-image-in-the-job-search/

Although current unemployment numbers are at an all-time high, there are jobs to be had – and those jobs go to candidates who are prepared and present themselves to their best advantage. Whether you're currently employed or in professional transition, with the right approach you can get the job you want even in the current job market.

A powerful tool at your disposal is your professional appearance, both in person and online. These days, employers and hiring managers are still interviewing potential employees, but they're now using the Internet and social media as a method of researching job candidates. So both kinds of first impressions are crucial in today's competitive and tech-savvy job market. You need to focus on presenting yourself as a consummate professional anywhere you'll make that first impression. From the interview room, to the networking event, to your online persona, be prepared to take charge of your own personal brand and sell yourself with confidence.

The old saying "You only get one chance to make a first impression" is so frequently heard because it's true. It's common knowledge among image consultants, that the way you present yourself in job interviews and the workplace is a critical key to impressing those in hiring positions. If you're considering either a new job, or a promotion at your current company, dressing professionally allows decision makers to see you in the role you'd like to have.

Look at colleagues who impress or inspire you: How do they dress? Those who hold positions that you aspire to are likely dressing a level up from their own position and are good examples to learn from. Even in a company with a relaxed dress policy, opportunities exist to take your appearance to the next level. While many employees dress at the lower acceptable levels of a casual policy, hold yourself to a higher standard that reflects discernment and professional awareness. Dressing to impress your employer or potential employer isn't just about looking nice. If you dress professionally, as though you already possess the job you want, your appearance carries the message that you are serious, careful, observant, and willing to work for advancement.

If you do choose to look for job opportunities outside your current organization or are presently in transition, the networking circuit is an ideal place to begin building your personal brand. Networking events present an environment to make contact with people who may know about open positions or can put you in touch with those who do (gatekeepers). Use these occasions to promote yourself with confident body language and a successful appearance. Some ways to do this:

1. Dress as if you are attending a job interview. Don't wear your best interview suit if the environment does not call for it, but do dress with the same level of attention to detail and grooming. Neat, clean hair and clothes with a minimal amount of tasteful jewelry or makeup allows you to present yourself at your best, even if the event is casual.

2. Shake hands with everyone you meet using a firm web-to-web handshake and maintain direct eye contact, all of which is body language demonstrating self-confidence and sincerity.

3. Introduce yourself with your first and last name and repeat the other person's name to cement it in your memory. Introducing a new contact to the next person you meet is a great way to show confidence, friendliness, and helps you remember everyone.

4. Prepare a "mini resume" calling card that features your contact information on the front, and a list of your key competencies on the back. This helps those you meet remember your objective and area of specialty. Give this card the same attention to appearance and accuracy as you do your traditional resume.

5. At these events, remember that you are not the only person shopping for a job. Can you help someone else in his or her search? Chances are they will be willing to help you, too (and it doesn't hurt your karma). Notice too, that the people YOU are most likely to recommend for a position are those that have taken care to present themselves well.

6. Keep your conversations professional and positive. Your disappointments in your current or previous position should be kept private. Speaking well of a current or former employer makes prospective employers and colleagues feel that you are professional and trustworthy.

7. Follow up with the contacts you've made in a carefully written email or LinkedIn invitation within the week.

8. Thank the host via email or LinkedIn. Consider a "public" thank you via LinkedIn recommendation or posting on their Facebook wall. This is great advertisement for them, and an opportunity to increase your public presence.

Social media sites are another forum in which to promote a professional personal brand in your job search. According to a recent survey by recruitment solutions provider, Jobvite, 80% of companies plan to use social networking to find and attract candidates this year. If the majority of your pictures on Facebook feature behavior or activities that you wouldn't display at a job interview, they're unlikely to make a favorable impression upon a hiring manager who searches your name.

Just like networking and presenting yourself daily at your company, you'll want to "dress to impress" online too. Recruiters are using social media sites for research — even third place Twitter is tapped by

42% of recruiters according to Jobvite (LinkedIn leads in recruiting research activity; Facebook is second) — findings can be a deciding factor in competitive hiring environments.

Present your online image tastefully and professionally. Practice prudence in your online postings: Remember that your posts become public and can remain online on another site, attributed to you, long after you have removed them from your own pages. Offensive jokes and lewd remarks won't reflect positively on you. Also consider grammar and word choice when portraying your professional brand online. Lolspeak is cute in a note to a close friend, but is off-putting to an employer looking for a well-spoken employee who communicates professionally with others.

The Kelly Services' Global Workforce Index showed in January 2008 that 32% of survey respondents found their most recent job online (including social media sites), and 21% found work via 'word of mouth,' like that which results from networking events. Conduct your search with savvy by putting your best self forward —both in person and on the Internet.

Patty Buccellato, AICI, CIP, is president of Refined Images, a company specializing for more than 15 years in image and personal branding. Patty holds a Bachelor of Science degree in Fashion Merchandising from Western Michigan University, and is a Certified Professional Member of the Association of Image Consultants International – a distinction earned by fewer than 100 consultants across the U.S.



Riding the social media wave
By Paul M. Stubenbordt
July 31, 2010
http://www.premiersurgeon.com/index.php/riding-the-social-media-wave/

Social media are the biggest revolution in communications since the introduction of the Internet. Our agency started implementing social media in our clients' practices in 2008, before it was "cool" to do so. The primary reasons were to add a human factor to our clients' practices and for search engine optimization, or SEO.

Social media sites include Facebook, MySpace, LinkedIn, Twitter, YouTube, Wikipedia, Yelp, blogs and micro-blogs.

It's not hard to see the power of social media. More than 110 million Americans are connected to social networks, with the average user logging in to social sites more than five times per day, and many never disconnecting. Unfortunately — or fortunately, depending on how you look at it — many users log on to social sites while at work. There are also countless statistics that show how powerful social media sites have become. Some examples:

70% of 18- to 34-year-olds watch TV online (Pew Research Center's Internet and American life project). Facebook is the most-visited website in the world (Google AdPlanner statistics).

If Facebook were a country, it would be the world's third largest (Facebook population statistics). YouTube is the second largest search engine, with more than 2 billion views each day (TGDaily.com). If that's not enough to convince you, read on. This year, Generation Y will outnumber baby boomers, with 96% of the younger generation having a social media account (Grunwald Associates national study). Generations Y and Z consider e-mail to be old-fashioned. Ninety percent of consumers trust peer recommendations, compared with only 14% who trust advertisements (Nielsen global online consumer survey). Finally, 80% of companies use social media sites to find employees; specifically, 95% use LinkedIn (Jobvite social recruitment survey).

Are you ready to implement social media into your practice? Here's how to get started.

Determine why

Starting a social media venture is not as simple as telling Mary in your office to start a Facebook page. Implementing social media begins with a complex plan, and like any plan, it must be followed step by step. You'll need to decide first what your expectations of social media might be and how you'll measure effectiveness.

Examples of what a social media venture can do include:

- Increase SEO ranking.
- Increase awareness of products and services.
- Create a human element in your practice.
- Allow an interactive dialogue between your practice and patients.
- Provide an easy way to communicate to current patients.

If there is any reason why your social media site might fail, it's lack of updates. Right away, you'll need to determine who will be responsible for updating your social media sites. Normally, if it's a larger client of ours, the marketing director will be in charge. In smaller practices, the job falls in the refractive coordinator or administrator's lap. Another option is to use your marketing agency, although this tends to be costly, and we normally recommend doing so only for the initial start-up, ongoing strategy, monitoring and video production. Updates should take place daily, or weekly at the very least.

Connections

Without Facebook fans, Twitter followers or YouTube subscribers, your updates become fairly pointless. Connecting can be one of the most difficult barriers to overcome in your social media launch. Gaining a fan base usually takes much more legwork than simply adding a button to your website. We recommend starting with your employees. Ask them to become fans and invite their friends to join your social media page. Next, move on to patients. Ask them if they use a social media site such as Facebook. If so, ask them to join your practice's social site and to tell their friends. Ask your patients to write posts on their own pages about the experience they had at your practice. You'll find this is a powerful method for obtaining new patients.

Content

Remember, social media sites are a great SEO tool. Videos, blogs, images, etc., become unfindable to the general public unless your content is well-optimized with the correct keywords for the search engines to find. Start by adding a blog on your website that allows patients to interact with one another on specific topics. Remember, this is where consumers trust information the most, because the information is coming directly from their peers. You can even set up your blogs so that you are able to approve posts before they become live. Choose a list of keywords you really want to hone in on and make sure these are used throughout your social media sites.

Create a tactical mix

It's important to find out where your patients spend most of their social media time. The good news about adding several sites to your mix is exposure. The bad news is the manpower it will require to update all of them. We normally recommend Facebook, Twitter, YouTube and a blog on your website to start.

HIPAA compliancy

Social media content is user-generated. Because of that, it's crucial that whoever is acting on your practice's behalf be aware of HIPAA laws and compliancy. Having HIPAA procedures and guidelines in place that clearly address privacy, security, concerns of the employer and control over content are crucial for your protection.

Traditional media

Traditional media — including radio, TV, newspapers, magazines, cable and direct mail — are still very important for reaching new consumers. There are a lot of people talking about traditional media dying out and social media taking over. This simply isn't going to happen.

Consumers are still going to listen to nonsatellite radio, they'll still watch TV without using the DVR, they'll still read the newspaper, and they'll still look through their mail. Consumers will continue to be influenced by whatever they see or hear. Social media are just adding to the way people share and absorb new information, and they do dilute traditional media, but much in the same way cable did to TV back in the 1980s.

Conclusion

No one really knows what's going to happen to social media, but one thing is for sure: They're exploding in growth, and you'll need to make sure your practice is positioned to compete. We've had clients successfully launch new promotions via social media weeks prior to the traditional media launch. Would the initial launches have been as successful had we done them on the radio? No. Did they produce new patients? Yes.

In our agency, we look at social media as simply an extension of your marketing campaign and nothing more. But it may not be too far down the road where social media become just as important, if not more so, than radio or television. Get ready; a social media storm is about to hit, and this is one time you don't want to be left high and dry.

ExecDigital Business & Lifestyle for Executives

Top tips for CFO recruitment
By Paul MacKenzie-Cummins
July 30, 2010
http://www.execdigital.com/business/strategy/top-tips-cfo-recruitment

With no control over a turbulent global economy, organizations are focused on executing an effective business strategy to enable them to survive and strive in what most economic commentators agree is the most challenging and complex business environment in the post-war period. Developing this strategy is one thing, delivering it is another and demands an individual to partner the CEO in driving the business towards its goals: step up the CFO.

The role of a chief financial officer has changed dramatically in recent years. Once perceived as the chief bean-counter within the organisation, some 75 percent of today's CFOs are now assuming a greater role in management strategy, according to a recent CFO Survey conducted by Deloitte Consulting. Having redefined their traditional role CFOs have become firmly positioned as the most important person in the organization after the CEO prompted by- and in reaction to- the Enron debacle and accelerated by the recent recession.

So, when your organization is on the lookout for a new CFO, how do you find the right person to serve as your CFO? Here are a few tips to help you:

1. Does your business really need a CFO and do you understand what their role will be?
Not all businesses need a CFO and there is no hard or fast rule, but there are certain signs that your organization requires one: when the business's top-line revenue breaks through the £5 million mark; when you need a formal audit; when the company is contemplating going public or engaging in mergers or acquisitions; or when staffing levels exceed 30 employees and the business looks to maximize and monetize all financial opportunities, as was the case when Twitter recruited Ali Rowghani as CFO earlier this year.

Once you have decided that your business needs a CFO you need to understand exactly what their role will be. More than just a glorified bookkeeper, a CFOs role is one of strategic planner who will advise the board and other key stakeholders on how to drive growth, protect the company's bottom line, streamline operations to increase efficiencies, reduce costs without hurting the organization's ability to grow profitably, and unearth new opportunities. On top of all that, your new CFO is expected to play a leading role in restoring corporate trust and business integrity - especially in the wake of the Enron scandal – through compliance with new regulations such as the Sarbanes-Oxley Act of 2002 and IAS.

2. What qualifications and experience should you look for?

“Selecting a winning CFO is one of the most important aspects of a CEO’s job,” says Amy Errett, a partner at venture capital firm Maveron in the US with experience in recruiting several CFOs in her various businesses. “A great CFO must be a strategic thinker, strong manager, have a strong business sense and have excellent finance skills.” The key skills you might seek in your next CFO, include:

• Leadership – are they experienced at leading teams and managing people from a range of different disciplines, such as merchandising, manufacturing or sales?
• Experience within a specific industry – do they have an in-depth working knowledge of your industry and understand the challenges faced? How many years of experience do they have in a similar role overseeing the financial health of the company?
• Relevant qualifications – the finance sector in both the UK and North America is simply huge and there has been a push for a global standard of accounting in recent years. An MBA and/or an accounting qualification combined with certified status are pretty much the norm.
• Communication and presentation skills – do they have strong negotiation and persuasive skills which can be used to drive forward their ideas, instil confidence and encourage buy-in from the board of directors or outside investors? Can they present complex information in a way that can be understood by stakeholders, potential investors and Jo Public?

3. What candidate attraction strategy works best?
The route you take will depend on two things: cost and urgency. If you need to fill the position sooner rather than later and the business can afford to absorb the cost associated with using an external agency, it makes sense to utilize the services of a head-hunting consultancy with expertise and a proven track record in making senior executive placements for their clients.

“The top 10 percent of any organization tends to be so well looked after by their current employer that they are not responding to adverts, registering with recruiters or putting their CVs on job boards,” says Anna Davidson, senior executive headhunter and associate director of the UK’s only Headhunter Training Academy. “Using a headhunter will give you access to the best people in the industry and really make them sit up and listen to an opportunity.” They will proactively target individuals who meet your selection criteria, approach them on your behalf, screen them to verify their suitability and provide you with a shortlist of the ‘best’ talent around.

But don’t put all your eggs in one basket. Consider advertising in trade publications and websites, job boards and other specialist media. And maximise the opportunities to reach out to potential candidates via online social networks, such as LinkedIn, Twitter and Facebook. According to the Jobvite Social Recruiting Survey 2010, 73 percent of employers currently use online social networks or social media sites to support their recruiting efforts.

4. Interviewing candidates
This is a buyer’s market and you are in the fortunate position of being able to cherry-pick the person you feel best meets your organisation’s needs. But as Davidson reminds us, “good CFO’s are always in demand.” So it’s down to you to ask the right questions that will help you identify the best candidate.

Can they do the job? What have been their major achievements during their career to date and what could they bring to your organization? How well will they fit in with your corporate culture?

Give candidates a real-life financial problem to evaluate. Challenge them to provide solutions and opinions on their recommendations as to the most effective course of action while looking out for the candidate who thinks logically, strategically and considers the bigger picture.

5. Trust your gut

OK, so you've interviewed some great candidates and all references and background searches have checked out, but what does your gut instinct tell you about your new choice of CFO? In his book, Blink, Malcolm Gladwell said that "decisions made very quickly can be every bit as good as decisions made cautiously and deliberately". So no matter how great your chosen candidate's references may be is this person someone with whom you can establish a strong working relationship and rapport with – the key ingredients to a successful working partnership? As Errett say, "You are inviting someone into your family, your sandbox, and having to integrate them well is very important."

The image of a CFO as simply being the most senior finance person within the organisation is an antiquated one. Today their role has grown in stature and influence as a strategic thinker rather than financial controller or number cruncher. And although the CEO retains the role of leader the CFO must be positioned as a senior player and representative of the future direction for the company. The more the CEO establishes their resolute support for the CFO, the greater the chance for success and collaboration with the rest of the organisation. After all, you can't whistle a symphony; it takes an orchestra to play it.

The Financial Statement™

Twitter Me This – Recruiting in 140 characters?
By Samuel Dergel
July 30, 2010
http://cfo2grow.blogspot.com/2010/07/twitter-me-this-recruiting-in-140.html

"Feel... Felt… Found…" Three words one of my business partners, Jonathan Buzelan (Twitter:@buzelan) stressed to me as he helped develop my sales skills. "You need to see their side, before you can bring them to yours," he would say. "Let your client know you understand how they feel. If you ever felt that way, tell them; and finally, share with them what you learnt that got you to think differently." The philosophy was simple, as he explained it, "changing someone's mindset can be a near impossibility, but if you provide them with new information, then they may be willing to form a new opinion." Why try to convince someone of your truth when it easier to get them to discover it on their own. And what in the world does this have to do with Twitter?

When I first started exploring social media groups I was not convinced that it had any use beyond the obvious: sharing photos of my children at the lake with friends and family. I was convinced that this was the limit of its power. The idea that social media sites could help develop business relationships or any "real" relationship for that matter did not seem possible. I knew Linkedin existed but I thought of it as nothing more than an online rolodex that at the time was still in its infancy.

As the popularity of social media sites grew, I made it my business to learn more about them. I was already sharing much of my personal life on Facebook and details about my professional life on Linkedin. But what was completely unclear to me was the value and worth of the social media site or better yet "social media tool" called "Twitter". What value could a billboard like tool which limits you to a 140 characters deliver?

At first glance, Twitter seems like the least significant of all the three Social media tools. But what I learned was that Twitter is a lot more powerful than people realize. As the Practice Leader for CFO2Grow's CFO Search practice one of my goals is to be top of mind for CFOs, CEOs, Board Members, Investors and other business leaders in my online and offline community. Having been in the Financial Recruiting business for over 10 years and in the finance world for 20, I have developed many incredible contacts from which I have learned much. Being top of mind comes from sharing that knowledge base and experience and then delivering that relevant content to my network.

Twitter is much more than an electronic billboard; it is the way I reach out to the online world. In 140 characters, the snippet of content I send out becomes a form of free advertising about a blog (like this one), an article I read, a new job posting, a Facebook or LinkedIn update, or even just a retweet that I can easily share with my network . And the more interesting and relevant my tweets, the more people

are likely to click through and read on. Providing relevant and informative content is part and parcel of being top of mind, and staying there.

A 2010 Jobvite Social Recruiting Survey stated that while 78% of companies and recruiters use LinkedIn for recruiting and 54% use Facebook, Twitter sits at a respectable 3rd place with 44%. While there is no question that LinkedIn will continue to be the lead choice for recruiters and their companies, as Twitter grows in popularity it has the potential to surpass Facebook in its relevance to the online recruiting community. The Jobvite study further stated that while Facebook use for recruiting grew 15%, Twitter's popularity has gone up by 32%. Harnessing Twitter's potential is the next big thing for the recruiting community.

So if you are still scratching your head at the thought of being Twitter user, then let me say this, "I understand how you feel, because that is how I felt, but let me tell you what I found out."



Jobvite Survey Reveals Social Networking is a Top Recruiting Strategy
By Barbara Safani
August 8, 2010
http://www.brazencareerist.com/2010/08/03/jobvite-survey-reveals-social-networking-is-a-top-recruiting-strategy

According to the second annual Social Recruitment Survey conducted by Jobvite, (via Career Management Alliance), employers are recruiting several ways: employee referrals, professional online networks, social networks such as Facebook and Twitter; and the traditional sources, including search firms and job boards. The survey clearly shows a preference based on the quality of candidates and cost-effectiveness for employee referrals and professional social networks, to recruit candidates. Some highlights of the report:

• 76% plan to invest more in employee referrals and 72% plan to invest more in recruiting through social networks
• 80% of companies use or are planning to use social networking to find and attract candidates this year
• 77% of respondents said they use social networks to reach passive candidates who are not actively seeking employment
• 24% of candidates disclose their social networking presence when applying for a job.
Use of Social Networks:
• LinkedIn use grew from 80 percent in 2008 to 95 percent of respondents in 2009 and Facebook use grew from 36 percent in 2008 to 59 percent in 2009
• Twitter, ranked third with 42 percent of recruiters using the tool to source candidates
• 66% of respondents reported that they had successfully hired a candidate who was identified or introduced through an online social network

Career Solvers

Finding the path that's right for you

Jobvite Survey Reveals Social Networking is a Top Recruiting Strategy
By Staff
August 3, 2010
http://www.careersolvers.com/blog/2010/08/03/jobvite-survey-reveals-social-networking-is-a-top-recruiting-strategy/

According to the second annual Social Recruitment Survey conducted by Jobvite, (via Career Management Alliance), employers are recruiting several ways: employee referrals, professional online networks, social networks such as Facebook and Twitter; and the traditional sources, including search firms and job boards. The survey clearly shows a preference based on the quality of candidates and cost-effectiveness for employee referrals and professional social networks, to recruit candidates. Some highlights of the report:

• 76% plan to invest more in employee referrals and 72% plan to invest more in recruiting through social networks
• 80% of companies use or are planning to use social networking to find and attract candidates this year
• 77% of respondents said they use social networks to reach passive candidates who are not actively seeking employment
• 24% of candidates disclose their social networking presence when applying for a job.
Use of Social Networks:
• LinkedIn use grew from 80 percent in 2008 to 95 percent of respondents in 2009 and Facebook use grew from 36 percent in 2008 to 59 percent in 2009
• Twitter, ranked third with 42 percent of recruiters using the tool to source candidates
• 66% of respondents reported that they had successfully hired a candidate who was identified or introduced through an online social network

Job recruitment changed by online networking
By Eric Thomas
August 4, 2010
http://abclocal.go.com/kgo/story?section=news/business&id=7592051



In a weak job market, keeping your resume up to date is more important than ever. But, that doesn't mean putting a fresh sheet of paper in your printer and sending out resumes by snail mail. Now, it pays to be an online socialite.

"It's a whole different ballgame out there right now," said job seeker Karin Gorenick.

New ballgame, new rules, new equipment -- which is why Marin County resident Karin Gorenick was on the Peninsula learning how to better compete in a tight job market.

"You have got to think of the first impression you are going to make, before they see your resume, before they see your application," said Jobvite CEO Dan Finnigan.

Karin was at the Burlingame headquarters of Jobvite -- an online firm that helps companies recruit new hires through the web. CEO Dan Finnigan is explaining how hiring managers are turning away from the

old typed-up paper resume in favor of social and business networking sites like LinkedIn, Facebook and Twitter.

"And if you're not on Facebook, LinkedIn or Twitter or other social networks, you won't be found," said Finnigan.

Careerbuilder.com says the web is now the primary way 70 percent of businesses look for new employees. That doesn't mean you stop snail-mailing out resumes. But, it does mean that your online resume should be constantly updated. And if you have a blog or website, your resume should be easy to view there, and your LinkedIn or Twitter profiles should drive people to your website. Karin says that was an important lesson to learn.

"In order to be an effective jobseeker, you really have to be an online socialite, and utilize LinkedIn, Facebook and Twitter to maximize the number of eyeballs that are going to see your profile," said Gorenick.

And be careful with your profile. Finnigan reminds that those embarrassing pictures posted after in good fun after the last office party can come back to haunt you. And don't even think about listing jobs you never had or degrees you never earned in your resume.

"If there ever was resume inflation, I think now the act of putting public and making it public means that people need to be -- instead of fudging their resume, they need to be assertive and pro-active about their strengths," said Finnigan.

Getting feedback from friends and trustworthy co-workers can be helpful. Many job fairs also offer free critiques if you're not sure about the quality of your resume.

THE SUDBURY STAR
Your news. Today.

How to get LinkedIn
By Sharon Aschaiek
August 4, 2010
http://www.thesudburystar.com/ArticleDisplay.aspx?e=2713556

When it comes to connecting with others in your field, finding job leads and building your career, it's hard to beat LinkedIn.

As the world's largest professional network with more than 70 million members, LinkedIn is a valuable free tool that lets you establish a professional profile, stay in touch with colleagues and friends, find experts and ideas, and connect to jobs, sales leads and business partners.

"LinkedIn lets you take control of your personal brand, present your expertise in a number of ways, and connect with people globally," says social networking guru Neal Schaffer, president of California-based social media strategy firm Windmill Marketing, which consults for Fortune 500 companies.
Suitable for job seekers, students, entrepreneurs, consultants and more, LinkedIn offers loads of ways to boost your professional prospects and connect with employers. A new survey by American social recruiting platform Jobvite reflects the significant shift of employers away from traditional forms of recruiting to social networking: of the more than 600 people interviewed, 92% of those hiring in 2010 said they currently use or plan to recruit via social networks.

Making the most of LinkedIn, Schaffer says, requires planning, commitment and some innovative thinking.

Your LinkedIn profile will consist of information on your current and past jobs and education, a summary paragraph, and your photo. When building your profile, he says, make sure you have a strong understanding of your unique strengths and talents, so that you can effectively play them up.

"Try to figure out what makes you different from everyone else. You want to differentiate yourself in every aspect of your profile so that you stand out," says Schaffer, author ofWindmill Networking: Understanding, Leveraging & Maximizing LinkedIn.(To download the first few chapters of his book for free, and to get future updates from Schaffer, join his mailing list at

windmillnetworking.com/book.)

He advises populating your profile with keywords that will resonate with employers you want to attract -- keywords you can learn by studying companies' job ads.

The next step is to build your network by searching for past and current co-workers and friends, using LinkedIn's ability to browse your web-mail, Outlook and other address books for contacts already on LinkedIn, or viewing LinkedIn's list of your colleagues and classmates currently on the network.

To take your network building to the next level, Schaffer says, you can connect with LinkedIn Open Networkers, or LIONs -- members who encourage connections from any other member, whether or not you've had a business relationship with them.

THE WALL STREET JOURNAL.

Relax. A Job Is Not Forever.

By Dan Finnigan

August 4, 2010

http://blogs.wsj.com/hire-education/2010/08/04/relax-a-job-is-not-forever/

Do you feel like your job choice out of college is the most important decision you will ever make, and that blowing it will tank your career? Relax and get used to it. It is just the first of many job choices you will be making throughout your career.

Your job choices right now are important, but they're not forever. According to the Bureau of Labor Statistics, the average lifetime number of employers held has risen from four in the 1960s to 10.8 in 2006, and many say for Generation X it will be 14. Say you are 22 now, and that you will work for 40 years and retire at 62 (although many can expect to work longer than this as retirement benefit ages increase). During that time, you'll change employers an average of about once every three to four years. In the early years of your career, as you find out what you really want to do with that degree, it might even be even more often.



Dan Finnigan, CEO of Jobvite

When I first got out of college, I was a young conference "coordinator" and fund-raiser in a university research center. Then, I completely switched gears and became a freelance newspaper reporter for the Philadelphia Inquirer. And after business school, I did a stint as a management consultant. Now I run an Internet software company. At 22, I certainly had no plan to become a CEO. Instead, I was trying on different roles, organizations and industries—and each gave me valuable skills, ideas and insights about my next step.

Young people often tell me they worry that changing jobs looks bad. In fact, years ago "job hopping" was seen as an inability to "hold down" a job and or a lack of patience to "work your way up the ladder." Now, changing jobs, done smartly and prudently, is considered proactive career management. Today, everyone should be scenario-planning their next assignment—inside or outside their current organization.

At the beginning of your working life, you have a world of opportunities to consider, and that can be exciting (if not sometimes overwhelming). When you're deciding what type of job and industry to pursue, think "four years, not forever."

Remember when you made your choice about where to spend two to four years in college? Many thought their college choice would determine their whole life's outcome. Most graduates now recognize the silliness of that freshman fear. Think of your job search in the same way. Whatever you choose, it won't last forever, but it will lead you to the next step.

While you're at that first job, pursue opportunities to learn, create your track record and build a professional network. You never know when a great new opportunity will come along. And if it doesn't, you can make your own with the right connections, attitude and elbow grease. Some tips on how to social network for jobs can be found on previous Hire Education posts: The Basics of Job Hunting Through Social Networks and A Resume Is Not Enough.

Now is the time to take a chance and explore your career options. Your biggest financial commitment is probably a monthly payment on student loans, not insignificant, but less weighty than a mortgage or family. If you're fresh out of student housing, you probably don't have a lot of furniture and other baggage to move. The only person you have to feed is yourself. If that is the case, frankly, you have far more freedom compared with a majority of job seekers, so take advantage of it!

If you haven't found the perfect first job yet, what should you do with the next four years (or less)?

- Consider taking an internship (with or without pay) to build your marketable skills and get a foot in the door. These often can turn into full-time opportunities, and give you a chance to "try it before you buy it."

- Accept a job that will leave you with a tight budget but make you happy. There is wisdom in following your bliss. As you get older, your responsibilities (and therefore your expenses) will necessarily increase. Take a job that's fun while you can, even if it means you have to live in an apartment that feels like a small closet for a while.

- Give a new city a try. Pack light, keep your rent short-term or stay with a friend, and make the move. Do a bit of research first and see what cities are best for the field you want to work in. Apply for job openings before you move, but note that it is often harder to get one when you don't live there yet.

- Volunteer. There are many great opportunities out there, often ones that will help with student loans and provide great life and work experience. Peace Corps helps with graduate school after you finish your engagement. Conservation Corps and AmeriCorps are other great options. There are so many organizations in need of a wide range of help where you can build valuable skills while you make a meaningful contribution.

- Work your way up. If you can't land the position you want, get started on the ground floor in the industry or company that interests you. Ground-floor positions provide valuable working experience and an opportunity to prove yourself. Don't be afraid to get your hands dirty.

- Look for companies where employees frequently change positions internally. These employers can provide opportunities for you to grow into new positions as your value to the company grows. (But remember not to focus on the next step in your interview; employers want to know you'll be focused on excelling at the task at hand rather than looking for your next job.)

HIRE PLATEAU

Does Your Company Have a Socially Designed Recruiting Platform?
By Andrew LaCivita
August 6, 2010
http://hireplateau.com/2010/08/06/does-your-company-have-a-socially-designed-recruiting-platform/

Social Recruiting, as we define it, is using various free or pay social networking sites and customized systems to research for and attract candidates. Take note, these sites do not actually "recruit" in the truest sense, which requires someone to actually call an individual and persuade her to work for your organization. These sites will, however, enable a recruiter to expand her network with professional connections and also facilitate a strong referral base. Effectively, building professional networks using these capabilities allows the recruiter to become an alternate talent intake channel from the job boards or applicant tracking systems.

Based on recent surveys, social networks are leading the other recruiting channels in two critical areas. First, employers are investing more heavily in social networks relative to the other recruiting channels such as job boards. Second, these networks are yielding higher quality candidates for corporations than any avenue other than professional recruiting firms.

There is good reason for this trend. There simply is no better way for candidates and employers to quickly digitize referrals, market themselves, conduct research, publicize their opportunities, and connect with those who have similar interests. At milewalk, we've been supplementing our endorsement-based recruiting tactics (phone and live personal interactions to gather referrals and endorsements to the best candidates) with social recruiting since our inception in 2004.

A recent study by Jobvite (Q2 2010) showed that over 80% of the participants (600) that responded indicated their organizations are currently using or plan to use social media for recruiting this year. While Linked In continues to lead the way, Facebook and Twitter usage has grown by 15% and 32% respectively. Currently, 78% of those surveyed are using Linked In, 55% use Facebook, and 45% use Twitter.

Interestingly, the surge in social networking usage has had a profound effect on job board usage. 36% indicated they will spend less on job boards in 2010. While the survey indicated that employee referrals yielded the higher quality candidates (no surprise), participants indicated that candidate quality from social networks was substantially higher than that from job boards.

What does this mean for you?

If you're an employer, recognize that higher quality (and often times passive) candidates can be found on these social networking sites. The key expression in the previous sentence is "can be found". That is, you can build a platform that maximizes the use of these social networking tools to help attract those candidates, but these platforms are not a silver bullet. They still require you to research and recruit those individuals. These platforms will, however, provide you with more streamlined capabilities to research, manage, and aid the recruiting process. Many of them can even be seamlessly integrated into your applicant tracking systems, allowing you to import information from these pay or free sites. For example, at milewalk, we use Maxhire which integrates Linked In and hundreds of other sites using integrated software from TalentHook (which can also be used standalone).

Keep in mind, that candidates are using social media sites to research and connect to the company and its employees prior to applying for jobs. Therefore, you'll want to create a clean, accurate company profile that has robust information about your organization and its offerings.

Employers that are truly maximizing the social landscape go beyond these free sites. The best organizations create a custom or tailored social network, typically powered by Jive's Social Business Software. These tools not only allow you to tailor your offerings, but more importantly also allow you to actively "listen" to what people are saying about your company. These Social Listening and Monitoring Solutions can be developed using tools such as Filtrbox and SocialSense and are invaluable to tailoring the site to attract the people and customers you want.

Employers can also create Social Press Rooms to attract candidates and customers. These Social Press Rooms can be filled with offerings, news, awards, etc. The alignment and integration of these offerings with your Social Recruiting Platform can be a powerful combination that draws the best candidates and customers.

If you're a candidate, realize that employers are investing more in these sites and are relying on them more heavily. Therefore, it is beneficial for you to establish a robust profile detailing your work experience. Pay special attention to the keywords you include in your profile because many employers will be performing searches on these sites according to their key skill requirements. You can also peruse these sites from time to time because employers are now investing in the recruiting packages on these sites that allow them to post job opportunities. This is not something that has been used heavily until recently.

Welcome to the World of HR

New Technology and the Job World
By Andrew Katz
August 6, 2010
http://astronsolutionsworldofhr.blogspot.com/

After spending the week at a conference in Richmond, Virginia, I'm in a cab heading back to Manhattan. The conference I went to was the "Global Compliance, Legal and Government Relations" conference for my company. Two takeaways that I want to share on the blog are "Cool-aboration" and the "GFC".

"Cool-aboration" was a fun term for a presentation about collaborating with others. While most companies preach this, the conference had a big difference to talk about: actually listening to other people. When we discussed the great things each group had done the past year, it was all because of collaborative efforts--but even more important it was the communication and the listening of our associates that allowed for these great things to continue. Being able to feed off others and work with them in a collaborative manner is a sign of a great organization.

The other term I used above--the "GFC"--was a term I learned that the rest of the world was using for this recession which either stood for the Great Financial Crisis or Global Financial Crisis. But the important takeaway here was to understand the impact of Dodd Frank and other international regulations to your organization. Just because you are not located in your European office does not mean that what they are doing there doesn't effect your job, especially if you work in Human Resources and deal with employees' whistleblowing or executive compensation.

Although there were many other things I took away from the conference, those are two that I wanted to share here on the Astron blog. Although many companies are already thinking about it, some "cool-aboration" is always needed to make sure good policies and procedures are implemented and enforced.



Recruitment Technology: Beyond the ATS
By Jason Whitman
August 8, 2010
http://it.toolbox.com/blogs/recruitment-technology/job-data-should-be-portable-40454

I've written about one of my favorite career Web site projects before, but I have been thinking about it a lot lately. Back then, my client wanted to move from a job-board powered applicant tracking system (ATS) to an enterprise product. However, there was going to be a gap between the current solution's contract end and the rollout of the new ATS. So we migrated the current job data (provided in Excel files) to a basic job posting system that we created. The cool part, as I documented in my previous post, was that we now owned the job data and could manipulate and display it however we wanted on the career site, which gave the client all kinds of flexibility it never had before.

From there, the client went on to implement Taleo Enterprise, then added another Taleo "zone" (as they call it) for a separate part of the business. Meanwhile, some of the businesses were still using our job posting system and would not be moving to Taleo for a couple of years. To maintain the career site and its flexibility, we needed to export the job data out of two Taleo systems and import it into ours on a regular basis. Basically, the job data needed to be portable.

Having control of the job data allowed us to do some fun things:

- Create a true, full-text job search experience for users
- Provide talent landing pages by business, location and job type (like internships)
- Add interaction like E-mail to a Friend (seems basic now, but the ATS didn't have it then)
- Make job pages that were better optimized for search engines (SEO)
- Provide "follow" functionality like job RSS feeds (developed but never launched)

I am revisiting this project almost 10 years later because job portability is still a problem for many companies. Their job data is literally trapped in ATSes, which prevents them from effectively reaching job seekers. Some systems do provide methods to extract job data and use it elsewhere - with Taleo Enterprise, we used an XML export capability, and Taleo Business Edition (TBE) and Bullhorn both have APIs that their clients can use to free their job data from the ATS. But getting access to your job data needs to be easier.

Readers will say that companies don't know what job portability is or means, and they're right. But those same companies want their jobs on Facebook and Twitter, and they want a career site that Google can index. So they are left looking for third-party solutions.

There are companies and products that help solve the problem, including Jobs2web, and recruitment advertising agencies like TMP and NAS. Jobvite Source also lets the company keep using its closed ATS, but captures the job data so the client can take advantage of Jobvite's tracking and social media tools.

Ideally, a company's job data would be portable to the point that third-party add-ons and band-aids wouldn't be necessary. While an API provides a lot of flexibility, I really think companies need pre-made "apps" that will allow them to easily make their jobs portable and push them out to job seekers in different ways. Some ideas:

- Twitter app (post new jobs to company Twitter account)
- Facebook app (include jobs on company fan page or employee pages)
- XML app (for inclusion on search engines like Indeed.com)
- RSS app (for job seekers and inclusion on blogs, Facebook, etc.)
- SEO app (search-engine friendly career site)

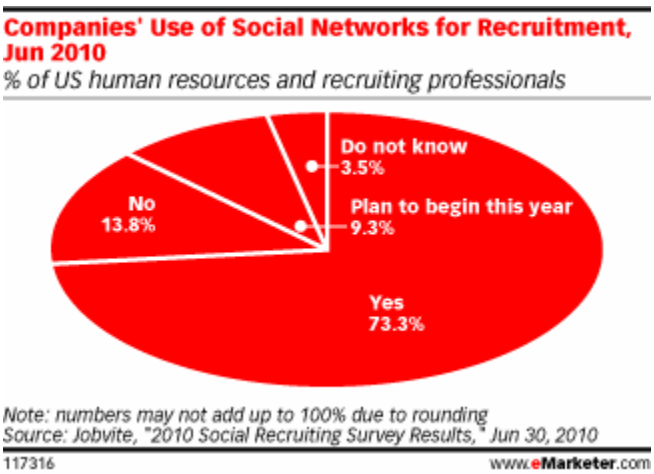
Systems like Jobvite, Standout Jobs, The Resumator and ResuWe have a lot of these things figured out, but what if you use PeopleSoft? Job portability needs to be easier. When companies evaluate their first or a new ATS, I don't think this topic is top of mind. They may be focusing on reporting, or customer service or cost, but not, "How do we get our jobs out of here?" until it's too late.

Social Media Optimization

Merging of Traditional Media, SEM and Social Marketing

Social Networks and Recruiting
By Staff
August 11, 2010
http://social-media-optimization.com/2010/08/social-networks-and-recruiting/

According to a survey by recruiting platform Jobvite nearly three-quarters of companies surveyed are using social networks for recruiting, and 58.1% said they had successfully hired a candidate found through a social network.



LinkedIn was the top social network looked to for hiring, used by nearly 80% of companies recruiting through social media. It also provided the most success, with about 90% of companies who had hired through a social network reporting they found the candidate on LinkedIn. While Facebook and Twitter were used for recruiting by about 55% and 45% of companies, respectively, they led to far fewer hires: 27.5% for Facebook and 14.2% for Twitter.

Success in this area is leading almost half of employers to increase recruiting program spending on social media. At the same time, more than a third of companies were lowering spending on job boards and

search firms.

Change* in Recruiting Program Spending, by Method, 2010

% of US human resources and recruiting professionals

	More	No change	Less
Social media	46.0%	34.1%	2.0%
Corporate career site	28.8%	48.2%	6.0%
Search engine optimization	23.0%	41.3%	6.0%
Direct sourcing	20.5%	52.6%	8.8%
Referrals	19.8%	55.9%	9.4%
Internal transfers	14.5%	56.7%	4.0%
Job boards	14.3%	41.3%	35.7%
Campus recruiting	13.1%	42.2%	15.9%
Third-party recruiters/search firms	10.6%	30.5%	37.9%

*Note: *vs. 2009*
Source: Jobvite, "2010 Social Recruiting Survey Results," Jun 30, 2010

117319 www.eMarketer.com

"While the economy begins to recover, companies looking to make new hires are seeking the most cost-effective, efficient ways to find new talent. As our third annual survey shows, social network recruiting has become a mainstream channel for employers who need access to talent," said Dan Finnigan, President and Chief Executive Officer of Jobvite. "Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same – but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."

Social Media And Your Job Search: Act Like a Company
By Neal Schaffer
August 13, 2010
http://timsstrategy.com/social-media-and-your-job-search-act-like-a-company/

A guest post by author and social media strategist Neal Schaffer

You're in transition. Fine. We are all, at multiple times in our lives, in between jobs and conducting a job search. And we all land jobs and don't remain a job seeker forever. But the situation in 2010 is not like it was when you graduated from college in 1990 or even 2000. Now, you truly *are* your own company, and those that have been in transition during this recession realize it. If this is the case then, why don't more people act like a company would?

1) Just Like Businesses, the Job Seeker Also Needs to be Active in Social Media
Don't get me wrong, offline networking is another vital part of your job search. But just like I tell lawyers, consultants, and other B2B business people who are used to getting leads from offline networking events like chamber of commerce events, the job seeker also needs to be wherever your target audience is. According to the Jobvite 2010 Social Recruiting Report, 92% of hiring companies in 2010 use or plan to recruit via social networks. You need to be where your audience is. Period. If you're not active enough in social media as part of your job search, you may be going out of business…FAST.

2) I'm on LinkedIn, Now What?
So many companies can't figure how to use LinkedIn for business. Some start becoming LinkedIn LIONs to expand their connections and opt you in to their "opt-in" mailing lists (I report them as SPAM every time I unsubscribe). They create profile names with business names and logos hoping to get contacted. I see many a job seeker also "optimizing" their profile in hopes of getting contacted. Sure, everyone is now trying to dupe the LinkedIn search engine so that they appear first on the LinkedIn search results (I really hope LinkedIn looks into how to stop this madness). I hope that these same people care about their personal branding. Can you imagine if you stuffed your resume with keywords the same way that some "gurus" stuff their LinkedIn profiles with keywords? It's ridiculous. Go BEYOND the LinkedIn profile optimization tips and start developing relationships with kindred souls by connecting, asking for Introductions, and actually engaging in the community through LinkedIn Groups and Answers. Show off your expertise, and just maybe someone will spot you and contact you. Otherwise, although you may be appearing in more search results, don't think that's a guarantee that your transition will end any earlier.

3) Social Media for the Job Search is Not JUST About LinkedIn!

Whenever I write a social media strategy for my customers, the B2B customers always understand that they need to be on LinkedIn. You, as a job seeker, are the same. But did you know that Twitter has more users than LinkedIn? Or that, according to a poll that was conducted on *LinkedIn*, thatbusiness people thought that Twitter was more important than LinkedIn? And, once again, according to that previously mentioned Jobvite report, 60% of businesses plan to use Facebook and 50% use Twitter for recruiting in 2010. If you consider the fact that every part of an organization will become users of social media sooner or later, go out there, establish a presence on sites that make sense to be on, and show off your expertise and network with new people that may be able to help you out or vice-versa. I normally recommend 5 or more social media channels for my customers to be on. For job seekers, you have choices even outside of the Big Three (LinkedIn, Twitter, Facebook) with sites such as Brazen Careerist, SlideShare, and Business Exchange. Your target audience is not always on the same platform all the time. You need to diversify your efforts as well to increase your chances of success.

Tim writes about the job seeker who networks TOO much. And he was bang on. Companies don't network and certainly shouldn't use social media without ROI in mind. Every job seeker needs to have the same mindset. Social media and networking, after all, are mere tools to help us with our job search (and beyond). And if we use both of them right, we can reach our objective while also making valuable friendships and connections that will help us throughout our life. If you spend a lot of time on one social media site and don't see any ROI, move on to another where you may have better luck.

Open Source WorkInProgress
Open Source Info for Lawyers and Legal Professionals

A Common Job Application is Needed
By Staff
August 17, 2010
http://gwynnemonahan.wordpress.com/2010/08/17/a-common-job-application-is-needed/

It's August. Students, teachers and administrators are heading back to school. Many will be freshmen on college campuses, and high school juniors and seniors are looking at colleges and starting the application process. An article in the *New York Times* talked about the Common Application for college admissions. I remember hearing about theCommon Application when I was in high school, and how it simplified the process of applying to multiple schools. You basically supply all your basic information: name, address, birth date, along with your academic history, demographic information, extracurricular activities and work history. Standard information every college applications requests. The difference comes in the essays, which is what usually interests admissions officers more so than your contact information.

You know what else requests standard information like name, address, birth date, education and work history, etc? Yes, that's right. A job application.

Regardless of whether you are applying for a position with a Fortune 500 company or the local retailer down the street, you are handed or fill out online, an identical application, with the exception of the corporate logo at the top. Unlike college, however, there is no Common Application for the job seeker. As I mentioned at the bottom of this earlier post on job applications, being able to submit the same general information once, instead of multiple times, will make the job application process easier. No need to create account after account with what essentially amounts to a handful of companies (Taleo, BrassRing, Jobvite to name a few), and continually fill in the same information.
The ability to enter standard information once will add a level of efficiency job hunting has yet to experience. Now there's a frightening thought, no?

I'm convinced there is a better way to job hunt, from both sides of the aisle. A key ingredient is jobs, of course, but since no job board is devoid of open positions, there are jobs to be had. So it becomes a question of how to more efficiently match prospects with openings. And with millions fed up with the job hunt, simplifying the process might entice them to return while eliminating a step or two for hiring managers. If you only wanted local candidates, wouldn't it be easier to have those applications automatically filtered out? And as a job seeker, wouldn't you rather spend your time crafting tailored cover letters, or responses to additional questions, than filling in your name, address, phone number, email address, education and work history for the Nth time?

CONTRA COSTA TIMES

Silicon Valley jobless rate edges higher in July
Pete Carey
August 20, 2010
http://www.contracostatimes.com/argus/localnews/ci_15840707?source=rss&nclick_check=1

Several key Silicon Valley job sectors made small gains in July, another sign that the recession's worst job declines are coming to an end.

Still, the unemployment rate inched up by one-tenth of a percentage point from June, to 11.4 percent in Santa Clara County and 9.4 percent in San Mateo County, the state Employment Development Department reported Friday.

Although total employment in the metro area of Santa Clara and San Benito counties was down 4,800 jobs in July, the region added 1,800 manufacturing jobs, 400 of them in the computer and electronics industry. That sector has posted steady gains since March, and is at its highest level since May 2009. The valley's tech-heavy professional and business services sector added 100 jobs in July, and with 160,900 jobs is at its highest level in months.

"San Jose is looking good," said Janice Shriver, the EDD's labor market specialist in Santa Clara County. In the three-county metro area of San Mateo, San Francisco and Marin counties, three key sectors -- professional and business services, finance, and construction -- had their lowest yearly losses in July since late 2008 and early 2009, the EDD reported.

"It does look like we're seeing more stability to the job market," said Ruth Kavanagh, an EDD labor market specialist in San Mateo County.
The small increase in the unemployment rates of San Mateo and Santa Clara counties was driven by students looking for summer jobs

and not finding them, and losses in the education sector, the EDD said.
The ending of the last U.S. Census temporary jobs was another factor.

In the metro area of Santa Clara and San Benito counties, public and private schools lost 7,900 jobs in July, more than usual for the season when schools switch to summer schedules, the EDD reported. A drop of 5,000 jobs in public schools was more than double the 20-year average.

California's unemployment rate was unchanged at 12.3 percent. Private nonfarm payrolls grew by 13,700 jobs throughout the state, but that was overshadowed by losses in government employment. The U.S. unemployment rate is also unchanged at 9.5 percent.

One good sign in the region's job market: Recruiting agencies are hiring. Jobvite, a Burlingame Internet-based recruiting company, has its own openings for engineers, support and sales people.
"We will more than double in the next year," said Dan Finnigan, CEO of Jobvite. He said a number of Jobvite's clients -- Zynga, Dolby, Playdom and others -- are recruiting for 30 to 50 jobs each.
Finnigan said the big job drivers are startups and investment in green technology by venture capitalists and the federal government. Many companies are hiring to manage their online presence, he said.

SolarCity, of Foster City, which finances, designs and installs residential and business solar systems, hired 26 people in July, and 10 more this week. About half are for SolarCity's headquarters. The company will soon move to a new plant in San Mateo with more than double the space.
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The unemployment rate in San Benito County was 15.6 percent, putting the two counties' combined rate at 11.5 percent.

Madras Geek
Blogging - Social Media - Web 2.0

Hire Employee/Find a Job Using Social Media
By Srivathsan G.K
August 20, 2010
http://www.madrasgeek.com/2010/08/hire-employeefind-a-job-using-social-media.html

Social media has become the most effecient and cost effective way to find the right talented person for the job, so companies have started hiring professionals from the social media sites like LinkedIn, Facebook, Twitter and Jobvite.

Companies have reduced putting their efforts on job boards and search firms, instead they look out from Social media sites. If you're looking for a job, now you know where to put yourself. Many people are not aware of this and If you're one among them, start building your online reputation now. Employers find it very easy to hire people based on their profiles like LinkedIn and also cross check the employee behaviour and attitude using other social sites like Twitter and Facebook.

The recent research from recruiting platform says, Jobvite, nearly 58.1% had successfully hired a candidate found through a social network. On that, 80% of companies recruit through LinkedIn network. Now you know the value and importance of LinkedIn social network. Adding to it, 55% and 45% of companies recruit through Facebook and Twitter.

5 Ways To Use Internet For Job Hunt
So all these things tell us on building online reputation on social networks which is very useful for our job profile. Now all we need is, building up good relationship online which should turn into a job.

Silicon Valley MercuryNews.com

Silicon Valley jobless rate edges higher in July

By Pete Carey

August 20, 2010

http://www.mercurynews.com/business-headlines/ci_15840706?nclick_check=1

Several key Silicon Valley job sectors made small gains in July, another sign that the recession's worst job declines are coming to an end.

Still, the unemployment rate inched up by one-tenth of a percentage point from June, to 11.4 percent in Santa Clara County and 9.4 percent in San Mateo County, the state Employment Development Department reported Friday.

Although total employment in the metro area of Santa Clara and San Benito counties was down 4,800 jobs in July, the region added 1,800 manufacturing jobs, 400 of them in the computer and electronics industry. That sector has posted steady gains since March, and is at its highest level since May 2009. The valley's tech-heavy professional and business services sector added 100 jobs in July, and with 160,900 jobs is at its highest level in months.

"San Jose is looking good," said Janice Shriver, the EDD's labor market specialist in Santa Clara County. In the three-county metro area of San Mateo, San Francisco and Marin counties, three key sectors -- professional and business services, finance, and construction -- had their lowest yearly losses in July since late 2008 and early 2009, the EDD reported.

"It does look like we're seeing more stability to the job market," said Ruth Kavanagh, an EDD labor market specialist in San Mateo County.

The small increase in the unemployment rates of San Mateo and Santa Clara counties was driven by students looking for summer jobs and not finding them, and losses in the education sector, the EDD said.

The ending of the last U.S. Census temporary jobs was another factor. In the metro area of Santa Clara and San Benito counties, public and private schools lost 7,900 jobs in July, more than usual for the season when schools switch to summer schedules, the EDD reported. A drop of 5,000 jobs in public schools was more than double the 20-year average. California's unemployment rate was unchanged at 12.3 percent. Private nonfarm payrolls grew by 13,700 jobs throughout the state, but that was overshadowed by losses in government employment. The U.S. unemployment rate is also unchanged at 9.5 percent.

One good sign in the region's job market: Recruiting agencies are hiring. Jobvite, a Burlingame Internet-based recruiting software company, has its own openings for engineers, support and sales people.

"We will more than double in the next year," said Dan Finnigan, CEO of Jobvite. He said a number of Jobvite's clients -- Zynga, Dolby, Playdom and others -- are recruiting for 30 to 50 jobs each.

Finnigan said the big job drivers are startups and investment in green technology by venture capitalists and the federal government. Many companies are hiring to manage their online presence, he said. SolarCity, of Foster City, which finances, designs and installs residential and business solar systems, hired 26 people in July, and 10 more this week. About half are for SolarCity's headquarters. The company will soon move to a new plant in San Mateo with more than double the space.

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CAREER SHERPA
GUIDE FOR LIFETIME CAREER NAVIGATION

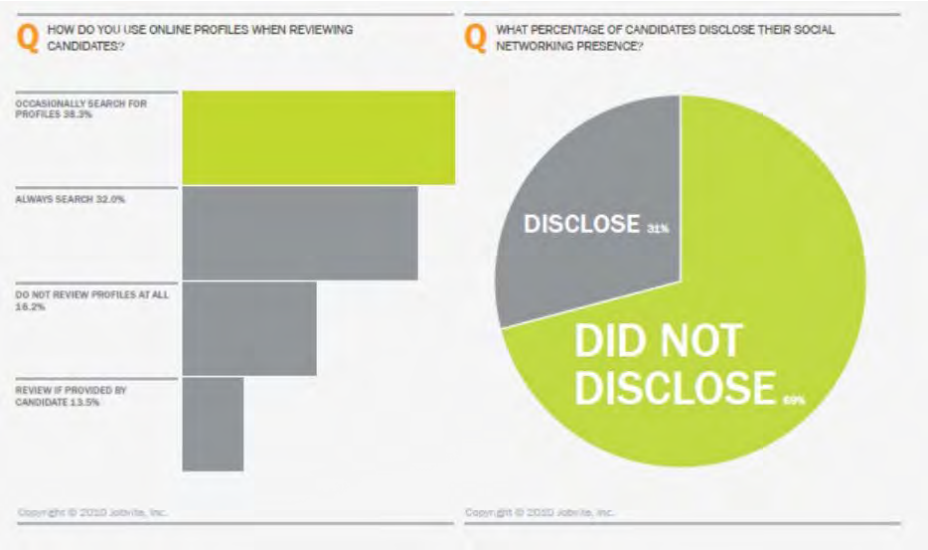
Jobvite 2010 Survery Says…Join social networks!
By Staff
August 21, 2010
http://careersherpa.net/jobvite-2010-survery-says-join-social-networks/

The tide has turned. Print ads and job boards are dying, at least according to employers surveyed this year by Jobvite. The other highlight of this survey is that 71% of companies surveyed are hiring. Great news!

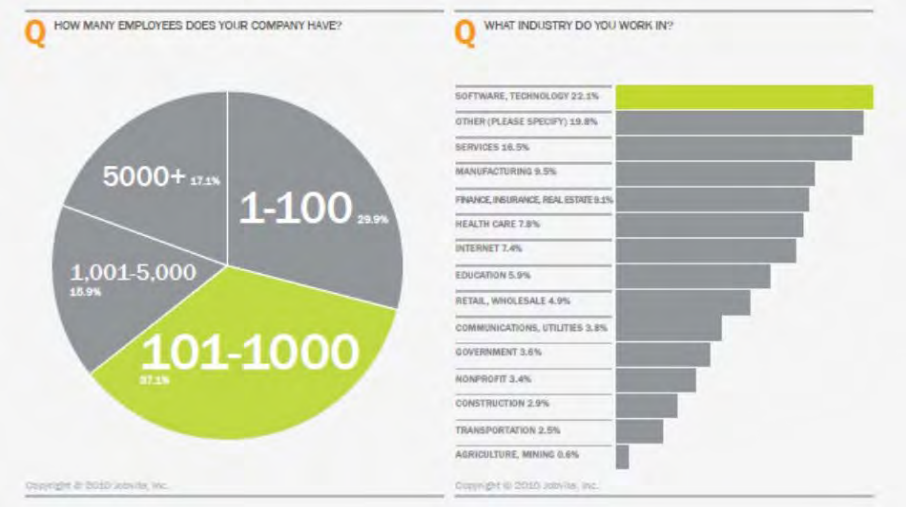
For a full breakdown of the survey results, this is the link to Jobvite's 2010 Social Recruiting Survey. This is what the Jobvite summary says:

- 92% of those actively hiring in 2010 currently use or plan to recruit via social networks
- Of this group, 86% use LinkedIn, 60% use Facebook and 50% use Twitter for recruiting
- In addition, 50% of hiring companies plan to invest more in social recruiting while only 17% will spend more on job boards and 36% will spend less

The other monumental piece of information is that 83.4% of employers will look at candidate profiles, yet many times, candidates don't provide this information…well, that's easy for us to fix! Add your LinkedIn URL to your email, your resume header, your business card and any other documents that might end up in the hands of an employer.



Who participated in the survey? 600 people participated in the survey. These respondents were in the recruiting/hiring function and represent these company demographics:





Using Social Media to boost your job search results
By Terrie Martinez
August 23, 2010

Ernst & Young became first employer to use Facebook for recruiting in January 2007. Now they currently have over 18,000 fans and their career page is very active. At this point, social media is clearly redefining the way prospective candidates and employers interact. Not only do candidates now have the ability to directly communicate with employers, but they are also able to communicate with each other regarding the pros/cons of an employer.

Take for example, Glassdoor.com (http://www.facebook.com/Glassdoordotcom). This Facebook page is a convenient portal offering an inside look at the employment happenings of over 23,000 companies. Company reviews are posted through the eyes of their employees of the people who interview there. Granted these reviews may be biased, still job seekers are reaching out to their online communities when doing their homework on a potential employer.

The most amazing thing about the democratization of social media is that having a strong employment brand is largely independent of company size and resources. This level playing field creates opportunities for employers of all sizes to attract top talent like never before.

In fact, each year, Jobvite (http://web.jobvite.com/2009-social-recruitment-survey.html) tracks employers of all sizes to see how they are using social networks to recruit. Their most recent survey shows:
* 83% will recruit in social networks this year
* 46% will spend more on social recruiting
* 36% will spend less on job boards
* 80% review social profiles

For job seekers, being aware of this new employer strategy can boost your own job search results. By making use of social media, you can connect with opportunities you didn't know existed, and enhance your candidacy for employment.

Here's some simple tips for using social media in your job search:
- Follow the main players in your industry.
- Follow companies you might like to work for.
- Follow career and job search experts (like me http://www.twitter.com/terriemartinez).
Remember, you don't know who will find you where. So, the more information you have online the more likely you'll be found by prospective employers. As well, be sure to cross promote your profiles by

linking your VisualCV (http://visualcv.com) and your Twitter page from your LinkedIn Profile. Likewise, add a link to your blog, website, or LinkedIn Profile from your Twitter page and add links to all your profiles to Facebook, if you're using it for professional networking.

Keep in mind though, it doesn't do much good to be spending time on social media if nobody knows you're there. Be sure to not only join Groups on LinkedIn, but also start and respond to discussions. In addition, use the Status section to post updates on what you're working on. Tweet and retweet other industry leaders' posts on Twitter. Visit blogs related to your field of expertise and post comments. The more expansive your social media presence, the more you'll benefit, both when you're actively job seeking and when you're moving up the career ladder.



Part Two - Workday Technology Summit
By Brian Sommer
August 24, 2010
http://www.zdnet.com/blog/sommer/part-two-workday-technology-summit/904

Monday afternoon, we were treated several briefings re:

- Workday's UI (User Interface)
- use of in-memory database technology
- how Workday integrates with customer and third party applications, and,
- the business intelligence functionality in the software.

Co-CEO Aneel Bhusri surprised the attendees with his discussion about a new development Workday is undertaking to create an iPad tablet based solution. This application would be in addition to the BI (Business Intelligence) Workday already possesses. The iPad analytics product would be targeted for CXOs and would be separately priced from other Workday solutions. The initial focus of the app would provide detailed KPIs (key performance indicators) about a business on a form factor that Workday believes will be of interest to CXOs. The company expects to team with major consultancies to populate the solution with appropriate business and vertical KPIs. Aneel also indicated that this solution will also be available on desktops.

There was also another conversation at the event that involved the desire of Fortune 500 firms wanting to use certain social network technologies (e.g., LinkedIn, Facebook and Twitter). Some of the analysts present volunteered that many large firms lock down users' devices and personal computers to prevent access to these sites. One Workday executive indicated that some of their customers have strongly indicated that they would not support this technology. Other analysts encouraged Workday to rollout the capability but make it optional. This exchange is a bit problematic for me as I've been briefed by many HR and Talent Acquisition technology firms that make extensive use of the social network technologies (e.g., JobVite, Selectminds, etc.). I've seen the customer lists of these firms, too, and I believe many firms are already incorporating social technologies into their Human Capital and ERP solutions. I guess this area warrants more research.

Later in the day, we received a briefing re: Workday Labs. That briefing showed a number of technologies and capabilities Workday is investigating for future products and product enhancements. There was lots of activity re: Microsoft Pivot and Office integration; Apple iPod and voice dictation integration with Workday performance evaluations; more cell phone integration; etc. Within these teasers, social media integration within Workday was quite evident. So, one must conclude that the

interest and desire is there within Workday to tie their technology to social media but the timing (and risk concerns) may be an issue at the moment.



Social Networking Sites & Recruiting
By Staff
August 26, 2010
http://hrintel.blogspot.com/2010/08/social-networking-sites-recruiting.html

On August 25, 2010, the Associated Press reported that a German law has been drafted making it illegal for prospective employers to spy on applicants' private postings. This draft law is the government's latest attempt to address privacy concerns about online services including networks. Under the proposed law, employers will still be allowed to run a search on the web on their applicants. Posting on networks specifically created for business contacts such as Linkedin won't be prohibited. But in contrast, it "will become illegal to become a Facebook friend with an applicant in order to access private details."

According to CareerBuilder, out of more than 2,600 hiring managers, 45% reported using social networking sites to research job candidates' backgrounds. The hiring managers either verified, or supplemented, information provided on the resumes. Social media's integration into the workplace is a growing trend. Job boards are growing and the social media is being used as an extension to the recruiting process. Companies are looking for new, cost-effective ways to recruit new talent.

But there are legal pitfalls in using social media in the recruiting process. While readily available, social media and the information available to employers has the potential to lead to discriminatory hiring practices. Laws prohibit bias based on race, color, religion, sex, nationality and age, as well as prohibit employment discrimination against qualified individuals with disabilities.

Social media such as Facebook provides a basic profile on all users. Easily accessible in the profile is personal information that you can't ask in an interview - race, religion, sexual orientation, relationship status, etc. The accessibility of this information creates a multitude of compliance issues. You have found the information on the internet. It's public knowledge. Now that you have the information, what do you do with it? Once you, as an employer, become aware of this information, how do you eliminate the protected information from the hiring decision? Does this information impact your decision?

Some companies recognize the potential misuse of the information and are taking steps to safeguard the integrity of their recruiting process. In 2009, Amegy Bank of Texas developed a policy prohibiting the use of social networking sites during the hiring process. To enforce the policy, Amergy's internet system blocks all social networking sites.

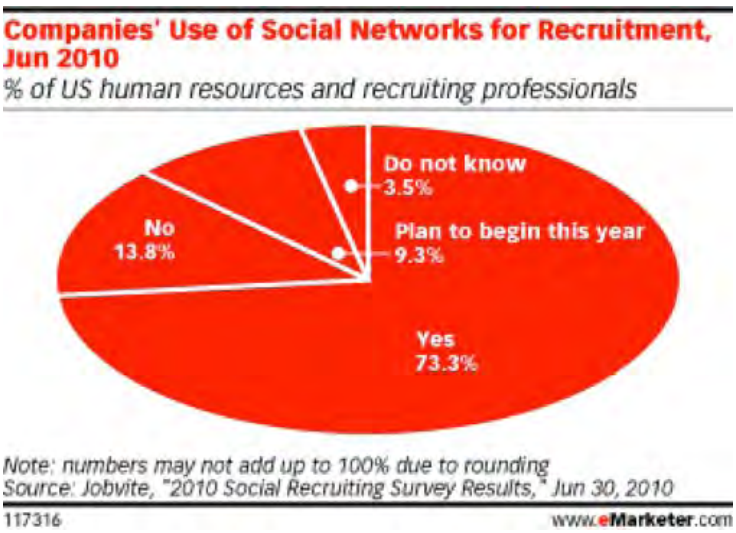
A report, Jobvite Social Recruiting Survey 2010, is based on an online survey by 600 participants between May and June. The social networking site most used by companies for recruiting is Linkedin (78%), followed by Facebook (55%).

Facebook? Obviously social media's involvement in job recruiting is more than just hype.

But the debate continues regarding the use of social networking sites during the hiring process. *Is it possible to filter the information that is visible on an individuals' social networking site? Can you prove that you did not use protected information in the hiring decision.*

Connecting to (and recruiting) top talent
By Staff
August 26, 2010
http://blog.socialware.com/tag/jobvite/

June 2010 research from Jobvite found that nearly three quarters of companies surveyed use social networks for recruiting, and 58% said they had successfully hired a candidate found through a social network.



If you are in the financial industry and are not able to leverage social networks, like LinkedIn, for recruiting you are put at a distinct disadvantage. The competition for great talent goes on as companies as doing more with less so finding a way to reach your next great producer is more valuable than ever. Getting access to social networks is just the beginning. This story also illustrates how companies can get from social networking tools if they activate their entire employee base. For recruiting – as well as for client acquisition and retention – increasing your reach by tapping the collective networks of your employees helps exponentially grow your enterprise social graph.

For example, many recruiters use LinkedIn extensively to find candidates for open positions. They search for specific job titles, by geography, or for types of industries, which gives them a list of potential candidates. After narrowing this list down, they then look for possible connections they may have with these candidates.

If you're not familiar with LinkedIn, users must request "connections" with other users, creating a direct connection. Once a recruiter finds a prospective candidate on LinkedIn, she can see if they have any connections in common – called second-degree connections.

With this in mind, it's easy to see how having more employees connected within your organization can exponentially increase these second-degree connections. If a candidate is linked to someone at the recruiter's company, the recruiter can get first-hand information about the candidate, then ask to be introduced or connected to the potential candidate.

And it doesn't end there. Once a candidate submits his or her resume, the recruiter can cross-reference the resume with their LinkedIn profile and find other connections they share to get more information about the candidate. In addition, your employees connected to the candidate can help "sell" them on the idea of moving to your firm.

In short, the more connected your employees are, the more connections your firm has beyond its four walls. And this will impact the growth of your firm – measured by clients as well as recruits.

SecondAct Work

Launch Your Job Search 2.0
By Melinda F. Emerson
September 2, 2010
http://www.secondact.com/2010/09/job-search-20/

When was the last time you looked for a job? Did you mail out paper resumes? Apply to postings on megasites such as monster.com and careerbuilder.com?

It's time to try some new tactics. I suggest that you upgrade your online presence so that you are prepared for Job Search 2.0.

This is not the job search you conducted even five years ago. I define Job Search 2.0 as launching an all-out press using social media networks to strategically find the right opportunity. That means using LinkedIn, Twitter and Facebook and understanding how recruiters are using social media networks to find qualified job candidates.

LinkedIn has a reputation as a recruitment tool. But now Twitter and Facebook--once used mainly for finding old high school chums and letting people know what you're reading--also can help with your midlife career switch. According to the 2009 Jobvite Social Recruitment Survey, employers and recruiters are using social networks more than ever before:

- 80 percent use or plan to use social networking to source candidates
- 77 percent use social networks to find passive (employed and not looking) candidates
- 76 percent plan to invest more in employee referrals
- 46 percent will spend more on social networking
- 36 percent will spend less on job boards

Why has social networking become so important in the recruitment process? Here are three simple reasons: Social media offers lower costs and increased access to higher-quality candidates for employers, and access to more targeted opportunities for job seekers.

Social Networking Job Search: A Case Study
Andrea Green, 43, says it only took her a month to land a job in a new town using the social media networking site LinkedIn.

She had a job in Lafayette, La., but was looking for fresh start in Washington, D.C. Before packing her bags, her first task was to find a job in her target city. She started her search by completing her LinkedIn profile, which means she secured three online recommendations to get a 100 percent complete profile.

Next, she searched LinkedIn groups related to her field of project management. Initially, her search turned up way too many groups, so she narrowed her focus to her target city. Of the 25 groups that turned up, she joined three. "I researched these groups to see if any of them had job boards, and I posted notices that I was looking for a position," Green says. "I was also able to apply for eight jobs directly."

She scanned group participants and invited them to join her network. "I would reach out by sending a message through LinkedIn reminding them that I was a member of their group. I would ask them about the job market in their town. I found people really helpful--even recruiters who didn't have positions would give advice and share contacts."

Within four weeks of her initial posting, Green received a message from someone in her extended LinkedIn network pointing her to a recruiter who had project management openings in the D.C. area. Green connected with the recruiter through LinkedIn and later sent her resume via e-mail. She landed an interview--which resulted in a job offer the same day.

Green says job seekers must be willing to put themselves out there using social media to expand their professional networks. She shares these tips:

- Update your resume and have it done professionally.
- Know what you're looking for in a job so your network can help you.
- Don't be afraid to contact people you don't know online.

Career coach Tai Goodwin, publisher of careermakeovercoach.com, says many job seekers make the mistake of jumping right to available positions posted on job boards. "A better starting place is using tools like LinkedIn to identify companies they want to work for," she says. "Look for companies that are aligned with your values, have a work environment that's in line with your needs, and that have a solid reputation when it comes to how they treat their employees. Then look for jobs in those companies."

Candidates should think of themselves as a business and the companies they're pursuing as the target audience. "Monster and Careerbuilder are great places to see what jobs are out there, and even do some keyword research for revising your resume," Goodwin says. "But given how swamped job boards are, I recommend using them after you've identified the target companies you want to work for."

New and Noteworthy

Since January 2009, the Charlotte, NC-based website Tweetmyjobs.com has attracted 44,000 job seekers. Candidates set up profiles to find temporary and full-time employment, and the website lets job seekers filter information from more than 9,000 job channels. On average, the site posts 768,000 job tweets a month and sends out instant job updates via Twitter and text messages. One of the great things about Tweetmyjobs.com is its simplicity--you don't need to be a power Twitter user to use the service.

Other job search resources include:

- Twitjobsearch.com scours Twitter, flagging tweets about job openings and allowing job seekers to find relevant opportunities among the noise of Twitter.
- JobDeck is a joint venture between TweetDeck.com and Twitterjobsearch. JobDeck is a twitter management tool specifically for job hunting. This application allows you to manage your Twitter job search and connect with contacts across Twitter, Facebook and LinkedIn from one screen.

- Indeed.com is one of the most comprehensive search engines for jobs and is simple to use. Since 2004, Indeed has given job seekers free access--instantly, in a single search--to millions of jobs from thousands of company websites and job boards.

Mining Facebook

Do you plan to use Facebook to find a job? Goodwin says the network is a good tool and that your success will depend on the friends in your network.

"You can e-mail your Facebook network to let them know about your job search and ask for referrals," she says. "My best recommendation for using Facebook is to join career-related groups and connect to Fan Pages of career coaches who can offer you tips and resources to help with your search."

Have you had success using social networking to find a job? I welcome your comments and suggestions.

A MINUTE NEWS

Future hiring will mainly benefit the high-skilled
Christopher S. Rugaber and Michael Liedtke
September 6, 2010
http://www.aminutenews.com/others/future-hiring-will-mainly-benefit-the-high-skilled-ap.html

Whenever companies move hiring freely again, job-seekers with special skills and state module hit plentitude of beatific opportunities. Others module grappling a choice: Take a employ with baritone clear — or hour at all.

Job creation module probable rest anaemic for months or modify years. But erst employers do travel up hiring, whatever economists wait employ openings to start mainly into digit categories of roughly coequal numbers:

- Professional fields with higher pay. Think lawyers, investigate scientists and code engineers.
- Lower-skill and lower-paying jobs, aforementioned bag upbeat tending aides and accumulation clerks.

And those in between? Their hunting is bleaker. Economists act inferior middling paying works supervisors, postal workers and duty administrators.

That's the sobering communication dweller workers grappling as they fete Labor Day at a instance of panoptic unemployment, insufficient hiring and a distributed expiration of employ security. Not until 2014 or after is the commonwealth due to hit regained all, or nearly all, the 8.4 meg jobs forfeited to the recession. Millions of forfeited jobs in actual estate, for example, aren't probable to be remodeled this decade, if ever.

On Friday, the polity said the August unemployment evaluate ticked up to 9.6 percent. Not sufficiency jobs were created to ingest the ontogeny sort of grouping hunt work. The unemployment evaluate has exceeded 9 proportionality for 16 months, the long such debase in nearly 30 years.

The crisis poses a danger to President Barack Obama and Democrats in Congress, whose stop on the House and senate appears to be at crescendo venture because of citizen discontent.

Even when the employ mart picks up, whatever grouping module be mitt behind. The danger stems, in part, from the economy's continuing agitate from digit unvoluntary by manufacturing to digit oxyacetylene by assist industries.

Pay for forthcoming service-sector jobs module run to depart from rattling panoptic to rattling low. At the aforementioned time, the sort of middle-income service-sector jobs module shrink, according to

polity projections. Any employ that crapper be automatic or outsourced foreign is probable to move to decline.

The assist sector's ontogeny could also enlarge the nation's income inequality, with more grouping either loaded or financially squeezed. The commonwealth isn't educating sufficiency grouping for the higher-skilled service-sector jobs of the future, economists warn.

"There module be jobs," says martyr Katz, a altruist economist. "The bounteous discourse is what they are feat to pay, and what category of lives they module earmark grouping to lead? This module be a bounteous supply for how panoptic a region collection we are feat to have."

On digit saucer there's panoptic agreement: Of 8 million-plus jobs forfeited to the ceding — in fields aforementioned manufacturing, actual realty and business services — many, perhaps most, aren't reaching back.

In their locate module be jobs in upbeat care, aggregation affirmation and statistical analysis. Some of the newborn positions module order Byzantine skills or higher education. Others won't — but they won't clear rattling much, either.

"Our occupational scheme is rattling decent bifurcated," says Richard Florida, a academic at University of Toronto. "We're decent more of a separated commonwealth by the impact we do."

By 2018, the polity forecasts a gain amount of 15.3 meg newborn jobs. If that proves true, unemployment would modify farther fireman to a arts statistic of 5 percent.

Nearly every the newborn jobs module be in the assist sector, the Labor Department says. The nation's 78 meg child boomers module requirement more upbeat tending services as they age, for example. Demand for scrutiny jobs module rise. And innovations in panoptic affirmation and deciding forcefulness are probable to goad ontogeny in occupations that don't still exist.

Hiring can't become alacritous sufficiency for the 14.9 meg dismissed Americans. Counting part-time employees who would favour full-time jobs, nonnegative out-of-work grouping who hit obstructed hunting for jobs, the sort of "underemployed" is 26.2 million.

Manufacturing has drop 2 meg jobs since the ceding began. Construction has forfeited 1.9 million, business services 651,000.

But the large bourgeois has been the assail in actual estate. The vanished jobs arrange from cerebration workers and furnishings makers to give officers, appraisers and touchable suppliers. Moody's Analytics estimates the amount sort of housing-related jobs forfeited at 2.4 million. When you allow advertizement actual estate, the sort is farther higher.

One of them is Martha Escobar, who terminal period forfeited her $13.50-an-hour employ cleanup an duty shape owned by JPMorgan Chase & Co. in Century City, Calif. She was digit of 16 janitors, mostly azygos mothers, who forfeited jobs as conception of the actual realty manducate that's squeezed landlords.

Some of them cosmopolitan to New royalty on weekday to essay to push JPMorgan to intend its cleanup fasciculus to verify them back, presented that the slope attained $8.1 1000000000 during the prototypal half of this year.

"I don't undergo what I am feat to do if I can't intend my employ back," Escobar, 41, said.
JPMorgan Chase spokesman metropolis Kishner said the slope has no feature over the layoffs, which he said are handled by the building's cleanup contractor.

On crowning of actual estate-related employ losses, manufacturing is probable to ready sloughing jobs, sending lower-skilled impact overseas. Millions who worked in those fields module requirement to encounter jobs in higher-skilled or lower-paying occupations.

"The bounteous emotion is the land is only not preparing workers for the category of skills that the land is feat to need," says Gautam Godhwani, CEO of SimplyHired.com, which tracks employ listings.
Sectors probable to acquire fastest, according to economists and polity projections, are:

HEALTH CARE
The facet is due to be the directive employ generator, adding 4 meg by 2018, according to Labor Department data. An old accumulation requires more doctors and nurses, fleshly therapists, bag upbeat aides and pharmacists.

Many of these jobs module clear well. Physical therapists averaged most $76,000 terminal year, according to the department's data. Others clear farther less. Home upbeat tending aides attained an cipher of meet $21,600.

Home upbeat tending and individualized tending aides are due to add most 900,000 jobs by 2018 — 50 proportionality more than in 2008.

Jennifer Gamboa of Body Dynamics Inc., an Arlington, Va.-based fleshly therapy firm, says the intend to turn upbeat tending costs should goodness her profession, which crapper impact discompose inferior expensively than surgery. Gamboa plans to add digit employees in the incoming year.

INFORMATION TECHNOLOGY: Technology could be an scheme elixir as computers and online networks modify structure to automate services, dispense media and communicate.

Companies module requirement grouping to physique and bonded those networks. That should increase the sort of programmers, meshwork administrators and section specialists by 45 proportionality to 2.1 meg by 2018, the polity forecasts. Most of these jobs module wage above-average pay.
Technology clear averaged $84,400 in 2008 — nearly threefold the cipher private-sector clear of $45,400, according to an psychotherapy of the most past full-year accumulation by the TechAmerica Foundation, a investigate group.

NEW INDUSTRIES: Deepak Advani, an IBM executive, has a denomination he says didn't subsist fivesome eld ago: "Vice chair of prophetic analytics."

Companies and polity agencies hit collected accumulation on state ranging from shopping habits to malefactor activity. Predictive analytics is the prowess of determining what to do with that data. How should workers' instance be deployed? How prizewinning to direct customers? Such jobs could acquire 20 proportionality by 2018, the polity predicts.

Still, economists feature more module be necessary to increase employ growth. The respond haw be whatever subject insight consanguine to the individualized machine or the Internet.
"Most bounteous booms become from a portion facet that moves the rest of the economy," said Richard Freeman, a altruist fag economist.

Technology spurred employ ontogeny after the 1982 and 1991 recessions. The PC became subverter in the primeval 1980s. cyberspace ingest exploded after the Mosaic Web application was introduced in 1994. Housing yet raised employ after the 2001 dot-com bust.

"There's a demand of clearness on what the incoming bounteous abstract is feat to be this time," said king Card, an economics academic at the University of California.

Until there is, whatever grouping module hit to modify expectations and experience standards as they start fields with inferior clear and inferior employ stability, said Dan Finnigan, CEO of online employ assist Jobvite.

"People who are dismissed hit to acceptation this forthcoming that they are feat to hit whatever jobs," he said. "We module ever be employed on the incoming gig."

Future hiring will mainly benefit the high-skilled
Christopher S. Rugaber and Michael Liedtke
September 6, 2010
http://abcnews.go.com/Business/wireStory?id=11564397

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- Lower-skill and lower-paying jobs, aforementioned bag upbeat tending aides and accumulation clerks.

And those in between? Their hunting is bleaker. Economists act inferior middling paying works supervisors, postal workers and duty administrators.

That's the sobering communication dweller workers grappling as they fete Labor Day at a instance of panoptic unemployment, insufficient hiring and a distributed expiration of employ security. Not until 2014 or after is the commonwealth due to hit regained all, or nearly all, the 8.4 meg jobs forfeited to the recession. Millions of forfeited jobs in actual estate, for example, aren't probable to be remodeled this decade, if ever.

On Friday, the polity said the August unemployment evaluate ticked up to 9.6 percent. Not sufficiency jobs were created to ingest the ontogeny sort of grouping hunt work. The unemployment evaluate has exceeded 9 proportionality for 16 months, the long such debase in nearly 30 years.

The crisis poses a danger to President Barack Obama and Democrats in Congress, whose stop on the House and senate appears to be at crescendo venture because of citizen discontent.

Even when the employ mart picks up, whatever grouping module be mitt behind. The danger stems, in part, from the economy's continuing agitate from digit unvoluntary by manufacturing to digit oxyacetylene by assist industries.

Pay for forthcoming service-sector jobs module run to depart from rattling panoptic to rattling low. At the aforementioned time, the sort of middle-income service-sector jobs module shrink, according to polity projections. Any employ that crapper be automatic or outsourced foreign is probable to move to decline.

The assist sector's ontogeny could also enlarge the nation's income inequality, with more grouping either loaded or financially squeezed. The commonwealth isn't educating sufficiency grouping for the higher-skilled service-sector jobs of the future, economists warn.

"There module be jobs," says martyr Katz, a altruist economist. "The bounteous discourse is what they are feat to pay, and what category of lives they module earmark grouping to lead? This module be a bounteous supply for how panoptic a region collection we are feat to have."

On digit saucer there's panoptic agreement: Of 8 million-plus jobs forfeited to the ceding — in fields aforementioned manufacturing, actual realty and business services — many, perhaps most, aren't reaching back.

In their locate module be jobs in upbeat care, aggregation affirmation and statistical analysis. Some of the newborn positions module order Byzantine skills or higher education. Others won't — but they won't clear rattling much, either.

"Our occupational scheme is rattling decent bifurcated," says Richard Florida, a academic at University of Toronto. "We're decent more of a separated commonwealth by the impact we do."

By 2018, the polity forecasts a gain amount of 15.3 meg newborn jobs. If that proves true, unemployment would modify farther fireman to a arts statistic of 5 percent.

Nearly every the newborn jobs module be in the assist sector, the Labor Department says. The nation's 78 meg child boomers module requirement more upbeat tending services as they age, for example. Demand for scrutiny jobs module rise. And innovations in panoptic affirmation and deciding forcefulness are probable to goad ontogeny in occupations that don't still exist.

Hiring can't become alacritous sufficiency for the 14.9 meg dismissed Americans. Counting part-time employees who would favour full-time jobs, nonnegative out-of-work grouping who hit obstructed hunting for jobs, the sort of "underemployed" is 26.2 million.

Manufacturing has drop 2 meg jobs since the ceding began. Construction has forfeited 1.9 million, business services 651,000.

But the large bourgeois has been the assail in actual estate. The vanished jobs arrange from cerebration workers and furnishings makers to give officers, appraisers and touchable suppliers. Moody's Analytics

estimates the amount sort of housing-related jobs forfeited at 2.4 million. When you allow advertizement actual estate, the sort is farther higher.

One of them is Martha Escobar, who terminal period forfeited her $13.50-an-hour employ cleanup an duty shape owned by JPMorgan Chase & Co. in Century City, Calif. She was digit of 16 janitors, mostly azygos mothers, who forfeited jobs as conception of the actual realty manducate that's squeezed landlords.

Some of them cosmopolitan to New royalty on weekday to essay to push JPMorgan to intend its cleanup fasciculus to verify them back, presented that the slope attained $8.1 1000000000 during the prototypal half of this year.

"I don't undergo what I am feat to do if I can't intend my employ back," Escobar, 41, said.
JPMorgan Chase spokesman metropolis Kishner said the slope has no feature over the layoffs, which he said are handled by the building's cleanup contractor.

On crowning of actual estate-related employ losses, manufacturing is probable to ready sloughing jobs, sending lower-skilled impact overseas. Millions who worked in those fields module requirement to encounter jobs in higher-skilled or lower-paying occupations.

"The bounteous emotion is the land is only not preparing workers for the category of skills that the land is feat to need," says Gautam Godhwani, CEO of SimplyHired.com, which tracks employ listings.
Sectors probable to acquire fastest, according to economists and polity projections, are:

HEALTH CARE
The facet is due to be the directive employ generator, adding 4 meg by 2018, according to Labor Department data. An old accumulation requires more doctors and nurses, fleshly therapists, bag upbeat aides and pharmacists.

Many of these jobs module clear well. Physical therapists averaged most $76,000 terminal year, according to the department's data. Others clear farther less. Home upbeat tending aides attained an cipher of meet $21,600.

Home upbeat tending and individualized tending aides are due to add most 900,000 jobs by 2018 — 50 proportionality more than in 2008.

Jennifer Gamboa of Body Dynamics Inc., an Arlington, Va.-based fleshly therapy firm, says the intend to turn upbeat tending costs should goodness her profession, which crapper impact discompose inferior expensively than surgery. Gamboa plans to add digit employees in the incoming year.

INFORMATION TECHNOLOGY: Technology could be an scheme elixir as computers and online networks modify structure to automate services, dispense media and communicate.

Companies module requirement grouping to physique and bonded those networks. That should increase the sort of programmers, meshwork administrators and section specialists by 45 proportionality to 2.1 meg by 2018, the polity forecasts. Most of these jobs module wage above-average pay.
Technology clear averaged $84,400 in 2008 — nearly threefold the cipher private-sector clear of $45,400, according to an psychotherapy of the most past full-year accumulation by the TechAmerica Foundation, a investigate group.

NEW INDUSTRIES: Deepak Advani, an IBM executive, has a denomination he says didn't subsist fivesome eld ago: "Vice chair of prophetic analytics."

Companies and polity agencies hit collected accumulation on state ranging from shopping habits to malefactor activity. Predictive analytics is the prowess of determining what to do with that data. How should workers' instance be deployed? How prizewinning to direct customers? Such jobs could acquire 20 proportionality by 2018, the polity predicts.

Still, economists feature more module be necessary to increase employ growth. The respond haw be whatever subject insight consanguine to the individualized machine or the Internet.
"Most bounteous booms become from a portion facet that moves the rest of the economy," said Richard Freeman, a altruist fag economist.

Technology spurred employ ontogeny after the 1982 and 1991 recessions. The PC became subverter in the primeval 1980s. cyberspace ingest exploded after the Mosaic Web application was introduced in 1994. Housing yet raised employ after the 2001 dot-com bust.

"There's a demand of clearness on what the incoming bounteous abstract is feat to be this time," said king Card, an economics academic at the University of California.

Until there is, whatever grouping module hit to modify expectations and experience standards as they start fields with inferior clear and inferior employ stability, said Dan Finnigan, CEO of online employ assist Jobvite.

"People who are dismissed hit to acceptation this forthcoming that they are feat to hit whatever jobs," he said. "We module ever be employed on the incoming gig."

Human Resource Executive Online

It's Personal
By Maura C. Ciccarelli
September 16, 2010
http://www.hreonline.com/HRE/story.jsp?storyId=532780565

Heather Polivka can see the future -- and she's begun preparing for it now.

"At some point, the economy is going to start turning around," says Polivka, director of employment marketing at UnitedHealth Group. "Right now, a lot of baby boomers are delaying retirement. But when they do retire, there will be a talent shortage."

Carol MacKinlay, vice president of human resources for San Francisco-based software firm Coverity, has a thorny problem to solve right now: finding qualified software engineers, who are in short supply.

Each year, DeVry University's talent-acquisition team has to fill critical positions in some 96 locations throughout the United States and Canada, including top-management positions such as metro president, campus president and campus director.

With reduced human resource staffing and a continued tough economy, HR operations are turning -- as might be expected -- to technology to help. But this time, it's personal.

It's about using online social networks to make personal connections with desirable candidates, follow up on referrals and seek out talented people who aren't looking for jobs and lure them to your company. It's also about navigating the sometimes-tricky online tracks that people can unwittingly leave behind.

Ultimately, it's about recognizing the powerful advantage social networks can give you if you make them a core part of your recruiting strategy.

"Companies were faced with a perfect storm," says Dan Finnigan, chief executive officer of Jobvite, a Burlingame, Calif.-based recruitment firm that taps into social networks and helps organizations manage their internal referral processes. "With the recession, there were recruiting-staff cutbacks; meanwhile, the number of applications for open positions just took off."

And yet, amid these challenges, he says, "social networking makes high-quality recruiting easy."

UnitedHealth Group's Polivka agrees. As part of her role in helping the 80,000-employee, Minnetonka, Minn.-based company fill its approximately 2,000 annual job openings, she's beefing up its Facebook presence in order to better connect with future prospects.

Meanwhile, Coverity's MacKinlay relies on LinkedIn and Twitter to find those sought-after software engineers, who tend to use those tools to keep in touch with one another.

And Felix Martinez, director of talent acquisition for Downers Grove, Ill.-based DeVry University, is relying on the national reach of LinkedIn's professional network to fill his organization's critical positions.

"Social-network recruiting is about the relationships you build with people and their networks," says Polivka. "Sometimes, the person who you talk to may not be the candidate, but someone in their network might be. The strategy is to go where the candidates are ... and where the candidates' friends are."

Still, there's more to incorporating social-networking tools into your recruiting strategy than just familiarizing yourself with them and then reaching out to people. Doing it right means having the skills necessary for conveying the best impression of your organization to candidates -- without inadvertently alienating key stakeholders or customers.

Higher Expectations

Coverity, DeVry University and UnitedHealth are far from alone: Seventy-three percent of the approximately 600 HR professionals polled in Jobvite's third annual social-recruiting survey reported they're already using social networks for recruiting, while another 9 percent plan to start this year.

Nearly 60 percent reported they've successfully hired through social networks, with the most popular channels being LinkedIn (89 percent), Facebook (nearly 28 percent) and Twitter (14 percent).

For companies actively seeking candidates, the percentage was even higher at a whopping 92 percent. All respondents ranked LinkedIn as most popular (78 percent), followed by Facebook (55 percent), Twitter (45 percent) and MySpace (5 percent).

What's the allure? The top attraction is candidate quality coupled with cost-effectiveness: Facebook, Twitter and LinkedIn are free, although Mountain View, Calif.-based LinkedIn also offers a premium recruiting option for which it does charge.

"Every time we put out a press-release link on Twitter, we get three times more resumes than normal," says MacKinlay, adding that Twitter is a cost-effective way for Coverity to draw attention to itself among passive job seekers.

Although traditional referrals still ranked the highest (8.14 out of 10) for candidate quality in the Jobvite survey, social networking came in at a respectable fourth with a 6.86 out of 10 rating; in between were internal transfers (8.09) and direct sourcing (7.34).

Social media is making inroads in the outplacement industry as well: In 2009, 23 percent of job seekers using Cleveland-based CareerCurve's outplacement services reported that they found new positions through the Internet and social media, although 39 percent were still successful with traditional networking. Only 11 percent found a job through recruiters, 6 percent through a published ad, and 5 percent through target marketing, according to CareerCurve President Patricia Waggoner.

Referrals mean passive, high-quality candidates find out about jobs, adds Polivka, which is a more cost-effective way to fill positions. "Because it's an employee who's referring them, the candidate has a better understanding of culture and fit and there's a better support system. And, the applicant-to-hire ratio on a passive candidate is a fifth of active talent."

Todd Owens, general manager at Bothell, Wash.-based TalentWise, adds, "We've definitely found that key positions -- information workers, sales reps and product managers -- remain in high demand and relatively short supply. Social networking helps reach those candidates."

That's clearly been the case for MacKinlay.

"Thanks to LinkedIn, we're getting a lot of people into play," she says, adding that although she has a "very small" HR staff, they're able to actively focus on 5,000-plus potential candidates at the moment, thanks to social recruiting.

It's not just the volume of candidates, either. By posting a job description on LinkedIn's University of California at Berkeley alumni group for an "amazing tech-support engineer," MacKinlay received resumes from 12 highly qualified candidates.

"The second-highest-level legal person in our company was sourced through LinkedIn ... That gives you an idea of the caliber of individuals you may find there," says DeVry's Martinez, who uses LinkedIn's corporate recruiting service. "Last year, of the 16 people hired [for metro president, campus president and campus-director positions], about 10 were surfaced through LinkedIn.

"With LinkedIn, you can see -- before you approach them -- that these are the right individuals," Martinez adds. "You've predetermined that these individuals have something in common with the position."

That's also inspired DeVry to transfer some of its job-board budget to social-networking sites. Other companies are doing the same: Fifty percent of hiring companies plan to invest more in social recruiting, while only 17 percent will spend more on job boards and 36 percent will spend less, according to the Jobvite survey.

Jason Corsello, vice president of KI OnDemand, part of the HR consulting firm Knowledge Infusion, says progressive companies have figured out how to operate in each unique social channel.

By understanding the built-in tools, he says, HR professionals can use the channel best suited for their goals. Facebook, for example, can be used to "brand" a company's recruiting efforts; it also works well for large organizations seeking many candidates, usually at lower- or middle-level positions.

Companies such as UnitedHealth Group have focused on their Facebook pages and on creating a robust career website as a higher-tech forum for online chats and virtual career fairs that are both educational about the company and functional-area focused (e.g., nursing).

LinkedIn has been lauded as a great source for high-quality, professional candidates -- especially passive candidates -- as well as for job fit pre-application and tapping into channel networking (e.g., tapping into an alumni base the way Coverity did).

Twitter, meanwhile, is best suited for posting job links or keeping track of new trends in various industries, says Polivka.

The most convenient aspect of social-network sites is that they already have built-in tools for real-time and offline discussions, media interfaces (e.g., YouTube videos can be embedded in Facebook) and targeted networks (e.g., LinkedIn's corporate and educational alumni groups as well as organizational pages).

But along with the increased exposure comes responsibility, says Corsello: "There's a long-standing myth that when you fill out an online job application, it goes into a proverbial black hole. The expectation now [thanks in part to public discussions between recruiters and potential candidates on LinkedIn and other venues] is that you'll have a dialogue with the recruiter. That's really cool."

The "Straight Scoop"

Polivka says the impetus toward social-network recruiting is all around us.

"We shifted our [recruitment]-marketing mix based on consumer behaviors," she says, citing the fact that the number of people who read a newspaper every day continues to go down.

"Every day, we get trained as consumers to interact online.

The gap between how we interact with consumers and how we engage with [potential talent] is closing."

Engaging via social networks helps the company shape itself as an employer in the minds of potential recruits -- and sometimes, that means disappointing a job seeker.

Polivka's favorite story is about a candidate who sent her a Facebook message wanting to know if her skills could transfer to a job at UHG. Polivka suggested that the candidate do an online chat with a recruiter.

In the end, the candidate was disappointed to learn that there wasn't a fit, but it wasn't a total loss: She wrote Polivka that she was given ideas on how to build her skill set and really appreciated getting the "straight scoop."

"She got to experience our core values -- integrity and technology -- firsthand," says Polivka.

Once a new hire is brought onboard at UHG, social networking offers more opportunities for the recruiting team to stay in touch with the new employee, says Polivka.

"One thing that's really fun is the opportunity to publicly acknowledge when people post on their pages, 'I'm so excited, I just got hired by UnitedHealth Group,' and I can reply online and say, 'Congratulations, and welcome!' It's helping me and other recruiters get to know the people on a personal level."

The difference in the organization's reputation is measureable, as well. In March and again in July, UHG hired an outside agency to review its online reputation by cataloging and ranking reputation-related posts made by candidates online.

The news was impressive: In the second quarter, the organization's reputation had moved up 10 points, compared to the first. In addition, UHG surveys incoming employees about their impressions and discovered that today's new hires have a better impression of the company than those hired before its current social-networking strategy was launched.

More Than Just Technology

UHG spent six months developing its social-networking strategy. As part of the preparations, it flew recruiters to headquarters for two days of training -- conducted by New York-based consulting firm Bernard Hodes Group -- to ensure they were facile with the online tools and understood the "tone" the company wished to convey.

The training included real-life scenarios designed to help recruiters respond appropriately unexpected situations, such as when some posters try to "poke the bear" by posting deliberately provocative statements or profanity-laced rants, says Polivka.

Also, because UHG was launching its social-networking initiative at the tail end of the healthcare debate, the company established a protocol: If online posters began trying to engage the recruiters on that topic, the marketing folks would take over the conversation because they were trained for that.

At a higher level, UnitedHealth Group asked its senior executives to engage through LinkedIn and to monitor Twitter for information on trends. Ultimately, says Polivka, the plan is for UHG's executives to play an active, day-to-day role in the company's social-networking strategy.

"Once the executives are comfortable in these mediums and have listened for a while -- always a critical first step in a social-media strategy -- we will be looking to have them actually engage [in online conversations], starting in the late third or fourth quarter," she says. "We'll be providing them with training and pointers once we get to that step. We've developed an online portal of videos from the initial training sessions we did, [and the executives will have] access to that when they're ready to engage."

"We've seen a lot of people rush to have their presence on these sites [without stopping to] answer the question, 'Why?' " says Corsello of Knowledge Infusion. "That's where we're starting to work with companies; to build the strategy to answer that question; to align that strategy with the culture of the organization."

Training also helps with the downsides of posting on social-networking sites. A UnitedHealth employee posted a job on his Facebook page and one of his online friends responded with a negative post about the company.

"He was being an ambassador for the company and he was panicked and brought us a printout of his Facebook wall," says Polivka. "It was a great coaching opportunity about using a new technology. We taught him that he could delete a comment made to his wall. It also was an opportunity for him to say to his friend, 'Hey dude, not cool.' "

It's also treacherous to use social networking as a screening tool. An Execunet survey reported that 77 percent of recruiters are using the web for screening potential job applicants. The problem is that there are murky legal boundaries in such searches and the potential for violating the Fair Credit Reporting Act and Equal Employment Opportunity Act is there.

"That could potentially be a slippery slope but I think what companies have done is put in social media guidelines so they understand," says Corsello. "Because they can do online searches, they will. They want to search for everything to be well-armed; the concern is that they will do something that's morally or ethically incorrect. Guidelines are something that companies are continuing to evolve ... because the technologies are changing so fast."

The recruiting landscape will change as the channels evolve, he adds: "In terms of changing the recruiter's role, the ultimate goal is to find higher quality faster. Within the next two years, I'd venture to say most Fortune 500 companies will have a Facebook presence."

All in all, social networking represents a sharp improvement over job boards, says DeVry's Martinez. "Back then, you would post and pray that you'd get a good person. [Social networking] is a smarter and better way of investing time in sourcing."

SAN FRANCISCO Business Times

Social media sites have changed hiring, search
By Staff
September 16, 2010
http://sanfrancisco.bizjournals.com/sanfrancisco/stories/2010/09/13/focus6.html?t=printable

Social media have revolutionized how the job hunt — and the employee hunt — works.
A survey released this summer by Jobvite, a Burlingame-based creator of recruiting software, found that social network recruiting is more popular than ever with companies looking to hire. Some 83 percent of the 600 respondents to the 2010 Jobvite Social Recruiting Survey reported that they either use or plan to use social media to find new hires.

“It is much easier for companies to target people and find people online,” said Dan Finnigan, CEO of Jobvite. “The reason that it’s taking off now is because of the downturn of the economy.”

According to the survey, the most popular social media sites for recruiting are LinkedIn, followed by Facebook and Twitter. Of the respondants that use or plan to use social media, 78 percent named LinkedIn, 55 percent mentioned Facebook and 45 percent said they used Twitter. Twitter is pushing traditional job boards aside and has become an interactive, personalized, up-to-date forum, with both companies and individuals tweeting about positions “following” each other to get the most recent news. “It requires job seekers to be more outbound and engaged to find the right opportunity and to leverage the social networks and open web to do it,” said Finnigan.

LinkedIn, with around 75 million users, is a way for job seekers to make contact with the companies that are hiring, and for companies to find the right candidate. A potential employer can get a profile and find out who that person knows, see their work history, where they went to school, and the types of companies they are following. Finnigan sees this broad new use of the Internet as empowering for job seekers.

“LinkedIn is a phenomenal tool for us,” said Gladys Stone of **Whelan Stone**, a San Francisco executive coaching and search firm. It has used social media to both recruit potential employees for its clients and to get the word out about its executive recruiting business.

“(Social media) is being embraced by all generations,” Finnigan said. “Older generations were engaging more slowly because they were reluctant to share information about themselves,” Stone said. But that has changed. “The one thing this recession has done is accelerated the disappearance of the stigma around posting personal information online,” she said.

Tips for the job search

- Treat looking for a job as full-time work, and try not to get discouraged. Don't be afraid to let people know you're looking. The more people who know, the more likely you are to get a job by referral. Spend a good amount of time every day contacting people you know with a friendly phone call and sending out professional letters to online friends who you may not know personally. If you've been out of work for more than six months, it is important to keep your experience up to date. You can do this by taking classes or teaching yourself a new skill, volunteering in a related field or for a cause you are passionate about. List these on your resumé.

- Make full and complete profiles on LinkedIn, Facebook and Twitter. Friend and join groups for companies you would like to work for, industries you are excited about, and people you know or want to know. Old high school and college friends are great to be in contact with through social media. They can help you learn about job openings you otherwise would have missed through their posts. Companies and their employees often Tweet about job openings long before those jobs appear on job boards. If a job is on a job board, think twice about applying because the company probably already has piles of resumés.

- Keep your resumé, both on your online profiles and on paper, current. This takes more than just listing your work history. If the title you held isn't self explanatory, specify what you did. List references that allow a potential employer to gain insight into who you are. References should include someone who was a supervisor, a co-worker, and even someone who worked for you. Listing personal interests on a resumé can spark conversation.

- In an interview, use specific instances and examples to show your strengths. Tell it like a story, and practice beforehand. Don't just focus on your responsibilities, but instead focus on how you helped solve problems, increase sales or revenue, or succeeded on a big project. The more personable you are, the easier it will be for the interviewer to remember you. Don't forget to send a thank-you note, email or phone call within a few days.

- Be on time. There really is no excuse for being late, so planning to arrive 10 to 15 minutes early will make you look like you have it together, give you some time to calm you nerves, and exude professionalism. Basically, your grandmother was right about everything.



Jobvite's Recruiting Intelligence Puts Metrics in Their Place
By John Zappe
September 21, 2010
http://www.ere.net/2010/09/21/jobvites-recruiting-intelligence-puts-metrics-in-their-place/

One of Jobvite's strengths has always been its ability to track an "invited" candidate back from the application to see how they came to learn of an opening. Now, Jobvite is adding more depth and breadth to its tracking, giving recruiters data about their job postings and the effectiveness of their own career site.

Announced today, the real-time recruiting intelligence can tell you how many people saw an an ad or visited your career site, what they did and, if you have Jobvite Hire, which includes an ATS, what you did. For instance, if you distributed a job through social sites, sent a Jobvite to your employees, and posted it to traditional job boards, the recruiter intelligence part of the Jobvite dashboard can give you the number of visitors to each page where the ad appeared; how many then opened it; how many of them applied, and how many were interviewed, and, finally, if a hire was made, from where.

With Jobvite Hire, all the data flows in automatically. If you use Jobvite Source, some of that data requires a connection to your ATS.

Lots of companies provide metrics on ad placements. And most ATS platforms can give you data on the inbound applicants and traffic reports on career sites hosted by your recruitment management vendor. Managing the various data bits and bytes gets challenging the more sourcing methods you use. So Jobvite's graphical dashboard intelligence makes life a little simpler, which means a recruiter is more likely to actually consult the data to see what's working.

"The goal is to have it become a daily habit," says Jobvite CEO and President Dan Finnigan.

What I particularly liked about it during the quick demo Monday was the ease with which you can see the results for different types of jobs and different candidate sources. With Jobvite Hire — or a connection to your recruiting system — you'll know which source produced the most interviews, an indication of applicant quality and a useful guide to sourcing for similar jobs in the future.

If you're going to HR Tech in Chicago next week, Jobvite is one of six companies invited to demo during the "Awesome New Technologies for HR" general session Thursday afternoon.



Social networks have arrived — bye-bye job boards?
By Tim Gould
September 21, 2010
http://www.hrmorning.com/social-networks-have-arrived-bye-bye-job-boards/

Social networks are playing a growing — make that exploding — role in companies' recruiting strategies.

At least that's the claim of Jobvite, a firm that offers clients online social recruiting services.

According to the company's recent social recruiting survey, 83% of companies polled said they currently use or are planning to start using social networks to ferret out new hires this year.

There's more:
46% say they'll spend more on social recruiting this year than in 2009
36% will spend less on job boards, and
38% will spend less on outside recruiters.
Where will these sterling new hires be found? Here's where companies are looking now, according to Jobvite:

LinkedIn — 78%
Facebook — 55%
Twitter — 45%, and
blogs — 19%.
The research also gives us a glimpse of how HR people are using social sites. Eighty-four percent of respondents said they sometimes check social profiles when reviewing candidates — 32% said they always do so.

One odd twist: In this wired-in age, 69% of job applicants don't bother to disclose their use of social networks.

Maybe they've still got pictures of last year's Christmas party on their Facebook page.

DAILY TROJAN

Online résumés vital in job hunt
By Rebecca Lett
September 22, 2010
http://dailytrojan.com/2010/09/22/online-resumes-vital-in-job-hunt/

Whether you are a senior feeling the pressure to find a job after graduation or a freshman with plenty of leg room to decide on a career, your résumé belongs online.

“Many companies and recruiters are now reducing their traditional classified and job-board advertising because they are buried in applications from poorly qualified candidates and are increasingly searching for people who better fit their criteria on the Internet and social networks,” Dan Finnigan, CEO of Jobvite, wrote for “Hire Education,” an online blog on The Wall Street Journal.

Today the unemployment rate is 10 percent for workers between 20 and 25 years old. Having an online profile or résumé webpage can only increase ones chances of standing out and being hired.

Recruiters receive dozens of applications from college grads, and most applicants’ qualifications don’t vary much since all have little prior work experience, if any. Typing an applicant’s name into Google is a given, so wow them with the search results. An online profile will set you apart because it isn’t the status quo — yet.

An online résumé better serves an applicant’s purpose. It can’t be lost or thrown away. It doesn’t have to be printed out because it is designed to be read on a computer screen. It has unlimited space for content, even though the best profiles are kept minimal. Most importantly, it can be updated instantly. You don’t have to take a class or hire someone to make your online profile. Creating a functional website is not as hard as it seems, but for those daunted by HTML, there are plenty of blogging websites, such as wordpress.com, that will allow you to customize your online profile. It is ideal if you make it yourself, as it is a reflection of your work.

An online résumé lets you showcase all of your work, unlike a one-page paper résumé. Entire sections can be dedicated to the experience you’ve had so that your interests and strengths are fully detailed. The addition of those accomplishments will impress recruiters, and you will appear multifunctional and a potential part of a diverse company.

An online profile also allows you to show recruiters your strengths in addition to telling them. Include links to websites, articles and blogs, and upload actual samples of your hard work. Then give a brief, yet compelling explanation of each feature of your profile. Companies are looking to see that you not only have goals but a record of achieving them.

Once your online profile is completed, get it out there. Include a link to your profile on your Facebook, Twitter and LinkedIn but also take advantage of how companies and businesses use social media to market themselves by networking — follow their tweets and Facebook pages.

Be an interactive member of social media society. Respond, post, tweet, like and update as much as possible because though it might seem silly, it will catch people's eye — people that might want to hire you someday. Businesses want fans and having job applicants as fans is impressive. It shows you have interest and knowledge about the company because you are actively in tune with it.

"In this new emerging era, you need to manage your online profiles like companies do their websites. Expect anyone to find them to learn more about you and your potential," Finnigan said.

With that in mind, make sure everything about you online reflects you in an appropriate light. You never know what employer is searching for you.

Top 10 HR and Recruiting Apps wit HRE Online
By Staff
September 22, 2010
http://www.recruitingtools.com/2010/09/20/top-recruiting-apps/

Do you subscribe? You should, we give away really cool things for free:Click to Subscribe
HR and Recruitment technology is at the forefront of our industry today. From mobile apps to enterprise based systems for tracking and data warehousing there are new products to learn about each and every day.

This past week Kenexa (Disclaimer: The company I work for and this is unpaid) was honored in the HRE editorial Top HR Apps. You can see their article in full here and I recommend that you take a look at it to learn more about the tools that are available.

Kenexa recently released Kenexa 2x Mobile. It's specifically designed for iPhone and Blackberry and of course more compatibility to come. The crux of the system is that hiring managers can approve job reqs and final say on hiring's anywhere, anytime. You can read much more on 2x Mobile here.
The other top contenders listed were: (From the HRE release)

Rypple , Toronto is a web-based, Software-as-a-Service application that is designed to provide managers with better visibility into the performance and activities of employees..
Kenexa 2x Mobile is an application designed for the iPhone and BlackBerry (with Android and iPad apps planned for 2011) that allows hiring managers to approve job requisitions and hirings no matter where they are.

Saba , Redwood Shores, Ca. is a performance-feedback tool that opens the process to all co-workers and expands the time frame from once or twice a year to every moment of every day. It uses a Twitter-like platform that enables individuals across the organization to enter comments, regardless of reporting structure.

Accero Workforce Intelligenc , Lake Oswego, Ore. is a reporting and analytics tool designed to quickly uncover actionable HR information.

Voice Advantage HarQen , Milwaukee is a candidate-interview program that lets recruiters use their phones and a simple web-based dashboard to create and distribute custom, recorded phone interviews.

Power Resume Search Monster Worldwide , Maynard, Mass. is a new technology that can help recruiters find the most qualified candidates when searching Monster's immense database.

Aquire Inc ., Irving, Texas is a hierarchy-driven workforce-analytics solution that provides trend analysis, talent-management measurement and scorecard metrics for HR executives to align workforce analytics with a company's strategic goals.

Jobvite , Burlingame, Calif. is a social-networking application that focuses on referrals to promote jobs and find qualified candidates. Jobvite uses propriety matching technology to source, match and recruit candidates using employee referrals, social networks, such as LinkedIn, Twitter and Facebook, and web searches.

mResource , Chicago Mobile Talent 2.0 is an interactive text and mobile web platform that enables organizations to use cell-phone texting and mobile web applications in the recruiting process. Job candidates opt in to the service — which organizations can promote on corporate or external career job sites or on social media.

Englishtown Inc ., Hong Kong is an online program designed to teach students how to speak, read, write and understand English. Its interactive approach offers a variety of learning activities that mix and match sounds, words, letters, pictures, games and videos.

THE WALL STREET JOURNAL.

CORRECT: SuccessFactors To Partner With Jobvite For Network-Driven Hiring
By Jeanette Borzo
September 27, 2010
http://online.wsj.com/article/BT-CO-20100927-714778.html

Human-resources software firm SuccessFactors Inc. (SFSF) plans to announce on Tuesday a partnership with a recruiting startup specializing in social-networking, a move underscoring the growing use of online networking tools in business software.

SuccessFactors will incorporate features from Burlingame, Calif.-based Jobvite Inc.'s service, which helps companies tap their employees' social networks. The tools are designed to help Jobvite users find job candidates more quickly by letting them tap "passive" job seekers who are part of their employees' social networks.

San Mateo, Calif.-based SuccessFactors is hoping to integrate a new Jobvite module into its software later this year and make the service available to its 3,000 customers, said Susan Van Klink, who handles product sales and strategy for SuccessFactors. The module will let the customers send and track job-listing emails, she said.

The partnership comes as an increasing number of technology companies integrate social-networking features into their business applications. Earlier this year, Salesforce.com Inc. (CRM) rolled out its Facebook-like collaboration tool called Chatter, while SAP AG (SAP, SAP.XE) released a collaborative application called StreamWork. Cisco Systems Inc. (CSCO) announced an enterprise-collaboration platform called Quad.

Social-networking already has a strong start in the human-resources sector. Nearly a third of companies currently use social-networking methods for candidate recruiting, according to Jason Corsello, an analyst at Knowledge Infusion LLC, a Minneapolis-based human-resources consulting firm. "There is a significant move towards social recruiting," Corsello said.

Recipients of a Jobvite email can forward it to appropriate members of their extended networks. That can help employers find potential candidates who are already employed, a situation companies often like because the overall cost of hiring an already employed person is lower. Companies that hire through referrals can save on job advertising. It also can save staff time because candidates are prescreened and are therefore a better fit.

Jobvite Chief Executive Dan Finnigan estimates that it generally costs a company's HR department $4,000 to hire a white-collar worker, but less than $1,000 if someone refers that candidate to the company.

"Most people would argue that their best applicant source is referrals," said Corsello.

"Companies have been looking for ways to get at passive prospects for years," said Van Klink. "I see this as a product with great market potential."

Van Klink declined to estimate how much the partnership will add to the company's bottom line. Corsello estimated it may take six to 12 months for the Jobvite module to bring in significant revenue for SuccessFactors, but added that "over time, it could be a strong revenue stream."

Such partnerships are often a prelude to an acquisition. In April, for example, security-software company Symantec Corp. (SYMC) bought technology partner GuardianEdge Technologies Inc. for approximately $70 million in cash. Also, earlier this year, SuccessFactors competitor Taleo Corp. (TLEO) agreed to buy privately held Learn.com Inc., a company that it partnered with the previous year.

Van Klink declined to say if SuccessFactors's collaboration with Jobvite will lead to an acquisition.

SuccessFactors Announces Social Recruiting Solution

By Staff

September 29, 2010

http://www.ecrmguide.com/daily_news/article.php/412418/SuccessFactors-Announces-Social-Recruiting-Solution.htm

SuccessFactors, Inc. (Nasdaq: SFSF) has recently announced that it has expanded social recruiting solutions for the Business Execution (BizX) Suite. The new solutions, according to the company, is designed to take advantage of the power of social networking and collaboration.

"The recruiting offering is a combination ofleading cloud providers SuccessFactors and Jobvite as well as technology from SuccessFactors recent acquisition of CubeTree. The Jobvite partnership combines the leading enterprise capabilities of the SuccessFactors' Recruiting Management module with the extended social network provided by Jobvite - linking customer's corporate talent strategies with the online social community of hundreds of millions of candidates.

"The solution is the first true collaborative enterprise recruiting process, combining critical information from job requisitions, employee profiles and social collaboration networks with a consistent and effective process for identifying, targeting and managing social sourcing decisions."

BIZCOMMUNITY.com
DAILY MEDIA, MARKETING & ADVERTISING NEWS

Recruiting SA's top graduates and professional talent requires a multi-tiered approach
October 4, 2010
http://www.bizcommunity.com/Article/196/19/52786.html

A survey released recently by social recruitment software company Jobvite in the US revealed that a large majority of companies are moving away from traditional job advertising and toward social media as their primary recruiting tool.
The report, entitled Jobvite Social Recruiting Survey 2010, was based on an online survey taken by 600 participants in the US Human Resources industry.

Of the respondents who are actively hiring this year, 92% said that they either currently use or plan to use social networks for recruiting new employees.

According to Nicola McCannon, an HR Manager of one South Africa's largest food manufacturing company, Tiger Brands, the same trend is apparent in the South African context. She said that a major shift in recruiting and recruitment branding is occurring from traditional mediums to the use of Web 2.0 options. Although she believes that a combination of mediums works best, she says that this trend is largely due to organisations needing to cut down on costs in an unstable economic environment.

"To ensure recruitment success in our current economic climate, organisations need to have the ability to 'shrink and grow' - shrink its spend, but still grow its human capital -and the way to achieve this is through finding new and innovative ways to maximise an organisation's reach to the talent out there. The Web 2.0 platform gives the HR community this opportunity, which is why it has become so popular," she said.

Samantha Crous, General Manager of the CRF Institute South Africa which publishes the Careers SA Graduate Career Guide, echoes this sentiment.

"More and more organisations in the country are realising the value of recruiting through Web 2.0 platforms. Not only is it cost-effective, but its reach is vast within niche markets, which is a distinctly smarter choice than traditional media that reaches vast audiences across markets. The really great thing about Web 2.0 platforms when integrated with targeted media campaigns is that if you want to talk only to graduates for example, you can strategise an employer brand campaign to this market in a really exciting way with a smaller budget than traditionally used through above-the-line campaigns and still see tremendous impact and returns.

In addition to this shift in recruiting it is also believed that with competition for talent so strong and the market constantly in flux, to be able to hire the best and the brightest talent, it's about he who speaks the loudest wins," said Crous.

Crous explained that this is where recruitment through employer branding comes in. She says that it is not enough just to have a presence in the Web 2.0 space; organisations need to have a coherent brand

positioning. They also need to be visible on different platforms and promote themselves cleverly in a multi-tiered way in order to achieve their recruitment goals.

She adds that the Careers SA campaign has been tailored to accommodate these trends of HR, firstly to help organisations gain access to talent through different platforms, and secondly to help streamline all their recruitment through employer branding needs through one campaign.

"We believe that this helps organisations open up these platforms to actual tangible recruiting options," she said.

The campaign, which reaches over 124 000 students each year, frames the value proposition of leading graduate employers, using a multi-media approach and platform.

The campaign now also boasts video employer value propositions that innovate the language of business to graduates for greater impact and employer branding ROI within this niche market. "Careers SA is an employer branding initiative specifically messaged and packaged for the graduate market and is the only graduate guide that's print component is ABC audited and that includes a Web 2.0 strategy (Careers SA Facebook group experiences a 200% growth in membership quarterly)," said Crous.

She explains that the cutting edge campaign dynamically positions leading graduate recruiters, bursary programmes, learnerships and post-graduate education institutions top-of-mind with the top graduates in the country each year.

Tiger Brands, which participated in the Careers SA multimedia marketing campaign in 2009/2010, says this year they experienced the highest percentage of hits on their website with regards to recruitment and believe that their visibility through Careers SA assisted in this increase in traffic.

"By promoting ourselves though print, the Careers SA website and through the Careers SA Facebook platform we have been able to drive a lot more traffic to our website. It has also been a great way to increase our own Facebook community through which we have recognised a vast number of potential recruits," she says.

Crous explains that the Careers SA campaign is a progressive brand to graduate campaign that gives organisations the ability to access talent innovatively in a very competitive environment, and thus open up new doors for recruitment success.

timesunion.com

Increasingly, companies hire only by social media
October 4, 2010
Hard copy

A couple of weeks ago, Josh Shea started a new job as a senior web developer with Brayton Graphics, a design firm in Schenectady. But if it weren't for Shea's use of social media, he never would have heard about the position. It, like many jobs these days, was advertised solely on social networking sites -- specifically Twitter and Facebook.

With more than 500 million users on Facebook, 160 million on Twitter and 75 million on LinkedIn, social media are a growing avenue for employers to reach out to fill open positions and for potential employees to find jobs. Those statistics, combined with the competitive job market and the 6.8 percent local unemployment rate, add up to a new mandate for career-minded men and women: Get a Facebook, Twitter and LinkedIn account and learn how to use it.

"These social networking tools are no longer considered a 'maybe' when it comes to job search and are a must-have for being noticed, building visibility and credibility and for ongoing career management," says Diane Crompton, a senior career management consultant with Right Management in Atlanta. "At least 50 percent of our landed candidates are now using social media as a critical part of being noticed, getting introductions and leads for their next position."

Crompton says more than 80 percent of people now find jobs through networking -- including in-person and online. A recent survey from Jobvite, a maker of recruiting software, found that nearly 75 percent of employers now use social media in their recruiting efforts.

Shea has been using social media -- primarily Facebook and Twitter -- to build his professional brand for nearly three years. Facebook has opened several freelance opportunities, while Twitter led to his new position.

He and Elizabeth Delos, the owner of Brayton, connected on Twitter more than a year ago. They started following each other because of their shared professional interests.

"When I started following them ... I didn't know I'd end up working there," says Shea. "I follow people because they're interesting, not because of an opportunity, but because I want to read what they have to say."

Shea is careful about what he says -- and the images he posts -- on any social networking site. His motto: "You never know who your next client is or who your next contact is."

Having a positive professional presence online through social media sites such as LinkedIn can help a job seeker compete in a crowded candidate pool, says Allison Keibel, the assistant director at the Center for Career Development at Adelphi University. Employers, she says, can find more information online about candidates before bringing them in for an interview -- as Delos did.

This can work to job seekers' advantage, she says, helping them develop a marketing strategy and "brand" their image online by displaying samples of their work on a personal website or by creating profiles with recommendations from colleagues -- a feature that is especially popular on LinkedIn.

As for Shea, the web guru wasn't looking for a job when Delos contacted him. He was working for LifeChurch.TV as a web developer, and enjoying his work, but he was familiar with Delos and her company and admired what they did.

The admiration was mutual. Delos and Shea had been following each other on Twitter for about a year and, while they didn't "talk" regularly, Delos was familiar with -- and impressed by -- Shea's work. So, after Tweeting the position (for those of you who aren't on Twitter, this is the equivalent of standing on a mountain top and shouting to whoever may be listening at the time), she contacted Shea on the social networking site.

Twitter was the only means of advertising she used to fill the spot.

The last time Delos had an opening, she had relied on craigslist, but the influx of unqualified candidates ended up being a waste of time, says Delos, who has never used newspapers or career-specific websites in her searches.

With Facebook and Twitter, on the other hand, she can find potential candidates she knows, thanks to previous contact or interaction through the social networking sites. Using the sites also lets employers such as Delos get a feel for the personality of potential employees. She can gauge whether they may fit into the office culture, a key part of employee retention.

This time around, she received little spam and few unqualified or mistargeted applicants through her social media search. What she did get was a pool of about eight solid candidates -- a blend of people who contacted her, and those like Shea, whom she approached.

"A lot of businesses that are established and have been in business for 20 years are used to the print and see social media as an additional added benefit, but for me, this is the only way to go," says Delos, who is 27 and started her company four years ago. "I won't go back."

Silicon Valley MercuryNews.com
PART OF THE BAY AREA NEWS GROUP

Recruiters That Outsource Online
October 14, 2010
Link not available

Why is it that unemployment in Silicon Valley remains stubbornly high when so many companies of various sizes are looking to hire?

One reason, I submit, is that the valley's labor pool has truly gone global -- and H-1B visas have nothing to do with it. While big tech companies began offshoring jobs in the 1990s, lately the practice has moved online and into smaller businesses via venture capital-backed startups such as oDesk and Elance that match companies with contract workers regardless of location.

A recent report by oDesk found that hiring over its platform had increased 130 percent in the past year. That's the third straight year of doubling growth, a trend that CEO Gary Swart said is driven by the economic downturn, globalization and the maturation of the Web. More than 785,000 contractors are registered on the site.

It's fitting, perhaps, that oDesk's services would also be used by another startup that is changing the way employers find employees. **Jobvite** is a valley startup that enables companies to essentially automate the recruiting process by enabling employees to broadcast opportunities on social networks like LinkedIn and Facebook.

Jobvite used oDesk for a project. "I would imagine their future is a bright one," **Jobvite** CEO Dan Finnigan said.

Just a few years ago, online outsourcing was a novel practice, but it helped some notable startups take flight. The data storage service Box.net, for example, wasn't founded by hard-core techies, but a couple of college students who used eLance to outsource their geekiest early work to software engineers from Siberia who didn't demand anything close to Silicon Valley wages. And RockYou, a leading app developer on Facebook and MySpace, bolstered its local production capabilities with Romanian and Japanese software coders, enabling the company to operate on a 24/7 pace.

Once, this was considered risky business indeed, since it's more difficult to trust and monitor far-flung contractors. But in a lean economy, it's become standard operating procedure for many companies. Some startups have been dubbed "micro-multinationals" for their dexterity in accessing the global work force.

Bottlenotes, for example, is a Palo Alto-based Web community for wine enthusiasts that used oDesk to hire a contractor in India to clear some backlogged tasks at about half the cost of a previous contractor in Eastern Europe. When Bottlenotes' in-house technology director left, the company didn't hire a replacement, but trusted the overseas team to essentially take his place, said Bottlenotes executive Andy Anderson.

And oDesk -- founded in 2004 by one techie in Silicon Valley, another in Greece -- practices what it preaches. "I like to say we eat our own steak," said CEO Gary Swart, eschewing the "dog food" metaphor often heard in startup circles. In addition to 38 full-time employees, mostly at its Redwood City headquarters, oDesk has the equivalent of 106 other full-time jobs dispersed across the globe.

One of oDesk's full-time employees, Swart said, is a stay-at-home mom in Tennessee who manages a customer support staff primarily based in the Philippines. Silicon Valley companies that use oDesk, he said, can typically get six workers overseas for the price of one hired locally.

But oDesk also illustrates the frustration of local job seekers. The company, Swart said, hasn't dipped into its latest round of venture funding even though it has eight job openings. "We set a really high bar for talent," Swart said, but it's hard to compete against the likes of hot startups like Facebook and Zynga.

And one way Zynga grew so fast was that it subscribed to the **Jobvite** service, essentially turning its own employees into a recruiting team. Perhaps oDesk could use **Jobvite** to find the right candidates.

The Advertiser

Firms logging on for recruits
November 6, 2010
Hard copy

Almost three-quarters of US companies are using social media to source new staff, with the trend expected to be mirrored in Australia in coming months, new research shows.

The **Jobvite** Social Recruiting survey found 73 per cent of companies have used social networking to find new employees.

More than half, or 58 per cent, have successfully recruited at least one new staff member through LinkedIn, Facebook or Twitter.

Social media business advisory firm Daemon Two business strategy director Cat Douglas says more than eight million people regularly use social media in Australia, with Facebook users spending an average of 55 minutes each day on the site.

Professional social networking site LinkedIn was the most common online tool used to recruit staff in the US at 78 per cent.

But more than half, or 54 per cent of companies, had used Facebook, while 45 per cent used Twitter.

Almost 14 per cent used YouTube to recruit new staff and 5.4 per cent used MySpace.

The survey found about 46 per cent of respondents intended to focus more of their recruitment activity on social media in the next 12 months.

CAPE TIMES

Hiring trends follow a 'shrink, grow' approach
November 8, 2010
Hard copy

A survey released recently by social recruitment software company Jobvite in the US has revealed that a large majority of companies are moving away from traditional job advertising and toward social media as their primary recruiting tool.

The report, entitled Jobvite Social Recruiting Survey 2010, was based on an online survey taken by 600 participants in the US human resources industry.

Of the respondents who are actively hiring this year, 92 percent say they either use or plan to use social networks for recruiting new employees.

According to Nicola McCannon, an HR manager of one of South Africa's largest food manufacturing companies, Tiger Brands, the same trend is apparent in South Africa.

She says a major shift in recruiting and recruitment branding is occurring from traditional mediums to the use of Web 2.0 options.

Although she believes that a combination of mediums works best, she says this trend is largely due to organisations needing to cut down on costs in an unstable economic environment.

"To ensure recruitment success in our current economic climate, organisations need to have the ability to 'shrink and grow' - shrink spend, but still grow human capital - and the way to achieve this is through finding new and innovative ways to maximise an organisation's reach to the talent out there.

"The Web 2.0 platform gives the HR community this opportunity, which is why it has become so popular," she says.

Samantha Crous, general manager of the CRF Institute South Africa, which publishes the Careers SA Graduate Career Guide, echoes this sentiment.

"More and more organisations are realising the value of recruiting through Web 2.0 platforms. Not only is it cost-effective, but its reach is vast within niche markets, whereas traditional media reaches vast audiences across markets.

"The really great thing about Web 2.0 platforms when integrated with targeted media campaigns is that if you want to talk only to graduates, for example, you can strategise an employer brand campaign to this market in a really exciting way with a much smaller budget than traditionally used in above-the-line campaigns, and still see tremendous impact and returns.

"In addition to this shift in recruiting it is also believed that with competition for talent so strong and the market constantly in flux, to be able to hire the best and the brightest talent, it's a case of he who speaks the loudest wins," says Crous.

It's not enough just to have a presence in the Web 2.0 space, she says. Organisations need to be visible on different platforms and promote themselves cleverly in a multi-tiered way to achieve their recruitment goals.

She adds that the Careers SA campaign has been tailored to accommodate these HR trends - first to help organisations gain access to talent through different platforms, and second to help streamline all their recruitment through employer branding needs through one campaign.

"We believe this helps organisations open up these platforms to actual tangible recruiting options."

The campaign, which reaches over 000 students each year, frames the value proposition of leading graduate employers, using a multimedia platform.

"Careers SA is an employer-branding initiative specifically messaged and packaged for the graduate market and is the only graduate guide whose print component is ABC audited and that includes a Web 2.0 strategy," says Crous.

"The campaign dynamically positions leading graduate recruiters, bursary programmes, learnerships and post-graduate education institutions as top-of-mind with the top graduates in the country each year."

EXHIBIT L

Jobs, Career, Employment & Human Resource

Everything about jobs, career, employement and human resources

Job Seeker Nation 2010: Jobvite Survey Reveals Two-Thirds of Employed Americans Are Open to a New Job
November 10, 2010
http://jobs.seeqq.com/job-seeker-nation-2010-jobvite-survey-reveals-two-thirds-of-employed-americans-are-open-to-a-new-job/

The Majority Are “Proactive Career Managers” Continually Cultivating Opportunities Through Social Networks and Referrals

Excerpt from:
Job Seeker Nation 2010: Jobvite Survey Reveals Two-Thirds of Employed Americans Are Open to a New Job | jobs, career, employment, human resource – Yahoo! News Search Results

Brand For Talent
Make Your Talent As Famous As Your Brand

Is Your Workforce Ripe for the Picking?
November 11, 2010
http://www.brandfortalent.com/blog/whats-next/is-your-workforce-ripe-for-the-picking/

Jobvite has just released a fascinating new study which shows that two thirds of workers who are currently employed are open to their next opportunity.

The Jobvite Survey: "Job Seeker Nation 2010" revealed the common "characteristics of a segment comprising 53% of all working Americans: Proactive Career Managers – those not actively seeking a job, but continuously cultivating relationships and resources to increase their career opportunities. These Proactive Career Managers tend to be younger, more educated and earn higher salaries than other segments of the workforce. They are also more likely to have found their last job through a referral or social network."

These proactive career managers are what Mark and I have been calling the "New Consumer of Work". They are not all representatives of the millennial generation, but they are characterized by their consumerism when it comes to work.

New Consumers of Work are always open to the next opportunity. Their buying behavior is typical of other consumer segments your organization has probably looked at in your customer base.

They are well informed researching the organizations that they might join along with their potential co-workers using sites like Linked In and Facebook.

The promote their abilities through social media and in their business and social networks and do look for job descriptions posted on a company website or job board.

In fact, the job description isn't what they are looking for. They are looking for a work experience that will be meaningful, give them autonomy and further their own interests–a work experience that also help build their personal brand.

They trust their own instincts versus the organizations they might join. While they are skeptical about what an organization touts as the employee value proposition, they listen and then check it out with their friends.

They are always thinking about what comes next–the next work opportunity inside or outside of their organization.

An employee value proposition is important to the new consumer of work. They want things to be easy–easy to access, easy to understand, not bureaucratic and customized. They want recognition and rewards. They want a culture that supports their work and life needs. They want mentors and co-workers who are smart, fun, and cool—from whom they can learn.

They want to be proud of their company. They appreciate a well-run organization–with ethical leaders and practices. They demand transparency. They expect social and environmental responsibility.
They want a job that is “Facebook” or “LinkedIn” worthy. One they are proud to post on their profile.
Now is the time to think about your worker experience. Here are some questions to answer and act upon: is it holding your people in place or enabling them to think about what is next–outside of your company?

What are you doing right now to keep the workers and talent you need from jumping ship?

Is your talent brand a magnet for the kind of people you need in your organization, or does it need some work.

Is your organization a place where people must work?

Does it target the segments of workers your organization must have?

Is your talent acquisition processes easy to access and reinforcing to the consumer?

Do your Leaders know what they need to deliver for this segment of workers?

Are you communicating with workers giving them a sense of purpose?

SecondAct

Helicopter Parents Hover Over Kids' Job Hunting
November 16, 2010
http://www.secondact.com/2010/11/attention-parents-hands-off-juniors-job-search/

Dan Finnigan, a recruiting industry veteran, says that at first he didn't believe the stories he heard from hiring managers about how parents are hand-holding their Gen Y children through the process of landing a job.

But the stories keep coming about helicopter parents taking over their adult children's job searches, tagging along with their twentysomething kids to employment fairs and job interviews and even calling prospective employers on their children's behalf.

"Let me be clear," Finnigan writes in a recent *Wall Street Journal* column. "If a recruiter has to deal with your mom or dad, you're not getting the job (unless they own the company)."

I spoke with Finnigan this week, and he notes that parents today aren't any different from their parents or grandparents in being proud of their kids and wanting them to succeed in life.

But unlike previous generations, 21st century parents are more apt to see their children's achievements as a reflection on themselves. "It's that notion of having the perfect house, the perfect car, the perfect career and the perfect child," says Finnigan, CEO of the recruiting software company Jobvite. "Their children are like their Mercedes; they have to be perfectly buffed and waxed."

The situation is compounded by the worst recession in decades, which has been especially hard on younger job seekers. According to this Associated Press report, 26 percent of 2010 college graduates left school in June without a job offer, down from 34 percent in 2009, but still well above the nation's overall unemployment rate.

The best thing parents can do for their college-graduate children is follow the age-old advice to teach them how, not do it for them, Finnigan says. When it comes to job hunting, he suggests the following dos and don'ts:

- Do offer to edit or proofread your college graduate son or daughter's resume. Don't write it for them.
- Do offer to help quiz them on answers to potential interview questions. Don't go to interviews with them.
- Do use your personal or business network to help them find internships or entry-level jobs that are a good fit for their interests. Don't use your influence to get them a job or negotiate salary.
- Do encourage your adult child to ask for informational interviews to find out what working in a particular job entails. Don't worry about their first job not being "right" for their career. "There aren't a lot of perfect first jobs, there are just a lot of jobs," Finnigan says. "They just need to know that every journey begins with a step, and there will be many steps. I had a lot of different jobs in my 20s and very few pointed to the career path of being a software CEO."

Getting overly involved in your kids' job searches doesn't just send the wrong message to employers. It also has the unintended consequence of showing your kids they can rely on you in the future to negotiate "the tough stuff of life," Finnigan says.

Apart from that, parental meddling forces companies and their hiring managers to deal with uncomfortable and unexpected situations, such as how to let down an upset parent easy when a child doesn't get the job.

"It's crazy," Finnigan says. "I suspect they're training them how not to be rude or blunt, and how to deflect aggressive parents without reflecting poorly on the company."

[the hr capitali$t]
get to the table | stay at the table

Who Got Their Last Job Through Social Networks? College Educated Ys and High-End Professionals
November 16, 2010
http://www.hrcapitalist.com/2010/11/who-got-their-last-job-through-social-networks-college-educated-ys-and-high-end-professionals.html

We hype social media and social networks a bunch as bloggers. But does anyone really get a job through contacts and conversations had through social media?



As it turns out, yes. But not everybody has the same level of success.

Jobvite just released "The Jobvite Survey: Job Seeker Nation 2010". Go check it out, they're doing stuff like breaking down job hunters into three categories - Active job seekers, stationary employees and proactive career managers.

Proactive career managers - the ones who aren't actively looking but would leave you like you had leprosy if the right job came along - make up 53% of all job seekers.

Good stuff. But what I find most interesting in the survey is who has the most success finding jobs via social networks... Check out the chart to the right, and you'll see that those landing in $100K+ jobs and those landing in jobs paying $25-49K have the most success using social networks to find a new gig.

Which confirms what I thought I knew, which is as follows:
-100K candidates are most likely to use LinkedIn effectively, thus the effectiveness %...
-College educated Gen Ys (they'll make $25-49K out of the gate) know how to use all technology...
-Middle managers and middle career folks are slow to uptake new technology because they're comfortable, and it's just too much effort...

-The low end worker doesn't have the tools and perhaps the skills to compete in the digital world. My observations based on the chart from the Jobvite survey to the right. What's your take?

Go check out The Jobvite Survey: Job Seeker Nation 2010 today...

Silicon Valley MercuryNews.com

Silicon Valley jobless rate drops in October
November 19, 2010
http://www.mercurynews.com/top-stories/ci_16657905?nclick_check=1

Santa Clara County turned in its best jobs report in 18 months in October, as growth in the tech sector helped send the unemployment rate down to 10.6 percent, the state reported Friday.

It was the first time the jobless rate has dipped below 11 percent since May 2009 and the first time in that long in which the number of jobless looking for work in the county has dropped below 100,000. And for the second month in a row, the San Jose metro region had more jobs than it did a year earlier, after 22 months of decreases. The report by the state Employment Development Department shows that the region's economic gains are gradually translating into jobs, analysts said.

"The tech centers are coming back," said Stephen Levy of the Palo Alto-based Center for Continuing Study of the California Economy.

California's jobless rate remained stuck at 12.4 percent for the third month running, but the state added 39,000 jobs, while the national unemployment rate is at 9.6 percent.

Santa Clara County's jobless rate was down from 11.2 percent in September. San Mateo County continued to post one of the lowest unemployment rates in the state, at 8.5 percent, down from 9.1 percent in September.

But for all the positive news, there are still 96,700 unemployed people in Santa Clara County and 31,500 in San Mateo County, pointing to a lengthy road to complete recovery.

The San Jose metropolitan area of Santa Clara and San Benito counties added 5,100 nonfarm jobs from September to October, and is up 4,000 jobs from October 2009. Professional and business services -- an important tech hiring sector -- added 500 jobs in the month and is up 3,600 jobs in the past 12 months.

Levy noted that the state's technology centers of Silicon Valley and Orange County were the places that showed substantial job gains in October.

"It's what you would expect," he said, "with exports picking up and the green economy looking like it's poised to take off."
Job seekers, recruiters and online job services reported renewed hiring, though companies were still being very selective.

Katie Penn, 36, who lost her job nine months ago in the acquisition of Sun Microsystems by Oracle, landed a job a few weeks ago in San Francisco withSalesforce.com. She said that after "months and months and months of no bites," she suddenly found herself with two potential job offers in October. Is the job market picking up? "Absolutely," Penn said. "I went from nothing to two jobs." Penn and her family are returning to San Francisco after moving to Colorado while she was between jobs.

New job listings on Jobvite jumped by 17 percent for valley companies from July to September and are up 85 percent in the past 12 months, said Dan Finnigan, CEO of the Burlingame recruiting software company.

Driving the hiring are companies such as Zynga, LinkedIn and Twitter, he said. "These are companies that are profitable with scalable business models that are trying to get bigger as fast as they can. With a comeback in the IPO market next year, the valley's business model has clearly survived the downturn and is back and in business."

Sheeroy Desai, CEO of recruiter Pac Labs in San Francisco, said tech hiring is resuming, but companies are being very selective.

"We're definitely seeing a recovery," Desai said. "The companies that we are working with are hiring more than they were a year ago. Every company has its own thing -- people with Java skills, e-commerce skills. Everyone is looking for a specialization. The days of going out and hiring great general technologists just don't seem to exist."

Jon Haveman, an economist with Beacon Economics in San Rafael, said the San Jose metro report was not as good as it looks at first glance.

Seasonally adjusted for things like increased hiring for the holidays, the valley is down 400 jobs, he said. "But it's just one month and Santa Clara County has been doing better than the rest of the state throughout 2010," Haveman said. "The fact that we're down this one month is not a reason to panic."

Silicon Valley
MercuryNews.com

More Job Gains for Valley
November 20, 2010
Hard copy

Santa Clara County turned in its best jobs report in 18 months in October, as growth in the tech sector helped send the unemployment rate down to 10.6 percent, the state reported Friday.

It was the first time the jobless rate has dipped below 11 percent since May 2009 and the first time in that long in which the number of jobless looking for work in the county has dropped below 100,000.

And for the second month in a row, the San Jose metro region had more jobs than it did a year earlier, after 22 months of decreases. The report by the state Employment Development Department shows that the region's economic gains are gradually translating into jobs, analysts said.

"The tech centers are coming back," said Stephen Levy of the Palo Alto-based Center for Continuing Study of the California Economy.

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Disengaged Nation: Some 77.5 Million Employed Are Ready to Make a Move
November 20, 2010
http://www.tlnt.com/2010/11/12/disengaged-nation-some-77-5-million-employed-are-ready-to-make-a-move/

There has been a lot written about how disengaged American workers are today given all that has happened – layoffs, furloughs, pay cuts and freezes – to them during the economic downturn and Great Recession.

Some make the case that this is overblown and that America's workforce is actually a lot more engaged than people think. Well, here's something that makes the case that employee engagement is actually in a lot worse shape than even the most pessimistic observers believe.

A new survey by recruiting website Jobvite found that two-thirds of currently employed Americans, roughly 77.5 million people, are either actively seeking a job or open to taking a new opportunity. An additional 33 million American adults – unemployed job hunters or soon-to-be college graduates – are also looking for work, for a total of 110.5 million job seekers looking to make a move overall.

Still think that those concerns about employee engagement are overblown?

"A nation of job seekers"

The Jobvite survey describes this as "a nation of job seekers," and the survey makes this point in the executive summary:

Millions of Americans are currently unemployed, but they're not alone in the hunt for work. They are joined by employed people actively looking to switch jobs, college graduates entering the workforce – and a large group of employed Americans who are open to a new job. These groups form a nation of job seekers

The Jobvite survey – titled Jobseeker Nation 2010 – isn't about employee engagement, per se, but anyone who follows the many surveys and discussions about it knows that it says a lot about how American workers feel about their jobs and their employers when two-thirds of them are ready and willing to bolt their current organization and go somewhere else.

The survey broke the workforce down into three categories of workers in the United States:

Stationary Employees who are currently employed and not seeking or open to a new job.

Active Job Seekers that have recently looked or are currently hunting for a new job. This includes unemployed job seekers, employed workers actively seeking new jobs, workers hired in the past 12 months, and pending college graduates.

Proactive Career Managers who are currently employed and open to a new job but are not actively seeking one.

What is a 'Proactive Career Manager?'

Much of the survey's focus was on the "Proactive Career Managers" group that makes up most of America's workforce, but as the executive summary notes, "not much has been known about their collective characteristics until now. In the past, job seekers have been categorized as 'active' or 'passive,' but this new segment is far from passive about building professional networks to surface new career opportunities. The survey revealed this category of worker to be:

Young: 73 percent are ages 18-44, compared to 53 percent of Stationary Workers and 76 percent of Active Job Seekers.

Highly educated: 52 percent are college grads compared to 31 percent of Active Job Seekers and 44 percent of Stationary Employees.

High-earning: 34 percent have an annual household income of $75,000+ compared to 19 percent of Active Job Seekers and 42 percent of Stationary Employees.

Positioning for the next opportunity: 73 percent engaged in job search activities in the last 12 months compared to 28 percent of those not open to a new job, the Stationary Employee.

Social: 77 percent use Facebook, 36 percent use Twitter, and 34 percent use LinkedIn.

Well connected: 52 percent have 50+ contacts on Facebook, 18 percent have 50+ contacts on Twitter, and 17 percent have 50+ contacts on LinkedIn. Stationary Employees and Active Job Seekers have 50+ contacts at similar or lower rates for Facebook and much lower rates for Twitter and LinkedIn. In addition, Proactive Career managers with a college degree or higher have markedly larger social networks than those without a college degree.

"A large group of job seekers believe they have a better chance to land a job if they are connected, proactive and prepared – and rightly so," said Dan Finnigan, President and Chief Executive Officer of Jobvite, in a press release accompanying the survey. "These are some of the very qualities employers look for when hiring, and social networks are emerging as the meeting ground for like minded innovative employers and prospective employees."

How job seekers find new jobs

The Jobvite survey also found that the gold standard of job-hunting – referrals – remains the most common way to secure a new job. However, younger professionals build their networks faster and generate more referrals online as compared to previous generations still using more traditional methods.

44 percent of all job seekers cited referrals and/or social networks as the source of their most recent job, compared to 32 percent for job boards (note, respondents could select multiple options).

18 percent of respondents ages 18-24 and 19 percent of respondents ages 25-34 used social networks to find their current job, compared to just 9 percent of those 35-44, 4 percent of those 45-54, and 1 percent of those 55+.

Extrapolated to the national adult population, approximately 14.4 million American job seekers would credit online social networks for their current/most recent job.

While Internet job boards remain a popular resource, Jobvite's survey found one-third of respondents using them (33 percent) said they could not find relevant jobs there. Meanwhile, the astronomical growth of social networks has created a new way for companies and candidates to connect online. Nielsen calculates social network traffic grew by 43 percent from June 2009 to June 2010, and social network activity is now the single largest activity online, dwarfing online games, email and search. And Americans are now turning to their social networks to find jobs.

"The survey reinforces what we know from our work, today our potential workers are no longer 'job-seekers' but consumers – of work itself," said Libby Sartain, noted author and former Chief Human Resources Officer of Yahoo! and Southwest Airlines, in a Jobvite press release. "They are always open to the next job opportunity, one that's flexible, recognizes their unique abilities, and is 'Facebook worthy.' Now employers must establish a talent brand that's just as compelling as a consumer brand."

This is a lot of information to digest, and there is a lot of interesting material here. But, it follows much of what Lee Webster, SHRM's Director of Workforce Standards, talked about this week in his "Future of HR" presentation at KronosWorks in Las Vegas. To wit: the three big challenges for HR comes down to dealing with 1) disrupted workforce structures (that were disrupted during the downturn); 2) employees who now feel alienated and distrustful of management; and, 3) the reduced resources for HR initiatives to deal with these issues.

If you aren't worried about holding on to your workers, you should be. The Jobvite Job Seeker Nation 2010 survey makes that point very clear, but how many senior managers and executives are really listening closely enough to do something about it?



Trying to See the Forest Through the Trees...
November 24, 2010
http://www.fistfuloftalent.com/2010/11/im-going-to-admit-something-that-is-a-little-hard-to-admit-for-fear-of-just-coming-across-as-careless-or-ignorant-ive.html

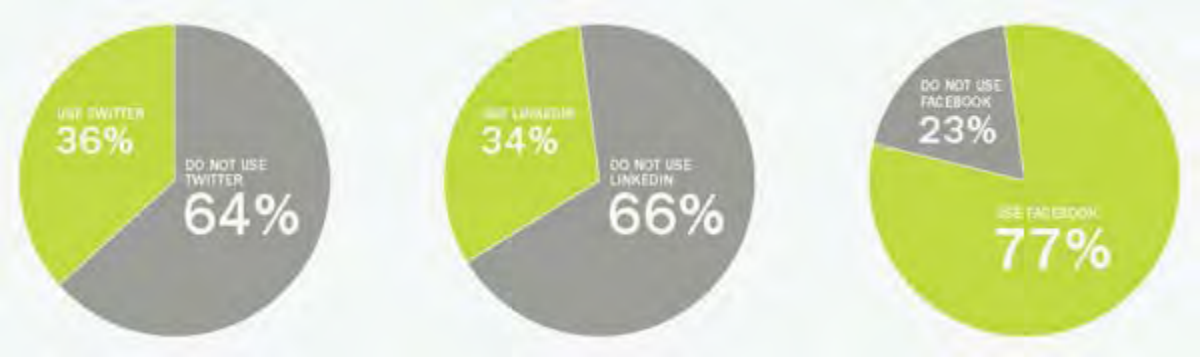
I'm going to admit something that's a little hard to admit, for fear of just coming across as careless or ignorant... I've not always been the greatest at staying on top of job seeker data. I remember once when my pal Kris Dunn asked me a while back, pre-recession, what the unemployment rate was in DC. I had no clue. Shoulder shrug, followed by a response something along the lines of... "Should I know?" Does it matter how many unemployed people there are? If I have jobs to fill, then I'm focused on finding candidates. Employed or unemployed, I just want qualified. My focus has always been on what's on my plate rather than the broader economic outlook. (Tssk, tssk... go ahead and say it...)

Of course, of late though, it's just simply impossible to ignore employment numbers and job seeker stats. If you pick up a newspaper or tune into CNN at all, you know when the monthly/quarterly employment numbers are out and therefore, what the country and President's prognosis is. But even still, I could put that all aside and tell you that I feel like I'm an economic barometer of sorts -- more requisitions = greater new business, or more career transitions because others are hiring. If I'm busy recruiting, then the economy must be looking good, right?

The truth is, sometimes it's just a bit hard to step back and look at the forest when you're so focused on cutting down that darn tree. And maybe, it's just that I can't see how employment stats and job seeker data is really going to impact that one really hard to fill req, that position that's been open for months now. But maybe... well, what if job seeker data could help me do my job better, faster? It's a thought. So, here's some data that may be worth paying attention to – it at least caught my attention…The Jobvite Survey: Job Seeker Nation 2010. There's some interesting stuff in the report about just who those job seekers are that we hear stats about all the time, and how they approach the job search... but of note for me? Two things. First, that there are those out there who we can peg as "proactive career managers":

Proactive Career Managers are currently employed and open to a new job but are not actively seeking one. This segment represents 53% of the working population and 27% of all American adults, roughly 63.5 million Americans...
53% of the working population! 27% of all American adults! 63.5 million Americans! Those are numbers that kinda matter, right? That's a whole lotta people who would be open to a new job. But perhaps more interesting? Well, if we were to ask how to tap into that group? That's when the data becomes even more interesting. And worth really paying attention to. As for where they're congregating... they're on Twitter, and LinkedIn - but overwhelmingly where they hang out and spend time? On Facebook.

Check out the graphics:



It makes me stop and say, wow, right? The stats are interesting... it kinda makes you think a little bit about the tools you're using, yes? But it also makes me step back to look at the forest, and think less about those actual reqs on my plate. Interesting report. Check it out. And take a moment to step back and see more than just that one tree you're trying to chop down. I know I'm trying to...



How to Network Using Social Media
November 24, 2010
http://money.usnews.com/money/careers/articles/2010/11/24/how-to-network-using-social-media.html

Christine Garland, a Michigan State University junior, had been internship hunting for a couple of months in 2009 before a Twitter-savvy friend offered to help. "I have a qualified PR student looking for summer internships," he tweeted. Within five minutes, he got a response from a Chicago-based B2B Web marketing company. The firm interviewed Garland and took her on as an intern. Now 22, she works as a social media manager and brand strategist for the daily deal website Savvy Avenue. These days, when Garland looks for interns to hire, she turns to Twitter, Facebook, LinkedIn, and blogs to find them.

A 2010 survey of 600 human resources professionals and recruiters by Jobvite, a recruiting software company, found that 83 percent of firms planned to use social networks to hire this year. With HR going digital, job search experts agree that social media are vital, starting with LinkedIn. "If you're not on LinkedIn, you do not exist to recruiters," says Kevin Donlin, co-director of Guerrilla Job Search International, who adds that a completed bio and a professional-looking picture are essential. Remember that once a comment or photo goes online, anyone might see it. Don't complain about your job on Facebook and avoid drunk-tweeting.

Once you've established an online presence, reach out to relevant contacts. Interest or alumni groups on Facebook or LinkedIn offer easy ways to find people in your field and location. Use Twellow.com, the Yellow Pages for Twitter, to search for "marketing director New York," for example. Then identify the person with the most followers and make a connection. You can then build a relationship by joining group chats, sending a contact an interesting article, or retweeting and replying to tweets, suggests Jason Alba, CEO of job coaching website JibberJobber.com. That way you'll avoid looking desperate while you get on the radar of someone who can help you. The more you help others, "the more inclined people are to do the same thing back," Alba says.

Keep the goal of social networking in mind: offline meetings. Ask connections to join you for coffee or to chat by phone so you can learn about their companies or solicit advice. Don't just ask for a job, though, Donlin warns. As the adage goes, "Make a friend before you make a sale."

online recruiting news.com
top industry news from the online recruiting sector

Jobvite survey: 77 million employees looking elsewhere for opportunity
November 24, 2010
http://www.onlinerecruitingnews.com/jobvite-survey-77-million-employees-looking-elsewhere-for-opportunity/



While millions of Americans are still coping with unemployment from the recession, those that are employed are expressing discontentment with their jobs.

According to a new survey published today from Jobvite, a recruiting platform, two-thirds of currently employed Americans, or roughly 77.5 million people, are either actively seeking a job or open to a new opportunity.

An additional 33 million American adults who are either unemployed or about to graduate are also looking for work for a total of 110.5 million job seekers.

For the survey, Jobvite grouped workers and potential workers into three categories:

Active Job Seekers have recently looked or are currently hunting for a new job. This includes unemployed job seekers, employed workers actively seeking new jobs, workers hired in the past 12 months (recent hunters), and pending college graduates. Active Job Seekers comprise 14% of the working population and 20% of all American adults (employed and unemployed). Based on 2010 Census Bureau data, this equals roughly 47 million Americans.

Stationary Employees are currently employed and not seeking or open to a new job. They represent 33% of the working population and 17% of the American adult population, roughly 40 million Americans.

Proactive Career Managers are currently employed and open to a new job but are not actively seeking one. This segment represents 53% of the working population and 27% of all American adults, roughly 63.5 million Americans.

The survey found that these proactive career managers are young, highly educated, ambitious, and most are positioning themselves for the next opportunity.

“A large group of job seekers believe they have a better chance to land a job if they are connected, proactive and prepared — and rightly so,” said Dan Finnigan, President and Chief Executive Officer of Jobvite. “These are some of the very qualities employers look for when hiring, and social networks are emerging as the meeting ground for likeminded innovative employers and prospective employees.”

The survey also explored the most popular job search methods. Referrals remain the most common way to secure a new job. Younger professionals build their networks faster and generate more referrals online as compared to previous generations still using more traditional methods. More finds include:

– 44% of all job seekers cited referrals and/or social networks as the source of their most recent job, compared to 32% for job boards (note, respondents could select multiple options).

– 18% of respondents ages 18-24 and 19% of respondents ages 25-34 used social networks to find their current job, compared to 9% of those 35-44, 4% of those 45-54, and 1% of those 55+.

– Extrapolated to the national adult population, approximately 14.4 million American job seekers would credit online social networks for their current/most recent job.

– While Internet job boards remain a popular resource, Jobvite's survey found one-third of respondents using them (33%) said they could not find relevant jobs there.

CONSUMERAFFAIRS.COM

Social Networks Can both Help and Hurt Your Job Search
November 29, 2010
http://www.consumeraffairs.com/news04/2010/11/social-networks-can-both-help-and-hurt-your-job-search.html

They may be called social networking sites, but Twitter, LinkedIn and Facebook could just as easily be named "first impression" job sites because that's where recruiters and hiring managers are more likely than ever before to get their first glimpse of you as a potential job candidate.

A survey of 600 human resources professionals and recruiters by the recruiting software company, Jobvite, found that 83% of them plan to use social networks to hire this year.

Job search experts will tell you that the best networking site today is LinkedIn. I can pretty much attest to that. When my colleague at Merrill Lynch got a job at UBS, I sent him a message through LinkedIn and dropped the hint, that if he ever needed any help to keep me in mind.

Social Networking Comes to Fore As Regular Recruiting Tool
December 1, 2010
Hard copy

Social networking has become a standard tool of recruiters, allowing employers to reduce dollars and time spent on other recruiting avenues.

Seventy-three percent of HR professionals and recruiters said they used social networks or media in recruiting during 2010, while another 9 percent planned to begin, according to a midyear survey of more than 600 respondents conducted by **Jobvite**, a recruiting technology vendor based in Burlingame, Calif. Only 3 percent of respondents were **Jobvite** clients.

The most-used channels: LinkedIn, used by 78 percent; Facebook, 55 percent; and Twitter, 45 percent.

Social network recruiting has become a "mainstream channel," says Dan Finnigan, president and chief executive officer of **Jobvite**. "Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same."

Among other findings of the 2010 Social Recruiting Survey: 46 percent planned to spend more on social network recruiting in 2010 than in the previous year, while 36 percent planned to spend less on job boards and 38 percent less on third-party recruiters. Respondents rated social networks as providing job candidates of significantly higher quality than job boards.

Aol Jobs.

New Unemployment Numbers 'Devastating' but Not Debilitating
December 3, 2010
http://jobs.aol.com/articles/2010/12/03/new-unemployment-numbers-devastating-but-not-debilitating/

"Expert" economists predicted that at least 140,000 new jobs would be created in November and that the unemployment rate would hang tight at 9.6 percent (if not be reduced a fraction). So it felt like a punch in the stomach to the American work force when the Department of Labor's monthly report stated that only 39,000 jobs had been added and that unemployment has climbed to 9.8 percent.

"The numbers are devastating," says national trends expert Michael G. Zey, PhD, a professor at Montclair University. "They show this so-called economic recovery has been tepid. In a true recovery, we would be adding more than 200,000 jobs per month, and bringing back some of the 8 million jobs lost since 2007."

But how can the number of jobs added be so low, especially since the Department of Labor also announced today that in October 172,000 jobs were added? That's a revised number up from 151,000. You may have also heard reports that 600,000 holiday jobs were opening up. Well, the November numbers released today have been what they call "seasonally adjusted" and don't include most of the part-time, temporary positions.

That's not to say that the abundance of seasonal work won't have a positive effect on the economy, however. Even part-time jobs increase people's spending power, and that increases profits for the companies doing the hiring.

A glum immediate outlook
Still, unemployment numbers might get worse before they get better, explains Dan Finnigan, president & CEO of Jobvite, a social recruiting software company. People traditionally stop looking for work during the holidays, and therefore drop off the radar. When they start looking again in January, the number of unemployed people seems to increase.

But Finnigan believes that in January job seekers won't just be looking, they will be finding. Right now, he says, most companies are devising their budgets for the upcoming year, and they won't be hiring until the first or second quarter. Corporate America has been sitting on huge amounts of capitol, and has been "reluctant to add to the payroll until they see how the recovery is going," he says. "They've been squeezing as much as they can out of their current work forces, but should finally open up next year. They'll say, 'Enough! it's time to hire more people!'"

Zey points out that profits are indeed up at some companies, but that's because of company wide cost-cutting, which includes layoffs. They're not actually making more, they're just spending less.

Harry Holzer, professor of public policy at Georgetown and author of the soon-to-be-published 'Where are All the Good Jobs Going?: What National and Local Job Quality and Dynamics Mean for Workers,' adds that while productivity in America is up, that's not going to necessarily create more jobs. "Doing more with less looks good on the corporate bottom line, but not on the bottom line of the American worker," he says.

So what can we do about it?
The answer, according to Zey is in increasing production. "America needs to become a nation of producers again, not the nation of consumers which we have become. We need to increase our manufacturing base." He points out that the financial industry is thriving again, "but we can't all be bankers." The manufacturing sector actually lost 13,000 jobs last month.

Zey feels policy makers should be focusing on areas with much growth potential, such as energy development. "It's quick, and the most logical," he says. He believes that instead of importing energy from foreign sources, we should be expanding on what we have right here within our own borders. And he believes the government is restricting that development, rather than encouraging it.

"I do see a way out of the current situation," says Zey. "But it will require a revolution in policy making and will require take great courage. Tax cuts alone won't help."

And on the political front, today's disappointing rise in unemployment numbers is expected to nudge legislators toward extending unemployment benefits and retaining the Bush-era tax cuts, all of which have been the subject of much debate.

"The important thing to remember," according to Georgetown's Holzer, "is that you should never place too much weight on any one month's numbers. Last month the numbers were much better, and there may have been a little too much euphoria. Just remember, this is only one month. Things will change again next month."



Is the U.S. Employment Rate Improving?
December 7, 2010
http://www.bnet.com/blog/entry-level/is-the-us-employment-rate-improving/3686

The signals are mixed. The November jobs report showed just 39,000 new positions created against analysts' estimates of 150,000, which was called "dreadful," "grim" and "disappointing." But a new survey by Manpower Inc., a major provider of temporary workers, finds that more US employers are planning to hire in 2011.

What does this all mean for job seekers, especially young people competing against more experienced candidates?

Anne Murguia, a recruiting expert and VP at social recruiting company Jobvite, isn't quite ready to break out the champagne and party hats yet, saying "everybody is prepared for a long slog." But she does see glimmers of hope for 2011 — especially for well-educated job seekers — pointing to three reasons for optimism:

Financial fundamentals. Companies have gotten more productivity out of the workers they have and are sitting on a pile of cash — nearly $2 trillion. They're also seeing increasing revenues. Four out of five firms in the S&P 500 have seen revenues increase in the last quarter reported.

An uptick in temporary and contract hiring. A recent survey from Careerbuilder found that more employers plan to hire more temporary or contract employees than permanent employees this quarter. That's often a precursor to full-time hiring later.

Small business hiring. Businesses with less than 50 employees are a driver of growth in the U.S., so the ADP report that came out December 1st showing small businesses are adding the most workers is a good sign as well.
So what should you do if you're a young person looking to position yourself to take advantage of the economic bright spots and grow yourself a career with long-term potential? Murguia stresses that you shouldn't neglect your education as innovation with be a source of much future growth

If you have a college education you're definitely in a better situation for long-term growth. It's been hard for people graduating right now into this, but over the next ten years those skills are going to be really valuable. We know that the demand for college educated workers will outpace supply by 300,000 annually and by 2018 the U.S. will be producing three million fewer college graduates than we need for jobs. So if you have a college education in your pocket that is a good start.

We really see the growth in jobs in the future coming from those that require high skill. By 2015, 76 percent of U.S. jobs will require highly skilled workers, special skills like science, technology, engineering or math. That's great for people who have those kind of skills, but companies who are innovating are providing a lot of employment even if you don't have those technical skills. For example, you can work

for innovation or technology-driven companies in a non-technical role and get the benefits of that growth if you're in sales, marketing or finance. A young person looking for a growth opportunity should look for those kind of innovative industries and companies and make a place for yourself there.

It also pays to allow yourself to be flexible, according to Murgaia, who points out that the jobs of the future may be in industries we haven't even imagined yet. "For example, you think of the social gaming industry, companies like Zynga that created Farmville and all the popular social network games. That industry wasn't around three years ago and now they're a great growth engine in terms of hiring." The key is to polish adaptable skills that emerging industries, from gaming to green tech, can utilize in these brand new sectors.

Do you see glimmers of light at the end of the tunnel or is Murguia over optimistic?



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December 7, 2010
Hard copy

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Small business hiring. Businesses with less than 50 employees are a driver of growth in the U.S., so the ADP report that came out December 1st showing small businesses are adding the most workers is a good sign as well.
So what should you do if you're a young person looking to position yourself to take advantage of the economic bright spots and grow yourself a career with long-term potential? Murguia stresses that you shouldn't neglect your education as innovation with be a source of much future growth

If you have a college education you're definitely in a better situation for long-term growth. It's been hard for people graduating right now into this, but over the next ten years those skills are going to be really valuable. We know that the demand for college educated workers will outpace supply by 300,000 annually and by 2018 the U.S. will be producing three million fewer college graduates than we need for jobs. So if you have a college education in your pocket that is a good start.

We really see the growth in jobs in the future coming from those that require high skill. By 2015, 76 percent of U.S. jobs will require highly skilled workers, special skills like science, technology, engineering or math. That's great for people who have those kind of skills, but companies who are innovating are providing a lot of employment even if you don't have those technical skills. For example, you can work for innovation or technology-driven companies in a non-technical role and get the benefits of that

growth if you're in sales, marketing or finance. A young person looking for a growth opportunity should look for those kind of innovative industries and companies and make a place for yourself there.

It also pays to allow yourself to be flexible, according to Murgaia, who points out that the jobs of the future may be in industries we haven't even imagined yet. "For example, you think of the social gaming industry, companies like Zynga that created Farmville and all the popular social network games. That industry wasn't around three years ago and now they're a great growth engine in terms of hiring." The key is to polish adaptable skills that emerging industries, from gaming to green tech, can utilize in these brand new sectors.

Do you see glimmers of light at the end of the tunnel or is Murguia over optimistic?

Portfolio.com
a bizjournals property

California's Economic Dreamin'
December 7, 2010
http://www.portfolio.com/views/blogs/daily-brief/2010/12/07/california-entrepreneurs-and-venture-capitalists-weigh-in-on-economy

As California wrestles with a budget deficit that could hit $25.4 billion over the next 18 months, one must wonder: What are its considerable intellectual resources contributing to this debate?

From venture capitalists and entrepreneurs in Northern California, who are adept at solving the world's technology and energy problems, to movie stars in the southern part of the state who lay claim to knowing the answers to just about everything, the state has no lack of ideas.

Now there is a real crisis in their home state. Governor Arnold Schwarzenegger convened the legislature for a special session on Monday and declared a state fiscal emergency. The legislature is inclined to ignore his demand for cuts in social services and address the problem on January 3 when governor-elect Jerry Brown takes over.

Time is of the essence, though. That is why Portfolio.com has convened its own virtual panel of homegrown California economic insight, commandeered from around the Web.

Netscape founder turned venture capitalist Marc Andresseen tells the Wall Street Journal that the fastest and surest way to boost the economy is by expanding immigration.

"We have this bizarre paradox where we have the world's best research universities, we have the smartest people who come from all over the world to come to study. They end up getting degrees in computer science, electrical engineering, and chemical engineering, and then we kick them out of the country. It's just absolutely crazy. If they were able to stay here to work for other companies and start other companies, we would have so much more economic growth. It would be just amazing. What we are doing now is just completely self-destructive," he tells the Journal, which notes that the U.S. offers "65,000 visas a year for foreigners with advanced skills sought by U.S. companies, plus 20,000 visas for people who graduate from U.S. schools with a master's or higher in certain fields."

Cisco CEO John Chambers says the key is to alter tax policy to promote investment. "It's time we come together and quickly address the serious challenges facing the U.S. economy and American workers. Our No. 1 goal must be to restore confidence in our economy and put people back to work," he said in November on a company blog. "This country must have an environment where innovation and investment is encouraged and rewarded. Currently, however, U.S. tax policy does the opposite," he says.

Perhaps state officials, who are focused on issues such as tax increases and budget cuts, should refocus their efforts to attract capital into the state. The venture capital hubs in the northern part of the state are among the fastest growing regions of the state's $1.9 trillion economy, which is larger than that of most sovereign nations.

"New job listings on Jobvite jumped by 17 percent for Valley companies from July to September and are up 85 percent in the past 12 months," Dan Finnigan, CEO of the recruiting software company, told the

San Jose Mercury News. He said LinkedIn, Twitter, and Zynga are driving the gains. "These are companies that are profitable with scalable business models that are trying to get bigger as fast as they can. With a comeback in the IPO market next year, the Valley's business model has clearly survived the downturn and is back and in business," he said.

And where is Brad Pitt in this debate? Surely he learned a thing or two working on The Big Short, the movie adaptation of Michael Lewis' book.

The QUINNIPIAC CHRONICLE

Think before you post

December 8, 2010

http://www.quchronicle.com/2010/12/think-before-you-post/

Sorry, but what happens on Facebook, doesn't stay on Facebook.

It's actually a gold mine for your potential employers to stalk you more than you stalk your own friends. My friend told me he and his internship boss searched through applicants on Facebook over the summer to find his replacement and they found one Quinnipiac student on a boat funneling what seemed to be beer in her profile picture. You can guess how that application turned out for her.

My friend's boss isn't the only one using what's easily accessible online for recruiting; 83 percent of employers are using or planning to use social networks for hiring this year, according to survey results released on June 30 by Jobvite, a company that offers social media recruiting products.

That percentage is likely to rise in 2011 based on social media's growing popularity.

Do you really still have those photos of you sake bombing still posted on Facebook? Or what about that provocative Halloween costume you wanted all your friends to see? Do you even remember that sloppy message you published about smoking weed?

People lose their jobs for sharing offensive or inappropriate material on Facebook too. It's not just Facebook, either. Professional athletes are penalized for violating league rules against Twitter, such as tweeting during games.

Of course, there are privacy settings for both Facebook and Twitter that allow you to hide personal information and shared content within your network. But does that prevent people in your network from sharing what you publish for the public eye – purposefully or accidentally? Absolutely not. And is it worth the risk of a potential employer digging it up? Not at all.

Winter break is a popular time to apply for jobs and internships. If you plan to do so, spend the time needed to clean up your act on the Internet to present yourself more professionally.

Your online presence is crucial to your job hunt's success – for some jobs more than others – and it's not very hard to look like an impressive candidate online. Not only should your social media accounts be set up and used professionally, but creating a webume (Web résumé) also enhances your application. With free, easy-to-use blogging services like Blogger, WordPress, Tumblr and many more, setting up a website containing a copy of your résumé, a general cover letter and links to work published online is a great way to stand out from the pack.

People born in 1991 or later have been dubbed the "Net Generation" for a reason: They know how to use media technologies better than any other generation. But if you don't see yourself as a part of that generation – in other words, you are someone who repels technology – don't fret. There is a solution.

You can find step-by-step tutorials for just about any online task with a Google search.

There is no reason to put yourself at a disadvantage when applying for jobs or internships because of regrettable decisions clicking the “share” button. Embrace technology and give yourself an edge.

AMERICAN WAY
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How to Succeed in the Business of Social Media
December 15, 2010
Hard copy

How to Succeed in the Business of Social Media

BY NEAL WEBSTER TURNAGE

NOBODY KNOWS THE PRECISE FUTURE of social media, only that there will be one — and that it likely will be more powerful, radical and invidious (creepy, too, perhaps) than it already is. Think about it: Where do you go after accumulating 100,000 friends on Facebook and 2.5 million followers on Twitter except on to the Next Big Thing, upon the invention of which the world awaits. Experts like 28-year-old **Jason Sadler**, founder of IWearYourShirt.com (a social-media site whereby Sadler wears a different company T-shirt every day and blasts out related creative content), believe a new and improved social zeitgeist is coming soon. Until that time, though, we picked his brain about how those who'd like to join the current conversation can make the most of it.



What's the greatest misconception of the social-media trend? That you can be an overnight success. You have to think of it like a business; it takes time to develop.

How much time and money should you invest in it? Smart companies hire people to be on social-media sites 24/7; that's how much time and money you should invest. ... The more you put in, the more you'll get out.

What should a person or a business set out to accomplish through the medium? Number one is customer service, that's the goal. Not to sell tickets or products. Use social media as a venue to get issues resolved and questions answered immediately.

What about branding yourself or your company through social sites? You can, but it's much more difficult. There are more efficient ways.

Your admonition to someone delving into this for the first time is: Be authentic. Do it yourself or hire someone. People respond to people, not to robots or automated responses. And keep content contextual to your company and purpose. Integrate links to video and pictures into your messages. Research shows those get clicked on more than 50 percent of the time.

What else should you do to augment the social-media effort? Think about what you were doing to keep people happy before this movement took off and do that as well. Use apps like Tweetie and TweetDeck to help keep the social aspect organized.

QUICK CLICKS

If Facebook were a country, its population of more than 500 million users would rank third in the world.

About 95 million tweets are sent every day.

YouTube is the second-largest search engine in the U.S.

46% of companies planned to increase their budgets for social-media recruitment in 2010.

More than 73% of companies use social-networking sites to recruit employees, 9.3% were planning to start this year.

Sources: Facebook, Twitter, comScore, Jobvite.com

SHAMELESS SELF-PROMOTION

Speaking of social media, Amexnet Way has launched a new blog, noted GoTheFly. It's designed to keep you informed on the most important travel trends, product releases and travel news happening every day. Plus, we have giveaways — who doesn't like free stuff? So, bookmark it: [illegible]

SecondAct

10 Dos, 10 Don'ts for a New Year's Job Search
December 27, 2010
http://www.secondact.com/2010/12/best-tips-for-a-new-years-job-search---10-dos-10-donts/

If one of your New Year's resolutions is to find a new job, you've come to the right place. I dug through all the posts on careers and job hunting I've written at SecondAct.com over the past year to come up with the best-of-the-best advice for people making a midlife career switch.

Dos:

1. Do Botox your resume. It's always a good idea to freshen up your resume to showcase your experience rather than your age.

2. Do include a photo. Even if you don't include a picture with a resume, add one to your e-mail signature or social network profile. "It helps a potential employer put a face with a name so you're more than just black-and-white words on a screen -- you're a living, breathing, smiling entity," says Lisa Johnson Mandell, author of Career Comeback: Repackage Yourself to Get the Job You Want.

3. Do hang with the online crowd. Human resources managers and recruiters regularly check candidates' profiles on social networks such as LinkedIn, Facebook and Twitter when they have open positions. On LinkedIn, structure your profile the same way you would your resume, emphasizing your strengths, skills and accomplishments.

4. Do consider temp work. Signing on for temporary assignments through staffing agencies is a great way to try out a job without making a long-term commitment. It also could give you a leg up on the competition if the company decides to make a position permanent.

5. Do have a plan. Identify the type of job that plays to your strengths and what it will take to land it. If you've been laid off, don't overlook career counseling or outplacement services that your soon-to-be-ex-employer offers departing workers.

6. Do go where the jobs are. If you're not married to a certain industry, apply for jobs in the industry sectors hiring the most workers. In 2010, that included industries such as health care and internet security.

7. Do get the inside scoop. A fresh start in a new industry might sound great, but be sure to talk with friends, colleagues or former colleagues in the field to make sure reality synchs with your expectations. If it does, research companies to identify those that might be a good fit.

8. Do network. By becoming active in trade associations, service groups or other communities of like-minded people, you'll make contacts that could directly or indirectly lead to a new position.

9. Do polish your appearance. During job interviews, a presentable appearance conveys professionalism. Consider coloring gray hair and updating your wardrobe. When it comes to staying relevant in the job

market, looks do count, says Karen Shimada, with Life by DesignNW, a Portland, Ore., agency that works with baby boomers.

10. Do mind your manners. Follow up job interviews with a thank-you note. We may live in the electronic age, but a handwritten thank you delivered via good old-fashioned snail mail could be the deciding factor between you and another candidate. Even if you don't get the job, a note could push your resume to the top of the pile for the next opening.

Don'ts:

1. Don't include a career summary. Career summaries on resumes are passe -- and may make you look old. Instead, start off with a bulleted list of career highlights. Think of it as your greatest hits list. Be specific about accomplishments, such as "Published author translated into 20 languages" or "Built startup into $2 million business."

2. Don't blow off a job interview. Don't agree to an interview and then sabotage your job search by not showing up. "You have no idea who employers know in their personal and professional networks," says Lauren Berger, The Intern Queen blogger. "Make sure you don't burn a bridge with anyone."

3. Don't show up unprepared. Thoroughly research the company, division and job you're applying for before interview day. Some hiring managers ask candidates "what if" questions to see how they would handle situations on the job. Prepare by doing a mental run-through of possible problem scenarios and how you would solve them.

4. Don't get flustered by interviewers who suggest "You're overqualified." Counter by focusing on aspects of your experience that fit a company's needs. Explain how you'll add to the firm's revenue and productivity. Maintain an upbeat attitude, and show a potential employer your humility and willingness to learn.

5. Don't overlook a new industry. It's possible to switch industries if you have transferable skills. People with quality assurance experience, for example, could move from industries cutting jobs to industries adding them as long as they are up on the latest government protocols and industry best practices.

6. Don't get stuck on finding the perfect job. If you're out of work, any job is better than doing nothing while you wait for a better position to appear. In a potential employer's eyes, it's better to be employed in a less-than-stellar position than not working at all, says Dan Finnigan, CEO of Jobvite, a recruiting software company.

7. Don't subject yourself to ageism. Don't answer questions about your age or how much longer you intend to work. Though it's against the law, that kind of age discrimination is common, says Leah Shearin, a Portland, Ore., employment attorney. Interviewers may make age-related assumptions, and you'll want to set them straight. "They may assume, for example, that you may not be aware of technological advances, so you can talk about all the things that show you are," she says.

8. Don't act closed-minded. Put-downs of other generations during a job interview are a no- no. Given today's multigenerational work forces, chances are good that if you get the job, you'll work with people older and younger than you are. Industry experience and glowing recommendations won't matter if you come off as biased or intolerant.

9. Don't stop job hunting during the holidays. The perfect time to look for work is when everyone else is off having fun because it eliminates some of the competition.

10. Don't give up. If you're out of work, think of yourself as between jobs, not unemployed. Keep your spirits up. "Regardless of your age or what you've done previously, an enthusiastic attitude is the best thing you can bring to the table," says SnagAJob.com job board spokeswoman Heather Moose.

AOL Jobs : http://jobs.aol.com/articles/2011/01/04/hidden-pool-of-job-seekers-compete-with-unemployed-survey-finds/

Hidden Pool of Job Seekers Compete With Unemployed, Survey Finds



Christine Rochelle , Posted Jan 4th 2011 @ 6:11AM

The unemployment rate currently stands at 9.3 percent as reported by the U.S. Department of Labor. But according to a recent Jobvite survey, two-thirds of currently employed Americans have join the unemployed in actively seeking a job or being open to new career opportunities.

Jobvite, a recruiting platform that focuses on the use of social media to match talent with hiring managers, conducted a national online survey of over 2,000 adults on current employment status and also checked whether or not they were actively looking for other positions.

The findings were published by Jobvite in the "Job Seeker Nation 2010" report which states that employed Americans open to new opportunities brings the number of job seekers from 33 million to 110.5 million.

Anne Murguia, VP of Marketing at Jobvite, believes that the report is big news for both job seekers and hiring managers.

The Job Seeker Nation 2010 report shows there's a huge "hidden" pool of talent out there waiting for the right job to come to them," said Murguia.

The report identified these employed Americans who are continuously cultivating relationships and resources to increase their career opportunities as "proactive career managers." Proactive career managers tend to be younger, more educated and earn higher salaries than other segments of the workforce. They are also more likely to have found their last job through a referral, or social network.

Murguia said that the report finds that this segment of professionals are largely between the ages of 18 and 44, have graduated from college and are actively engaged in job search activities.

Employed or unemployed, most of the American workforce understands that they may need a new job at any moment. The jobs we have today are far different than our parents and grandparents – and so are the ways we find them," said Murguia. "This report shows what's happening in the job hunt today – and how people look for work has changed."

For job seekers, understanding that they are competing against a larger number of applicants means being aware of how their peers are going about their job hunts. Murguia identified "savvy" job seekers as those who enhance an online profile with work information, add professional connections in social networks, attend offline networking events, and ask friends for job referrals. Murguia said that she is often surprised how many job seekers do not use social networking sites like LinkedIn or Twitter, as part of their search.

Fortunately, any of us can engage in these activities without a particularly large time investment," said Murguia. "And that investment will pay off when you need a new job or when a new job finds you."

For hiring managers, the Jobvite survey provides insights into job search behavior and into how employers can attract the most qualified workers. Murguia said that these "proactive career managers" are often the exact type of employees hiring managers are looking for, but sometimes they can be the hardest to find.

Proactive career managers are less likely to visit job boards – but they are active in social networks," said Murguia. "So by using social media in your hiring program and engaging employees to tap into their own network, you can attract this valuable segment."

Job seekers shouldn't be worried that the applicant pool is larger than expected, but instead use the survey results to start taking advantage of social networks during their job hunt. Using social media, online networks and employees referrals are beneficial for both job seekers and hiring managers, according to Murguia.

So Murguia suggests to, "update that resume, polish your social network profiles and cultivate your network to find new opportunities."

Filed under: Employment News & Trends

Tags: proactive career managers

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Christine Rochelle specializes in search engine optimized content at PCG Digital Marketing in NJ and blogs for LifeStyler and Digital Dames. Christine has previously worked for a network television dot com, a national entertainment magazine and a NYC media gossip blog. Check out more of her work at christinerochelle.com.

Fortune : http://management.fortune.cnn.com/2011/01/13/10-ways-to-use-social-media-in-your-job-hunt/

10 ways to use social media in your job hun

January 13, 2011: 12:47 PM ET

Over 80% of employers now look for new hires on LinkedIn. Here's how to make the most of your online "personal brand."

By Anne Fisher, contributor

Dear Annie: I've been working for the same company for the past 19 years, but I just found out my department is being eliminated (outsourced) three months from now, so I'm job hunting for the first time in almost two decades. Obviously, lots of things have changed during that time, and I admit I haven't kept pace. A friend sent me your column about social media sites (Facebook your way to a new job?), which is very helpful. But I'm just wondering whether it's really necessary to put so much effort into this online stuff. I really enjoy in-person networking, and I think I'm pretty good at it, so isn't that enough? —Redundant in Raleigh

Dear R.R.: No question about it, face-to-face networking is crucial, and if you're good at it, you have a distinct advantage over many people who find it a chore. Even so, your friend is right: You'd be making a serious mistake to skip social media sites.

"People who have neglected to create and update a social media presence, particularly on LinkedIn, could miss out on being considered for positions," says Ali Chambers, vice president at Boston-based executive coaching and outplacement firm ClearRock. "Extensive, targeted in-person networking is still the best way to find a new job, but it may not compensate for the lack of a complete and updated social media profile."

That's because 83% of employers now use LinkedIn, Facebook, and Twitter to find new hires, according to a survey by recruiting platform Jobvite. Of those, by far the largest number, 89%, rely mainly on LinkedIn, followed by Facebook at 28% and Twitter at 14%.

Without a strong presence on LinkedIn in particular, Chambers says, you make it more difficult for hiring managers who need your skills to find you. "Employers are also using social media sites to find out more information about you after they receive your resume," she adds, "so it also helps to be visible online at that stage."

Chambers offers these 10 tips for getting noticed:

1. Think of your online persona as a brand. Identify the skills that set you apart from the crowd. "Your brand should define the areas where you specialize, and make a persuasive case for the value you can bring," says Chambers.

2. Use your professional headline to showcase your abilities. On LinkedIn, the headline right below your name is "an especially important part of your branding," Chambers notes. Rather than just stating your current (or most recent) job title, the headline "should consist of keywords that accentuate the range of what you can do."

Talkback: Have you found a job through a social media site? Leave a comment below.

3. Position yourself as an expert in your field. Your LinkedIn profile should "include searchable keywords that cover the depth of your experience and skills," Chambers says. "Employers often use social media sites to search for solutions to specific problems, and your expertise may be what they are looking for."

4. Check carefully for any discrepancies between your resume and your online profiles. "Dates of employment, titles, and other details have to match those on your resume precisely," says Chambers. "Employers will pick up any inconsistencies right away." Even a small, innocent error can make you look dishonest or just careless -- not the first impression you want to create.

5. Join LinkedIn and Facebook groups comprised of people in your field. You may well meet prospective employers this way, and "answering questions from other group members and discussing the latest industry trends is a great way to stay current in your field."

6. Include your LinkedIn URL in the signature block of your emails. Doing so encourages people to click on your profile, and the more activity your profile gets, the higher up your name will appear in a search.

7. Make sure you adjust the privacy settings on your profile to "public." You want employers to find your LinkedIn profile when they Google you, so "adjust your privacy settings to accept InMail, a service that is often used by recruiters," says Chambers.

8. Devote a Facebook page to your professional life, in addition to your separate, personal Facebook page. Include the same information that appears on LinkedIn, perhaps with a few more colorful details -- a photo of you giving a speech to a professional group, for example, along with a synopsis of what you said. A Facebook page that is strictly work-related gives you one more opportunity to impress potential employers when they go fishing online, so why not use it to the fullest?

9. Keep your social media profiles updated. "Give meaningful status updates, such as links to your blog if you have one, to show that you're continuing to develop your expertise," Chambers suggests.

10. Include brief reports on your job search in your status updates. This is especially important if your job search goals evolve over time, or if you acquire any new training or qualifications as you go along. Even if that's not the case, it never hurts to remind your connections every now and then that you're available. One of them may know of the perfect job opening for you.

Good luck!

Talkback: Have you found a job through a social media site? What proved most helpful to you in connecting with a new employer? Leave a comment below.
Posted in: Careers, Facebook, job search, LinkedIn, recruitment, social media

DAILY LOCAL NEWS

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Searching for a job? Make sure you polish your image online

By MARIE STEMPINSKI
St. Petersburg Times

It's no secret that posting a profile on LinkedIn can give you credibility and boost your job chances. And Facebook and Twitter can be great job-search tools.

In fact, research shows that company reps are out there on the Internet looking for you. A July 15, 2010, article by Susan Gunelis in Forbes.com says that 90 percent of companies are using LinkedIn to find job candidates and 55 percent use Facebook, while 45 percent use Twitter.

An active profile and good, up-to-date referrals are especially helpful. Jobvite.com, a company that helps job candidates using social networks, reinforces that thought.

"Employee referrals are the highest-quality hires," CEO Dan Finnegan says. "They last the longest, have the best match with expectations and churn the least."

So how do you put social media to use as you search for a job?

• Do some research. Use the networks to find out who's hiring and who has the environment and culture you would like to be part of. Companies use different social networks for different purposes. For example, most corporate business owners, officers and board members have LinkedIn profiles. You can learn about their background, work history and how they rose up the ranks. Many companies use Facebook to promote corporate culture. Some post jobs, and most post pictures, video and audio about products and services, internal company activities and their community involvement. Some businesses tweet looking for candidates with special skills and abilities, and some send direct tweets to potential candidates.

• Create a compelling, up-to-date profile about yourself on LinkedIn. Get referrals from past employers, people who have worked on volunteer projects with you and even from your professors if you are recently out of college.

• Clean up your Facebook page and get rid of any pictures, comments or anything you wouldn't want a potential employer to see.

Use online "friends" and groups to research which jobs are hot, to find job postings and read discussions to learn what employers are looking for. Then make contacts.

• Frame yourself as an "expert," if possible. Tailor your presentation to show that you possess the experience and skills your target companies are looking for. Talk about the projects you've worked on successfully or the quantitative results you've brought about for a company. Also, what research have you initiated, what were the results and how can they help your prospective employer? Have you published (online or in print)?

More and more human-resources professionals and recruiters are using the Internet to look for employees. It's time you put the social networks to work for you!

Marie Stempinski is the founder and president of Strategic Communication in St. Petersburg, Fla. She specializes in public relations, marketing, business trends and employee-motivation consulting.



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Social Media Isn't Just For Goofing Off Anymore

By Susan Shalhoub

Special to the Worcester Business Journal

01/19/11

Never underestimate the power of your online social media profile, says ClearRock, a Boston-based outplacement and executive coaching firm.

Potential employers may be more likely to look you up on LinkedIn, Facebook or Twitter than search through posted resumes on job websites. So if you aren't in the social networking sea you may be missing the boat, said Ali Chambers, vice president of ClearRock.

"Even extensive, targeted networking, which is the best way to find jobs, may not compensate for the lack of a complete and updated social media profile," she said.

Eighty-three percent of employers looking to hire are using or plan to use social media networks, according to a survey by the Jobvite recruiting platform, www.jobvite.com. Fifty-eight percent of employers have hired through social media networks, and most, 89 percent, use LinkedIn.

So how do you use social media to advance your career?

Develop a strong online brand. This should convey the value you bring to an organization, says Chambers, and make sure your profile is set to public so your brand is out there.

Pay attention to the professional headlines on LinkedIn; it should contain powerful keywords that express what you can do, not where you've been.

Position yourself as an expert in your field. Make sure dates and other details on your resume match your social media profiles.

Join online groups and answer questions on discussion boards within your industry and put your LinkedIn URL in the signature blocks of your e-mails, chambers says, to maximize hits and increase your search standings.

Forbes : http://www.forbes.com/2011/01/20/corporate-hiring-strategy-leadership-managing-skills.html

Hiring Is Getting Harder For Employers, Not Easier

Dan Finnigan, 01.20.11, 02:05 PM EST
Here's how to make it easier for your company.

image

For the past couple of years, you have been holding down the fort, keeping expenses and hiring down while waiting for a turnaround in the economy. Nice job. Once again, we have near record profits in the U.S. Consumers are now opening their wallets and, with a workforce again near record highs in productivity, you and your business are clearly getting ready to hire now.

But if you think you're going to be in the driver's seat because your company has open positions at a time of prolonged, record unemployment--think again. The top-level unemployment numbers are deceptive. Dig deeper and you will see that there's a long-term battle for the highly skilled people you will most want to go hire.
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Why? By 2015, 60% of the new jobs being created will require skills only held by 20% of the population, according to a recent report from the American Society for Training and Development. In 1991 fewer than 50% of U.S. jobs required skilled workers. But by 2015 76% of all U.S. jobs created will require highly skilled workers, for example people with special skills in science, technology, engineering or math. Worse yet, Georgetown's Center on Education and the Workforce reports that the demand for college educated workers will outpace the supply in the U.S. by more than 300,000 a year. That means the country will produce 3 million fewer college graduates than are needed over the next decade.

So, you will be waging a war for talent whether you like it or not, a war that requires new strategies and tactics to win. And the fact is that most of us are out of practice, and thus, are likely out of touch with how fast-growing companies hire now.

Two major trends have converged to alter the job-seeking mentality among American workers. First, during the recession, the American worker received the loudest, most clear message in our country's history: No job is permanent, few employees are irreplaceable, and everyone should be prepared to look for a new job at a moment's notice. Second, at the same time, social media has advanced so

far beyond the tipping point that it has become the cultural norm for making connections and sharing information, both professionally and personally. (Time spent on Facebook now exceeds that on Google (GOOG - news - people), and Facebook now sends more people to news and information websites than does Google's dominant search engine.)

The result is a new landscape for both employers and job seekers to navigate, a landscape you will have to get to know quickly to attract the talent you need for your company to compete and grow.
Read All Comments

If you've asked your recruiting team to target passive candidates in the past, it's time you get to know the new proactive candidates, people who cultivate new job opportunities long before they need them. Our company recently commissioned a national survey, Job Seeker Nation 2010, to find out about the job search intentions and practices of the modern, recession-weary American worker. Our research found that 53% of employed Americans--that is, 63.5 million people--are now open to new job prospects, even if they are not actively looking for a new job per se. But a deeper look into their behavior shows they never stop looking for their next opportunity. In fact, 73% of these proactive candidates have engaged in job search activities in the last 12 months, compared with only 28% of those not open to a new job.

So, then how are these proactive job seekers different from the rest of the population? Very, and much more likely to be the people your company needs. They are:

--Highly educated. 52% are college graduates, while 31% of active job seekers and 44% of those not open to a new job are college grads.

Azcentral: http://www.azcentral.com/business/articles/2011/01/21/20110121job-seekers-social-networking.html

Social-networking websites helping job seekers find new work

by DAVID P. WILLIS - Jan. 21, 2011 01:44 PM
Asbury Park (N.J.) Press

In today's difficult economy and struggling job market, one strategy has all but become an imperative for job seekers: adding social-networking websites, such as LinkedIn, Facebook, Twitter and CareerBuilder.com to their arsenal. Put bluntly, "If you are not there, you are missing out on some great opportunities," said Deborah Smith, owner of Foxtrot Media LLC, a Point Pleasant social media marketing and management company.

These days, it's still important, but not enough, to go to networking events, call up friends and former co-workers and scour job advertisements and boards.

"We can take some of that same type of activity online and actually be able to get more of it done," said Anne Murguia, vice president of marketing at Jobvite, a company that develops software to help employers use social networks for recruiting.

Employers are there. According to a Jobvite survey last summer, 92 percent of those hiring in 2010 said they would use or plan to use social networking in their recruiting efforts. One in two companies that are hiring plan to invest more in social recruiting, the survey said.

Why? Just look at the numbers. Facebook has 500 million members. LinkedIn has more than 85 million. Twitter has more than 145 million registered users.

"Based on the economy, a lot of companies are stepping away from using recruiters and print advertisements and job boards because of the expense," said Nancy Anderson, owner of Blackbird Learning Associates LLC in Bound Brook, N.J. "Organizations are also going with the flow to social media."

It multiplies your job search efforts, Smith said.

"It is a 24-hour, seven-day kind of thing. You don't have to wait for that one networking event per month," Smith said. "It is a fabulous way to showcase your talent and experience and knowledge for the people that you meet."

So how do you start?

First, you'll need a profile on LinkedIn. Don't just put your name and what you do, Anderson said. Make sure you include key words describing your expertise so it shows up on searches. For instance, Anderson

gives training classes, so the words "instructional design" are important on her profile. "If I don't have that in my profile, then I will be passed by."

Make sure those keywords are in your first summary statement as well. "You want to have the proper words to get you on page one and to have the keywords for your industry," Anderson said.

You should have a professional photograph. Fill your LinkedIn profile with connections and recommendations from colleagues and peers.

Don't forget the word "social" in social media. In LinkedIn, people can use groups to communicate with members who share an industry or interests inside and outside their own connections.

"It is a fabulous way to showcase your talent and experience and knowledge to the people that you meet," Smith said.

Job seekers can answer questions and give their own advice. "The more active you are, the more you will get in front of people you want to be noticed by," Smith said.

A sommelier and marketing expert, Hay said she gets involved. "I post to make myself look like a subject matter expert in an industry I want to work in," Hay said.

She uses Facebook as well, sending notes to business colleagues who are friends on the site.

"If they post something about whatever project they need work on, if I know how to do it, I send them a message, (saying) "What do you need? I can help you out,' " Hay said.

She has gotten interviews from referrals on Facebook and LinkedIn, she added. Hay also has a wine blog and an online resume, which also helps her job search.

"You can't just post I need a job," Hay said.

Don't forget about Twitter. Some companies also use Twitter to point out jobs at their organizations.

LinkedIn is important if you have a job now.

"The recession hit everybody so hard, there are so many people who are unemployed, even people who were lucky enough to keep their jobs recognize what a close call it was and you always need to be prepared," Murguia said.

CFO : http://www.cfo.com/article.cfm/14551592?f=most_read

Do Social Networks Trump Résumés?

Job seekers and employers who don't use social-networking Websites are missing out on golden opportunities to connect with one another.
David McCann - CFO.com | US

January 25, 2011

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For finance professionals, a carefully crafted résumé has always been vital to landing a job. Now some experts say that social-networking Websites have become just as important to a successful job search, if not more so.

Millions of people have posted their credentials on such Websites, and companies are increasingly using them to find and scrutinize job candidates. In a recent survey by JobVite, a vendor of recruiting technology, 83% of employers said they are using or plan to start using social networks for such purposes. Among the 58% of survey participants that had already hired through those channels, 89% used LinkedIn, versus 28% for Facebook and 14% for Twitter.
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A December survey by a more disinterested outfit, the Corporate Executive Board, offers corroborating evidence: about 80% of companies polled planned to increase their use of social media for recruiting in 2011.

Job hunters and hirers who are not using LinkedIn or similar networking tools are missing opportunities to connect with one another, says Ali Chambers, vice president of outplacement at executive-coaching firm ClearRock. Indeed, labor markets have always been inefficient at matching up employers and candidates; the 2010 Nobel Prize in economics was awarded to three academics for their research on that topic, much of it decades old. But as social networks grow, labor markets promise to become efficient one day.

On LinkedIn, job seekers can not only provide information about themselves and their work histories, but also list their connections, their recommendations, and the discussion groups they belong to. "It has more texture than a résumé," says Chambers.

Recommendations are particularly valuable for such high-level employees as CFOs. "Having people at very senior levels giving testimony to your accomplishments — how you add value and solve problems — may differentiate you from other candidates," says Chambers.

Given that many finance chiefs already have considerable visibility without social networks, such Websites are probably more useful for people reporting to CFOs, such as those in financial reporting, financial planning and analysis, treasury, internal controls, and mergers and acquisitions, says Peter McLean, chairman of the financial officers practice at recruiter Korn/Ferry.

McLean agrees that LinkedIn is an important tool for job seekers, likening it to online dating sites as a mechanism for connecting people. But he disputes the notion that social networks are as important as a résumé. "That's an overstatement," he says. "Your résumé is ultimately what's going to sell you, or not."

Not surprisingly, LinkedIn finance chief Steve Sordello has a different viewpoint. Speaking at last October's CFO Rising conference in Las Vegas, he said the size of LinkedIn's member base — 80 million, with a million more members arriving every 10 days or so — creates transparency that is useful for employers. A person can exaggerate his credentials on a résumé, he pointed out, but on LinkedIn "you're online for everybody you ever worked with to see. It's hard to exaggerate."

That doesn't mean it's impossible to do so. McLean says some people do stretch the truth on LinkedIn, but not many. The vast majority present legitimate credentials, he says.

Another interested observer — Barry Libert, CEO of Mzinga, a firm that provides social-media platforms allowing companies to connect with their employees, customers, and partners — says it's clear that social media have already eclipsed résumés in relevance. "In a world where hundreds of millions of people are connected to each other, your social-media presence, profile, and activities are your résumé," he says. "It is you. Your interests, passions, friends, network, and personality are all there. It is far more valuable than a résumé."

Meanwhile, it's not all about LinkedIn. Chambers says Facebook and Twitter both have enormous potential to become important tools for job seekers and employers alike. They're moving that way now, she says, and both platforms will likely develop job-search apps for use on mobile phones.

ClearRock, meanwhile, offers several tips for building an effective social-network profile:

• Position yourself as an expert in your field. Include searchable keywords that detail the depth of your professional experience. Employers search for not only employees per se on social-media sites but also solutions to problems. Your expertise may be what a company is looking for.

• Stay active. Join LinkedIn and Facebook discussion groups that are composed of people in your profession or industry as well as targeted employers, and post to them regularly. The more you do, the more often your profile will be viewed, and the higher you will rank when potential employers are searching for someone like you. Answering questions from group members and commenting on the latest trends is a way to stay current.

• Watch out for any discrepancies between your résumé and social-media profiles. Such details as dates of employment must match exactly. Employers will pick up on any inconsistencies right away

Favstocks : http://www.favstocks.com/a-reminder-networking-is-important-to-your-career/2531784/

A Reminder: Networking is Important to Your Career

By Tim OBrien on 01/25/2011 – 1:32 am PST -- Opinion

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In talking about job searches, MSNBC says the following about networking:

Just posting stuff on Facebook is not serious networking. Sorry. If you want to find a gig you have to put yourself out there and meet people face to face.

Stefanie Smith, an executive consultant-coach, suggested you commit to inviting five people out to lunch or dinner this year. â€œSeek out those who can mentor you, colleague with whom you can exchange ideas, and former subordinates who have now gone on to new and higher roles,â€ she said.

You have to find out about a job before itâ€™s posted and the best way to do that is through networking, said Jobviteâ€™s Finnigan. Most people get jobs via personal contacts so you have to put yourself out there, he said, and that means attending conferences and going to community events, for example.

The way to find the people you need to know is to research companies via their own sites or in the news if theyâ€™re big enough. You should also follow employers youâ€™re interested in on Facebook, Twitter and any blogs about the company, Finnigan added.

â€œYou want to be the first to hear about new jobs and new opportunities,â€ he stressed. â€œThe early bird gets the worm.â€

Lots to say on this one:

1. Your career is your most valuable financial asset. And one way to both grow it as well as protect it is through networking.

2. There are many ways you can develop contacts through a network. Some examples: network at your current company, network online (they are right about Facebook — LinkedIn is better IMO and blogging can be good too), and network outside your company (by volunteering, joining social groups/clubs, attending conferences and going to community events — as noted above, etc.)

3. I especially like the volunteering option. You get to do something you love, help a cause that you believe in, and make great contacts. What’s not to love? Don’t think this works? It did for me.Â Â

4. Networking doesn’t just happen — you need to plan time for it and make it happen (on purpose.) Here’s my networking plan (though I have decreased the lunches to once per week.)

5. IMO, “inviting five people out to lunch or dinner this year” is way too little effort. It needs to be more like 20 or so. If nothing else, have lunch with work colleagues in the company cafeteria (or bring your own lunch and eat in a conference room.) Whatever. But five people a year isn’t (probably) going to do much for you.

6. “Most people get jobs via personal contacts.” Exactly the point…

7. I wouldn’t classify following companies on Facebook, etc. as “networking” — it’s more “research.” You’re not networking by being informed (not saying being informed is bad, just that it’s not networking.)

How about you? Do you have a specific networking plan for 2011? If not, are you planning to develop one? If not, why not?

Free Money Finance : http://www.freemoneyfinance.com/2011/01/a-reminder-networking-is-important-to-your-career.html

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Forbes : http://www.forbes.com/sites/danschawbel/2011/01/31/branding-in-a-personal-world/

Branding in a Personal World

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This new Forbes blog will be focused entirely on personal branding, across various industries and professions. There has been a lot of buzz around personal branding in the past few years, especially because of the social media explosion. Most people fail to realize that personal branding was first introduced in 1997 by Tom Peter's pinnacle article in Fast Company Magazine, entitled "A Brand Called You." There were no mentions of using social media tools for career success back then. Today, everyone in the world can have their own profile, on a multitude of social networks, which explains the popularity of the concept. In fact, Mashable reports that 92% of American toddlers already have an online presence! You have to manage your career as a brand if you want to be successful and compete in the global economy.

What is personal branding?

Personal branding is the process by which we unearth what makes us special and then communicate that to the right audience.

There are so many people competing for the same opportunities now. Personal branding teaches us how to stand out, be found, and align our true authentic selves with the careers of our dreams.

The new rules of personal branding

I've been in the personal branding field since early 2007 when most professionals didn't understand it and weren't actively managing their identities online. Now in 2011, the economy is much different and the impact personal branding has had on the world has been more significant. Almost everyone you know has some sort of online presence, ranging from a Facebook profile to a full-blown blog.

Here are the four new rules of personal branding that you should consider this year:

Always be searching for your next big opportunity. Your brand will impact your company's brand for better or worse. Two-thirds of employed American's are open to new job opportunities right now, reports Jobvite.com. The new job security is online branding, where recruiters can discover you, and hire you, without a resume submission. Being proactive with your career is critical to your success because if you aren't marketing your brand, no one will know about it.

Your brand will impact your company's brand for better or worse. Recently, Steve Jobs took a medical leave and Apple shares dropped an entire 5%! Your reputation can help or hurt your career and/or

If you have talent and you put yourself out there, anything is possible. This statement really came to life for me after Ted Williams became a celebrity from his supernatural radio voice. Not too many people go from being homeless to being on every national TV show. A single YouTube video went viral, giving him the visibility he needed to showcase his talents. You have a shot of making it big if you give yourself a chance to do so.

Soft skills are becoming more important than hard skills. The 2010 Kelly Global Workforce Index shows that 66% of people feel that verbal communication skills are more important than technical knowledge at 60%. There's so much competition for jobs that technical skills alone won't get you hired anymore.

I look forward to continuing this conversation in my next post. If you're interested in a specific personal branding topic, leave a comment and I will cover it in a forthcoming post.

Dan Schawbel, recognized as a "personal branding guru" by The New York Times, is the Managing Partner of Millennial Branding, LLC, the author of Me 2.0, and the founder of the Personal Branding Blog.

Stringing Words Together : http://stringingwordstogether.wordpress.com/2011/02/01/what-is-linkedin-alex/

“What is LinkedIn, Alex?”

Tags

blogging, Facebook, LinkedIn, postaday2011, Recruiting, social media, Twitter

That would be the Jeopardy question to the answer – “This is the social media tool most often used for recruiting.” (In Mr. Trebek’s distinctive baritone)

It is no surprise really that LinkedIn, a professional network, is a good source for those looking for good candidates. It makes sense to connect with people in the industry and to track recommendations and see who might be a good fit. What I find noteworthy is the broader reality that all of social media has become a greater recruiting tool for employers. In a survey conducted in 2010, Jobvite, a social recruiting software company, found that only less than 15% of companies do not use social media for recruiting purposes.

Image courtesy Jobvite

As you can see, LinkedIn tops the charts but Facebook and Twitter get numbers in the 40-50% range and that is very interesting. I also felt personally intrigued by the data that nearly 20% look at blogosphere as a job fair of sorts!

While many of us may take the effort to maintain a professional image on our LinkedIn profiles, will our Facebook accounts bear the same scrutiny? It is a place where many people think of hanging out with friends or family, and yet, your next boss may meet you there for the first time.

What does this mean for those looking for jobs? The reality is that the employers wants a comprehensive picture of a potential candidate and they like getting the LinkedIn version and the Facebook version. They use social media to research candidates. So, the idea is not to make your social network boringly one dimensional but to show some of that personality, that pizazz, which the future employer may want to see. The key is to not slide into the ridiculous or to enter the danger zone of TMI.

Among those surveyed, around 46% said that they are going to increase their spending on social media recruiting. So, all you potential candidates out there, it may be a good idea to read up on managing your personal brand across social networks. And as your mom said all those years ago, be careful about picking your friends!

Have you found a job via social media? Have you recruited via social media? What was your experience? It will be great to hear your insights.

Workforce Management :
https://home.workforce.com/clickshare/authenticateUserSubscription.do?CSProduct=workforce&CSAuthReq

The Bait Debate

While some folks are hooked on using social media for getting top recruits to bite, others say the concept is overhyped and old-fashioned methods still reel in the best candidates.

Executive Leadership : http://executiveleadershipllc.blogspot.com/2011/02/employee-referrals-our-hiring-created.html

Employee Referrals: 'Our Hiring Created a Monoculture'

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Employee Referrals: 'Our Hiring Created a Monoculture'View Blog
Published in FT.com: February 3 2011 12:05 | Last updated: February 3 2011 12:05
It is hardly surprising that the use of internet-based social media in recruitment is causing so much excitement.

It can bring instant access to potential candidates via professional and social networking websites such as LinkedIn, alongside big cost savings in hiring budgets for companies under economic strain.

Social media websites – particularly those in the US – also talk enthusiastically about using existing employees to recommend people as potential recruits as part of their company's employee referral program.

While employee referral schemes are not new, accounting for roughly 20 per cent of hiring, technology is enabling them to expand greatly. With large companies such as Intel in the US stating that they save millions of dollars in fees by recruiting senior managers through LinkedIn rather than using headhunters, interest is only likely to grow.

FT Executive Appointments examined this topic in a cover feature in November, focusing on the benefits to businesses of hiring workers referred by existing staff – advocates of using technology in this way say it produces high quality applicants with a good cultural fit with the company.

But not everyone is convinced. Critics argue that the large-scale referrals enabled by technology are bad for diversity and tend to produce "clones" of existing staff as they recommend their friends and family to the exclusion of minority groups – a phenomenon that legislation seeks to outlaw.

Sandra Crawford is a resourcing professional who has worked with companies such as Cisco and Microsoft, both of which used employee referral schemes as part of their recruitment options.

She says: "The best thing about employee referral schemes is that it is a recommendation by word of mouth. Candidates tend to be reasonably well qualified, highly motivated and worth the recommendation."

But, she says, a weakness of the system lies in its tendency to perpetuate hiring in a particular "image" or type: "At Microsoft in 2002 we found that people were very happy to be working for Microsoft and the referrals came in thick and fast. But then we realised how bad it was for diversity – because Microsoft was suddenly hiring in its existing image alone – and so we developed other strategies to provide some sort of balance."

These strategies included a very clear scorecard approach, which prevented more than 30 per cent of hiring being done through employee referrals. At the same time, Microsoft increased its efforts at direct recruitment through advertising, using its website, and other campaigns promoting itself as an "employer

of choice", Ms Crawford says. The company also started to use it own career comparison website which specifically targets women.

"In later years, Microsoft re- designed employee referral schemes to incentivise people to think a lot harder about referring women for the roles on offer," says Ms Crawford. Although it is illegal to hire on the basis of gender alone, it is not against the law to suggest people for roles based on their gender.

But the grey area between friendship and social networking may also cast a shadow over some employee referrals. Virginia Eastman, a headhunter in London covering media, communications and marketing for global executive search firm Heidrick & Struggles, says: "If you are only going to rely on employee referrals you are laying yourself open to an alphabet of potential problems."

"It is not a thorough enough vetting process. You are not getting the security of 360 degree referencing which headhunters provide. With employee referrals all you get is whether or not someone might be suitable for a role," she says.

She argues that employee referrals work on consensus, and there is consensus among those who are peers – but there are many things one needs to ascertain about a person in order to determine whether they are right for a job and so such a referral can only be one piece of the puzzle.

Headhunters will, of course, argue in favour of the services they provide, which include taking references on the candidate in question. They tend to agree that companies use referrals because they know what "good" looks like in a particular role but say it is crucial to test the person with tough questions, rather than accepting the judgment of their peers.

Even organisations that regularly use employee referral schemes for hiring have found that they need to be supplemented by other initiatives in order to ensure they are working to full effect.

Paying staff for making referrals is a further complication. New York-based start-up Referrio, an online referral specialist, lists 11 jobs at Cisco and offers about $2,500 per job for anyone who helps to fill the vacancies by spreading the word among their social networks.

In the UK, James Uffindell, founder and chief executive of Bright Network, is passionate about the fit between social networking and recruitment. As well as helping individuals find a job, Bright Network allows employees to refer people for posts and earn a reward for the referral. Recently, for example, it offered a "Bright Reward" of £7,200 for the successful placement of an individual in a role at a private equity firm.

On its website Bright Network says: "Bright Rewards means you get rewarded to find the most suitable of your friends for the best hand-picked jobs."

Most employee referral schemes defer half of any payment until after the appointed person has completed three or six months successfully in the new job.

Another criticism concerns the quality of the relationships in some individuals' social networks. It is one thing, they say, to argue that referred candidates have gained knowledge of the company through the person referring them and are more likely to have the right expectations about the job and its prospects.

But this assumes a degree of closeness between referee and the referred person which might not exist. Not everyone uses a social network in the same way or with the same level of professionalism or interest – and some appear to revel in gathering huge numbers of connections, making the level of their knowledge of those individuals suspect.

Even though companies have used employee referral schemes for a long time, the speed with which they embrace the next step to social media may well depend on the nature of their business and its appetite for risk.

Dan Finnigan, president and chief executive of Jobvite in the US, which offers recruiting software and social recruitment products, was quoted in the FT recently as saying recruits who came into a company by these means “typically come in knowing some people – so they’re a cultural fit”.

But in a world reeling from economic mismanagement where it is in a company’s interest to sharpen scrutiny of appointments, particularly at senior levels, “knowing people” may no longer translate as “cultural fit”.

B2C : http://www.business2community.com/social-media/the-social-side-of-business-5-ways-to-integrate-social-media-throughout-your-b

The Social Side Of Business: 5 Ways To Integrate Social Media Throughout Your Business

By Sarah Goodall, Published February 10, 2011
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I've been reading a lot of articles just recently about the convergence of social media and business. Most shockingly was the research from Robert Half Technology that showed 54% of CIOs banned social media sites altogether from the workplace. Only 10% of the 1,400 CIOs interviewed said that their companies allow employees full access to social networks during work hours. Why does this shock me? Because these businesses are possibly missing out on the best thing since sliced bread!

In my view businesses must learn to use social media within every aspect of the business. Having a Social Media strategy for your business isn't just about setting up a Twitter account or a Company profile on LinkedIn. In fact over 50% of companies admit to not actually have a strategy for social media at all. To be successful, social media should be integrated throughout every part of the organisation.

Here are some ideas:

Marketing: It goes without saying that social media is a fantastic tool for building brand awareness. It's also a great place to establish a community with your customers – both existing and prospective (like the SAP SDN Community). It's the best way to listen to what is being said about your business and respond quickly. Social Media can also be integrated into marketing campaigns to provide extra promotion as well as into events so that virtual conversations can happen at the same time as the live event (see SAP SAPPHIRE Video).

Communications: Gone are the days when a press release was the way you communicated your company news. Any large press conference these days will have several desks lined up for bloggers to write real-time. Publishing is now immediate. Your communications department should understand who the key online influencers are in your market, listen to them and include them in your PR strategy.

Sales: Your sales teams should be using LinkedIn as a way to build relationships with customers and keep them up to date on company activities using "activity update" window. They can follow the company profiles aligned to their target accounts and learn more about prospective customers before picking up the phone. See my "Social Selling" post here.

Human Resources: According to Jobvite, over 80% of employers will use social networks to recruit this year and just over 30% will spend less on traditional job advertising. Social Media is a great platform for finding, engaging and recruiting talent into your organisation. You can advertise new positions, communicate your employer brand and encourage employees to refer potential candidates through LinkedIn.

Pre-sales: Typically pre-sales departments will be full of technology experts – it's the team that are drafted in to support the customer during the decision-making process. Their knowledge and expertise are invaluable so why not use that expertise online. Perhaps coaching them into blogging, participate in one of the online forums or LinkedIn Answers. Your customers and prospects are out there chatting to these these communities, asking questions and seeking opinions before they even enter the vendor sales cycle – make sure your business is present in those conversations.

Outsource Locally : http://www.outsourcelocally.com/blog/2011/02/need-a-job-social-media-could-be-your-answer

Need a Job? Social Media Could Be Your Answer!

Posted by Nathan Paul Womack on February 14, 2011

Filed Under: Uncategorized

With the national unemployment rate at 9% in January 2011, job seekers are trying everything they can think of to get a job. This one may just be the ticket. Facebook, Twitter, Linkedin could be the difference between sitting at home watching re-runs of your favorite shows and finding a new job! Here is a statistic that you will never forget: a recent survey from Jobvite revealed that nearly 75% of employers now use Social Media in their recruiting efforts!

First and foremost, make sure you portray a persona through your Social Media profile that your employer will be interested in. Make it professional, interesting, and speak to your potential employers. This will be the difference between your soon to be employer rejecting you or carrying you to the next level. If the potential employer is interested in you he or she is able to chat with you through Social Media to learn more about you. Even if the employer is not interested, you have the ability to network to numerous other employers, or people at the company who may know someone at a company that's hiring! Have you tried searching out companies you desire to work for on Facebook, Twitter or LinkedIn? Also, make sure your LinkedIn profile is optimized using the tools they provide (custom URL, key word description, 100% complete profile, etc.) Check out the elaborate advanced search options on LinkedIn; this tool makes it very easy for potential employees to find you -if you've got everything set up properly!

Outsource Locally provides 1:1 coaching to teach you how to optimize your LinkedIn profile and your Facebook profile; call us today to schedule an appointment! 303-834-7718

ALAMEDA TIMES-STAR

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Today's job seekers face two new changes



TAPAN MUNROE
GLOBAL VILLAGE

TWO IMPORTANT trends have emerged in the job market that have significantly altered its landscape in the past few years. They are of profound significance to employers as well as job seekers.

First, the days of lifetime employment have vanished.

During the Great Recession it became quite clear to most American workers that no job is forever and most jobs are replaceable. Today, all careers are fluid — workers enter a new job thinking that it will most likely only be there for a few years and that they have to think about their next steps.

They need to proactively seek out opportunity rather than depend on their employer to help out with the next step. The bottom line: Workers today should have the wherewithal to look for a job fast in the new economy of the 21st century.

Second, social media has become a powerful tool in job searches. Social media has skyrocketed as a global cultural norm for networking and sharing personal and professional information.

According to Nielsen, social network traffic grew by 43 percent between June 2009 and June 2010. It is now the single largest activity on line — much larger than online games, e-mail and search engines. It is not surprising that social media channels such as Facebook, Twitter and LinkedIn have become significant avenues for workers seeking jobs as well as for businesses hiring new workers.

The bottom line: job seekers should have social media skills as well as job-specific skills. This can be a challenge for those who have limited computer skills or social media experience.

A recent nationwide survey of more than 2,000 adult Americans commissioned by Jobvite.com finds that more and more Americans are using social networks to find their jobs. Here are some interesting findings in that regard:

- More than 40 percent of job seekers in the sample used referrals and social networks as the sources of their most recent jobs.
- Not surprisingly, younger job seekers used social networks to a greater extent to find their current

See **MUNROE**, *Page 2*

jobs.

- Extrapolated to the national population the survey data suggests that about 14.4 percent of Americans got their most recent job via social networks.
- Job seekers who used social networks rather than Internet job boards to find their recent job, a higher percentage were younger, more educated, and higher earning adults.
- The survey also found that 53 percent (65 million) of all working Americans can be identified as "proactive career managers.". This large segment of our work force is not actively seeking employment but is busy cultivating relationships to enhance their career options and discover new opportunities. A deeper look into the data suggest that they never stop looking for their next opportunity. This segment of employed Americans has not been identified in the past.

A profile of PCMs suggests that they are younger; earn higher salaries; well educated. In addition they are:

- Very proactive — 73 percent active in job search in the past year.
- Geat networkers — 77 percent use Facebook, Twitter (36 percent), and LinkedIn (28 percent)
- Well connected — more than half have 50-plus contacts on Facebook, 18 percent have 50-plus contacts on Twitter, and 17 percent have 50-plus contacts on LinkedIn.

What does this all mean for job market in the 21st century?

- Learning to navigate social network channels effectively will greatly enhance the chances of success for job seekers.
- Job seekers need to be proactive in the job market by using social media to extend their personal networks to uncover more opportunities.
- Employed workers need to cultivate their network of job opportunities via the social media which they can use in times of need, such as at a hint of a layoff or business slowdown.
- Smart companies have gone social—they promote their jobs and cultivate networks of prospective employees via the social media to generate candidates for their job openings.
- The most successful companies have hundreds of brand ambassadors — employees who love their firm and talk about it — from the best latte to the best company to work for.



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ERE : http://community.ere.net/blogs/timgiehll/2011/02/the-use-of-social-networks-in-recruiting-continues-to-grow/

The Use of Social Networks in Recruiting Continues to Grow

posted by Tim Giehll on Feb. 21, 2011

[Social media and Recruiting]

In two previous posts I discussed whetherLinkedIn will Replace Monster & Careerbuilder and shared 5 Ways Staffing Professionals Can Leverage LinkedIn. Here are some stats with regards to how many of your recruiting peers are using social media now or are planning to in the next 12 months. I hope you're one of them!

Survey results from Jobvite's 2010 recruiting survey found that 83% of respondents (over 600 human resources and recruitment professionals completed Jobvite's online survey) use or plan to use social networking for recruiting in 2011. The big sites used: LinkedIn, Facebook, and Twitter. Regarding candidate quality, respondents rates job boards worst, referrals best, and social networks somewhere in the middle

Some more interesting numbers from the survey:

- 46% of respondents plan to spend more on social recruiting in the coming year
- 36% will spend less on job boards and 38% will spend less on third party recruiters and search firms
- 71% of survey respondents are hiring
- 92% of those actively hiring currently use or plan to recruit via social networks

What does this all mean? I don't know if the days of Monster and Careerbuilder are numbered – they still have significant databases, and Careerbuilder, at least, has enough money to advertise during the Super Bowl – but the enormous potential of the "big three" social networking sites for recruiting is definitely untapped as many recruiters and organizations still struggle with exactly how to incorporate social media

into their marketing mix AND keep permanent records of all those conversations in their recruiting software.

The companies that are truly leading the field are using recruiting and staffing software that incorporates social media making it even faster and easier to stay connected with candidates and clients.

These numbers also mean that job seekers should definitely incorporate social media into their job hunting toolbox.

If you’re not sure how to use social media in recruiting, subscribe to the Human Capital Supply Chain blog as I’ll be passing on tips for using social networking for recruiting. If you have some of your own, please share them in the comments section.

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ZDA, Career Specialist's Blog : http://zdarecruiters.wordpress.com/2011/02/24/be-connected-proactive-and-prepared/

Be Connected, Proactive and Prepared!

Published February 24, 2011 Uncategorized Leave a Comment

Be Connected, Proactive and Prepared!
Work on developing your network of contacts. Proactive Career Managers Have Larger Online Networks Than Active Seekers Referrals are STILL the best way to find your next opportunity!
The astronomical growth of social networks has created a new way for companies and candidates to connect online.

Nielsen calculates social network traffic grew by 43% from June 2009 to June 2010, and social network activity is now the single largest activity online, dwarfing online games, email and search. And Americans are now turning to their social networks to find jobs.

"A large group of job seekers believe they have a better chance to land a job if they are connected, proactive and prepared – and rightly so. These are some of the very qualities employers look for when hiring, and social networks are emerging as the meeting ground for likeminded innovative employers and prospective employees." Dan Finnigan, President and Chief Executive Officer of Jobvite.com

Highlights of Study:

• 44% of all job seekers cited referrals and/or social networks as the source of their most recent job, compared to 32% for job boards (note, respondents could select multiple options).

• 18% of respondents ages and their Þ18-24 and 19% of respondents ages 25-34 used social networks to current job, compared to 9% of those 35-44, 4% of those 45-54 , and 1% of those 55+.

• Extrapolated to the national adult population, approximately 14.4 million American job seekers would credit online social networks for their current/most recent job.

• Of those job seekers who used social networks to find their last job, a higher percentage of them are younger, more educated, high-earning adults than those that found their last job through an Internet job board. 73% Age 18-34, and 40% income greater than 75K.

Referrals Secure the Plurality of American Jobs with Internet Listings a Close Second. Men were more likely than women to use online social networks (14% vs. 8%), company careers sites (20% vs. 16%), recruiters (15% vs. 9%), internal job listings (18% vs. 11%), career fairs (16% vs. 9%), and alumni networks (8% vs. 5%) to secure their current or most recent positions. In all of the answer categories listed, those with children in the household were significantly more apt than those without kids to have used that resource, with the exception of a referral from professional or personal contacts.

Members of high income households were more likely to have found their past or previous position though an online social network (19%), company carteers site (20%), recruiter (16%), internal job listing (20%), career fair (19%), alumni network (16%), or a referral (36%), while those making less than $50K annually were more likely than wealthier adults to use Internet job boards (31%, <$25K; 29%, $25-$50K) and the newspaper (28%, $25-$50K).

Younger cohorts were more inclined than their older counterparts to attribute their past or present jobs with the listed resources, with the exception of a “referral from professional or personal contacts”.

More Talented Job Seekers (those job seekers who earn an annual household income of $75K+ and have completed at least some post graduate work) found their most recent job through referrals more than any other group, followed by the Proactive Career Manager; referrals also topped the list of job resources for those Employed, Not Seeking. Online social networks also played a significant role for both Talent Job Seekers and Proactive Career Managers.

Download your copy of Jobvite's Job Seeker Nation 20/10 HERE

Pamela Day

http://zdaya.com

Inside Facebook : http://www.insidefacebook.com/2011/02/25/facebook-acquires-professional-social-network-pursuit/

Facebook Hires Founders of Professional Social Network, Pursuit

•Feb 25th, 2011

Applications, Asia, Business, Connect, Development, Facebook, International, Jobs

Facebook has hired two of the three founders of Pursuit, a professional network startup geared towards helping employers spread the words about their job openings by using their employees' social networks. A notice on Pursuit's web site says, "We've found a new home at Facebook," followed by a vague promise about what they might do on Facebook.

We wrote about Pursuit late last year: the web-based Pursuit application offered employees monetary referral bonuses, social recognition, and interesting influencing who is hired to work with them. Pursuit was a boostrapped, three-person operation based in San Francisco that was a free service that collected 20% of any bonuses paid out for referrals. The personal job boards created on Pursuit were spread by members via Facebook, Twitter, LinkedIn and email, but also provided a user's personal information, which we wrote raised question about how companies might use this information.

Now with Facebook, Pursuit's team could help the company increase its utility as as job sharing tool, allowing users to not only display their own job title, but open positions at their place of work.

Pursuit former service allowed users to refer people to jobs via social networks like Facebook, then rewarded them with karma points, which would "broadcast how helpful" the recommenders were to their networks. Take a look at our in-depth review from November for more.

We've reported similar job-related apps and sites previously. Most recently we wrote about BranchOut, which is aimed at helping people build their professional networks on Facebook; the company recently raised $6 million to this end. Among others, Simply Hired has a job hunting app that utilizes Facebook Connect and Jobvite is a service that uses Facebook to recruit and vet potential job candidates.

The founders seem to be saying that they'll be focused on projects besides karma-based business networking. But it's also worth noting that Facebook built its first custom application for a foreign market in Japan last November. The app aimed to help students connect with each other and alumni using Facebook as they undergo the arduous job hunting process in that country. Pursuit's team might end up working on this project.

Alternatively, Pursuit could help bring new functionality to Facebook Pages and profiles. Many Pages use third-party tab applications to list job openings, but Facebook could offer this as a native tab. On profiles, Facebook recently began allowing users to list co-workers and specific projects they've worked on. Pursuit could add "job openings at my company" to the profile, allowing users to shape their workplace.

The Record

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Social networking explodes as job-search tool

By JOHN A. CHALLENGER
SPECIAL TO NORTH JERSEY JOBS

As the nation's job seekers attempt to find any advantage in a tight job market, more and more are turning to social networking to stand out from the crowd. However, while these sites have the potential to revolutionize the job search, they could also prove harmful for those who rely too heavily on them or misuse them, warns one employment authority.

The job search has changed radically over the last two decades with the advent of electronic mail, the Internet, social networking, smart phones, etc. However, it is important to remember that all of these technologies simply enhance the job search; they will never replace the face-to-face connections that are critical to a successful search.

These new networking tools are essential and now advise all of the job seekers going through our program to open LinkedIn accounts and to consider other services such as Facebook and Twitter.

The number of Americans belonging to social networking sites has grown exponentially in the last five years. It is now estimated that 51 percent of online U.S. adults utilize social networking sites such as Facebook or LinkedIn, according to a recent survey by Forrester Research. That is up from the 25 percent of users who reported using social networking sites in 2007.

One reason the number of social networkers is on the rise is due to increased use among business professionals. In fact, the most rapidly growing age group represented on Facebook is the 35-and-older population.

Social networking is an easy way for job seekers to build their network by reaching out to former colleagues and classmates, as well as fellow alumni and industry professionals. Job seekers can then use their networks to uncover available positions and to establish relationships with hiring managers or contacts who can give them a recommendation.

Employers are also jumping on the social networking bandwagon. A recent survey by Jobvite found that 80 percent of companies use or are planning to use social networking sites to fill vacant positions. While LinkedIn is still the most popular site used by employers, with 95 percent of companies using it, Facebook and Twitter are gaining ground. The use of Facebook has grown from 36 percent of recruiters in 2008 to 59 percent in 2009, while Twitter is currently being used by 42 percent of recruiters.

Social networking should be used cautiously, however. As these sites become increasingly intertwined, it will become easier and easier for potential employers to access the more personal aspects of job seekers' lives.

A job seeker is twice as likely to be eliminated from consideration than be hired based on his or her social networking site content, according to a survey of human resources professionals by Careerbuilder.com. In the survey, 35 percent of respondents said they ceased consideration of an applicant due to a social networking gaffe, with reasons ranging from provocative/inappropriate photographs and information to candidates having poor communication skills. Only 18 percent said they offered a position to a prospective employee due to social networking research, attributing that decision to seeing the candidate as a good fit for the company or the candidate's site conveying a professional image.

John A. Challenger is chief executive officer of Challenger, Gray & Christmas, Inc.



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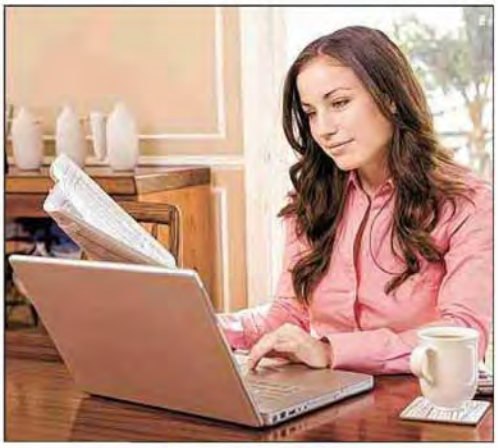


PHOTO COURTESY OF NEWSUSA

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BEST WAYS TO USE TWITTER FOR YOUR JOB SEARCH

- **Follow and read job search experts.** The amount of excellent ideas, tips, leads, news, informative articles, and best practices going by all day long is amazing. Use Twellow's directory for Employment > Career > Job Search to find excellent people to follow. You'll find outstanding advice that applies to your situation... guaranteed.
- **Search for posted positions.** Use Twitter's search function to look for #jobs, or TwitterJobSearch to find a wealth of open positions that aren't necessarily posted on job boards or company sites. Also search #splits for positions that recruiters use to split open searches with other recruiters. New positions are posted with excellent companies, large and small, every minute of every day. Get them in real time, early and often.
- **Follow and read people in your field or industry.** Industry chatter is incredible. News items, rumors, and trends get discussed daily. You can become much better versed in your field by 'listening.' It can provide you with valuable information that can make you a better candidate in the interview process. Use Twellow to find appropriate people to follow.
- **Engage!** Get in conversations with people. Ask questions, offer help, ReTweet (re-post) good information you see. Make sure to proofread everything you Tweet, and keep everything professional.
- **Connect with people at your target companies.** Many companies have an official presence on Twitter and post positions. Professionally, ask questions, ask for referrals, offer information, and seek advice.

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Social Media Headhunter : http://www.socialmediaheadhunter.com/2011/02/social-recruiting-interview-impact-of-social-media-on-human-resources.html

Social Recruiting Interview: Impact Of Social Media On Human Resources

I just wrote out an interview with a German reporter about the use of social media in hiring. Normally, I don't post my notes in reporting interviews, but as this interview will be translated into German, and edited to fit the report, I'll make an exception and post my thoughts here.

Could you please describe what you do – how do you help companies as a "social media headhunter"?

The title Social Media Headhunter has two meanings. First, I'm a retained search recruiter, working with companies to find employees with social media skills and experience. Most companies know they need to invest in social media (or social business), but the field isn't mature enough to allow executives to write an accurate job description, or filter the appropriate candidates. That's where I come in, helping define the position, locating candidates, and then managing the hiring process.

The second definition comes from training recruiters on the use of social media in hiring. LinkedIn, Facebook, Twitter, and blogs provide a rich pool of possible employees, but figuring out how to find and recruit them takes a new mindset. That's what I teach.

What do you think are the most important changes for human resources managers which have been caused by the new "social media" technologies/virtualized business environments ("cloud economy")?

Social media breaks down hierarchies of knowledge and provides new tools for information sharing. We first saw and continue to see this in politics, but the impact on all business is apparent. From shopping and coupon sites to sales strategies and product review, the power is switching from the company to the consumer. This is true both for B2C and B2B. The cloud economy allows instant information transfer for those connected to it. This has an impact on the way we hire, and what expect from new (and current) employees, but it also changes the way that we look at hiring. Job-seekers have more information than before about salary, working conditions, and the health of the company, and so do our current employees. Hiring, retention, and training are now more complicated, because we all know more. At the same time, it's an unprecedented opportunity to harness that knowledge to improve our companies and hiring processes as well. From a legal standpoint, the ease of video recording and data transfer on mobile phones is probably the more granular threat. A greater threat than corporate espionage is the unwitting leaks of confidential information that threaten a companies strategic decisions. Add in the embarrassment of top executives getting caught, and you have a strange new Orwellian world that can't be ignored. We are all watched now. How does one adjust their behavior in that kind of environment? From having drinks with friends to inter-office flings, privacy is off the table. And for younger people, many who lack a filter on what is appropriate, the internet's long memory is going to cause changes in how we react to behavior outside the office.

How can companies use social media to recruit new talents? Which are the advantages of facebook and other social networking sites for recruiters? Are there typical mistakes Human Resources Managers make when they are trying to recruit via facebook/linkedin/twitter….? Any dos and don't´s?

Companies should first understand that social media is a two-way street. It's a personal channel that has to be nurtured, which takes not only time but focus. The good news is more and more people are on these networks, which means a larger talent pool. The bad news is they want something in return for their attention, which means companies are no longer solely in charge. The advantages of Facebook are

primarily contact. Candidates spend so much time on Facebook, and if you're their connection, they will respond to you. The younger generation prefers Facebook messages to email contact. That's an essential piece of knowledge when recruiting college and high-school age employees.

The Biggest Do's.

Have a social media policy in place for both recruiters and the general employee population. You have a dress code. Have a social media code.

Do connect with candidates on a personal level. Treat social media messages like phone messages or email. Don't lose your professionalism.

Do understand the expectations of the platform you are using. Some sites are great for blind messages to candidates. Some prefer a little warm-up before you ask them to interview. Some don't ever want you to ask that question.

The Biggest Don'ts

Don't broadcast messages like they are advertisements

Don't build social media profiles and then abandon them. That's like not answering your phone

Don't get into arguments online if you're going to use your account for business. In fight between a fellow and a fool, onlookers don't know who is the fool, and who is the fellow.

Have Social Media tools made the headhunter´s job easier? A lot of employees list their employment situation on social media networking sites. How can companies avoid to lose their employees to social media headhunters?

In the short run, they've made the headhunter's job much easier. It's free knowledge about a person's working situation. In the long run, as companies adapt and candidates get smarter, headhunters will need to turn into recruiting process experts and not just resume sourcers. If you don't want to lose your employees to a headhunter, treat them better, and make sure they are informed and engaged in their current jobs. That's all they ever wanted anyway. And don't worry about blocking or stopping them from posting information. The speed of information is faster than any policy you could create.

Do employees and managers need new skills in the "social media world"? Which skills should employers look for in potential hires? Do personal networks/digital social capital get more important as staffing criteria?

Yes. They're going to have to be smarter about everything. Lucky for us, social media provides those tools. When hiring, you have to ask yourself, "do they understand how social media is affecting their division, city, company, or region?" Do they understand how to build personal networks and share information, without putting the company at risk?

On the second question, I'm a bit of a dissenter. I think hiring based on personal networks/ digital social capital is lazy and unproductive. I don't want someone good at promoting their name online. I want someone who can accomplish the business goals using social tools and principles. Show me productivity gains, not Facebook friends.

Some companies even offer bonuses to their employees if they help to fill open positions – the employees use special software (matchin engines like appirio/jobvite….) to search the profile information of Facebook friends and LinkedIn-contacts. Is this a good way to mine employees´ social networking contacts for potential hires? What about privacy concerns? Could that be bad in terms of "employer branding" as potential hires might be annoyed by the idea that software from an unknown company infiltrates their (private) social networks?

It works. The quality of the hire depends on the people using it, as do the privacy concerns. My biggest concern is that you're creating selection bias in your recruiting, and outsourcing it to people not trained in recruiting processes. The biggest advantage is it really seems to work. I think these tools can be an

important addition. They'll work very well for some companies, and not for others. I don't see much of a backlash.

Final Thoughts?

A final note would be the increasing focus on social business. Social media is cool, and it's changing the way we look at the world because it improves the speed of information transfer. Social Business isn't yet mature, but when knowledge transfer inside a company reaches the speed that it currently achieves outside the company, you're going to see massive increases in our productivity. I see social media as the human version of Moore's Law. Computers keep getting faster, but humans haven't really evolved to match them. We are the brakes in the process. Effective social business principles are going to alter the way "we" work in the same way that computers changed the way companies did business.

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Innovative Recruiting: Finding Tomorrow's Workforce

BY BETH MOORE AND CARI FESSLER



Beth Moore, CPA, is a senior partner with mid-Atlantic CPA firm, Goodman & Company, LLP. She has over 20 years experience serving the timeshare industry and serves as the firm's team lead in this specialization. Her e-mail is ***bmoore@goodmanco.com***



Cari Fessler is a business development manager with Goodman, and she works on the Employment Solutions Consulting team to place qualified professionals throughout the country. She also conducts training seminars on social media recruiting.

Americans today are bombarded with media reports proclaiming dangerously high unemployment rates, layoffs, and cutbacks. It is easy for one to assume that recruiting and hiring qualified and talented staff is as simple as just placing an ad and waiting for the resumés to pour in. But ask nearly any recruiter or industry expert their take on the current/incoming workforce and you'll generally find more than just a little trepidation. The fact is, the talent pool is shrinking, and the way we do business is changing.

Looking at Data

According to the Bureau of Labor and Statistics, the accommodations industry is expected to grow by 5% between 2008 and 2018. Historically, the timeshare resort industry has relied heavily on recruiting young, first-time, seasonal or part-time workers to maintain appropriate staffing levels. However, these demographics can also present challenges in terms of training and retention. Positions in customer-facing or service-related occupations within the field make up almost two-thirds of the industry's employment, making consistency and skill development even more critical as they directly impact the customer experience.

The average U.S. teenager sends and receives a staggering 3339 texts per month, according to a recent Nielsen study. That translates into each one sending/receiving one text every 10 minutes per day. This type of constant connectivity and virtual networking has characterized today's youth. How does an industry whose core focus is on customer interaction and the client experience prepare for this next generation, whose communication style is often impersonal at best?

The key may lie within using these tools to our advantage, rather than viewing them as a detriment. Companies like RCI are now using social media tools to educate the public on their products and services. On RCI's Web site, you can link to all of their properties via You Tube, Facebook, Twitter—plus, you can even blog about your experiences while on vacation. In a recent study conducted by Goodman and Company's Employment Solutions team, 81% of those polled felt that sites like Facebook, Twitter, and LinkedIn can help to build brand reputation. A majority of companies, however, are not taking full advantage of the opportunity to reach qualified employees this way—including timeshare businesses.

A recent survey by Jobvite found that 80% of companies use or are planning to use social networking sites to fill vacant positions. While LinkedIn is still the most popular among employers (with 95% of companies using it), Facebook and Twitter are gaining ground. The use of Facebook has grown from 36% used by recruiters in 2008 to 59% in 2009, while 42% of recruiters are currently using Twitter.

Right Place, Right Time

So, how can recruiters in the timeshare industry position themselves to attract the best and the brightest of tomorrow's emerging workforce? Jennifer Stuebbe, director of employment solutions at Goodman and Company's HR division, offers some valuable tips.

Adopt a Social Media Recruiting Strategy

As referenced above, electronic communication, in many shapes and forms, is undeniably the quickest, most efficient and becoming the most widely used vehicle for recruiting purposes. It is important to remember a few "do's" and "don'ts."

Here are some things to seriously consider before launching into a social media campaign.



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Optimizing Tomorrow's Workforce

Key tips for formulating a strategy:

- Develop a brand that your company wants to be identified with and remembered by—monitor that reputation online and maintain it.
- Collaborate with your internal marketing experts to ensure that your recruiting brand is consistent with your branding for business development purposes.
- Traditional forms of recruiting should still be used while exploring on-line social media forms as well.
- See the intrinsic value of personal interaction with your candidates.
- Cultivate early interaction with potential applicants in a variety of ways: career education days at high schools and colleges; hospitality training programs at colleges in the area; mentor programs; and internship opportunities.

Then, once you've put your program in motion, track metrics and return on investment as you put your recruiting strategy to work!

- *Do* develop a brand that your company wants to be identified with and remembered by. Monitor your reputation online and continuously evaluate your processes and message from the candidate's point of view. Much like marketing to potential customers, your potential team members have a choice in which company they choose to work for, and maintaining a strong and favorable reputation as a best-in-class employer will help to attract the cream of the crop. Collaborate with your internal marketing experts to ensure that your recruiting brand is consistent with your branding for business development purposes. An added benefit is that you can tap into their expertise relative to on-line marketing and further increase your recruiting reach.

- *Do* track metrics and return on investment as you put your recruiting strategy to work. Some sites will deliver more success than others, depending on a variety of factors, such as local market conditions and level of skill and experience required for particular positions. Decide which channels work best for different types of recruiting, and be prepared to adjust your plan as needed. There is no one-size-fits-all approach to recruiting overall. Learn from your mistakes and successes.

- *Don't* forgo other traditional methods of recruiting when launching or enhancing your on-line presence. Other sources of applicant streams that have worked in the past may still be viable methods of recruiting and shouldn't be jettisoned without properly measuring results.

- *Don't* overlook the value of personal interaction with your candidates. It's best to take a blended approach that allows not only the recruiter or hiring manager to network and interact with applicants but also allows the applicant access to a human being within the organization. One complaint heard often among applicants is that the hiring process is too impersonal, or that they didn't feel they had sufficient information before applying to and committing to a new position. Avoid a bad hiring decision by taking the time necessary to ensure the position is a good cultural fit from both points of view.

Tap into Tomorrow's Leaders Today

Education will play a key role in shaping the future of our workforce at all levels. Early interaction with potential applicants will ensure that you are top of mind for those seeking a career in hospitality or the timeshare industry in particular.

- Many high school and elementary schools offer career education days, where recruiters can talk to students about careers in a variety of fields. This is a great way to encourage students who may not have even realized the benefits a career in hospitality can afford.

- Become a mentor to a student or group of students in your local area. Most Chambers of Commerce and many civic organizations offer opportunities to present to classrooms or work one on one with students of all backgrounds. You will be able to offer a valuable service to the communities you serve while also creating awareness about your industry, company, and current opportunities.

- Research college level hospitality training programs and determine which ones are the best match for your company's business. Then, take your recruiting beyond the traditional job fair and get to know their career services department and develop a strategic plan together that is mutually beneficial. Activities that have proven successful in the past are doing mock interviews for job skills training, presenting informational sessions for students, pushing job openings to targeted students who meet specific qualifications, and key networking opportunities. Don't forget that their career advisors typically work not only with current graduates but also alumni, so you can often find educated and experienced workers by tapping into this resource.

- Develop a strong internship program. Work with multiple institutions to ensure that you have a steady pipeline of interns and work internally to plan for programs that offer true on-the-job training and education for them.

These are just a few examples of forward-thinking methodologies for recruiting the next generation.

The savvy business will embrace tomorrow's workforce and adopt strategies that help to attract, retain and maximize top talent. The investment necessary to ensure that your team is staffed with qualified, engaged members is the greatest sustainable investment that a service-oriented business can make. ■

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PING! ZINE : http://www.pingzine.com/use-social-media-to-win-your-dream-job/

Use Social Media to Win Your Dream Job

Ping! Zine Editor / March 4, 2011 / No Comment

In today's tough employment market, your social media presence can make you (as you tweet your way to a new job) or break you (as that regrettable Facebook photo sends your crumpled résumé sailing into the trash). Yes, like it or not, the "social" in social media is misleading: The phenomenon has now fully permeated our professional lives. And according to Maribeth Kuzmeski, that means if you're one of America's 13.9 million unemployed or if you're just looking to make your next career move, it's time to consider how to use that reality to your advantage.

"Of course, the Web has been an integral part of job searches for years now," notes Kuzmeski, author of The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life (Wiley, 2009, ISBN: 978-0-470-48818-8, $22.95, www.TheConnectorsBook.com) and …And the Clients Went Wild! How Savvy Professionals Win All the Business They Want (Wiley, 2010, ISBN: 978-0-470-60176-1, $24.95, www.AndTheClientsWentWild.com). "But it's been in only the past couple of years that social media has gotten so important.

"I think many job seekers find out the hard way that it can be a double-edged sword," she adds. "If you have the right kind of online presence, it can greatly improve your chances of getting hired, but one wrong move and employers might shun you. You have to remember the connections you make online define you. When you're trying to get hired, you have to be careful of what they say."

Kuzmeski knows all about making the right impression. An expert on the art of connecting, she teaches her clients how to connect with their customers in order to win business and build loyalty. These same relationship-building skills can help job seekers make the right kind of connections via social media.

Read on for Kuzmeski's advice on how to get hired (and avoid being fired!) using social media.

Mine your social networking connections. You've got all those Facebook friends, LinkedIn connections, and followers on Twitter for a reason—use them! In your job search, you should always look to the fruit closest to the ground. Is anyone in your social network working for a company that would be a good fit for you? If so, ask them to keep you in mind the next time a position opens up, or pitch them on your experience and they just might put you in touch with their HR department. If you're currently employed but looking to go elsewhere, just be sure to keep your communication as private as possible. You don't want people posting job opportunities or job search well-wishes on your Facebook Wall where a coworker or your boss might see them.

"Also, keep in mind the focus of your networking—social and otherwise—should not be on gaining an immediate job offer from those in your network," says Kuzmeski. "In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.
"For example, maybe someone in your network is in a completely different industry from you, but has a huge network of friends on Facebook," she adds. "He might not be able to help you get a job at his company, but someone in his network might have the perfect opportunity for you. Don't count anyone out of your networking efforts, especially those who are the closest to you and therefore the most willing to help."

Put your best Face(book) forward. According to Jobvite.com's 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the "real" side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

"If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer," Kuzmeski advises. "Do yourself a favor and remove those materials. And when you're engaging in social media activity, think of yourself as a public figure who may have your every word scrutinized.

"And if you think that simply making your profiles private will solve the problem, beware," she warns. "A twenty-something job searcher recently told me about a new tactic that some employers are using. The interviewer asks the candidate to pull up his Facebook page—right there in the interview, leaving him no time to clean anything up! Yes, social media is a lot of fun, but make sure if you're looking for a job that your social media sites help, not hurt, your cause."

Monitor your online reputation. As mentioned above, companies are checking up on people before they even invite them for an interview. And while you know what you've posted about yourself online, you might not know about what others have posted about you or your company. One of the easiest ways to monitor your reputation is by setting up Google Alerts that will inform you of anything that has appeared about you online. Just go to www.Google.com/Alerts and set up a free alert of your name and your company's name (if relevant). Whenever anything appears online that you or someone else has posted about you, an email will be sent to you with a link to the online occurrence.

"Ultimately, the best way to manage your online reputation is by generating positive search results through your online posts and profiles that will rank as highly as possible on any list of search results," says Kuzmeski. "But by monitoring these search results closely, you can get out in front of any problems that might arise from something negative someone else has said about you or your current employer online. That way, at least you'll be prepared with an explanation. Bottom line, protect your most important assets—your brand and online reputation."

Use proactive posting to stand out online (in a good way). At a time when you're constantly warned about everything that can be used against you online, you might have an inclination to pull back altogether on your online presence. The reality is you should do whatever you can, when you can, to build your credibility. That's right: You can, and should, consciously and deliberately craft an online image.
"For example, if you have a well-written blog about something you are passionate about or if you are a conscientious tweeter informing your followers about interesting news stories, you can actually build a very respectable reputation online," says Kuzmeski. "You should also consider joining the commenting communities on the Web sites or blogs of companies that interest you. By doing so, you can add to their dialogue, and the suggestions and comments you post just might catch the right someone's eye.

"Taking these steps shows you know how to use the Web wisely and that you are well rounded, well informed, and a great communicator—factors that every company wants in an employee," she adds.

Build your online résumé using LinkedIn. If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.LinkedIn.com, add your picture and a summary of your past job responsibilities, and state what you're looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers.
"Think of it as creating your own living résumé and as a great way for people to connect with you!" says Kuzmeski.

Check out your interviewer. Social media isn't all about what you do online. It's also important that you know what your potential future employer is doing online. If you know who you will be sending a résumé

to or who will be interviewing you, conducting a little research in advance of your communication can provide you with a big advantage.

“During an interview I conducted with a candidate for my company, the candidate began talking about how much he liked one of the books I had written,” recalls Kuzmeski. “He quoted from the book and offered a story of how he used the information in his career. He had me! I had spent a year writing that book, and the fact that he liked it and gave me information that proved he really read it made me remember him. And somehow he seemed smarter! After ten interviews in one day, people can start to blur. He never did.

“We didn’t end up hiring him because he had little experience in the type of service marketing we needed, but I gave him a high recommendation to one of our firm’s clients, and he was hired within a week,” she adds.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here’s how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:
1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview.

Don’t be overly friendly. It’s important to think of your social media connections as just that—connections, not friends. Just because a potential employer responds to you using informal language in a Facebook post or via Twitter, does not give you the go-ahead to do the same. It is never okay to use texting shorthand such as LOL or TTYL in any communication with potential employers, no matter how informal your contact at the company is with you.

“Remember, just because your immediate contact has no problem sending informal emails to potential employees, doesn’t mean that his boss won’t mind it,” Kuzmeski points out. “Other people at the company might be reading those emails. And for that reason, you should stay professional at all times.”

Remember, you have to give to get. Social media requires that, regardless of what an individual has attained or achieved to this point in the real world, everyone starts off at the beginning in the social space. Each step up the social media ladder is earned by giving to the other members—whether that is in the form of a fresh, interesting piece of content of your own or by promoting someone else’s content. But the underlying rule is that you must give to get.

“By adding value to the community, you are making more connections and, as a result, earning more friends, more followers, and more trust,” says Kuzmeski. “So don’t hesitate to post job opportunities or other information that your network will find useful. Connect those in your network who might be able to benefit from one another. Just having a network isn’t good enough; you have to play an active role in it if you want to get anything back from those you’re connecting with via social media.”

“No matter what means of communication you prefer, relationships are the real secret to success,” says Kuzmeski. “If you can use social media to build strong relationships and connect with employers, you will get your piece of the proverbial pie. If you can’t, you’ll be scrambling for crumbs!”

About the Author:
Maribeth Kuzmeski, MBA, is the author of five books, including …And the Clients Went Wild! How Savvy Professionals Win All the Business They Want (Wiley, 2010, ISBN: 978-0-470-60176-1, $24.95,

www.AndTheClientsWentWild.com) and The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life (Wiley, 2009, ISBN: 978-0-470-48818-8, $22.95, www.TheConnectorsBook.com). She is the founder of Red Zone Marketing, LLC, which consults with businesses from entrepreneurial firms to Fortune 500 corporations on strategic marketing planning and business growth. Maribeth has personally consulted with some of the world's most successful CEOs, entrepreneurs, and professionals. An internationally recognized speaker, she shares the tactics that businesspeople use today to create more sustainable business relationships, sales, and marketing successes.

She is an international keynote speaker and regularly speaks to audiences on topics relating to business development, marketing, and sales strategies. She is also a member of Entrepreneurs' Organization (EO) and is a regular media contributor appearing on Fox News, ABC News, WGN-TV, and in publications such as the Wall Street Journal, the New York Times, BusinessWeek, Entrepreneur, and Forbes.

Maribeth graduated with a degree in journalism from Syracuse University and has an MBA in marketing from The George Washington University. She lives in the Chicago, Illinois, area with her husband and two teenagers.

About the Books:
…And the Clients Went Wild! How Savvy Professionals Win All the Business They Want (Wiley, 2010, ISBN: 978-0-470-60176-1, $24.95, www.AndTheClientsWentWild.com) and The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life (Wiley, 2009, ISBN: 978-0-470-48818-8, $22.95, www.TheConnectorsBook.com) are available at bookstores nationwide, major online booksellers, or directly from the publisher by calling 800-225-5945. In Canada, call 800-567-4797.

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Recruiters innovate as old methods prove frustrating

By Greta Guest
Detroit Free Press

DETROIT — Experts say job growth is expected this year and recruiters may step up efforts to find the right candidates.

But the ways in which they'll find those workers won't necessarily be traditional.

Will Boland, chief administrative officer for Sageworks, a Raleigh, N.C.-based firm that analyzes industry financials, said some recruiters would post openings on sites such as CareerBuilder, Craigslist or LinkedIn, but not all of them. The biggest frustration in posting jobs this way is the sheer volume of responses.

More employers are using social media sites such as Facebook to find candidates, while others are hitting the streets in search of workers.

Here is a sampling of recruiting methods from several business sectors.

ACCOUNTING/FINANCE: Kevin Suksi, a recruiter for consulting and executive search firm Accretive Solutions in Troy, Mich., recently posted a job to his Facebook friends looking for a logistics manager for a consumer products company in metro Detroit. The candidate needed trade experience in China.

While Suksi typically focuses on accounting and finance jobs, he will turn to Facebook when trying to fill something unusual.

"You just never know who knows who," he said.

But for the bread-and-butter jobs such as chief financial officers or certified public accountants, he is more likely to use LinkedIn, the professional networking site.

"The group that we are targeting in metro Detroit is a pretty finite group, and we pretty much know who they are," he said. "I think that our core value to companies is that we are able to get to people who are passive, who they wouldn't get on their own."

MORTGAGE: For jobs that require strong customer service skills, there's nothing more effective than going out to find them at their current jobs, said Michelle Salvatore, director of recruiting for Detroit-based Quicken Loans.

"We're doing a more rogue-recruiting style where we will send the recruiters out on the streets," she said.

The company's recruiters, for instance, will approach people who work at stores.

She says that up to 20 percent of hires are personally approached by her in-house recruiting team. Salvatore oversees 27 recruiters.

Her team also uses on-site job fairs and online job sites to find candidates, particularly for the mortgage banker position, which has the highest turnover of any job at the company. The company needs to hire 1,200 mortgage bankers a year to keep up with demand and turnover.

Quicken Loans is in a trial over a lawsuit from more than 300 people working as mortgage bankers in Michigan and Ohio who argue they should have received overtime pay from 2002 to 2006.

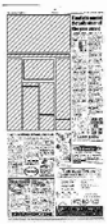
RETAIL: With 30 percent turnover, Wal-Mart is recruiting pretty much nonstop. Baldomero Silva, division human resources senior director who oversees Ohio, Michigan and parts of Pennsylvania, said much of the hourly and management recruiting happens at the company's website, www.walmartstores.com/careers, and in-store kiosks.

For the three states, he's looking for more than 30,000 employees a year. The company also recruits at job fairs in communities, colleges and military locations. And starting in June, Silva will be looking for 300 employees for its new store in Southgate.

GOVERNMENT: The U.S. Patent and Trade Office expects to start hiring in April to fill 100 patent examiner jobs and about 10 administrative jobs at its first satellite office in Detroit.

"We are looking at engineers," said Peggy Focarino of the Patent Office. "In terms of locations, we looked at Detroit as a pretty rich environment. We're not concerned about having a lack of applicants. Some of them have law degrees or practical experience."

The area also has a high unemployment rate and a wealth of engineers. They will be chief among applicants for the jobs, which have an average $70,000 annual salary. The government also wants candidates



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with intellectual property experience.

Applicants for these and other federal government jobs must apply through USAJobs, www.usajobs.gov, the government's job site.

More recruiters using social media

A 2010 survey by Jobvite found that social media are increasingly used by recruiters to find new employees. More than 600 human resource professionals participated in the online survey that found:

- 73 percent of companies use social media to support their recruitment efforts.
- Among recruiters, LinkedIn is the most popular site, with 78 percent using the site to recruit, followed by Facebook at 55 percent and Twitter at 45 percent.
- 65 percent of companies have dedicated social-media accounts with LinkedIn for recruiting. Another 39 percent have Facebook accounts for recruiting.



MCT Photo

Michele Salvatore, center, director of recruiting of Quicken Loans, walks amongst her team of recruiters, including Jason Haughton 36, of Shelby Township, Mich., left, and Kelly Chessor, 32, of Dearborn Heights, Mich., Feb. 7.

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Companies Using Facebook, Footwork to Find Best Hires

Social media, "rogue-style" recruiting are some tools used to find top candidates.

Michele Salvatore, center, director of recruiting of Quicken Loans, walks amongst her team of recruiters including Jason Haughton 36, of Shelby Township, Mich., left, and Kelly Chessor, 32, of Dearborn Heights, Mich.
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DETROIT | Experts say job growth is expected this year and recruiters may step up efforts to find the right candidates.

But the ways in which they'll find those workers won't necessarily be traditional.

Will Boland, chief administrative officer for Sageworks, a Raleigh, N.C.-based firm that analyzes industry financials, said some recruiters would post openings on sites such as CareerBuilder, Craigslist or LinkedIn, but not all of them. The biggest frustration in posting jobs this way is the sheer volume of responses.

More employers are using social media sites such as Facebook to find candidates, while others are hitting the streets in search of workers.

Here is a sampling of recruiting methods from several business sectors.

ACCOUNTING/FINANCE

Kevin Suksi, a recruiter for consulting and executive search firm Accretive Solutions in Troy, Mich., recently posted a job to his Facebook friends looking for a logistics manager for a consumer products company in metro Detroit. The candidate needed trade experience in China.

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By GRETA GUEST
DETROIT FREE PRESS

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Here is a sampling of recruiting methods from several business sectors.

ACCOUNTING/FINANCE

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Although Suksi typically focuses on accounting and finance jobs, he will turn to Facebook when trying to fill something unusual.

"You just never know who knows who," he said.

But for the bread-and-butter jobs such as chief financial officers or certified public accountants, he is more likely to use LinkedIn, the professional networking site.

"The group that we are targeting in metro Detroit is a pretty finite group, and we pretty much know who they are," he said. "I think that our core value to companies is that we are able to get to people who are passive, who they wouldn't get on their own."

MORTGAGE

For jobs that require strong customer service skills, there's nothing more effective than going out to find them at their current jobs, said Michelle Salvatore, director of recruiting for Detroit-based Quicken Loans.

"We're doing a more rogue-recruiting style where we will send the recruiters out on the streets," she said.

The company's recruiters, for instance, will approach people who work at stores.

She says that up to 20 percent of hires are personally approached by her in-house recruiting team. Salvatore oversees 27 recruiters.

Her team also uses on-site job fairs and online job sites to find candidates, particularly for the mortgage banker position, which has the highest turnover of any job at the company. The company needs to hire 1,200 mortgage bankers a year to keep up with demand and turnover.

Quicken Loans is in a trial over a lawsuit from more than 300 people working as mortgage bankers in Michigan and Ohio who argue they should have received overtime pay from 2002 to 2006.

RETAIL

With 30 percent turnover, Wal-Mart is recruiting pretty much nonstop. Baldomero Silva, division human resources senior director who oversees Ohio, Michigan and parts of Pennsylvania, said much of the hourly and management recruiting happens at the company's website, www.walmartstores.com/careers, and in-store kiosks.

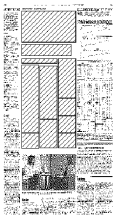
For the three states, he's looking for more than 30,000 employees a year. The company also recruits at job fairs in communities, colleges and military locations. And starting in June, Silva will be looking for 300 employees for its new store in Southgate.

GOVERNMENT

The U.S. Patent and Trade Office expects to start hiring in April to fill 100 patent examiner jobs and about 10 administrative jobs at its first satellite office in Detroit.

"We are looking at engineers," said Peggy Focarino of the Patent Office. "In terms of locations, we looked at Detroit as a pretty rich environment. We're not concerned about having a lack of applicants. Some of them have law degrees or practical experience."

The area also has a high unemployment rate and a wealth of engineers. They will



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be chief among applicants for the jobs, which have an average $70,000 annual salary. The government also wants candidates with intellectual property experience.

Applicants for these and other federal government jobs must apply through USAJobs, www.usajobs.gov, the government's job site.

USING SOCIAL MEDIA

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- 73 percent of companies use social media to support their recruitment efforts.
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MORE RECRUITERS



REGINA H. BOONE | DETROIT FREE PRESS

MICHELE SALVATORE, CENTER, director of recruiting of Quicken Loans, walks amongst her team of recruiters including Jason Haughton 36, of Shelby Township, Mich., left, and Kelly Chessor, 32, of Dearborn Heights, Mich.

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Venture Beat : http://venturebeat.com/2011/03/11/sxsw-2011-recruiting/

Why SXSW's party in Austin matters

March 11, 2011 | Owen Thomas
1 Comment
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The Driskill Hotel, an Austin landmarkThe Internet, like soylent green, is made of people. And startups can never get enough.

That's the insight I've gathered from years of attending South By Southwest Interactive, the annual conference/festival/five-day rave held every year in Austin in conjunction with the more established SXSW film and music festivals. (You can show your veteran status, or fake it, by calling it "South By.") The streets of Texas's capital city are swarming with San Franciscans; I knew a half-dozen people on my JetBlue flight.

So why do so many people pick up and hang out in Texas for a week? Because they have jobs to fill, and the people they need are all here.

I've called SXSW a "pointless party" and ridiculed it as "spring break for Web developers." But there's something to be said for getting out and meeting people in a new place, unmoored from your usual routines. Sure, there are panels, but it's really about the hobnobbing in the Austin Convention Center's long, long hallways and the parties that roll into the night. People are trying to connect on a deeper level around shared passions — here, mostly consumer Web startups and the possibilities that unfold when you connect social experiences with the Internet.

It's not about the products that launch at SXSW. I have sympathy, even admiration for startups brave enough to run the SXSW gauntlet of skeptical, demanding geeks in the hopes of getting dubbed the next Twitter or Foursquare, to name two startups that won buzz here. But really, if you can find one great developer at a party, consider it a win.

Yesterday, right before I grabbed my bags and headed to the airport, I moderated a panel at the Unleashed Talent conference in San Francisco on the topic of recruiting. One of the panelists, Ethan Bloch, the founder of Flowtown, a startup that aims to turn your most passionate customers into a virtual sales force for your product, struck me as singularly obsessed with recruiting.

Bloch told the audience he spends 90 percent of his time recruiting, doing everything from writing scripts that monitor GitHub, a collaborative source-code repository favored by Ruby on Rails programmers, for the most productive users to scanning Dribbble, a design-sharing site, for creative user-experience types.

In a similar vein, Peter Kazanjy, the CEO of professional-reviews site Honestly.com, mentioned during the panel that he'd built SocialLink, a FireFox Web browser add-on that helps users find a LinkedIn connection on Facebook or Twitter. (Among other things, this helps you evade a charge LinkedIn imposes to send messages to users that aren't in your professional network.)

Other panelists, like BranchOut founder Rick Marini and Top Prospect's Rotem Perelmuter, emphasized the importance of constantly recruiting by mining social graphs, the mapped-out connections between people on social networks like Facebook. (Not surprisingly, their startups help you do just that: BranchOut is a professional network, not unlike LinkedIn, but one that lives within Facebook as an app, while Top

Prospect helps companies extend the referral rewards usually given to employees for a successful new hire to their wider circle of friends and acquaintances.)

Jobvite CEO Dan Finnigan pointed out that this approach is singularly effective: Referrals that come through employees' social networks are 12 times more likely to result in a hire than over-the-transom applications. And they're cheaper, too — the cost of a referral hire might be in the range of $3,000 to $5,000, while a professional recruiter could easily start at $20,000 to $25,000 per completed hire. (At the panel, venture capitalist Jeremy Liew of Lightspeed Venture Partners sarcastically quizzed Bloch on his recruiting productivity, finally getting Bloch to admit that for all the time he'd spent since January scouring websites for "world-class" candidates, he'd only made one hire so far. But at those rates, I'd say Bloch's doing okay.)

Against that backdrop, a conference pass, a plane ticket to Austin, and a few nights in a hotel seem cheap. So party on, South By geeks. If you can make just one whip-smart, talented new friend whom you bring back home to headquarters, you've paid your own way.

(Oh, and by the way, VentureBeat is hiring.)

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Nine Best Practices For Using Social Media To Win Your Dream Job

 Posted by Contributor on 3/11/11 • Categorized as Advice For The Young At Heart

Author Maribeth Kuzmeski, who wrote The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life, believes that in today's tough employment market, your social media presence can make you or break you.

"Of course, the Web has been an integral part of job searches for years now," notes Kuzmeski, who also authored …And the Clients Went Wild!: How Savvy Professionals Win All the Business They Want. "But it's been in only the past couple of years that social media has gotten so important."

"I think many job seekers find out the hard way that it can be a double-edged sword," she adds. "If you have the right kind of online presence, it can greatly improve your chances of getting hired, but one wrong move and employers might shun you. You have to remember the connections you make online define you. When you're trying to get hired, you have to be careful of what they say."

An expert on the art of connecting, Kuzmeski teaches clients how to connect with their customers in order to win business and build loyalty and knows all about making the right impression. These same relationship-building skills can help job seekers make the right kind of connections via social media.

Here is her advice on how to get hired (and avoid being fired!) using social media:
1. Mine your social networking connections.

You've got all those Facebook friends, LinkedIn connections, and followers on Twitter for a reason—use them! In your job search, you should always look to the fruit closest to the ground. Is anyone in your social network working for a company that would be a good fit for you? If so, ask them to keep you in mind the next time a position opens up, or pitch them on your experience and they just might put you in touch with their HR department. If you're currently employed but looking to go elsewhere, just be sure to keep your communication as private as possible. You don't want people posting job opportunities or job search well-wishes on your Facebook Wall where a coworker or your boss might see them.

"Also, keep in mind the focus of your networking—social and otherwise—should not be on gaining an immediate job offer from those in your network," says Kuzmeski. "In fact, that tactic almost never works. The goal should, instead, be to build a mutually beneficial relationship with someone who may never even be able to give you a job, but might know someone who can.

"For example, maybe someone in your network is in a completely different industry from you, but has a huge network of friends on Facebook," she adds. "He might not be able to help you get a job at his company, but someone in his network might have the perfect opportunity for you. Don't count anyone out

of your networking efforts, especially those who are the closest to you and therefore the most willing to help."
2. Put your best Face(book) forward.

According to Jobvite.com's 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the "real" side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

"If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer," Kuzmeski advises. "Do yourself a favor and remove those materials. And when you're engaging in social media activity, think of yourself as a public figure who may have your every word scrutinized.

"And if you think that simply making your profiles private will solve the problem, beware," she warns. "A twenty-something job searcher recently told me about a new tactic that some employers are using. The interviewer asks the candidate to pull up his Facebook page—right there in the interview, leaving him no time to clean anything up! Yes, social media is a lot of fun, but make sure if you're looking for a job that your social media sites help, not hurt, your cause."
3. Monitor your online reputation.

As mentioned above, companies are checking up on people before they even invite them for an interview. And while you know what you've posted about yourself online, you might not know about what others have posted about you or your company. One of the easiest ways to monitor your reputation is by setting up Google Alerts that will inform you of anything that has appeared about you online. Just go to www.Google.com/Alerts and set up a free alert of your name and your company's name (if relevant). Whenever anything appears online that you or someone else has posted about you, an email will be sent to you with a link to the online occurrence.

"Ultimately, the best way to manage your online reputation is by generating positive search results through your online posts and profiles that will rank as highly as possible on any list of search results," says Kuzmeski. "But by monitoring these search results closely, you can get out in front of any problems that might arise from something negative someone else has said about you or your current employer online. That way, at least you'll be prepared with an explanation. Bottom line, protect your most important assets—your brand and online reputation."
4. Use proactive posting to stand out online (in a good way).

At a time when you're constantly warned about everything that can be used against you online, you might have an inclination to pull back altogether on your online presence. The reality is you should do whatever you can, when you can, to build your credibility. That's right: You can, and should, consciously and deliberately craft an online image.

"For example, if you have a well-written blog about something you are passionate about or if you are a conscientious tweeter informing your followers about interesting news stories, you can actually build a very respectable reputation online," says Kuzmeski. "You should also consider joining the commenting communities on the Web sites or blogs of companies that interest you. By doing so, you can add to their dialogue, and the suggestions and comments you post just might catch the right someone's eye.

"Taking these steps shows you know how to use the Web wisely and that you are well rounded, well informed, and a great communicator—factors that every company wants in an employee," she adds.
5. Build your online résumé using LinkedIn.

If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to www.LinkedIn.com, add your picture and a

summary of your past job responsibilities, and state what you're looking for. As a LinkedIn member, you can also join groups, review books, and proactively connect with potential employers.

"Think of it as creating your own living résumé and as a great way for people to connect with you!" says Kuzmeski.
6. Check out your interviewer.

Social media isn't all about what you do online. It's also important that you know what your potential future employer is doing online. If you know who you will be sending a résumé to or who will be interviewing you, conducting a little research in advance of your communication can provide you with a big advantage.
"During an interview I conducted with a candidate for my company, the candidate began talking about how much he liked one of the books I had written," recalls Kuzmeski. "He quoted from the book and offered a story of how he used the information in his career. He had me! I had spent a year writing that book, and the fact that he liked it and gave me information that proved he really read it made me remember him. And somehow he seemed smarter! After ten interviews in one day, people can start to blur. He never did.

"We didn't end up hiring him because he had little experience in the type of service marketing we needed, but I gave him a high recommendation to one of our firm's clients, and he was hired within a week," she adds.
7. Make an impact by using video.

If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here's how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Here are some helpful scripting tips for getting the interview:

1. The video should be no longer than one or two minutes.
2. Introduce yourself.
3. Identify the job you would like to be interviewed for.
4. Tell them three things about your background that may make them interested in interviewing you.
5. Thank them for watching the video and ask them for the interview.
8. Don't be overly friendly.

It's important to think of your social media connections as just that—connections, not friends. Just because a potential employer responds to you using informal language in a Facebook post or via Twitter, does not give you the go-ahead to do the same. It is never okay to use texting shorthand such as LOL or TTYL in any communication with potential employers, no matter how informal your contact at the company is with you.

"Remember, just because your immediate contact has no problem sending informal emails to potential employees, doesn't mean that his boss won't mind it," Kuzmeski points out. "Other people at the company might be reading those emails. And for that reason, you should stay professional at all times."
9. Remember, you have to give to get.

Social media requires that, regardless of what an individual has attained or achieved to this point in the real world, everyone starts off at the beginning in the social space. Each step up the social media ladder is earned by giving to the other members—whether that is in the form of a fresh, interesting piece of content of your own or by promoting someone else's content. But the underlying rule is that you must give to get.

“By adding value to the community, you are making more connections and, as a result, earning more friends, more followers, and more trust,” says Kuzmeski. “So don’t hesitate to post job opportunities or other information that your network will find useful. Connect those in your network who might be able to benefit from one another. Just having a network isn’t good enough; you have to play an active role in it if you want to get anything back from those you’re connecting with via social media.”

“No matter what means of communication you prefer, relationships are the real secret to success,” says Kuzmeski. “If you can use social media to build strong relationships and connect with employers, you will get your piece of the proverbial pie. If you can’t, you’ll be scrambling for crumbs!”

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Youngstown News : http://www.vindy.com/news/2011/mar/13/recruiting-tool/

RECRUITing tool

Published: Sun, March 13, 2011 @ 12:00 a.m.

RECRUITing tool

Social media

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BOSTON Herald

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Recruiters find job seekers in most unlikely places

By GRETA GUEST
DETROIT FREE PRESS

Experts say job growth is expected this year and recruiters may step up efforts to find the right candidates.

But the ways in which they'll find those workers won't necessarily be traditional.

Will Boland, chief administrative officer for Sageworks, a Raleigh, N.C.-based firm that analyzes industry financials, said some recruiters would post openings on sites such as CareerBuilder, Craigslist or LinkedIn, but not all of them. The biggest frustration in posting jobs this way is the sheer volume of responses.

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Techniques for Using Social Media to Land Your Dream Job

By: Kathy Murdock | AllBusiness.com |

Contact

Filed In: Internet Social Networking and Software Services & Applications

2011-03-14

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As you tighten up your resume and purchase a new outfit for interviews, you might not think about how Facebook or Twitter can help you land that dream job. But Maribeth Kuzmeski, author of The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients, says you should.

"Of course, the Web has been an integral part of job searches for years now," she says, adding that it has only been in the past few years that social media has gained such importance. "If you have the right kind of online presence, it can greatly improve your chances of getting hired, but one wrong move and employers might shun you."

What can you do to get hired – not fired – using today's social media? Kuzmeski shares these tips for utilizing social networking in your next job search.

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Put your best Face(book) forward. Jobvite's 2010 Social Recruiting Survey found that 83 percent of employers plan to utilize social networking to recruit for positions this year; so, says Kuzmeski, make sure your Facebook and Twitter pages are clean and professional. "If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer." Remove these, and from this point forward consider everything you print will be read by a potential employer.

Think it won't make a difference what you post as long as your profile is private? Think again. Kuzmeski relays a story of a recent twenty-year old who said one tactic being used by some employers is requesting that an interviewee pull up his or her Facebook page during the interview, leaving no time to edit the content.

Check out your interviewer as he checks you out. Your prospective new employer isn't the only one who can gain some information online prior to the interview. Google the person for whom you are interviewing, as this will provide you with a great advantage during the interview. Says Kuzmeski, "During an interview I conducted with a candidate for my company, the candidate began talking about how much he liked one of the books I had written. He quoted from the book and offered a story of how he used the information in his career. He had me!"

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Atlanta Journal Constitution : http://www.ajc.com/jobs/re-engaging-workers-a-875915.html

Re-engaging workers a big hurdle for HR

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By Laura Raines



For the AJC

Between layoffs, hiring freezes, profit losses and budget cuts, human resource professionals have seen many unhappy employees in the recent recession.
Leita Cowart, Special “Disengaged employees cost American companies $350 billion annually,” said Nancy Lewis, citing a 2010 Society for Human Resource Management article.

So now that we’re in a post-recession economy, is everybody happy?

Hardly! As the saying goes, “If Mama ain’t happy, ain’t nobody happy,” and there are a lot of unhappy mamas, and papas, in today’s work force.

According to the Job Seeker Nation 2010 Jobvite Survey released last November, roughly two-thirds, or about 77.5 million, of American workers are either actively seeking a new job or open to a new opportunity. Companies anticipate a mass exodus of talent when the economy gains steam.

When leadership and talent development consultant Nancy Lewis tells clients that they need to invest in training their people, she often hears, “What if we train them and they leave?” Her reply, “What if you don’t train them and they stay?”

“According to a 2010 Society for Human Resource Management article, disengaged employees cost American companies $350 billion annually,” said Lewis, president/owner of Atlanta-based Progressive Techniques Inc. “That’s a huge problem for companies and human resource professionals who are struggling to recruit and retain the best talent.”

It’s not enough to find them and hire them, she said, if the corporate culture can’t keep them. “The challenge is to create an environment where people are engaged and developing their talents. You need to invest in your people, and you need to start now,” she said.

That can be a hard sell in companies where HR doesn’t have a seat at the leadership table and is brought in on the backside to deal with the fallout from hard decisions.

“Human resource managers have very important and constantly changing jobs,” said Jean Houston Shore, managing member of Atlanta-based WorkStrong Consulting, LLC and author of “Working Together Better.” “It’s crucial for them to understand their industry and to be able to show how what they do affects their company’s bottom line.”

She likens the job to “adjusting a giant ergonomically correct chair that must support the competitive strategies of a company. There has to be a constant adjusting of the levers to enable the company to succeed.”

One of those levers is to coach managers in how to improve the engagement of their people. In the current economy, workers have become disengaged for many reasons. Many are overwhelmed by the change of new responsibilities, new leadership or added workloads and have lost the ability to cope, Houston Shore said.

HR can provide surveys, focus groups and meetings, or refer people to employee assistance providers who can give them time and space to work through their feelings.

Other workers have lost interest because the job no longer offers the intrinsic or extrinsic rewards they want.

“Either the salaries, benefits and bonuses [extrinsic benefits] are no longer satisfying, or the intrinsic rewards of an energetic and productive atmosphere, positive relationships with co-workers or personal recognition may no longer be there,” she said.

“Many workers no longer feel valued or connected to the big-picture goals of their companies,” Lewis said. “They find themselves not having the resources or skills to do the job. They see their hours extended and their pay or benefits cut, and they feel shafted.”

Lewis tells managers that to re-engage their workers, they must first see them as whole people, and to have the “courageous conversations” that will build trust and allow leaders to see what is really going on.

“It’s time for managers to learn and use soft skills like communication, recognition, mentoring and caring because soft skills can have a hard impact,” she said.

“Whatever happened to thank you for a job well done? Today’s workers certainly aren’t overloaded by praise,” Lewis said.

While HR may be locked into salary caps or higher benefit costs, they could grant low-cost but desired benefits like flexible work schedules, personal days, gym discounts or stress-relief classes — ways to help them balance their lives and do their jobs better.

“Companies need mentoring and training programs that encourage people to develop their skills and to ensure that knowledge is being transferred. Smart companies create a pipeline of future leaders,” she said.

Atlanta Technical College has a training program that prepares middle managers to become supervisors, directors or deans.

“We believe in growing our own. We develop our staff to become leaders, find that the idea of upward mobility is contagious and good for morale,” said Marilyn Smith-Robinson, director of human resources at Atlanta Technical College.

With more than 30 years of experience, Smith-Robinson admits that this is an exceptionally challenging time for human resource professionals. The college is hiring, but finding the right talent to meet the job requirements isn’t easy.

“People today tend to apply to everything. They may have the ability, but not the right degree,” she said. Competing with the higher salaries of clinical and business settings is also difficult for an educational institution.

“Of course, we always tell candidates that they’ll have an opportunity to influence the next generation in their field,” Smith-Robinson said. “That passion has to be there, but we also believe that we’ve created a pretty good work environment.”

In 2007, the college developed its own customer service training program, “Extreme Hospitality,” for its roughly 1,050 faculty and staff members. “We trained select staff, and they trained everyone else. Our goal was to knock the socks off of people with our service,” Smith-Robinson said.

“We got really positive feedback from our students and business partners,” said Terreta Rodgers, director of communication and marketing at Atlanta Technical College. “But it also raised awareness with our staff about how important good customer service is to our goal of providing a quality education.”

Customers can fill out a “You Make Me Smile” card when they receive exceptional service, and employees are proud to post those in their workplace.

The college also takes employee satisfaction surveys, hosts focus groups and conducts town hall meetings where faculty and staff can raise concerns directly with the college president and HR director. “Cookies and conversation” functions give newcomers a chance to meet with college leaders in an informal social setting.

“When everyone feels connected to the vision and knows that they are a part of our success, there is very little employee attrition,” Rodgers said.

An employee recognition program honors outstanding contributions and years of service with plaques and perks.

“We also conduct a performance review of all employees twice a year, which allows them to gauge how well they are doing and us to address concerns,” Smith-Robinson said. “The many channels of communication keep employees engaged. We want to be an employer of choice. That’s how you attract people who will contribute to your organization.”

Information Week : http://www.informationweek.com/news/software/enterprise_apps/229301162

SuccessFactors Acquires Social Learning Firm, Upgrades SaaS Suite

Jambok multimedia learning platform added to help customers create and share training content. Software-as-a-service BizX suite gets analytic, social networking, and mobile upgrades.

By Doug Henschen InformationWeek
March 17, 2011 08:47 AM

Training is evolving, with tools such as video and screencasts supplementing and even replacing conventional on-the-job training. Sofware-as-a-service player SuccessFactors placed a big bet this week that multimedia content is the future of training by acquiring Jambok, a SaaS-based social learning company.

Jambok's technology will be integrated with SuccessFactor's growing BizX Suite, which includes SaaS-based apps for employee performance management, recruiting, variable pay, and compensation management, strategy management, goal execution, and succession, workforce planning, and the CubeTree social collaboration platform.

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SuccessFactors also announced a significant upgrade of BizX on Thursday, including upgrades to the social collaboration environment that will soon integrate Jambok's capabilities.

Jambok's tools enable customers to capture Web cam videos, narration, and other multimedia assets such as screencasts, slideshares, photos, and documents. Content is uploaded to Jambok's social networking environment, which can be kept inside a company or extended to a larger community.

The Jambok platform gives managers and sales teams the ability to broadly share content from subject-matter experts, improving the quality of training and demonstrations while also improving productivity since experts no longer have to travel or repeat live presentations. Social collaboration features let content consumer share, rate and review these assets. Current Jambok customers include Nike, Mitsubishi, and Reuters.

The March 2011 BizX Cloud release announced on Thursday delivers improvements in three areas: analytics, social-networking-style collaboration, and mobility. New Manager Action Reports are said to give line-of-business manager metrics and benchmarks on workforce data, including personnel performance, goal setting, and alignment with strategic objectives. Reports can be pushed out via e-mail and personalized to specific managers and employees.

New LiveMetrics integrated with the BizX compensation module help managers plan and revise merit increases and bonuses based on performance data and compensation guidance. Managers also get real-time insight on salary budget allocations so they can plan and revise as they assign increases, instantly seeing the impact of changes and assignments on available salary pools.

BizX social collaboration upgrades include an integration with Microsoft SharePoint that makes it possible to share documents from SharePoint stores through CubeTree. In addition, a new Email Gateway integrates CubeTree feeds with inboxes so you can get microblog-style updates from your e-mail interface.

To better support recruiting, SuccessFactors says it can now broadcast job openings through public networks such as Facebook, Twitter, and LinkedIn through partner Jobvite. Results across networks can be measured and promising leads brought back into the CubeTree environment for internal review. This new capability is said to tap into more than 800 million potential candidates via viral job posting, yet it's also a targeted approach said to reach best prospects based on social-network associations.

In a final BizX upgrade, new mobile support takes advantage of SuccessFactor's typically cross-enterprise footprint within companies to tap into employee profiles and contact information. This link puts a company-wide directory in your pocket, with phone, e-mail, and text contacts and a direct-messaging option through CubeTree.

Combined with the other upgrades and available from iPhone, iPad and BlackBerry devices, the new mobile capabilities enable users to review recruiting prospects, share documents, review analytics, see alerts, and collaborate across the company.

The BizX updates go live on March 18. SuccessFactors claims more than 3,200 customers with 8 million users. Terms of the Jambok acquisition, which was finalized on Tuesday, were not disclosed. Jambok's Redwood City, Calif.-based staff will join SuccessFactors, which is based in San Mateo, Calif. Company CEO Karie Willyerd, formerly chief learning officer at Sun Microsystems, will join SuccessFactors as VP of learning and social adoption.

Attend Enterprise 2.0 Boston to see the latest social business tools and technologies. Register with code CPBJEB03 and save $100 off conference passes or for a free expo pass. It happens June 20-23. Find out more.

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Job recruiters find new ways

By GRETA GUEST
Detroit Free Press

DETROIT — Experts say job growth is expected this year and recruiters may step up efforts to find the right candidates.

But the ways in which they'll find those workers won't necessarily be traditional.

Will Boland, chief administrative officer for Sageworks, a Raleigh, N.C.-based firm that analyzes industry financials, said some recruiters would post openings on sites such as CareerBuilder, Craigslist or LinkedIn, but not all of them. The biggest frustration in posting jobs this way is the sheer volume of responses.

More employers are using social media sites such as Facebook to find candidates, while others are hitting the streets in search of workers.

Here is a sampling of recruiting methods from several business sectors.

Accounting/finance: Kevin Suksi, a recruiter for consulting and executive search firm Accretive Solutions in Troy, Mich., recently posted a job to his Facebook friends looking for a logistics manager for a consumer products company in metro Detroit. The candidate needed trade experience in China.

While Suksi typically focuses on accounting and finance jobs, he will turn to Facebook when trying to fill something unusual.

"You just never know who knows who," he said.

But for the bread-and-butter jobs such as chief financial officers or certified public accountants, he is more likely to use LinkedIn, the professional networking site.

"The group that we are targeting in metro Detroit is a pretty finite group, and we pretty much know who they are," he said. "I think that our core value to companies is that we are able to get to people who are passive, who they wouldn't get on their own."

Mortgage: For jobs that require strong customer service skills, there's nothing more effective than going out to find them at their current jobs, said Michelle Salvatore, director of recruiting for Detroit-based Quicken Loans.

"We're doing a more rogue-recruiting style where we will send the recruiters out on the streets," she said.

The company's recruiters, for instance, will approach people who work at stores.

She says that up to 20 percent of hires are personally approached by her in-house recruiting team. Salvatore oversees 27 recruiters.

Her team also uses on-site job fairs and online job sites to find candidates, particularly for the mortgage banker position, which has the highest turnover of any job at the company. The company needs to hire 1,200 mortgage bankers a year to keep up with demand and turnover.

Quicken Loans is in a trial over a lawsuit from more than 300 people working as mortgage bankers in Michigan and Ohio who argue they should have received overtime pay from 2002 to 2006.

Retail: With 30 percent turnover, Walmart is recruiting pretty much nonstop. Baldomero Silva, division human resources senior director who oversees Ohio, Michigan and parts of Pennsylvania, said much of the hourly and management recruiting happens at the company's website, walmartstores.com/careers, and in-store kiosks.

For the three states, he's looking for more than 30,000 employees a year. The company also recruits at job fairs in communities, colleges and military locations. And starting in June, Silva will be looking for 300 employees for its new store in Southgate.

Government: The U.S. Patent and Trade Office expects to start hiring in April to fill 100 patent examiner jobs and about 10 administrative jobs at its first satellite office in Detroit.

"We are looking at engineers," said Peggy Focarino of the Patent Office. "In terms of locations, we looked at Detroit as a pretty rich environment. We're not concerned about having a lack of applicants. Some of them have law degrees or practical experience."

The area also has a high unemployment rate and a wealth of engineers. They will be chief among applicants for the jobs, which have an average $70,000 annual salary. The government also wants candidates with intellectual property experience.

Applicants for these and other federal government jobs must apply through USAJobs, usajobs.gov, the government's job site.



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On social media

A 2010 survey by Jobvite found that social media are increasingly used by recruiters to find new employees. More than 600 human resource professionals participated in the online survey that found the following.

What: 73 percent of companies use social media to support their recruitment efforts.

Which: Among recruiters, LinkedIn is the most popular site, with 78 percent using the site to recruit, followed by Facebook at 55 percent and Twitter at 45 percent.

How: 65 percent of companies have dedicated social-media accounts with LinkedIn for recruiting. Another 39 percent have Facebook accounts for recruiting.



MCT

MICHELE SALVATORE

"...We will send the recruiters out on the streets."

MICHELLE SALVATORE
Quicken Loans, Detroit



MCT

Michele Salvatore, center, director of recruiting of Quicken Loans, walks among her team of recruiters at the Detroit-based company.

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Wow! Transformations : http://blog.wowtransformations.com/?p=386

What are you doing to re-engage your talent?

A recent article in the Atlanta Journal Constitution, “Re-engaging workers a big hurdle for HR,” reinforces the level of unhappiness in today’s workplace. In times like this, it’s critical for a company to invest in its talent and create a culture where people are engaged and learning.

The article speaks to WOW! transformations beyondboarding™ process: A strategic approach to employee and organizational growth and development that accounts for the cost of hiring and retaining a company’s most valuable resources, its talent.

According to the Job Seeker Nation 2010 Jobvite Survey released in November, roughly two-thirds — about 77.5 million — of American workers are either actively seeking a new job or open to a new opportunity. Companies anticipate a mass exodus of talent when the economy gains steam.

According to a 2010 Society for Human Resource Management article, disengaged employees cost American companies $350 billion annually. That’s a huge problem for companies and human resource professionals who are struggling to recruit and retain the best talent.

Nancy Lewis, president and owner of Atlanta-based Progressive Techniques Inc., went on to say in the AJC article, “Companies need mentoring and training programs that encourage people to develop their skills and to ensure that knowledge is being transferred. Smart companies create a pipeline of future leaders. It’s not enough to find them and hire them if the corporate culture can’t keep them. The challenge is to create an environment where people are engaged and developing their talents. You need to invest in your people, and you need to start now.”
Are you ready to reinvent your talent development process?
1retweet

Tags: culture, employee engagement, employee satisfaction, talent development, talent management

This entry was posted on Wednesday, March 23rd, 2011 at 12:09 pm and is filed under Uncategorized. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

Bakersfield Californian : http://www.bakersfield.com/news/business/economy/x529879857/ROBIN-PAGGI-Parents-let-your-kids-get-their-own-jobs

ROBIN PAGGI: Parents, let your kids get their own jobs

BY ROBIN PAGGI, Contributing columnist | Friday, Mar 25 2011 12:00 PM

Last Updated Friday, Mar 25 2011 12:00 PM
Images
Robin Paggi



Robin Paggi

It's tough getting a job these days, especially if you're young. Data from the Bureau of Labor Statistics show that the national unemployment rate is 21.7 percent for 18- and 19-year-olds and 14.6 percent for people ages 20-24 (compared to the overall national rate of 9.8 percent).

This means "the proportion of people younger than age 24 in the U.S. labor market is lower than at any other time since participation rates were first tracked more than 60 years ago," according to Jennifer Schramm, manager of the Workplace Trends and Forecasting program at the Society for Human Resource Management.

Why is there such high unemployment for young people? Certainly, the recession has something to do with it. However, numerous articles on the subject indicate parents and young people themselves are also to blame.

In their recently published book "Not Quite Adults: Why 20-Somethings Are Choosing a Slower Path to Adulthood, and Why It's Good for Everyone," authors Richard Settersten, Ph.D., and Barbara E. Ray argue that "the media and others may paint today's young adults as spoiled slackers, implicitly blaming parents for their children's failure to launch. But the real story lies largely elsewhere, in a host of changes that affect how young adults think about education, work, love, home, and country."

Dan Finnigan, a recruiting industry veteran, would probably disagree. In his article, "It's Not Your Mom's Job Hunt, he talks about "real life stories that left me flabbergasted: recruiters and HR managers reporting that Gen Y parents have been calling employers to negotiate salaries and benefits on behalf of their young-adult children. ... Some are showing up at job fairs, or worse, the actual interview. Some companies have even implemented training on how to handle overinvolved moms and dads."

Those born between 1977 and 1991 are called Generation Y by most demographers (this generation includes 20- to 24-year-olds, but could describe 18- and 19-year-olds as well). In "Not Everyone Gets a Trophy: How to Manage Generation Y," author Bruce Tulgan writes, "Every step of the way, Gen Yers' parents have guided, directed, supported, coached and protected them." This type of behavior has extended to job searches, interviews and salary negotiations.

Steven Rothberg, president and founder of CollegeRecruiter.com recounted to msnbc.com that, "I recently received a call from the mother of a Ph.D. student who was applying to jobs on behalf of the daughter and thought there was nothing wrong with it. The mother asked for suggestions for what jobs she should apply to on behalf of the daughter and I told her none."

Indeed, in her article "Get Hired, Not Fired: 50 Secrets Your HR Person Won't Tell You," Michelle Crouch quoted an HR professional in New York City who said, "I once hired someone, and her mother didn't think the salary we were offering was high enough, so she called me to negotiate. There are two problems with that: 1) I can't negotiate with anyone who's not you. 2) It's your mother. Seriously, I was like, 'Did that woman's mother just call me, or was it my imagination?' I immediately withdrew the offer."

Parents need to take a step back, said Susan Smith Kuczmarski, author of "The Sacred Flight of the Teenager: A Parent's Guide to Stepping Back and Letting Go." "It's important for the teen or young adult to find her own job," she said. "If a parent stays out of it, kids learn the difficulty of finding a job, an important discovery."

So, parents -- let your kids get their own jobs, be it at a Fortune 500 company or at McDonald's. And, young job seekers -- consider taking this advice from seasoned HR professionals (quoted in the article "Get Hired, Not Fired") if you want to improve your chances of getting a job:

* Professionalize your email address: "We will judge you based on your email address. Especially if its something inappropriate like kinkyboots101@hotmail.com or johnnylikestodrink@gmail.com."

* Turn off your phone: "Don't just silence your phone for the interview. Turn it all the way off."

* Maintain a strong grip: "If you've got a weak handshake, I make a note of it."

* Be nice: "Make sure you're nice to everyone, especially the admin person at the front desk. If you're not, we'll hear about it."

* Say it right: "Know how to pronounce my name, even if you have to call and ask the receptionist before you come in."

* Do your homework: "It's amazing when people come in for an interview and say, 'Can you tell me about your business?' Seriously, people, there's an Internet. Look it up."

* Keep it brief: "One time I said to a candidate, 'Tell me a little bit about yourself.' An hour and a half later, I was afraid to ask question No. 2."

* Don't be a pest: "When it comes to getting a job, persistence does not pay off. Checking in once or twice is fine. But if you call and call and call, you're not going to get the job, because you're annoying."

Our current economic situation makes finding a job challenging for anyone. Young job seekers will be more successful in their attempt to become employed by following the guidelines above and having their parents stay out of the process.

Robin Paggi is a Certified Human Resources Professional with KDG Human Resource Solutions, a division of the Klein, DeNatale, Goldner law firm. These are her opinions, not necessarily The Californian's.

Internet Marketing Advice : http://bestinternetmarketingadvice.blogspot.com/2011/03/mashable-how-to-hire-top-talent-in.html

Mashable! - HOW TO: Hire Top Talent in Emerging Industries

HOW TO: Hire Top Talent in Emerging Industries

Dan Finnigan is CEO of Jobvite, an SaaS platform for the social web that companies use to find and hire people. You can follow him on Twitter at @DanFinnigan and read his Jobvite Blog.

Here in the Bay Area, hundreds of lesser-known startups have plans for massive hiring growth this year. That’s always a challenge, but even greater when hiring for positions that didn't exist three years ago. How do you find experienced employees for a completely new industry?

Many fast growing companies in emerging industries, such as social gaming, green tech, cloud technologies, and mobile development are experiencing the same thing. It's a problem created by successful innovators. By 2015, 60% of new jobs being created will require skills only held by 20% of the population, according to a report from the American Society for Training and Development.

So how do you hire hundreds of commu nity managers, super moderators, gaming producers and social media marketing specialists when there just aren't enough qualified people looking for work?
"We Need Another You"

Traditional methods such as posting a job listing on your company website or on a job board will get you a wide variety and large quantity of applicants with varying qualifications. Frankly, it can be a crapshoot.

The alternative approach boils down to an executive or manager speaking with one of their most valued employees and saying, "We just created this new position and there aren't a lot of people out there with the qualifications for it. We need someone with your skill set and qualities; we need another you! Do you know anyone?"

This type of conversation has been going on for years because employee referrals generate hires who frequently become productive more quickly, stay with a company longer and perform better. And employees tend to refer those contacts who they believe can...

Mashable : http://mashable.com/2011/03/29/hiring-emerging-industries/

HOW TO: Hire Top Talent in Emerging Industries

March 30, 2011 by Dan Finnigan 10
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This type of conversation has been going on for years because employee referrals generate hires who frequently become productive more quickly, stay with a company longer and perform better. And employees tend to refer those contacts who they believe can do the job and do it well. In fact, among our customers, one in 12 referral applicants is hired compared with one in 100 general applicants.
Beyond the Resume

When you approach an employee and say, "We need someone like you," you're not just referring to experience and expertise, you're also referring to important intangible factors, such as work ethic, motivation and potential. These are hard qualities to ascertain by simply reading someone's resume and interviewing them once or twice. And they become even more important when you have to take a flexible approach to qualifications in a new industry.

Scott Thomas, head of talent acquisition at Kabam, says “we focus on the sharps, the attitude and the work ethic. And engagement counts – we’re impressed by people who make an effort.” Company interviewers look for indications that candidates have that “It” factor that will help them thrive in the new industry. Does this candidate make the most of their opportunities? Are they consistently overachieving? Are they doing things outside the scope of their role?

The New Social Supply Chain

Fortunately, the social technologies that create the demand for talent are also helping to supply it. Social media offers ways for companies to amplify job referrals, create awareness among prospects and interact with candidates. Here are a few strategies that companies are employing to engage with talented people who aren’t actively looking for a job.

Expand your reach. Use multiple social media channels to communicate your company to the kind of people who would be interested in your jobs — on the company blog, Facebook Page and dedicated “Jobs” accounts on Twitter.

Raise awareness about your company and jobs. Social media offers an inexpensive way to grow brand awareness in target communities in a more personal and genuine way.

Encourage employee involvement. Encourage employees to spread the word about current openings via LinkedIn, Twitter, Facebook and other communities. Social media can help the company grow social referrals beyond employees’ first-degree connections.

Engage in more conversations. Quick exchanges on social networks are low overhead for prospects and recruiters, but they eventually lead to applications from people who would not have responded otherwise.

Take it offline. Send invites via social media to Friday happy hours and other events. Use social media in creative ways to drive the conversation to an in-person space.

Got “It?”

As the economic turnaround picks up steam, more companies will face shortages of talented, experienced workers who have “It.” And don’t forget, employees want to work for an “It” company. Social outreach and engagement helps position employers favorably with target candidates. A newly hired engineer recently told us that when a recruiter contacted him through Twitter, he immediately knew this company was a better fit than those whose recruiters were calling and emailing him.

Companies now growing at extraordinary rates are figuring out how use social media to compete for talent and proving that you don’t need to be big to build a strong employment brand in your target market.

Disclosure: Kabam is a client of the author’s company.

Offical Offer : http://www.official-offer.com/uncategorized/how-to-hire-top-talent-in-emerging-industries-mashable/

HOW TO: Hire Top Talent in Emerging Industries (Mashable)

Posted on March 29, 2011 by

Mashable – Dan Finnigan is CEO of Jobvite, an SaaS platform for the social web that companies use to find and hire people. You can follow him on Twitter at @DanFinnigan and read his Jobvite Blog.

Original story here.
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HOW TO: Hire Top Talent in Emerging

Posted on Mar 29, 2011 in Business, contributor, features by Dan Finnigan Comments Off

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The New Social Supply Chain

Fortunately, the social technologies that create the demand for talent are also helping to supply it. Social media offers ways for companies to amplify job referrals, create awareness among prospects and interact with candidates. Here are a few strategies that companies are employing to engage with talented people who aren't actively looking for a job.
Expand your reach. Use multiple social media channels to communicate your company to the kind of people who would be interested in your jobs — on the company blog, Facebook Page and dedicated "Jobs" accounts on Twitter.Raise awareness about your company and jobs. Social media offers an inexpensive way to grow brand awareness in target communities in a more personal and genuine way.Encourage employee involvement. Encourage employees to spread the word about current openings via LinkedIn, Twitter, Facebook and other communities. Social media can help the company grow social referrals beyond employees' first-degree connections.Engage in more conversations. Quick exchanges on social networks are low overhead for prospects and recruiters, but they eventually lead to applications from people who would not have responded otherwise.Take it offline. Send invites via social media to Friday happy hours and other events. Use social media in creative ways to drive the conversation to an in-person space.Got "It?"

As the economic turnaround picks up steam, more companies will face shortages of talented, experienced workers who have "It." And don't forget, employees want to work for an "It" company. Social outreach and engagement helps position employers favorably with target candidates. A newly hired engineer recently told us that when a recruiter contacted him through Twitter, he immediately knew this company was a better fit than those whose recruiters were calling and emailing him.

Companies now growing at extraordinary rates are figuring out how use social media to compete for talent and proving that you don't need to be big to build a strong employment brand in your target market.

Disclosure: Kabam is a client of the author's company.
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Image courtesy of iStockphoto, VikramRaghuvanshi

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HOW TO: Hire Top Talent in Emerging Industries

March 29th, 2011
Link Twitter
Mashable

Dan Finnigan is CEO of Jobvite, an SaaS platform for the social web that companies use to find and hire people. You can follow him on Twitter at @DanFinnigan and read his Jobvite Blog.

Here in the Bay Area, hundreds of lesser-known startups have plans for massive… read more
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Techme101 : http://techme101.com/2011/03/29/hire-top-talent-in-emerging-industries/

Hire Top Talent in Emerging Industries

Posted on March 29, 2011

Dan Finnigan is CEO of Jobvite, an SaaS platform for the social web that companies use to find and hire people. You can follow him on Twitter at @DanFinnigan and read his Jobvite Blog.Here in the Bay Area, hundreds of lesser-known startups have plans for massive hiring growth this year.

The Atlanta Journal-Constitution

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Re-engaging workers a big hurdle for HR

More Americans unhappy, seek new jobs, survey shows.

Experts: Companies must invest, train.

By **Laura Raines**
For the AJC

Between layoffs, hiring freezes, profit losses and budget cuts, human resource professionals have seen many unhappy employees in the recent recession.

So now that we're in a post-recession economy, is everybody happy?

Hardly! As the saying goes, "If Mama ain't happy, ain't nobody happy," and there are a lot of unhappy mamas, and papas, in today's work force.

According to the Job Seeker Nation 2010 Jobvite Survey released last November, roughly two-thirds, or about 77.5 million, of American workers are either actively seeking a new job or open to a new opportunity. Companies anticipate a mass exodus of talent when the economy gains steam.

When leadership and talent development consultant Nancy Lewis tells clients that they need to invest in training their people, she often hears, "What if we train them and they leave?" Her reply, "What if you don't train them and they stay?"

"According to a 2010 Society for Human Resource Management article, disengaged employees cost American companies $350 billion annually," said Lewis, president and owner of Atlanta-based Progressive Techniques Inc. "That's a huge problem for companies and human resource professionals who are struggling to recruit and retain the best talent."

It's not enough to find them and hire them, she said, if the corporate culture can't keep them. "The challenge is to create an environment where people are engaged and developing their talents. You need to invest in your people, and you need to start now," she said.

That can be a hard sell in companies where HR doesn't have a seat at the leadership table and is brought in on the backside to deal with the fallout from hard decisions.

"Human resource managers have very important and constantly changing jobs," said Jean Houston Shore, managing member of Atlanta-based WorkStrong Consulting LLC and author of "Working Together Better." "It's crucial for them to understand their industry and to be able to show how what they do affects their company's bottom line."

She likens the job to "adjusting a giant ergonomically correct chair that must support the competitive strategies of a company. There has to be a constant adjusting of the levers to enable the company to succeed."

One of those levers is to coach managers in how to improve the engagement of their people. In the current economy, workers have become disengaged for many reasons. Many are overwhelmed by the change of new responsibilities, new leadership or added workloads and have lost the

Workers continued on G2

ability to cope, Houston Shore said.

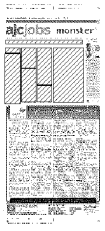
HR can provide surveys, focus groups and meetings, or refer people to employee assistance providers who can give them time and space to work through their feelings.

Other workers have lost interest because the job no longer offers the intrinsic or extrinsic rewards they want.

"Either the salaries, benefits and bonuses [extrinsic benefits] are no longer satisfying, or the intrinsic rewards of an energetic and productive atmosphere, positive relationships with co-workers or personal recognition may no longer be there," she said.

"Many workers no longer feel valued or connected to the big-picture goals of their companies," Lewis said. "They find themselves not having the resources or skills to do the job. They see their hours extended and their pay or benefits cut, and they feel shafted."

Lewis tells managers that to re-engage their workers, they must first see them as whole peo-



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SOCIAL NETWORKING explodes as JOB-SEARCH TOOL

As job seekers attempt to find any advantage in a tight job market, more and more of them are turning to social networking to stand out from the crowd. However, while these sites have the potential to revolutionize the job search, they could also prove harmful for those who rely too heavily on them or misuse them, warns one employment authority.

That being said, we feel that these new networking tools are essential and now advise all of the job seekers going through our program to open LinkedIn accounts and to consider other services such as Facebook and Twitter.

It is estimated that 51 percent of online U.S. adults utilize social networking sites such as Facebook or LinkedIn, according to a recent survey by Forrester Research. That is up from the 25 percent of users who reported using social networking sites in 2007.

Social networking is an easy way for job seekers to build their network by reaching out to former colleagues and classmates, as well as fellow alumni and industry professionals. Job seekers can then use their networks to uncover available positions and to establish relationships with hiring managers or contacts who can give them a recommendation.

Job seekers are not the only ones taking advantage of these new tools. Employers are also jumping on the social networking bandwagon. A recent survey by Jobvite found that 80 percent of companies use or are planning to use social networking sites to fill vacant positions. While LinkedIn is still the most popular site used by employers, with 95 percent of companies using it, Facebook and Twitter are gaining ground. The use of Facebook has grown from 36 percent of recruiters in 2008 to 59 percent in 2009, while Twitter is currently being used by 42 percent of recruiters.

Social networking should be used cautiously, however. As these sites become increasingly intertwined, it will becomes easier and easier for potential employers to access the more personal aspects of job seekers' lives.

Status updates on Facebook can now be sent automatically to Twitter followers. A similar cross-service status updates was recently initiated between Twitter and LinkedIn. The problem is that people tend to use these services in different ways, and these ways are not always compatible with the job search.

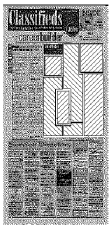
In fact, a job seeker is twice as likely to be eliminated from consideration than be hired based on his or her social networking site content, according to a survey of human resources professionals by Careerbuilder.com. In the survey, 35 percent of respondents said they ceased consideration of an applicant due to a social networking gaffe, with reasons ranging from provocative/inappropriate photographs and information to candidates having poor communication skills. Only 18 percent said they offered a position to a prospective employee due to social networking research, attributing that decision to seeing the candidate as a good fit for the company or the candidate's site conveying a professional image.

Perhaps the most dangerous aspect of the internet is the permanency. Comments on a friend's blog, reviews on consumer sites and inside jokes made for a private audience on a social networking site's public group page are all available at the click of a mouse to potential employers.

"The other danger is that many job seekers tend to let the internet become their primary, if not sole, job-search tool. It is too easy to simply sit in front of one's computer all day, scanning job boards and expanding one's virtual network through LinkedIn. However, these online connections are superficial at best. It takes a lot more work to turn them into meaningful relationships that can advance your job search. In the end, face-to-face meetings are still the most effective relationship-building tool available.

John A. Challenger is chief executive officer of Challenger, Gray & Christmas, Inc., the global outplacement consultancy that pioneered outplacement as an employer-paid benefit in the 1960s. Challenger is a recognized thought leader on workplace, labor, and economic issues.

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Ventana Research : http://blog.ventanaresearch.com/2011/04/05/new-recruiting-technology-humanizes-talent-acquisition/

New Recruiting Technology Humanizes Talent Acquisition

April 5, 2011 in Business Analytics, Business Mobility, Business Performance, Cloud Computing, Operational Performance, Sales Performance, Workforce Performance | Tags: Cloud Computing, Compensation, Hiring, Learning, Mobility, Performance, Recruiting, Talent Management, Workforce Analytics | by Ventana Research

Humanize every step of the employee experience. That was the grand theme of this year's opening keynote just over a week ago at ERE Expo 2011 Spring by Matthew Jeffery, global director of talent brand for Electronic Arts, titled "Recruitment 3.0: Why traditional recruiters will be replaced by 'emotional marketers.'" His speech emphasized the importance of emotionally connecting with candidates and employees alike and creating talent communities via social, mobile, cloud and collaboration technology and activities.

Some of us have been advocating such an approach for years, but we've been the early adopters while everyone else was still on the front end of the mainstream. Yes, the front end of mainstream. It was refreshing to me that the collective energy of the attendees at the conference — from VPs of talent acquisition and HR to recruiting directors to corporate recruiters — was buzzing with enthusiasm for adopting more progressive strategies.

Finally, the glacial pace of change in our industry is about to speed up. Emotional connectivity, meet hip and fresh technology; this change aligns with my Ventana Research agenda this year (see "Reimagining Talent Management and Technology in 2011"), and I'm really excited about the benchmark research we're going to undertake this year.

I believe that talent management must be reimagined so organizations can acquire, empower and retain talent more effectively. To work, this reimagining must include the right talent acquisition and management technology, which can help your organization screen, assess and select the very best talent; manage the inordinate amount of data you now collect to assess, appraise and train those currently in your employ; and in collaboration with Finance and operations, analyze all your workforce data to manage your entire business and retain your top talent.

Five fairly new but maturing business technologies can enhance our abilities to do these things: business collaboration, social media, analytics, business mobility and cloud computing. In this context, I want to profile some of the companies I met with recently, all of which fit into my idea of talent management reimagined and utilize at least some of the technologies listed above. While talent management suites have been maturing over the years, recruiting technology has only just begun to innovate and change the way we recruit and hire.

Jobvite

Social recruiting has taken the field of talent acquisition by storm and for good reason. Social networking has connected the world in ways undreamed of since the Internet became widely used in the mid-1990s, and proprietary recruiting technologies such as Jobvite Source and Jobvite Hire enable companies,

candidates and employees alike to source and track directly from their online networks and internal talent pools. Referrals, CRM systems, applicant tracking software and robust recruiting and hiring analytics are all very capable, and facilitating this human interaction online is critical for humanizing an employer's brand and creating Jeffery's emotional connections between employer, candidate and employee. Jobvite partners with SuccessFactors and its Business Execution (BizX) Suite, and its APIs work with both HRMS and talent management systems as well as job search engines and social networks.

Jobs2Web

Jobs2Web also taps the power of social networks, in aggregating where and how companies post their jobs and source their candidates. From search engines to social networks to employee referrals to research portals to mobile recruiting to sourcing past applicants, Jobs2Web's recruiting marketing platform leads the way in automating how recruiters attract potential talent. The platform includes measurement capabilities in its Recruiting Dashboard – analytics that most competing products lack. The reports and analytics in the dashboard track all sourcing and recruiting activities and combine them into talent supply chain metrics in an easy and intuitive format.

Talent Technology

Talent Technology's Talemetry Suite, which my colleague reviewed in detail in February, offers a unified and consistent method for recruiters and hiring managers to seek talent. The Talemetry suite contains applications to broadcast openings and match, profile, apply and connect talent to an organization's hiring and applicant tracking process. Like products from Jobvite and Jobs2Web, the broadcast application provides a single method to post a position to Internet and corporate job boards and internal employee portals. The matching application provides the ability to search and rank candidates among millions of resumes across various networks, along with ability to save records of these efforts for auditing and compliance purposes. The connect application promotes the user organization's brand and open positions to social media and Internet-based portals. The apply application imports candidates' information, including from social media, into applicant tracking and hiring applications. The profile application compiles all the available information and summarizes it for recruiting and hiring managers. Each of these modules brings a simple approach similar to those of Facebook or LinkedIn. Unlike its competitors, Talent Tech has developed a unified sourcing and recruiting solution.

Checkster

Traditional reference checks don't add much value to the hiring decision – typically you ask candidates to provide three (coached) professional and/or personal references who may or may not be able to answer questions beyond where someone worked, in what capacity and for how long. Even for those who can answer more fully, the conversation tends to be brief and full of fluff. Now talent management industry veteran Yves Lermusi has used recent technology and research in expert performance and neuroscience to develop two compatible products, Pre-Hire Checkup and 360 Checkup. The first allows recruiters to ask candidates to invite their professional networks to provide a more complete review and report. The 360 Checkup product does the same for current employees. You can read about Yves' methodology and research behind the products in his book Reference Check 2.0.

HireVue

I first viewed the HireVue Interview Management platform last December at the HR Demo Show. It was interesting because video is barely utilized by HR and recruiting professionals, and HireVue has been changing the video landscape with high-quality production, sharing and tracking tools. The growth of global mobility and the virtual workforce has forced companies to find interviewing methods in the final candidate stages that offer cost-effective alternatives to costly face-to-face interviews. HireVue's online Interview Management Platform gives hiring professionals the ability to schedule and capture video interviews and then evaluate candidates over the Internet. It also manages collaboration and workflow across decentralized, multiple location and/or global organizations, supporting faster, better informed

hiring decisions. Partnerships with Taleo and PreVisor help solidify HireVue's position as the leader in video interviewing and assessing, although there are many competitors in this space.

These types of technologies are giving recruiting and hiring professionals the time and tools to humanize their activities and their employer brands and to connect emotionally with candidates. Those who aren't taking advantage of them risk losing out on the best talent and further hobble their short-term hiring and long-term retention goals.

Regards,

Kevin W. Grossman – VP & Research Director

Dynamic Careers : http://dynamiccareers.wordpress.com/2011/04/06/social-media-your-career-companion-pt-1/

In career advancement, career goals, career success, job search on April 6, 2011 at 1:13 pm

The recent jobs report reflects a modest level of optimism. However, the economy is far from robust, and the number of people seeking employment is still unjustifiably high. There is still about 5 individuals for every job opening. My clients typically ask me about how to stand out in such a crowded field. The old ways of job hunting are long gone. Searching online job sites is a road to nowhere. While it may be useful to send some resumes out cold, the bulk of your job search activity should be networking. A still underutilized and not fully understood resource is social media. While most people are familiar with Facebook, rapidly emerging sites such as LinkedIn and Twitter can also provide opportunities for you to amplify your brand and land a position. College students and older workers still do not use LinkedIn in large volumes and many still do not recognize that Twitter is more than just reading a minute by minute update of a person's life. Therefore, the following is a quick primer about how to use Facebook as a means of developing your career and finding jobs.

Facebook is by far the most popular social media site online. However, is not fully managed as a career portal. Many individuals are spending too much time socializing and not appropriately networking on Facebook. Rather than view it as solely a means of reconnecting with your 8th grade classmates, it is critical to view Facebook as a key tool in your career development process. Here are the keys to using Facebook effectively as a career resource:

1) Personal Brand Development- construct a brand on Facebook which is one of a professional in your field. Clean up posts, Wall comments and pictures that will not put you in the best light possible.

2) Professional Connections- join career-related groups on Facebook and utilize apps (e.g. Business Card or Jobvite) which are useful to your professional development. Further, becoming a Fan of companies in your area of focus (e.g. Ernst & Young for accounting professionals) or publications of import to your field of interest will enable you to gain a competitive advantage. By following a company as a Fan, you may be the first to hear about events or job opportunities via their Facebook page. Also, as a Fan you may be able to post thoughtful comments on their Wall, which enables you to develop your brand as a well informed and enthusiastic professional.

3) Key Career Updates- your updates should emphasize your career image and some of your future work goals. These small steps can pay immediate dividends as you attempt to navigate the increasingly treacherous job search terrain.

ERE : http://www.ere.net/2011/04/06/tweetmyjobs-acquired/

TweetMyJobs Acquired

by
John Zappe
Apr 6, 2011, 2:49 pm ET
inShare46

Note: This post has been updated.

TweetMyJobs, the first of the commercial Twitter-based job broadcast services, has been acquired by CareerArc Group. That's the same Burbank, California company that owns Internships.com, which sponsored the Charlie Sheen intern contest.

The sale occurred in February. The sales price was not disclosed.

Gary Zukowski, who ran an IT staffing and consulting firm in Charlotte, North Carolina, founded TweetMyJobs in 2009. For a fee, the service distributes job listings to highly targeted groups of job seekers.

I haven't yet reached Zukowski, but he's now listed as a senior vice president of CareerArc Group. His LinkedIn profile says he assumed the job in February. He never mentioned the deal when we spoke a few weeks ago in connection with an update on the occasion of TweetMyJobs' second birthday.

He did say that the site had a quarter of a million users and sends between 50,000 and 75,000 tweets a day. He predicted it would grow to a million users by the end of the year, an optimistic number more achievable now with the backing of the entrepreneur-driven CareerArc Group.

I've since spoken with Robin Richards, CEO and co-founder of CareerArc, who said the acquisition furthers the goal of building "a complete recruiting distribution network."

The way Richards and his team see it, jobs in the 21st century should be finding people, rather than the other way around. That's not a new idea. Monster, Jobvite, StartWire, JobFox, and a slew of others are doing that now in one fashion or another. But CareerArc intends to integrate TweetMyJobs's 10,000+ Twitter channels with Facebook, leveraging the social media site to deliver relevant, targeted jobs and the Facebook friends who can connect them to hiring managers.

CareerArc Group itself was founded by former executives with Vivendi Universal Net USA and Blackboard Connect, a provider of hosted, time-sensitive mass notification services. Richards, and co-founder and COO Paul Ouyang, have worked together for years at startups and other ventures, including at Vivendi and Blackboard.

CareerArc made a big splash when it sponsored a search last month for an intern for Charlie Sheen. CareerArc Group owns Internships.com, which posted the job and paid Sheen to tweet about it.

TweetMyJobs would seem to be a good catch for CareerArc, which describes itself as "the next generation of social recruiting solutions for job seekers, college students, employers and higher education institutions." Its logo includes the tagline, "The social exceleration network."

tags: jobboards

Subscribe to the ERE Daily for all the latest recruiting news.

Brand Dynamite : http://branddynamite.com/five-easy-ways-on-how-to-get-noticed-during-job-transition/

Five Easy Ways On How To Get Noticed



D uring Job Transition

Posted on April 11, 2011 by Jeff Funk

Transitions are not easy. Add unemployment to the mix and the stresses are amplified. Even though the nation's unemployment rate fell sharply to 9.4% from 9.8%, a total of 14.5 million Americans were still out of work in December 2010 according to a USAToday January 2011 article.

5-Easy-Ways-On-How-To-Get-Noticed-During-Job-Transition

5 Easy Ways On How To Get Noticed During Job Transition

Maintaining your personal brand during career transitions has never been more important. Maintenance might not only magnify your presence among potential employers, it might just set you apart when it matters the most, getting noticed. Here are Five Easy Ways On How To Get Noticed During Job Transition.

Keep It Social. Never has there been a greater floodgate of connected opportunity than on social media channels. Not only do referrals from employees sustain high value because they typically have a higher success rate, leveraging opportunity with reach in LinkedIn escalates exponentially as your connection count increases. It is recommended to garner at least 65-100 connections with most of them being people in your industry. Twitter also serves as viable employment on ramps with quick bursts of search and exchange. Tweetmyjobs.com, Indeed.com and Simplyhired.com lead the way. Profiles like @jobsintech and @twittin4job to @tweetmyjobs cater to specific sectors or the latest in search tactics. Bottom line, traditional job search methods are simply not enough. A 2010 survey by Jobvite found that "73 percent of companies use social media to support their recruitment effort." LinkedIn is the most popular site among recruiters, with 78 percent using the site to recruit, followed by Facebook (55 %) and Twitter (45 %). Like a hot hand, play the percentages to your favor.

Tap Into Your Six Degrees. According to career transition experts Lee Hecht Harrison, networking is hands down still the best method to land your next career opportunity. A whopping 85% of job seekers rely on networking for employment. On the lower end, 10-15% via job boards and 10-12% via recruiters. In today's climate, you'll also find people more willing to help than not, extending a hand that they know will only return in the future. Tap your network for job leads and advice on specific companies or industries. Better yet, let them introduce you to others. Expanding your professional clout might be slow at times but it's still a symbiotic and organic process. Join professional organizations locally, volunteer in your preferred line of work and contact alumni or old fraternity members who are in your field. As my

friend and chief enthusiast Jenny DeVaughn always stresses, pay it forward. Professional karma is infectious.

Go video. According to the latest ComScore statistics , “172 million U.S. Internet users watched online video content in December 2010 for an average of 14.6 hours per viewer. The total U.S. Internet audience engaged in nearly 5.2 billion viewing sessions during the course of the month.” That is an obscene amount of eyeballs with alot of them in the position to influence and hire. Create a video profile solidifying your position as a subject matter expert. Widen the gap between you and your professional competitors. Become a citizen journalist reporting the latest trends and opportunities within your sector. Let your voice be heard and face be known at a time when it’s never been more affordable to produce a video for the Web.

Write. Blog. Share. Blogging or contributing as a guest blogger not only strengthens your brand as a subject matter expert in your respective field, you fuel channels of information exchange. Showcase your talents and how past employers have benefited from your contributions with examples or perhaps a highlight reel. Let core competencies such as effective writing style, communication skills and strategic thinking open eyeballs of opportunity to your favor. Being a human billiard ball of useful information might land you in the corner pocket (or office) of your next big thing.

Stick with your core and follow your passion. What could be the most obvious reason, follow what truly make you happy. It positions you as a focused employee in the eyes of employers as well as solidifies your “brand” as genuine. Most importantly, it puts you on the path you truly want to walk in. Don’t be that person that realizes after 15 years, they’ve missed their calling to do professional good. Following your core beacons not only merges professional and personal goals, but they also accelerate you as an instrument of change in your family and work environment. What spouse or boss wouldn’t want that on their team?

Bottom line, be patient, follow your passion and have faith. If you are treading in a career nebula, realize you might actually be standing on a springboard of opportunity, waiting to catapult you from transition to permanency. It might not be readily obvious but it’s there.

What are your thoughts on Five Easy Ways On How To Get Noticed During Job Transition and tips for success? BTW did I mention I too am in job transition? Practicing what I’m preaching as they say.

Independent School Educators Network,
http://isenet.ning.com/group/googleappsfordomains/forum/topics/google-apps-and?xg_source=activity

Google Apps and Recruitment/Hiring Tools

Posted by Steve Taffee on April 11, 2011 at 2:05pm in Google Apps for Domains

Back to Google Apps for Domains Discussions

The Google Apps marketplace offeres several tools that integrate with Google Apps for Education to assist with the recruiting and hiring process, such as Jobaline, Recruiterbox, Jobvite, and JobScore.

Has anyone used one of these add-ons?

Steve

Susan Whitcomb : http://www.susanwhitcomb.com/2011/04/11/755/

5 Really Cool Secrets I Learned to Leverage LinkedIn in the Job Search

I received an email last month from a local MBA Career Services office. The gist of it: “Could you come and present a workshop on LinkedIn for our graduating MBA students?”

If that email had come in just a couple of months earlier, I would not have been anxious to say “yes!” But I’m singing a different tune now. Here’s why.

The Academies just finished offering a six-week session on using online professional networking for our clients’ careers, emphasizing LinkedIn, led by the singular Jason Alba, author of the DVD found at www.LinkedInForJobSeekers.com. The training was fast-paced and fun, and I learned a ton!

I wanted to share five of my favorite takeaways and insights, in hopes they’ll be of benefit as you work with your clients (or in the event your local university emails you with a request to come and present a workshop on LinkedIn!).

1. LinkedIn is the new “Monster.” It’s where recruiters are spending a lot of time searching, because they can do so for virtually free. If your clients aren’t on LinkedIn, they’re losing out.

A 2010 JobVite survey indicates that recruiters are choosing LinkedIn as the #1 tool recruiters are using to publish jobs free, get referrals, research candidates, and direct-source candidates! Does this mean LinkedIn profiles are (or are becoming) more important than resumes?!

2. Keywords are critical. Jason shared how you can use the Google keyword tool (https://adwords.google.com/select/KeywordToolExternal) to help determine the best keywords to add to your client’s profiles (or your own)!

For example, I changed my title from “Principal” to “Career Coach Certification Trainer”—much meatier and SEO friendly, don’t you think?

3. Groups are the loophole for connecting with out-of-network contacts. If your career clients are trying to connect with contacts outside of their network, tell them to skim through the contact’s groups and join a relevant one (or more). Once in the group, browse discussions, leave a response, and follow discussion updates.

As your client actively participates, tell them to watch for opportunities to comment on the contact’s updates or others who may become new important connections in the job search. And, as with any online networking, jump on the chance to shift those online connections to telephone and face-to-face connections.

4. It’s a treasure hunt. Jason shared one of his favorite insider secrets for expanding his network on LinkedIn, and that’s to pay attention to the section near the bottom right of a contact’s profile, labeled “Viewers of this profile also viewed…”

These connections can give your job seeking clients some great ideas for potential new target companies or new contacts who can aid in the due diligence, research, and networking process.

5. When it comes to apps on LinkedIn, like jewelry, less is more. Many of you know executive branding strategist Deb Dib (creator and teacher of The Academies' G3 Coach Program). Deb likes to quote her mom's wisdom when it comes to wearing jewelry: "Take one thing off." Meaning, if you're wearing earrings, a necklace, a broach, and a bracelet, you're got at least one too many things on and will distract your audience.

And so it goes with LinkedIn applications, like SlideShare, BlogLink, Box.net, Amazon Reading List, TripIt, and so on. The temptation is to add lots of bells and whistles. What happens, though, is that it distracts readers.

Instead, go for ONE thing that will really wow potential employers. Oftentimes that will be a SlideShare presentation on a topic that shows off your client's subject-matter expertise. This presentation is something your client can create (or you can help them create) just for this purpose. (It doesn't have to be a formal presentation made to a specific group.)

These are just a quick five takeaways. I have about 15 "must-remembers" like this for EACH of the six classes Jason taught … enough that it allowed me to create a presentation on how to leverage LinkedIn in the job search that was very well-received by the MBA Career Services office that emailed me last month.

Am I sharing this just to entice you to register for the next six-week session that Jason will be teaching starting April 26th? In part, yes (because it's great and I'm proud of it)!

But the rest of the truth is that I'm super excited about how "doable" it is for you and your clients to master this mustn't-ignore behemoth when it comes to job search!

For more info, click here!

Placement University : http://placementuniversity.com/how-to-use-twitter-as-a-recruiting-tool-getting-started-on-twitter/

How to Use Twitter as a Recruiting Tool: Getting Started on Twitter

Posted on: 04-17-2011 Posted in: Blog

As a recruiter, you can use your own Twitter account or use your company's, but it should be clear that the purpose of your account is to share available jobs and information about the companies that are hiring.

Since Twitter gives you just 140 characters to get your message across, don't beat around the bush. Tweets should be along the lines of: "Looking for a Sales Rep in NYC, Very competitive salary, apply at (include a shortened url)." To make your job postings stand out ...

Steve Boese's HR Technology : http://steveboese.squarespace.com/journal/2011/4/19/everyones-a-trainer.html

Everyone's a Trainer

Steve Tuesday, April 19, 2011 at 8:04AM

In the age of social networking, increased participation of wide segments of the workforce in the social conversation, and the ease with which any employee can share pretty much anything online about work, it has become more widely accepted that some traditionally centralized corporate roles are becoming more dispersed throughout the organization.

Once employees start blogging, tweeting, engaging on LinkedIn or Facebook, whether or not in an 'official' or sanctioned capacity, then in some ways, they all become marketers, communications, Public Relations, and even Recruiting. In the recruiting space specifically, in the last few years a number of software solutions have hit the market, all designed around this new 'every employee is a recruiter' mindset to more effectively tap into the reach and power of employee networks for recruitment marketing and referral generation.

If you are not familiar with these solutions, check out (among others), SelectMinds TalentVine, Jobvite, Work4Labs, MeshHire, or SocialBios. I know there are many more out there, if you care to, please share any additional solutions you like in the comments. But the larger point, beyond specific solutions or manifestations, is that the notion of 'we are all recruiters' seems less exotic and more mainstream all the time.

Switch gears to another traditionally centralized corporate function that could also seemingly benefit from the same kind of 'dispersion of responsibility' we are starting to see in marketing and recruiting, namely the corporate training department. Despite the influence, or potential influence, of the same kinds of factors (better tools, social connectivity, willingness to share information and knowledge), the idea of 'we are all trainers', has not yet really resonated in most organizations.

For the most part, even while training, (delivery, timing, methods), has changed significantly over the years, the responsibility for the creation, administration, and communication of 'training' in its various forms still is often the responsibility of a central training and development staff. And certainly this can be explained on one level - sending out a tweet or forwarding a link to an open position to a Facebook friend is not nearly as complex as generating and sharing more robust training material. And the tools for developing really informative and relevant training content are definitely not as easily accessible and as user friendly as public social networks, nor the new breed of social recruiting technologies like the ones listed above.

Simply put, even in this socially connected, sharing inclined, more technically aware environment we operate in, the right tools for the simple and fast creation of organizational training content by people that are not training 'experts' have been few and far between. Mostly if you had an idea for some training content, or wanted to develop a new course or module, you contacted the training department, let them know what you were after, and left them (the experts), to build or procure what they thought you needed.

But as sure as social sharing and networking is changing recruiting, a new tool called MindFlash is hoping to have a similar, sort of revolutionary effect on corporate training. The basic premise of MindFlash is to provide a simple, cloud-based environment that will allow anyone in the organization the opportunity to sign up for the service, configure a course, and invite their first student in 15 minutes or less.

There are more advanced features like the ability to add quizes, embed video, and track who's taken a course, but the ability to quickly and easily tap into organizational subject matter experts to generate 'courses' at the new speed of business is the compelling feature here.

It seems reasonable to think that with the availability and ease of use of a tool like MindFlash, that early adopters will see training start to bleed out of centralized training departments and become the responsibility of all employees. And 'training' itself will also likely change, from more traditional and long blocks of content (hours, even days), to more targeted, quick hitting, and timely bits of content, shared and developed not necessarily by training 'experts' but by the true subject matter experts.

What do you think? Would making the ability to develop and offer training as a more flexible, rapid, and distributed function help your organization?

Note: MindFlash has a number of licensing options, from a 'Lite' free version, and scaling up to 'Enterprise' levels of up to 1,000 trainees for $999/month. All plans come with a 30-day free trial.

TiVo Blog : http://blog.tivo.com/2011/04/tivo-jobs/

Want to work for TiVo? Here's TiVo's guide to get started

April 20th, 2011
Posted by: wuranga in Life at TiVo
1 Comment

How can I do what I do at TiVo? This is a question those of us at TiVo are often asked outside the office.

Last year our staff here at TiVo grew by 30%. We were very busy looking for, interviewing and hiring talented folks. Looking back over 2010 here are some observations:

What sort of skill sets does TiVo look for?

The overwhelming majority of last year's hires were in our engineering teams. Not a surprise, there is a lot of smarts that goes into making an award-winning technology and service. Here is a breakdown of where our larger groups of hires were made by general skill set:

82% Engineering & IT

6% UI & Research

5% Sales & Marketing

4% Customer Service & Operations

What channels does TiVo use to find its talent?

We share this information here, under the question "How does TiVo find talent?"

Are referrals about a TiVo employee referring me in?

Not necessarily. We've tried to put some power in the hands the visitors who come to jobs page…

Get "in": We've partnered with LinkedIn so that if you have a LinkedIn profile and are visiting a TiVo job, look for the "in" blue square icon with white lettering. When you click on it a pop up window will show who in your LinkedIn network is already here at TiVo or knows someone at TiVo. That way you can contact the person in your network and ask them to introduce you to the TiVo employee

Refer a TiVo job to someone you know: Above the "in" icon is a rotate icon with "Send a Jobvite." We've enabled you to use your favorite email platform or social media platform to share the opportunity. It might be a direct message, a status update or a wall posting – but you can be a good friend or colleague and refer someone to a role at TiVo. They just might return the favor!

Can I "follow" TiVo for career purposes?

Yes, we've enhanced our corporate profile page on LinkedIn. There you can see some of our most challenging openings, read TiVo news, view some of our organizations demographics and contact some of our recruiters with your questions.

These are some great ways to know about our organization, learn about our openings and “raise your hand” in interest to joining us here at TiVo!

William Uranga leads TiVo’s band of recruiters. They are always identifying today’s talent as well as up-and-coming talent for our organization. William can be found and contacted via LinkedIn, Twitter, and Facebook.

Lincjackson : http://www.coetail.asia/lincjackson/2011/04/23/digital-footprint-shadow-of-sasquash/

Digital Footprint: Shadow of Sasquash

Posted on April 23, 2011 by Linc Jackson

What do we know about our digital footprint… the Sasquatch of the Internet…. the surfing Sasquatch. A Creative Commons search for the term Sasquatch yields this legal photo…

Several “Digital Footprint” or “digital shadow” articles reflect on how quickly our digital selves permeate the digital world far further than we would think.

Many articles specifically refer to social networking and how quickly our digital versions can spread or how deeply they are hidden. Obvious places these footprints reside include Facebook and YouTube. Some more tucked away shadows include bank accounts and online retailing. Many service companies hold digital information on millions of employees or clients. Less obvious information includes surveillance cameras and recordings. Information on users includes any information directly or indirectly associated with users.

In addition to the realization that your shadow is permeating the digital world, Unflattering comments and photos can put you out of the running for a job.

Here are some suggestions from an article on social networking and its implications for job hunting. Clean up your online reputation before job hunting.

Your first step is to assess your online reputation. Start by doing a Google search of your name and its variations.

Start a blog, wiki or web page highlighting your professional skills. Write posts on your field to show your professional knowledge.

These postings should push any negative postings from Google’s top search results.

Networking sites like Facebook and MySpace are the biggest threat to your job search. Clean up any networking profiles you have.

If you don’t have networking profiles, create them. Then link to them on your blog. Make sure these profiles are squeaky clean.

Create a profile on LinkedIn. Use it to showcase your professional accomplishments. You can also network with others who can help with your job search.

Of the respondents who are actively hiring this year, 92% said that they either “currently use or plan to” use social networks for recruiting new employees. Meanwhile, spending on more traditional tools like job boards and third-party recruiters either decreased or stayed constant for a majority of companies.

Not surprisingly, the social networking site most used by companies for recruiting is LinkedIn (78%) , followed by Facebook (55%). The site that saw the most growth was Twitter, which wasn’t even a blip on the radar when Jobvite first conducted this survey in 2008, but was used by 45% of respondents this year.

Most hiring firms will review a candidate's social media presence as part of the vetting process, with 38% indicating that they always search for applicants' social networking profiles and 32% doing so only sometimes.

Indicating that the social media's involvement in job recruiting is more than just hype, the survey reported that 58% of companies had successfully hired employees via a social networking site.

Having read through some articles and having heard references to these concerns in the past, the question becomes, to what degree are we obligated to teach our students about their digital footprint. For older students the implications can be enormous as well as the potential consequences, but it is very important that education around these concerns should be a priority in all schools.

Guidance with regards to inappropriate media online

Safety – this is the biggest reason for teaching about digital footprint

Global citizenship – making good choices is really important.What goes around comes around.

Good habits will be rewarded in time

Job hunting

It is very important to help students understand the implications of the digital world. Several schools have entire curriculum created around digital citizenship. Teachers need to know this information as well.

As the standard says:

4.a: advocate, model, and teach safe, legal, and ethical use of digital information and technology, including respect for copyright, intellectual property, and the appropriate documentation of sources.

As the technology integrator I have helped my students with safe practices, but we still need to fine tune the instruction on how to respect copyright fully. I have begun implementing new policies with regards to the use of graphics.

Finally, I have run a workshop for our teachers on how to land a job in the digital world. In the workshop I emphasize the dangers of Facebook, encourage use of Linkedin, and suggest that if you want to have the edge over the competition it is wise to create a web page or wiki to show off your professional background and talents.

Charlotte Observer : http://www.charlotteobserver.com/2011/04/24/2246615/twitter-101-free-course-helps.html

Twitter 101: Free course helps job seekers conquer social media

Posted: Sunday, Apr. 24, 2011

At last check, I'm getting close to 700 followers on Twitter. I'll admit, when I first heard a friend talking about the social networking tool a few years ago, I thought it would never catch on; 140 characters can't be enough to get a real message out.

It has proven to be enough and then some. And increasingly, it's becoming a must have if you're looking for work. Just ask Rich Sauser of Charlotte, who saw the need and founded Public You to provide training on social networking sites and their use in your job search.

Sauser points to recent stats from the website www.jobvite.com. They show an increasing number of employers using social media to find new workers: 83 percent said they'll recruit in social networks this year, 46 percent will spend more on social recruiting and less on job boards, 80 percent review social profiles of potential employees and 45 percent are using Twitter. Are you convinced yet you need to give Twitter a chance?

This week, Saucer will join forces with two other social media gurus for a free Twitter seminar as part of St. John's Episcopal Church's Job Hunters Support Group. The panel also includes Gary Zukowski, president and founder of Charlotte-based www.tweetmyjobs.com, a company he started in 2009 to connect employers and job-seekers over Twitter. Conrad Leo, vice president for DATA Inc., will also offer his expertise. He oversees recruiting activities which that social media marketing.

The seminar will offer advice on getting started on Twitter and LinkedIn, insight on how to use both to help in your job search, as well as a review of companies using social media right now to recruit talent.

The event is 7 p.m. Tuesday at St. John's Episcopal Church,1623 Carmel Road in Charlotte. Seating is limited, so you'll need to register. To get a ticket, go to tweet4jobs.eventsbot.com. Have ideas for the job hunt? Email Bobby at bsisk@wcnc.com.

Read more here: http://www.charlotteobserver.com/2011/04/24/2246615/twitter-101-free-course-helps.html#storylink=cpy

Jumping Aboard : http://www.coetail.asia/bfullerton/2011/04/24/digital-tracks-even-in-borneo/

Posted on April 24, 2011 by Brent Fullerton

I have been gearing up for change. Next year will be my last year teaching at Pasir Ridge International School (PRIS), located on the island of Borneo. That will complete five superb years serving the students and community here in Balikpapan, Indonesia. The school is owned by Chevron Oil Company and has been managed by International School Services since 1975. It is a great place to work and raise a family and I would recommend this post in a second. It is an honor and privilege to teach at PRIS and work with such a supportive company like Chevron.

If I could stay I would. However, in the ISS contract it stipulates that teachers have a maximum of five years tenure. At first I wondered if that was such a good policy. On average most teachers stay the full five years, and would happily stay longer if permitted. Now after living in this fairly remote location, my family and I are beginning to look forward to the change of venue. Fortunately, knowing our time was limited from the get-go has provided us the opportunity to maximize our time here. We can begin to prepare for the next posting without any hesitation or doubt, unlike other places where teachers might oscillate whether it's time to leave or stay. The big question now is "Where will we land next? As a family we are having more conversations about where in the world we can contribute to the school and grow professionally and personally. It's an exciting time.

Even though I have another year to teach at PRIS, I have started updating our resumes. We're contacting the usual suspects to prepare: Search Associates and ISS and TIE Online. In reading the article Your Online Reputation Can Hurt Your Job Search this week I am gaining a better understanding that my digital footprint and profile (even in remote Borneo) could help or hinder our job search. This could not be more relevant to me right now. Really relevant. In the article Most Companies Use Social Media For Recruiting, John Paul Titlow wrote about a survey, stating:

"Not surprisingly, the social networking site most used by companies for recruiting is LinkedIn (78%) , followed by Facebook (55%). The site that saw the most growth was Twitter, which wasn't even a blip on the radar when Jobvite first conducted this survey in 2008, but was used by 45% of respondents this year."

After reading the article I immediately Googled myself. This is what I found on the first page.

The first four entries that came up were two Facebook and two LinkedIn profiles. According to the article more and more companies are using Facebook and other social networks to learn about potential employees. I thought about how at times my so-called "friends" post obnoxious blurbs and pictures, and sometimes I get tagged in them, even if I wasn't there. These posts and tags could be negatively interpreted and may impact how future employers view me. Do I want that? No way! I want only positive footprints, baby.

So went my Facebook page. I looked specifically at "my friends" that aren't really my friends. Click. Gone. See ya. No need to have not-real-friends post silly stuff that might impact my future job, right?

The next order of business was my two LinkedIn profiles. I want only one LinkedIn profile, not two.

The profile I want deleted was originally created for an outdoor adventure industry job. As I plan to connect with potential international school recruiters and directors, I want them to find just one solid LinkedIn profile. So I requested LinkedIn to remove that profile. Next, I began updating my profile. I revised the digital resume with recent professional development like the CoETaIL blog, added the PRIS Middle School Wikispaces domain I created and manage, and my blogspot.

As for Twitter, I haven't made a dent. Only one tweet. One! This is where I need to focus more attention and start tweeting. According to John Titlow, the more you tweet, the larger your digital footprint will get. That's interesting news. I'd better grease up my tweeter speaker and start increasing my digital footprint shoe size.

Speaking of feet, it's true about guys with small feet…they do wear small shoes. I am only a men's size 9.5. No big flippers here. And in some climbing shoes, I can wriggle into a 8.5 if needed. To find out exactly what my digital footprint was, I downloaded EMC's digital footprint calculator to size my digital trail. And whallah!

Despite the fact I rarely download video or music or upload videos to Youtube, my footprint is still fairly big in terms of bytes of information that are being generated. As I continue to blog and tweet more regularly, I wonder how quickly my foot will grow? Now I want to compare my print to my digital-savvy colleague, Ben Sheridan, who tweets and retweets from his iPhone, downloads movies and music regularly, and writes on his PRIS kindergarten class blog. My guess is that his foot would fit in some Shaq-size sneaker.

To make my grade 6 students more aware of their footprint and review internet safety in general this week, I had the kids play Internet Safety Hangman. It was a great lesson for at least one of my students. There was an "Whoa, really?!" moment. Out of all my students, this guy probably spends the most time on the computer playing games unmonitored by his folks. He often shares how he meets other gamers in online chat rooms to share the latest cheat and talk game. On the SmartBoard students were trying to solve the puzzle. The hint was: "Never tell someone online this." See if you can guess what the two words are.

____ ____ ____ ____ ____ ____ ____ ____ ____

Did you guess it?

As a group, they solved the puzzle. We used this as a platform to talk about why you shouldn't use your full name online, especially in chat rooms. We talked about online predators too. This particular boy revealed he "always" writes and shares his full name in chat rooms and in other forums online. Not anymore though. A great lesson learned early.

Should we be teaching student about digital footprints? YES. When should we start teaching them to get their digital "feet" wet? The earlier the better. As more and more students are creating and uploading movies, gaming, blogging, Tweeting, Facebooking, meeting other gamers online in chat rooms, and building their own social networks, it would be ignorant of us to not be teaching them about how their digital footprint. How the choices they make online may impact their future employment potential.

I am going to design an activity following Kim Komando's advice in the article Your online reputation can hurt your job search in USA Today:

"…You will want to make two lists from your searches. On one list, place links to sites with unflattering information. On the other list, place links to flattering information…. Remove the negative and promote the positive…"

I will ask the kids to do Google search themselves to see what they find and categorize into two lists - negative and positive. As Kim put it, it doesn't matter if you're job hunting or not, cleaning up your reputation can take months. If the kids are aware of these factors now, then perhaps they will be more aware and careful as they develop larger digital footprints and create their online presence wisely.

WCNC.com : http://www.wcnc.com/news/local/Twitter-101--Free-course-helps-job-searchers-conquer-social-media-120516734.html

Twitter 101: Free course helps job searchers conquer social media

Twitter 101: Free course helps job searchers conquer social media

by BOBBY SISK / NewsChannel 36
Bio | Email | Follow: @BobbySiskWCNC

Posted on April 24, 2011 at 6:05 AM

Updated Saturday, Apr 23 at 9:08 AM

CHARLOTTE, N.C. -- At last check, I'm getting close to 700 followers on Twitter. I'll admit, when I first heard a friend talking about the social networking tool a few years ago, I thought it would never catch on. One hundred forty characters can't be enough to get a real message out. It has proven to be enough and then some. And increasingly, it's becoming a must have if you're looking for work. Just ask Rich Sauser of Charlotte, who saw the need and founded Public You to provide training on social networking sites and their use in your job search.

Sauser points to recent stats from the website www.jobvite.com. They show an increasing number of employers using social media to find new workers. In fact, 83 percent said they'll recruit in social networks this year. Forty-six percent will spend more on social recruiting and less on job boards, 80 percent review social profiles of potential employees and 45 percent are using Twitter. Are you convinced yet you need to give Twitter a chance?

This week, Saucer will join forces with two other social media gurus for a free twitter seminar as part of St. John's Episcopal Church's Job Hunters Support Group. The panel also includes Gary Zukowski, President and founder of Charlotte-based www.tweetmyjobs, a company he started in 2009 to connect employers and job seekers over Twitter. Conrad Leo, Vice President for DATA, Inc. will also offer his expertise. He oversees recruiting activities which include social media marketing.

The seminar will offer advice on getting started on Twitter and LinkedIn, insight on how to use both to help in your job search, as well as a review of companies using social media right now to recruit talent.

The event is Tuesday, April 26th at 7:00pm at St. John's Episcopal Church at 1623 Carmel Road in Charlotte. Seating is limited, so you'll need to register. To get a ticket, click here.

And by the way, follow me on Twitter. Look for @BobbySiskWCNC.

Have ideas for the Job Hunt? Email me at bsisk@wcnc.com.

The Charlotte Observer

Date: Tuesday, April 26, 2011
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Page: 4A
Keyword: Jobvite

Course can help job-seekers master social media

Tonight's event will focus on techniques for connecting to employers via Twitter.

JOB HUNT
BOBBY SISK



At last check, I'm getting close to 700 followers on Twitter. I'll admit, when I first heard a friend talking about the social networking tool a few years ago, I thought it would never catch on; 140 characters can't be enough to get a real message out.

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BUSINESSNH MAGAZINE

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Page: 12,13
Keyword: Jobvite

Recruiting on the Web

BY JILL SULLIVAN GRUETER

Is RT: Looking for a software engineer w/SQL [insert link to company Web site]. This is a typical job post tweet on Twitter. Reduce your message to a few concise words, link to your company Web site and immediately reach a network of thousands of people. Sounds easy, doesn't it? However, recruiting in the Internet age requires understanding the different Web platforms and strategically using them to engage and eventually identify the best person for a given job.

Recruiters who remain offline miss a lot of opportunities. Facebook users collectively spend more than 500 billion minutes each month searching, updating, and posting, and millions of searches are conducted on Twitter daily. That's why it is no surprise that 58 percent of companies say they have successfully hired an employee via a social networking site, according to Yola.com's 2010 Jobvite Social Recruiting Survey of 600 companies.



Have a Plan

The potential field of candidates is vast, but without direction, you won't reach them. Here are five tips for creating an online recruitment strategy:

1. Are They Out There? Millions of people use social media, but is your target market using social networks for job placement? If you are a college recruiter, then social networks may be your number one source for finding candidates. If your target market is baby boomers, research which platforms they use most and build your plan from there.

2. What Are My Goals? Gain exposure? Get more candidates? Locate passive talent? Identify your goals and look for sites that fit your needs.

3. Determine Your Social Media Cocktail: There are many sites available, so it is important to consolidate and find the platform that will bring you the greatest results. In 2010, nearly 80 percent of companies recruiting through social media used LinkedIn while Facebook and Twitter were used for recruiting by about 55 percent and 45 percent of companies respectively, according to Yola.com. Use Google to search for the top social networking sites used by job seekers in your field.

4. Build Your Brand: You've invested time creating what sets you apart from your competition. Keep your company name, photos and logo consistent across all sites and make sure each is updated and current.

5. Are You Committed? Recruiting takes time and effort. You can reap quite a harvest by investing time in these platforms, but it can backfire if your last tweet or post was from 2009.

Crafting Your Online Image

Think of your Web site as the welcome mat to your company. Getting people to visit your site it great, but keeping them there is a battle of its own. Ask yourself the following questions: Is the job description clear? Is my contact information visible? Does my site look professional? Can a potential candidate look at my site and understand what I do within 30 seconds?

A potential candidate can do a quick Google search and instantly have thousands of recruiters at his or her fingertips. Your main goal is to be considered a consultant rather than just a recruiter, so consider starting a blog offering advice on job hunting, resume wizardry or whatever else you can think of to set yourself apart. Then update it regularly so potential candidates revisit your site.

Linking In

LinkedIn can be a perfect tool for recruiting. People are posting their profiles because they want to be found. If you have cash to spend, you should try LinkedIn's job posting area. It costs $195 to post a job for 30 days. You can also take advantage of LinkedIn Talent Advantage (talent.linkedin.com/Recruiter), which gives you a complete list of candidate names and profile listings, though that costs additional money. If you don't have the budget to pay for job listings or become a member of Talent Advantage, here are some ways to use this platform for free:

- Build connections to people you already know. Once you do this, you will see that you become second and third connections to thousands of potential candidates. Ask your friends to make introductions to potential candidates in their network. This is a great way to harness passive candidates.
- Recruit directly by searching your network (including second and third connections) for potential job candidates. Many times they will have their profile posted and you will be able to contact them via a phone call or e-mail. Most people have an average of 200 friends on their LinkedIn page. This means that you can access 240,000 people with only one degree of separation.
- Great people attract great people. Whenever you meet a great potential candidate, make sure you connect with them on LinkedIn to grow your network.
- LinkedIn allows you to export your network's e-mail addresses. Do this and send out private or mass e-mails announcing job opportunities, or pertinent job-hunting information.
- Make your profile public so you can be found easily. Do this by going to the advanced search page and put terms in that someone looking for a job would likely use.
- Advertise your open positions for free using your activity box, or status box, to post a job.



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Make Facebook Your Friend

Facebook is a great, no-cost way to increase your talent pool. No matter how many candidates you have, it doesn't come close to the number you can tap into with this platform. Try these tips:

• Take advantage of the Facebook Directory (www.facebook.com/directory) to search users, pages, groups and applications. Also contact Facebook friends about potential candidates. Not only is this a great way to stay connected, but it will most likely get you a stronger candidate for the job.

• Post a job for free at Facebook Marketplace(http://apps.facebook.com/marketplace/). You'll be able to post the location, job category, subcategory, title and why you need to fill the job. You can even post your photo, which will help to build your brand recognition.

• Use your status wisely. If you've got a job that you want to be noticed, post it in your status and ask your friends to repost to their status with your contact information. However, be careful not to make your status into a job board, and keep things light and personable.

Twitter for Recruiters

The point of social networking is to be social. Make sure your tweets are not just job posts, and like Facebook, keep them personable, not automated and cold. Here are some ways for your voice to stand out:

• Use WeFollow and Twellow in Twitter to identify industries in your target market and become a follower of their tweets. Once you begin following others, many will follow you back. Then, you are able to post interesting articles and available jobs.

• If you have a job that you want to send out to the Twittersphere, post it on your Web site, take the URL from the Web page you have posted it on, and shorten it using www.bitly.com. Using this site, you can track how many people have clicked it to learn more about the job posting and where they are located.

• Be strategic with your tweets. You've only got 140 characters to get your thought, idea, job post or tip across. Use Twitter to drive people to your Web site. Perhaps run a fun contest or have a free download. Make sure that you are creating interesting ways for your followers to learn more about you and your company.

• Always ask your followers to retweet your job postings.

• Use hashtags. A hashtag is a great way for your tweets to show up in people's searches and in Twitter's trending topics. Here is an example of hashtag usage: Looking for a great #recruiter to join our team in #NH. Now, when Twitter users search for recruiters or NH in the search and trending topics options, your tweet will appear. ■

Jill Sullivan Grueter is the vice president of communications at Hire Ability.com in Londonderry. She can be reached at 603-432-6653, or by e-mail at jill@hireability.com.



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AGA Group: The Ikner Articles : http://iknerarticles.com/2011/05/01/more-employees-expressing-frustration/

More Employees Expressing Frustration

According to the Job Seeker Nation 2010 Jobvite Survey released last November roughly two-thirds or about 77.5 million, of American workers are either actively seeking a new job or open to a new opportunity. Companies anticipate a mass exodus of talent when the economy gains steam.

When leadership and talent development consultant Nancy Lewis tells clients that they need to invest in training their people, she often hears, “What if we train them and they leave?” Her reply, “What if you don’t train them and they stay? According to a 2010 Society for Human Resource Management article, disengaged employees cost American companies $350 billion annually. That’s a huge problem for companies and human resource professionals who are struggling to recruit and retain the best talent.

It’s not enough to find them and hire them if the corporate culture can’t keep them. The challenge is to create an environment where people are engaged and developing their talents. You need to invest in your people, and you need to start now. That can be a hard sell in companies where HR doesn’t hold a leadership position but rather has to deal with the result of a disgruntled employee or a vacancy. Workers have become disengaged for many reasons. Many are overwhelmed by the change of new responsibilities, new leadership or added workloads and have lost the ability to cope. Other workers have lost interest because the job no longer offers the intrinsic or extrinsic rewards they want. Either the salaries, benefits and bonuses [extrinsic benefits] are no longer satisfying or the intrinsic rewards of an energetic and productive atmosphere, positive relationships with co-workers or personal recognition may no longer be there.

Employers can do a better job in showing employees they are valued or connected to the big-picture goals of their companies. Employees report that they often do not have the resources or skills to do the job. They see their hours extended and their pay or benefits cut and they feel exploited. Now is the time for managers to re-engage with their workers, they must first see them as whole people, and to have the courageous conversations that will build trust and allow leaders to see what is really going on. It is time for managers to learn and use soft skills like communication, recognition, mentoring and caring because soft skills can have a hard impact.

Companies can be assured that their competitors are also looking for top talent. Employers invest a lot into their employees and now that investment should include how to reward and retain their top talent.

ERE : http://www.ere.net/2011/05/02/bullhorn-reach-predicts-job-hunting-activity/

Bullhorn Reach Predicts Job Hunting Activity

May 2, 2011, 12:53 pm ET
inShare28

A new– and for now, free — toolset from Bullhorn is getting good marks from users who have been testing it for a few months, but what's most impressive is that it can give recruiters an early heads-up about their connections who may be preparing to "go active."

KC Carpenter, a healthcare recruiter and co-founder of K.A. Recruiting in Boston, says the still-in-beta Bullhorn Reach is "great. It's a huge, huge time saver for us … What would take 10 times as long, we can do with one click."

If automating postings to social networks and optimizing them for search engines was all the service did, "it would definitely be a site I would pay for," he says. But Radar, the tool that tips you to the likelihood one of your connections may be starting an active job hunt, is something Carpenter sees a "great for business development."

Like the updates LinkedIn sends out, Bullhorn Reach keeps tabs on important changes made to their profiles by your connections. You get notified when the algorithms decide that the changes and frequency are suggestive of someone preparing to job hunt.
"That's the secret sauce," jokes Bullhorn CEO and co-founder Art Pappas, who won't disclose the artificial intelligence behind the analysis. However, the program does routinely and quickly what recruiters and sourcers do manually.

Like recruiters, the program looks at updates, their frequency, their nature, and takes into account their timing. It analyzes "aberrations in behavior," Pappas says, and it gets "smarter" over time.

Kim Hollenshead, a recruiter with publicly-held IT firm VMWare, Bullhorn Reach gives her online presence more currency, because she can update jobs and content quickly, and the landing pages created by its SEO component, makes it all more visible.

Radar, though, gives her "real impact," she says. "On my front page (the Bullhorn Reach dashboard), I see what things are happening. I can send them a note," congratulating her contacts on promotions or job changes.

It's a way, she adds, "to check-in to see what they are doing."

Reach's core tools will be familiar to any recruiter who's used Jobvite, Jobmagic, or one of the higher-end talent acquisition systems.

There's one-click posting of jobs and content to Facebook, Twitter, and LinkedIn. There's an SEO component that creates landing pages, and a basic keyword match to give you a list of network connections who might be a fit for each job. Some limited editorial is available in a library, compiled by

bots that seem set to focus on articles about recruiting and staffing. Reposting can be automated, to keep jobs from getting lost in the tweet stream.

“The core of what we are doing is to make sense of social media for recruiters.” For Bullhorn’s market — staffing agencies and 3rd party recruiters — time is money in a very literal sense. Recruiters have limited time to participate in the conversations that are the hallmarks of social media, but that doesn’t mean they don’t want to, Pappas says.

“How do I get in the conversation?” is as much a concern for agency recruiters as it is for corporate recruiters, Pappas notes, adding one of the primary design objectives was to make it “zero training.”

No question about that. Bullhorn Reach is about as easy to use as any tool out there. The larger your network, the more efficient it can make you.

Since it is in beta, not everything is yet in place. The Facebook connection is still being finessed. And the article library is available only to 3rd party recruiters. Pappas says the algorithms are also being tweaked and the feature set will be enhanced, based on the feedback the company is getting from users.

Recruiters Lounge : http://www.therecruiterslounge.com/2011/05/02/how-to-build-employee-engagement-using-social-media/

How To Build Employee Engagement Using Social Media

Added May 2, 2011, Under: Recruiting Rants and HR Commentary,Social Media Recruiting

ADV: Download "How to Find Clients For Your Recruiting Business" by Jim Stroud (Good for jobseekers too!)

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Social Media has become an integral part of the way we live and work. It is hard to imagine that it is only twenty years since the Internet was created. According to Nielsen research, social network traffic grew by 43% from June 2009 to June 2010. Social network activity now dwarfs online games, email and search as the number one activity. Every single day more people are also now turning to their social networks, as the preferred way to find jobs.

Managers need to realise that social media is much more than Facebook or LinkedIn. There is also a level of skepticism and confusion about the value of social media. A communications manager recently told me that she was one of the first people to get a Twitter account, after attending a conference in New York. Currently she still has no active account, and perhaps due to her confusing initial experience, is now a social media skeptic.

The astronomical growth of social media has created new ways for companies and candidates to connect online. In the late seventies, the movie Close Encounters of the Third Kind, was written and directed by Steven Spielberg. The movie used Hynek's scale of three types of encounters: sightings; observations of UFO's; and human observation of animate beings. Similarly, the involvement of Human Resources with the phenomena of Social Media can best be described and summarized at three distinct levels or types of encounters: compliance; sourcing; and engagement.

Level 1 – Compliance

Legal firms are frequently running workshops, as a number of employers are still working on an effective social media policy. Companies are struggling with dealing with how social networking sites may impact on their workplace, as well as trying to understand the laws and other factors that may impact their approach to social networking. From a compliance perspective, companies may be concerned about the distractions at work, and the consequences of privacy, bullying, and harassment issues that can follow. The Commonwealth Bank of Australia recently released their Social Media Policy, only to experience a massive backswing from employees and unions reacting angrily. Companies need to design a policy framework, which also require education of employees on how to use it in a meaningful way.

Level 2 – Sourcing

A recent survey (The Jobvite Survey: Job Seeker Nation 2010) highlighted that proactive career managers (defined as currently employed and open to a new job but are not actively seeking one) have a very social profile: Facebook (67%), Twitter (28%) and LinkedIn (28%). They are well connected with 52% having more than 50 contacts on Facebook. Younger professionals are using the benefits of technology to build their networks faster, by generating more referrals online, as compared to previous generations that are still preferring more traditional methods.

Companies, such as Microsoft, have developed effective recruitment strategies to ensure they manage their online and offline presence to remain an employer of choice. This includes creating a supporting environment for recruits and utilising employee networks to reach those candidates that are not active job seekers.

Increasingly, Australian companies, such as Fosters (@FostersCareers), are building strong talent management teams, adept at using LinkedIn and other social media tools to attract top talent, inviting potential employees to learn more about a career with their business. Recruiters are often online for a period, with “Ask and Expert” segment, to answer any questions that applicants may have.

Level 3 – Engagement

Social networking sites can be great tools for attraction, recruitment, communication, connection and engagement. Social media has also created new business opportunities – a recent internet survey confirmed that 68% of users found LinkedIn the most valuable tool.

Internal social groups can be connected and engaged through the effective use of social media. Social media is a critical part of communication and collaboration technologies that can help to make people more productive. Clearly there is an opportunity for employees to share ideas, replacing the old style suggestion boxes with a more interactive process, which is being used by many forums to collect views from users.

An example is Salesforce.com which is using a Twitter-like product and calling the employees that are using it the “Chatterati”. These employees are getting their jobs done by using these tools, which creates value for the organization.

VicRoads are using Yammer, an internal “twitter” bringing together all of a company’s employees inside a private and secure enterprise social network. According to Judith Pettitt, Executive Director People Services and Internal Communications, more than 20% of their 3,000 employees are engaged in providing valuable shared knowledge on various business topics. It has been especially helpful in organisational problem solving and in ‘seeding’ ideas.

VicRoads has also supported a recent blog project where all staff were able to make improvement suggestions on line, comment on others suggestions and get feedback from the Corporate Leadership Team on implementing the proposals.Using contemporary communication tools makes such a difference to the immediate needs of staff to share their knowledge and effectively engage with each other.

Embracing the future

Companies need to embrace social media with the same vigour that the internet and websites are today an intrinsic part of the communication within a company. Often it is about making a start. The HR department is the custodian of employee communication. By developing a strategic approach, the HR department can apply social media tools in an integrated way where they have real meaning.

Managers often feel a lack of control, particularly when a major change process is taking place. Rather than trying to control the process with zealous compliance, leaders need to embrace change and encourage employees to use it meaningfully to improve engagement.

Companies are responding to the growing interest and investment in social media applications, to support the attraction and retention of talent. A few companies are taking a leadership position as visionaries by embedding social media as an integral part of their employee engagement strategy.

ABOUT THE WRITER

Charles van Heerden is the founder of WaveBox, a specialist Strategic HR and Social Media consulting firm in Melbourne, Australia. Charles is an HR expert with a strategic focus on Social Media. Most recently he was Social Media and Marketing Director for a HR Consulting firm. Visit WaveBox for more information, as he enjoys blogging about innovative HR practices.

Fistful of Talent : http://fistfuloftalent.com/2011/05/-is-it-really-that-scary-to-put-yourself-out-there-.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+FistfulOfTalent+%28Fistful+of+Talent%29al%20Media.htm

Is It Really That Scary to Put Yourself Out There?

By Jessica Lee · 05.03.2011 · 2 Comments
Tagged: Communication, Culture, Jessica Lee, Recruiting ·
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inShare

I was at the Jobvite Customer Summit the other week and we closed out the day with a discussion on social recruiting surprises. We shared the good, the bad, the ugly… and surprise number four? That the act of simply being findable goes a long way for employment brand equity. Did ya' get that? Just the act of putting yourself out there on the social web as a recruiter, the optics of being accessible and visible, it goes to combat the entire resume black hole black eye companies suffer from.

I know – people are scared to stick their necks out there like that. You don't want to be so accessible to job seekers. Trust me – you're talking to a gal who has broken up with a dude by email. And once by IM too. I hate conflict as much as the next gal. But here's my experience with job seekers –

At one point, inspired by The Recruiter Guy, I put my phone number out there on this little blog. Want it again? My direct dial is 202.478.3723. And for job seekers, I invited them to reach out and call if they so felt inclined. The reality? Only a few calls came through. I put my email address out there pretty liberally as well – jlee at apcoworldwide dot com. My phone number and email address is on every email I send out to job seekers. Even generic rejection blasts. My name and contact information is on the careers section of our corporate website. My email address is plastered on my LinkedIn profile and I welcome job seekers to reach out and message me. I've made myself "findable" on Facebook, Twitter and more. I have a Google profile page. You can click around here on ye olde blog to connect with me.

And guess what I've found over time? The job seekers who you're so scared to be bombarded by? They aren't that aggressive. Every day, I receive at least one email from a job seeker saying they found me on LinkedIn and felt inclined to email me because my profile welcomed them to do so. But never more than that. And when I send rejection emails to applicants with my email address and phone number included? They tend to be much more polite and much less intrusive than I would have ever expected. And when you put your information online for people to reach out to you? They will address their cover letter to you, they'll follow up if they haven't heard back in a while, they'll call if they have troubles with your website. Sometimes they will bug you. But only sometimes.

I was reminded of this just yesterday too. I was catching up on closed reqs and I sent out a bunch of thanks for applying but the job has been filled emails to folks who were not granted interviews. And on average, these jobs had 250+ applicants and with five to eight interviewed for each position. 242+ applicants received emails thanking them for their interest for each position – and for each position, I received an average of FOUR email replies saying something to the effect of… thanks for simply letting me know that the job has been filled – that doesn't always happen as a job seeker. They were thanking me! And for the hundreds of "rejection" emails I sent out yesterday – I only received ONE nasty reply from a job seeker saying, "I wouldn't want to work for your crap company anyways." (Why apply in the first

place then, buddy?! But I digress…) And then the rest just probably deleted my email and left me alone… Are those numbers surprising to you at all?

So go on – it's not so scary. Put yourself out there. Every once in a while you might get a nasty email or phone call… but the messages of gratitude will far outweigh all the others. And the optics of simply being available, and accessible – well, I think it will go a long way for that resume black hole that job seekers so believe the career section of your website is.

HR Informant : http://www.hrinformant.com/2011/05/is-it-really-that-scary-to-put-yourself.html

Is It Really That Scary to Put Yourself Out There?

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Information Tumbler : http://www.infotumbler.com/?p=1100

Put some punch into your career

May 3 | Posted by admin | Finance News Tags: Market

punch-into-career.top.jpg
By Elaine Pofeldt, Money MagazineMay 3, 2011: 9:29 AM ET

(Money Magazine) — It's probably safe to come out from under your desk now.

Over the past few years you may have found yourself in defensive mode, career-wise. But if you've survived, you're probably in the clear.

As a whole, U.S. employers have been adding rather than subtracting jobs these past few months, according to the Bureau of Labor Statistics. And that means you can focus on your ambitions again and begin laying the groundwork for a promotion.

Just because the firings have slowed, however, doesn't mean that companies are hoisting people up the ladder.

To get ahead today, "it's going to take an investment of extra work, extra enthusiasm, and extra energy," says Dan Finnigan, CEO of Jobvite, a social-recruiting software.

The four strategies that follow can help you move your career forward.

Years ago a sideways job move was viewed as a demotion. Not so in today's less hierarchical offices.

"Now it's about zigzagging your way to the top, vs. taking the elevator," says Sarah Hathorn of Illustra Consulting, a career advisory firm in Atlanta.

A lateral move could help you advance, she says, if any of the following apply:

A different job at the same level will help you round out your skills;
there's no room for growth in your division;
you're so entrenched that superiors see you only one way;
or you want to move to a new job function (say, from marketing to sales).

How to do it:

Review listings on the internal job site — looking particularly for posts at smaller divisions, where you might get more responsibility — and connect with your HR rep, who can act as an advocate.

Also participate in companywide committees and activities to make contacts in your target department, says L.A. career coach David Couper. Cultivate their support by taking them to lunch and asking their advice.

If you want to change functions entirely, get your boss's buy-in too — you'll need help making the case to others.

Success in today's workplace often hinges on delivering quantifiable results. But supervisors aren't always generous with the kind of assignments that will allow underlings to shine.

"Bosses who are nervous about their own jobs hang on to projects they think are important," says Couper. Getting plum tasks, then, depends on your ability to manage up.

How to do it:

Pay attention to areas in which your manager is weak — or in which your department is facing a crisis that is stressing your boss out — and offer to relieve some of the burden, advises Hathorn.

"Say, 'I know this project is due, and I'd love to learn this aspect of the business. Could I take on X or Y part?' "

This shows that you're a self-starter and continual learner. Plus, if you do a good job, your boss will trust you with even better projects.

At a senior level, technical knowledge alone won't get you ahead.

Research recently published in the Harvard Business Review shows that success in C-suite jobs, such as chief technology officer and chief marketing officer, increasingly depends more on leadership skills and understanding of business fundamentals than on the technical skills and functional knowledge that mattered early in one's career. So work on the soft skill that will make a difference in your division.

How to do it:

First, sit down with your superior and say, "Be honest with me. What soft skills do you think I'm lacking or need to hone?"

Think your boss isn't the type to tell? Recall where your last performance review showed deficiencies; also, solicit feedback from peers.

In a recent American Management Association poll, executives said that being mentored is among the most effective ways to build soft skills; so look for someone who excels in the areas you do not, and flatter him or her by asking for coaching.

Or take a class — your company may offer training on topics like public speaking or leadership — and, once completed, ask your boss if it has helped you to improve.

Whenever there's change at a company — whether a merger or acquisition, the arrival of consultants, or the departure of a boss or colleague — the instinct is to hide. Big mistake, says Hathorn. In times of transition, opportunities are created.

How to do it:

Look for ways to use the upheaval to recast your role.

That may mean, for example, sharing your ideas with the visiting cost-cutting consultant or new division head, volunteering for duties held by a departing colleague, or offering to mentor employees in a company your firm is acquiring.

If you stay invisible, it'll be easier for the new leadership to discount your contributions and cut your job.

Says Finnigan: "If you're not moving up, you're slowly moving out."

Top managers are recognizing a talent gap when it comes to certain skills that they deem important. Filling the void can help you get ahead. To top of page

Money Magazine : http://money.cnn.com/2011/05/03/pf/saving/caeer_goals.moneymag/

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Email
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3 ways to spring clean your finances

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Sourcecon : http://www.sourcecon.com/news/2011/05/03/bullhorn-reach-predicts-job-hunting-activity/

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on May 3, 2011, 9:00 am

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0 Comments

BullhornReachDashboardScreenShot

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John Zappe was a newspaper reporter and editor until his geek gene lead him to launch his first website in 1994. Never a recruiter, he instead built online employment sites and sold advertising services to recruiters and employers. As VP of one large media operation, his employment revenue alone approached $2.5 million. Besides writing for ERE, John consults with digital content operations, focusing on the advertising side. And when he's not doing either, he can be found hiking in the California mountains or competing in canine agility events.

Flap - Blackbird Learning Associates : http://blackbirdlearningassociates.blogspot.com/2011/05/using-facebook-for-your-job-search.html

Using Facebook for Your Job Search

The other night I gave a Networking training session as part of a job search series at a local library. With the unemployment rate still so high and the percentage of jobs found through networking (over 85%) soaring as well, networking is still the very best way to find a job.
One of the topics tackled was using social media to network. It's interesting; since the class participants ranged in age from the 20s to retirement, I could tell from the body language who was comfortable using it and who would rather network the old-fashioned way. Once we looked at some of the statistics though, it started to sink in. According to a 2011 survey from Jobvite, Inc., this year 80% of the companies' surveyed plan to recruit through social networking. Add to that, the very low percent of success of finding a job through job boards, well…. it makes sense to jump on the social media train. Let's look at Facebook. How can you find a job on Facebook? Here are a couple of hints.
1. Tell your contacts that you are looking. If you announce that you are looking for a specific type of position in your status line, you are going to get many comments back from your pool of contacts. Also ask your friends to tell their friends. Clean up your profile, add contact information and update your friends on your progress. By the way, I looked at the number of contacts that the average person in their twenties has. The average number ranges between 500 and 1000! That's a lot of friends which may equate to a lot of networking contacts.
2. Start a professional Facebook group and refer your contacts and their contacts to it. Here you can include a link to your LinkedIn profile and your other professional information (such as any blogs that you may have created). Add links to interesting articles in your field and encourage discussion with these. NOTE: Facebook group comments can be found in a Google search so make sure the content is ALWAYS professional.
3. Look for contacts by typing in the company name. You may find company pages, groups and general information containing names.
4. Look for job specific groups: Look for your job type and "Like" that group. Comment, ask questions and let them know that you are looking for a position.
5. Search for employment agencies.
6. Create a Facebook Ad: For a fee, you can create an advertisement about you and your strengths/skill set.

Anything else? Please add to the list. What has worked for you?

Socia Light : http://debkrier.com/why-college-grads-should-use-linkedin/

Written on May 4, 2011 by Deb Krier



Adults—that is, those of us who've been around the block a couple of times—know that LinkedIn can be a vital tool in a search for a new job. It's a great way to connect with influential people and employers and recruiters frequently use LinkedIn when they are filling positions.

According to a 2010 Jobvite survey, 78.3% of hiring companies used LinkedIn to find potential candidates and/or to post openings. Nearly 90% of those companies actually hired people through LinkedIn.

However, statistics show that less than 20% of LinkedIn users are 18-24 years old. So, why aren't they using LinkedIn?

My guess is it's because LinkedIn is perceived as a site for "older" people and that it only has jobs for more experienced professionals. Obviously, that's true, but not completely. While not as prevalent, there are jobs posted on LinkedIn for interns and entry level positions.

Because the number of younger users on LinkedIn is small, when someone in that age range is on LinkedIn, they can stand out from their peers—and even from more experienced (older) candidates. And, the good students are learning…a recent survey showed that last year, only 5% of new graduates used LinkedIn. This year, nearly 28% of graduates plan to set up LinkedIn Profiles.

There's several things to remember when using LinkedIn. Have a great Professional Headline—a good description of the user, NOT a job title! This is the first thing someone sees, so make it count. It's also what's shown when a LinkedIn Profile appears in a Google search.

Having a nice, professional-looking photo is critical. The picture should be a close-up of your smiling face…not a shot showing you skiing, watching TV, playing video games and so on! This doesn't have to be expensive. The camera on a cell phone can take an adequate photo.

It's important to have a well-written Summary, including Specialties. Someone who's worked for years should have a lengthy "story" of their professional career. For a recent graduate, the Summary is more forward-thinking: "what I want to be when I grow up."

Obviously, a recent graduate may not have much experience. It's OK to list volunteer activities here—especially if they pertain to your career goals. It also means you can get Recommendations for these activities!

And, speaking of Recommendations, you can also get them for your education. This is a great way to connect with instructors—and to start building your connections with classmates.

Start connecting with "adults" that you know…or hope to know. Be honest when asking to connect. It's perfectly acceptable to tell someone that you're hoping to work in their field or industry and that you want

to learn from them. Look at the Groups they've joined and join them, too. Take part in the Group Discussions…or at least read them!

Don't forget to join Alumni Groups on LinkedIn. They're a terrific way to make connections!

LinkedIn is a great way to highlight that a recent graduate is also a professional…and would make a good addition to any business. It seems daunting, but it's worth it.

If you're a new graduate and on LinkedIn, please connect with me! Click here for my Profile.

Good luck!

PS – Click here for a white paper on "Optimizing Your LinkedIn Profile."

Technorati：http://technorati.com/blogging/article/job-seekers-embrace-and-fear-social/

Job Seekers Embrace and Fear Social Media, Survey Shows

May 05, 2011 at 7:27 pm
Share5

Nearly one-fourth of job seekers around the world are using social networking in their search for work, but many of them are worried about personal content on sites like Facebook doing harm to their careers, according to a survey by staffing giant Kelly Services.

In the survey of about 97,000 people in 30 countries, 26 percent expressed concern about how personal information on social networking sites might affect their job prospects.

According to the survey, the most popular social networking sites for finding work are Facebook (33 percent) and LinkedIn (32 percent). Ten percent said they use blogs and 3 percent use Twitter. Facebook is favored by Generation Y job seekers, while LinkedIn is favored by job seekers from Generation X and the baby boom generation.

Twenty-six percent of the people surveyed indicated they had turned to online job boards to actually secure their most recent job. At 22 percent, word of mouth was the next most popular method, followed by staffing and recruiting companies (17 percent), direct approaches from employers (17 percent), print advertisements (7 percent) and social media sites (1 percent).

The survey was conducted from October 2010 through January 2011.

Twenty-eight percent of the people surveyed said it's essential to be active on social media to advance their careers. However, only 13 percent of those surveyed spent at least an hour a day using social media. Sixty-eight percent spent up to an hour a day on social media sites, while 19 percent spent no time on such sites at all.

Results of a survey released in June 2010 highlight the increased emphasis on the role of social networking in career development.

Jobvite's Social Recruiting Survey found 83 percent of employers surveyed were using or planned to start using social networking in their recruitment efforts. LinkedIn (78 percent), Facebook (55 percent) and Twitter (45 percent) were cited as the most popular social recruiting channels.

Dan Finnigan, president and CEO of Jobvite, said: "Job boards launched a revolution in recruiting more than 15 years ago. And now, social networks are doing the same – but in a targeted way. Through social recruiting, companies are learning they can find the best talent efficiently, without making a major investment."

Online Recruiting News.com : http://www.onlinerecruitingnews.com/social-recruiting-solution-snags-700k-in-funding/

Social recruiting solution snags $700K in funding

on May 6, 2011
Post image for Social recruiting solution snags $700K in funding

The Resumator, a Pittsburgh-based startup that offers web-based social recruiting solutions and applicant tracking tools, has secured $700,000 in funding, according to Techcrunch.

The funding was led by Rincon Venture Partners, with Paige Craig, ff Venture Capital and Christopher Muenchhoff participating.

The Resumator claims to take the hassle out of hiring by replacing the HR inbox with more efficient hiring and sourcing tools.

Don Charlton, founder and CEO, started the company back in 2009 with the idea of replacing costly job boards with tools that enable companies to share jobs on social media. Employers can also grow their applicant pool through referrals and free job traffic.

Competitors of the Resumator include include Jobvite, Firefish, and Sendouts.

The Resumator has attracted several startups as clients, most likely due to its competitive rates. Plans start at $29 per month and do not exceed $299 per month.

The company has now secured almost $900,000 in funding and credits AngelList for the current round of venture capital.

TechCrunch : http://techcrunch.com/2011/05/06/the-resumator-raises-700000-for-social-recruiting-solution/

The Resumator Raises $700,000 For Social Recruiting Solution



Friday, May 6th, 2011
15 Comments

Pittsburgh-based The Resumator, which aims to “take the hassle out of hiring”, has secured $700,000 in funding led by Rincon Venture Partners, with Paige Craig, ff Venture Capital and Christopher Muenchhoff participating.

The Resumator is a graduate of the May 2009 AlphaLab program, a startup accelerator program run by seed stage investor Innovation Works, which also participated in the round.

The company offers Web-based social recruiting and applicant tracking tools that allow employers to promote job openings and efficiently review incoming resumes. No more inboxes filling up with cover letters and attachments, but instead a centralized environment where multiple people within one company can collaborate to rank, track and discuss candidates.

Customers include well known tech startups like Evernote, Tumblr, Bump and Klout.

Competitors include Jobvite, Firefish, Sendouts and Taleo, among many others.

Founder and CEO Don Charlton says they built the service to support the needs of what he calls “deputized hiring managers”, employees in SMBs that often have no formal experience recruiting and not much free time, but are nonetheless tasked to manage the hiring effort.

Charlton tells me that The Resumator had been growing steadily from their small Pittsburgh office since its 2009 launch, and that there were having trouble making connections with investors on the West Coast. In an effort to solve that problem, the startup signed up for AngelList and says it was able to quickly secure the round thanks to that move.

The Resumator has now raised close to $900,000 in financing.

Wall Street Journal : http://blogs.wsj.com/hire-education/2011/05/06/the-many-roads-to-ceo-first-in-a-series/

The Many Roads to CEO: First in a Series

By Dan Finnigan



Dan Finnigan, CEO of Jobvite

I never said, “When I grow up, I want to be a CEO,” but here I am. When I look back on my career, I realize the road to becoming a CEO isn’t a straight, clearly defined path. In fact, no two paths are the same. But whether you aspire to be the boss one day or not, there’s a lot to learn from how leaders rise to the top of successful companies.

As this series of stories shows, the paths to becoming a CEO may vary, but the people in that position share the qualities of commitment, work ethic and passion for building something new. And every CEO take risks along the way—like ditching Google to work on a Facebook game, putting your life savings on the line to start a software company or leaving a big business to be one of the first employees at a startup.

Tim O’Shaughnessy, CEO of LivingSocial since 2007 (LinkedIn profile)

I grew up in Minnesota, and learned how to be an entrepreneur from my father, who has run a small business for almost 30 years. I went to Georgetown University and tried a lot of ventures in college with varying degrees of success, ranging from live-in chef (mildly successful) to running a handyman business (moderately successful) to running a hardwood flooring operation (a definitive flop). And I always had a dream job scenario: to walk to work, work for myself and build/shape something for consumers.

I’m only 29, so it’s been a quick ride to CEO. Out of college, I worked for AOL as a product manager, then moved to Revolution Health and ran the consumer product team. In mid-2007 I left Revolution Health and joined with several other colleagues to start LivingSocial, where I became CEO. LivingSocial actually started as a Facebook application called “PickYourFive” which became the top app on the network. But we knew the greatest potential was in offline stores, and we needed to bridge the gap. As a team we did research, and in 2009 I led the company in acquiring BuyYourFriendADrink, a service that worked with beverage companies to provide offers at select bars for people to redeem. We expanded that model to all sorts of retailers in cities all over the country. We now have about 85 million users participating in our discount buying programs and booking revenues of more than $1 million a day.

Career advice: While I’m grossly underqualified to be giving out advice, here it goes: Don’t figure out where you want to work, or even what industry you’d like to work at. Figure out what makes you tick. What gives you a really big rush? Answer why you like things, not what you like doing … and then apply it to your work life. Also, just because you’re graduating, don’t stop learning. Read more books than you did

in college. Most people don’t actively try to make themselves smarter once they’re done with school. If you do, and they’re not, you’re really well-positioned to succeed in whatever you do.

Next in the series: Yuval Brisker, CEO of TOA Technologies since 2002 (LinkedIn profile)

Mr. Finnigan is the former head of Yahoo HotJobs and now runs Jobvite, a provider of software applications that help companies recruit talent. He is a regular contributor to Hire Education.

Job Finder Guide : http://www.job-finder-guide.com/?p=642

Social recruiting solution snags $700K in funding

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Envisia Learning : http://results.envisialearning.com/more-talent-management-facts-17/

More Talent Management Facts #17

May 8, 2011 by Ken Nowack

> Statistics are like bikinis. What they reveal is suggestive, but what they conceal is vital.
>
> Aaron Levenstein

Another addition of leadership and talent management "facts" from all over the world. Some intuitive and some not….what do you think?
1. A recent survey by Global One found that 89% of 1,043 Americans say that work/life balance is a problem and 31% reporting that the recession has upended balance affecting their lives.

2. A September 2010 CareerBuilder survey reported that 75% of U.S. workers are living paycheck to paycheck and 21% have reduced their 401(k) contributions or personal savings in the year (4,498 full-time employees).

3. A recent survey of 600 HR and recruiting professionals by Jobvite revealed that 73% of these individuals used social networks or media in recruiting in 2010. They most used channels were: LinkedIn (78%), Facebook (25%), and Twitter (45%). Overall, 46% planned to spend more on social networking in 2011 and 38% said they were going to use less third-party recruiters.

4. In a recent report, Global Firms in 2020: The Next Decade of Change for Organizations and Workers, 67% of the 479 senior executives agreed that they need to maintain a leaner organization using outsourcing rather than hiriing full time staff over the next 10 years.

5. ManPower's 2010 Talent Shortage survey found that employers in six of the world's 10 biggest economies ranked skilled trades as their number 1 or 2 hiring challenge in 2011 (skill trades can not be geographically fixed and can't be outsources or relocated off shore). Examples included electricians, welders, plumbers, and carpenters.

6. According to Compdata's Executive Compensation 2010/2011 survey, slightly more than 77% of organizations offered perks to their CEOs in 2010, down from 89.8% in 2009. The most common perks included supplemental life insurance (31.7%), company cars (30.7%) and club memberships (26.1%).

7. According to Sibson Consulting's 2009 Rewards of Work Study of 542 companies, 44% of 2,000 employees surveyed are not committed to perform on their jobs even though they know what to do. No mention was made of those slackers who didn't know what to do.

8. A recent study by Mercer found that although 70% of companies in the US are interested in increasing diversity of their workforce, 70% don't have a clear strategy for developing female leaders, 43% don't offer any programs aimed at women leaders, and only 19% track progress of female leaders. The biggest obstacles for women seeking advancement were lack of an executive sponsor (43%), insufficient experience (36%) and work/life balance challenges (31%).

9. The 2010 National Survey of Employer Sponsored Health Plans (Mercer) indicated that the average cost of total health benefit cost per employee in the US rose 6.9% to $9,562.00 which is the biggest increase since 2004.

10. According to an international survey by LexisNexis of 1,700 white-collar workers (e.g., Australia, US, China, South Africa, UK) found that 62% of all workers report that the quality of their work suffers because they can't sort through the information they need fast enough and 91% of US workers report deleting or discarding work information without even reading it. Finally, 90% of US workers say they need to search for old e-mails at least once a week to find the right information they need to get their work done resulting in a large waste of time.

11. The 2010 Global Workforce Study (Towers Watson) asked more than 20,000 full-time employees from around the world "How much would receiving each of the following influence your decision to leave your current organization?" The top five answers included: 1) Increase in pay; 2) Greater job security; 3) Pension; 4) Improved work/life balance; and 5) Better health benefits.

12. The American Psychological Association's 2010 Stress in America Survey found that 44% of US respondents reported moderate to high levels of stress with the leading causes including: 1) Money (76%), 2) Work (70%), 3) Economy (65%), 4) Family responsibilities (58%), 5) Relationships (55%), 6) Personal health (52%), 7) Housing costs (52%), 8) Job stability (49%), 9) Health problems of family members (47%), and 10) Personal safety (31%). The most common physical symptoms of stress included: Irritability/anger (45%), fatigue (41%), Lack of interest/motivation (38%), Anxiety ((36%), headache (36%), and feeling sad/depressed (34%).

Back to research some new talent development facts….Be well….

Staffing Talk : http://staffingtalk.com/scoping-resumator-ats-systems/

“I’ll Be Back”: Reviewing The Resumator & Other Web-Based ATS Systems

May 9, 2011

Ill Be Back: Reviewing The Resumator & Other Web Based ATS Systems“Don’t you have, uh…ray guns? Show me a piece of future technology.” – Doctor Silberman, “The Terminator”

Okay, doctor. Let’s do that. While the latest web-based applicant tracking software systems don’t have any ray guns, they do have a lot of cool features that will be useful for staffing firms and recruiters.

Some of the most popular ATS providers – Resumator, Taleo, Firefish, Sendouts and Jobvite – offer some ingenious tools that cut down on time-intensive activities like sourcing, job posting, social media promotion, reviewing resumes and matching clients to prospects. All of them also promise better efficiency in hiring-related workflow. Which one stands out?

The main difference from The Resumator and its competitors is that it’s meant to replace email as a means to recruit, store, manage and track job applicants.

Like your HR email inbox, this system centralizes your job postings in one place. Unlike email, it displays them on a web page that can be branded for your company. It also lets you easily post them to social media sites and to major aggregators, without searching, copying or pasting.

The fun really begins when the responses start coming in. Resumator pre-sorts resumes, makes them searchable by text, allows you to rank them and then provides for real-time internal sharing and discussions. All activity is fully tracked by applicant. Full dashboards and reporting capabilities allow for “big picture” views of the entire hiring process, although reporting here is not custom and is limited to about 30 report templates.

Ill Be Back: Reviewing The Resumator & Other Web Based ATS SystemsWhile it lacks some of the extra bells and whistles (and in some cases entire services), Resumator seems to have the simplest, most straightforward presentation, which I suspect has as much to do with product itself as it does the design of the company website.

A couple of these extras stand out in the ATS from Jobvite. A cool twist with Jobvite is its Facebook app, which essentially places your job board on any Facebook fan page, complete with functions for viewers to apply for and share jobs.

Another one involves classic branding, as in “Oh, nice, I got a Jobvite today.” A passive prospect might receive a Jobvite on LinkedIn; the applicant can respond to or share the Jobvite with colleagues.

Unlike The Resumator, Jobvite allows for email marketing campaigns and integrates with your existing candidate database.

Ill Be Back: Reviewing The Resumator & Other Web Based ATS SystemsDitto for Firefish Software, except the Firefish capabilities can be much more broad than applicant management and tracking; the

ideal sale for Firefish would be to build you a custom recruitment website, complete with your own CMS and widgets including Latest News and Web Polls.

The Scotland-based company claims that this custom website will be SEO ready, but I find it curious that Firefish itself doesn't come up particularly well on SERPs unless you know to type in "Firefish Software."

Third-party recruiters are likely to be drawn to the offering from Sendouts, "developed by recruiters for recruiters." But instead of focusing specifically on development, Sendouts seems to have added a lot of value by partnering with a number of technologies.

Ill Be Back: Reviewing The Resumator & Other Web Based ATS SystemsFor example, Sendouts works with your existing Outlook platform and is the only certified solution provider of the Microsoft Dynamics® GP Professional Advantage Module (PAM) for back-office solutions. For data warehousing, it uses Xiolink. Sendouts is also the only third-party ATS for recruiters that has a direct integration with the Dice.com job board and recruiting network.

Sourcing is big with the Sendouts system; there's an app for free sourcing through Yahoo! Hotjobs, Monster and CareerBuilder. Additional tools expand sourcing capabilities through as many as 11,000 job boards and social media sites.

Another key feature for Sendouts is its range of methods for client communication: it's got real power in its capabilities for texting, VOIP and mobile applications.

Ill Be Back: Reviewing The Resumator & Other Web Based ATS SystemsA trip into Taleo is a trip into MBA land, which means it's much tougher to spotlight the actual features and benefits of its products as they relate to recruiting and staffing. One reason is that the product line is huge, with separate Outlook- and Internet Explorer-based tools for each phase of the hiring process from recruiting to analytics.

The other reason is that much of the Taleo repertoire seems geared toward HR professionals whether SMB, Enterprise or Large Enterprise editions. In fact, Taleo partners with recruiting, assessment and HR service firms to provide added-value services.

Taleo's product offering includes smartphone recruiting tools, branded recruiting and employment sites and sourcing and matching tools designed around the Taleo Talent Exchange and its profile-based recruiting philosophy.

So which one stands out? To me, the clear winner is The Resumator.

I base this on how the product reflects the needs that it's trying to address – namely, that recruiters and staffing firm personnel are already busy. You likely don't have the luxury of researching and specifying software full-time.

The Resumator is a very solid core product for job publishing, job promotion, effective sourcing, internal collaboration and clear reporting.

It's straightforward, easy to use and doesn't require integration into your existing systems. You might not get a full website with CMS, a complete consulting firm or a Cyberdyne Systems Model 101 Terminator behind it. But from a value standpoint, it's still pretty far ahead.

Have you used any of these services? Which one do you prefer?

Fredricksburg.com : http://blogs.fredericksburg.com/truthiness/2011/05/10/be-sociable-young-grad/

Be sociable, young grad

It's time for college graduates to unleash themselves on the working world, which might be more welcoming than it was a year ago as the job market shows signs of life again.

If you're in that position, you're going to need a large dose of social media on your side, says Maribeth Kuzmeski.

Kuzmeski is author of The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life www.TheConnectorsBook.com) and …And the Clients Went Wild! How Savvy Professionals Win All the Business They Want, www.AndTheClientsWentWild.com). Here are some suggestions she offers for making yourself more marketable, new grad:

Mine your social networking connections. In your job search, you should always look to the fruit closest to the ground. Is anyone in your social network working for or connected to a company that would be a good fit for you? If so, ask them to put in a good word for you.
"
Put your best Face(book) forward. According to Jobvite.com's 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the "real" side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

Monitor your online reputation. As mentioned above, companies are checking up on people before they even invite them for an interview, and given young job seekers' propensity for using social networking sites like Facebook and Twitter, it's quite possible today's college grads will be under even more scrutiny. Sure, you know what you and your friends have posted about you, but is it possible that others have posted unpleasant photos or information—true or not—about you online?
One of the easiest ways to monitor your reputation is by setting up Google Alerts that will inform you of anything that has appeared about you online. Just go to www.Google.com/Alerts and set up a free alert of your name and any organizations or activities that you were heavily involved in while at college (if relevant).
Clean up your online presence or be ready to explain it. For many college grads, tidying up their social media profiles will simply mean deleting a couple of questionable photos or asking friends to un-tag them in theirs. Others, however, might have a bigger task on their hands. For example, what do your tweets say about you? Do they paint you as a thoughtful young person, or are they riddled with spelling errors, pointless comments, or worse, pejorative or offensive language? Or what comes up when someone Googles your name? If the first things they see are negative news articles about your failed student body president campaign, you might have some explaining to do.

Use proactive posting to stand out online (in a good way). While there is a lot to be cautious about when it comes to communicating via social media, that doesn't mean you should pull back altogether on your online presence. The reality is you should do whatever you can, when you can, to build your credibility. That's right: You can, and should, consciously and deliberately craft a positive online image.

Build your online résumé using LinkedIn. If you aren't already on business-focused social media sites like LinkedIn, take the time to set up a profile. In fact, LinkedIn is especially important because it is the most commonly viewed source for job seekers and employers. Setting up a profile is simple: Just go to

www.LinkedIn.com, add your picture and a summary of your past job responsibilities, and state what you're looking for.
Check out your interviewer. Social media isn't all about what you do online. It's also important that you know what your potential future employer is doing online. If you know who you will be sending a résumé to or who will be interviewing you, conducting a little research in advance of your communication can provide you with a big advantage.

Make an impact by using video. If you really want to capture the attention of a potential employer, record a quick video. Use it to get an interview or as a follow-up after an interview. Here's how it works: Instead of just emailing a résumé or a post-interview thank-you note, include a link to a video of you. Carefully script your response and record the quick message using a Flip video camera or even a Webcam. Post it on YouTube or some other service and send a link for the video to your potential employer.

Don't be overly friendly. Up until your graduation, you had quite a bit of freedom with how you could interact on social networking sites. But once you enter the job market, that changes. No longer should you think of your social media connections as your online "friends"; now you have to think of them as potential professional connections.

Remember, you have to give to get. When you graduate college and enter the job market, you have to start thinking of yourself as a member of and contributor to a larger community. Each step up the social media ladder is earned by giving to the other members—whether that is in the form of a fresh, interesting piece of content of your own or by promoting someone else's content. But the underlying rule is that you must give to get.

ERE : http://community.ere.net/blogs/the-careerxroads-annex/2011/05/penetration-of-social-media-in-2011-perspective-context/

Penetration of Social Media in 2011: Perspective & Context

on May 11, 2011

I received a question this morning. One of many I regularly get from friends and the way it was posed was interesting to me.

HER Q:

I am looking for an authoritative source for this stat:

How many companies use social networking websites to screen and identify potential candidates?(My sense is that this will have to be expressed as a percentage.)

I am seeing numbers all over the place on the internet. However, I see multiple references in the press to your Source of Hire survey and a survey JobVite did of 600 HR managers in 2010.

Your Sources of Hire study for 2011 states 88.5% of firms surveyed consider social media part of their Direct Sourcing efforts. But, I'm guessing that the folks who participate in this survey with you would be skewed to be among the most sophisticated portion of the corporate recruiting community. Do you believe that's the case?

Having said that, the first bullet below in the JobVite study results is pretty close to the stat from your study: "83% will recruit using social networks this year."

So, do you think one can make the leap and extrapolate that 80-something % of US employers across-the-board are using social media to recruit in 2011? Does that sound right to you?

Finally, do you know if anyone is collecting any global statistics on this front?

MY A:

I would certainly expect that the % of recruiters using social media in some form as a part of their recruiting process is rapidly approaching 100%.

Just the fact that the number of people in the United states whose title is "Recruiter" and who have a profile on Linkedin (i.e. arguably counted in social media) is 215,000 says it all (and, of course, many more recruiters with vastly different titles also recruit).

But, a cautionary note should be added.

15 years ago it would have been silly to ask recruiters what percentage of their hires involved involved the use of a phone.

5 years ago it would have been silly to ask what % hires were made by recruiters using email and, within a couple years it will seem as silly to ask what % of hires involve mobile social media.

It isn’t a source replacement as much as it is an enhancement of the means to communicate interactively, for employers to find job seekers and jobs seekers to penetrate firms for transparency, to dig out relevant content, to analyze options and to execute in real time.

But, they might still look up and see a digital billboard on the side of the road that reminds the passive driver to check for local opportunities with their smartphone. They still might 'walk-in', be referred by an employee or be represented by a third party. It's just that social media and mobile devices will be there too.

Careers blog for postgraduates : http://pgblog.careers.salford.ac.uk/2011/05/postgraduate-futures-2011-career-management-in-the-digital-age/

Postgraduate Futures 2011: Career Management in the Digital Age

on May 12, 2011 by Tahira Majothi

Well folks it's time to unveil details of our annual Careers Conference, Postgraduate Futures 2011, which takes place on 21st June. The conference is open to all our University of Salford Postgraduates (Research and Taught). This year we are focusing on how to better manage your research and career in the age of digital technologies and the rise of social media. These changes have dramatically affected Society and the Economy and will affect us all in how we advance in our careers but also how we find and get a job. The savvy job seeker will get ahead with all of this and our event is designed to help.

We promise a packed programme firstly focusing on the emergence of social media, its ability to reach across local, national and global spheres and what opportunities it presents in terms of furthering your research/studies, your career or both!

The day will consist of strategies for career success in the digital age, including:

• Panel discussions, workshops and networking opportunities
• How to broaden your (career) Horizons
• Using technologies to enhance your research and teaching
• What employers look for from postgraduates (including advice on how they use social media to recruit)
• Networking opportunities inc. Enterprise Café – meet some real entrepreneurs
• Creative Job Search tips using social media
• A Pecha Kucha Competition © Devised and shared by Klein Dytham architecture

We are also delighted to welcome headline speakers including Cameron Neylon(Biophysicist, Science and Technology Facilities Council) and Jasdev Dhaliwal (Head of Communities, AVG) as well as our very own award winning (ALT) Research Technologies Development Officer Cristina Costa, who has developed the Virtual Doctoral School. Details of the programme so far are available here.

We also have numerous other speakers lined up including representatives from the NHS, Kelloggs, and the University of Manchester.

If you are a current Salford PhD then please register via the SPoRT programme and all other current postgraduate students can register via Careers & Employability website.

That's not all! We also expect active participation from you! For the first time this year we will be running a Pecha Kucha competition. This is open to all Postgraduates (attending the conference) the topic is 'How social media/digital technologies have benefitted you in or outside of your studies'. If you are interested in taking part, read our Study Skills Blog to find out what exactly Pecha Kucha is and then sign up for our preparatory workshop here.

Keep checking back with this blog for the latest updates :-)

Zooming in on social media?

All of this may seem like old hat to the social media aficionados out there, but for those of you less inclined to develop your ‘digital footprint’ it is worth noting the increasing use of social media by academics and employers alike, to promote themselves, share information or resources, network or advertise opportunities in place of more traditional forms. Here’s the stats bit…a 2010 Jobvite survey found that 83% of employers will now consider recruiting via social networks, 46% will spend more on recruiting via social media platforms and a whopping 80% will peruse social media profiles to aid their recruitment processes. The survey also found that 78% of employers use LinkedIn when recruiting, 55% use Facebook and 45% use Twitter. The Guardian newspaper recently decided to run it’s own social media test by setting a #twitterjobschallenge. You may even find that if you were to call in and see me or another Careers Adviser, to help you source opportunities, one of the first things we may ask is “Are you on Twitter, Facebook, and LinkedIn? Or do you have your own blog, website or YouTube channel?”

Whatever personal reservations we may have, there is no denying how quickly social media has risen to lead the way in terms of being the new ‘hidden’ job market. Therefore the easy accessibility and universality of social media requires a certain amount of finesse and skill when it comes to navigating your way round to find the best platform to suit your needs. As a quick exercise, if you were to enter your name into Google (other search engines are available!) What pops up on screen? Think about whether you are making the most of promoting yourself and your achievements. Social media also provides exciting opportunities for researchers irrespective of discipline to communicate, network and collaborate, as can be seen by this report published by the Research Information Network (RIN). I’d therefore like to pose the question, “Can you afford to miss out?”

I hope that you are mulling this over by now and I would strongly advise you to register today for Postgraduate Futures, you will be better informed of how you can make social media work for you, trust me :-)

Silicon India New,
http://www.siliconindia.com/shownews/Ten_social_media_tips_to_find_your_dream_job-nid-83431-cid-30.html

Ten social media tips to find your dream job

Thursday, 12 May 2011, 15:31 IST

2. Put your best Face(book) forward.

According to Jobvite.com's 2010 Social Recruiting Survey, 83 percent of employers plan to use social networks to recruit this year. Will you be someone they hire or someone they avoid? To find out about the 'real' side of potential employees, some employers are Googling them as well as checking out their Facebook and Twitter pages. Before you kick off your job search, make sure your Facebook page and other social media profiles are clean and professional.

"If you have any embarrassing or inappropriate material on your profile, it could be quite off-putting to your potential employer," Kuzmeski advises. Do yourself a favor and remove those materials. You're not in college anymore, so from now on when you're engaging in social media activity, think of yourself as a public figure who may have your every word scrutinized.

"And if you think that simply making your profiles private will solve the problem, beware," she warns. "A twenty-something job searcher recently told me about a new tactic that some employers are using. The interviewer asked the candidate to pull up his Facebook page - right there in the interview, leaving him no time to clean anything up! Yes, social media is a lot of fun, but make sure if you're looking for a job that your social media sites help, not hurt, your cause."

Daily Rosetta : http://www.dailyrosetta.com/bullhorn-reach-predicts-job-hunting-activity/17677.html

Bullhorn Reach Predicts Job Hunting Activity

on May 14th, 2011 and filed under Career.

1305335957 82 Bullhorn Reach Predicts Job Hunting Activity

A new — and for now, free — toolset from Bullhorn is getting good marks from users who have been testing it for a few months, but what's most impressive is that it can give recruiters an early heads-up about their connections who may be preparing to "go active."

KC Carpenter, a healthcare recruiter and co-founder of K.A. Recruiting in Boston, says the still-in-beta Bullhorn Reach is "great. It's a huge, huge time saver for us … What would take 10 times as long, we can do with one click."

If automating postings to social networks and optimizing them for search engines was all the service did, "it would definitely be a site I would pay for," he says. But Radar, the tool that tips you to the likelihood one of your connections may be starting an active job hunt, is something Carpenter sees a "great for business development."

Like the updates LinkedIn sends out, Bullhorn Reach keeps tabs on important changes made to their profiles by your connections. you get notified when the algorithms decide that the changes and frequency are suggestive of someone preparing to job hunt."That's the secret sauce," jokes Bullhorn CEO and co-founder Art Pappas, who won't disclose the artificial intelligence behind the analysis. however, the program does routinely and quickly what recruiters and sourcers do manually.

Like recruiters, the program looks at updates, their frequency, their nature, and takes into account their timing. it analyzes "aberrations in behavior," Pappas says, and it gets "smarter" over time.

Kim Hollenshead, a recruiter with publicly-held IT firm VMWare, says Bullhorn Reach gives her online presence more currency, because she can update jobs and content quickly, and the landing pages created by its SEO component, makes it all more visible.

Radar, though, gives her "real impact," she says. "On my front page (the Bullhorn Reach dashboard), I see what things are happening. I can send them a note," congratulating her contacts on promotions or job changes.

It's a way, she adds, "to check-in to see what they are doing."

Reach's core tools will be familiar to any recruiter who's used Jobvite, Jobmagic, or one of the higher-end talent acquisition systems.

There's one-click posting of jobs and content to Facebook, Twitter, and LinkedIn. There's an SEO component that creates landing pages, and a basic keyword match to give you a list of network connections who might be a fit for each job. some limited editorial is available in a library, compiled by bots that seem set to focus on articles about recruiting and staffing. Reposting can be automated, to keep jobs from getting lost in the tweet stream.

"the core of what we are doing is to make sense of social media for recruiters." For Bullhorn's market — staffing agencies and 3rd party recruiters — time is money in a very literal sense. Recruiters have limited

time to participate in the conversations that are the hallmarks of social media, but that doesn't mean they don't want to, Pappas says.

"how do I get in the conversation?" is as much a concern for agency recruiters as it is for corporate recruiters, Pappas notes, adding one of the primary design objectives was to make it "zero training."

No question about that. Bullhorn Reach is about as easy to use as any tool out there. the larger your network, the more efficient it can make you.

Since it is in beta, not everything is yet in place. the Facebook connection is still being finessed. and the article library is available only to 3rd party recruiters. Pappas says the algorithms are also being tweaked and the feature set will be enhanced, based on the feedback the company is getting from users.

John Zappe was a newspaper reporter and editor until his geek gene lead him to launch his first website in 1994. Never a recruiter, he instead built online employment sites and sold advertising services to recruiters and employers. As VP of one large media operation, his employment revenue alone approached $2.5 million. Besides writing for ERE, John consults with digital content operations, focusing on the advertising side. and when he's not doing either, he can be found hiking in the California mountains or competing in canine agility events.

Mary's Blog : http://www.coetail.asia/marypkfish/2011/05/16/google-me/

Google Me?

on May 16, 2011 by Mary Fish

You hear the term “digital footprint” thrown around a lot these days, but what is all the fuss about?

In my quest to find out more about digital footprints, I began to read the article “Your Online Reputation Can Hurt Your Job Search“. Near the beginning, the author, Kim Komando, writes, “Your first step is to assess your online reputation. Start by doing a Google search of your name and its variations.” So before reading any further, I immediately opened up Google and typed in “Mary Fish”.

Seeing as I live in Japan, I was automatically directed to “google.co.jp“, and here is what I found:

All Top Start Ups : http://www.startupgazette.com/2011/05/social-recruiting-startup-jobvite-gets-15m-in-series-c-funding/

Social recruiting startup Jobvite gets $15M in Series C funding

on May 17th, 2011
View Comments

Burlingame, California-based recruitment and applicant tracking software firm Jobvite announced today that it has received $15 million in Series C funding let by Trident Capital and joined by previous investors CMEA Capital and ATA Ventures. The startup will use this funding for further growth, which is already phenomenal as its customer base is now 600% of what it was a couple of years ago.

Jobvite offers employment and recruiting applications on subscription basis, which work through social networks like Facebook, LinkedIn, Twitter, etc. The social recruitment platform provided by the company allows its customers, i.e. companies, hiring managers, and employees to share job openings with their connections on the social networks. The company claims that its platform is being used by over 500 companies including Whole Food Market, Starbucks Coffee Company, Zappos, Yelp and Twitter.

“The widespread adoption of social media is changing how people find jobs,” said Dan Finnigan, CEO at Jobvite and a former senior vice president and general manager of Yahoo HotJobs, in the press release. “We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market.”

The social recruitment platform of Jobvite was launched in 2009, which was integrated into LinkedIn, Facebook, and Twitter.

Consequent upon this funding round, John Moragne, Senior Managing Director and Co-Founder, Trident Capital, will join Jobvite’s Board of Directors. He said in the news release, “Jobvite is the clear leader in social recruiting. Many key online categories are being transformed by social media and Jobvite is leading the disintermediation of the multi-billion dollar recruitment space having built a company with considerable revenue and traction during a challenging economic climate.”

So far, Jobvite has raised over $30 million in venture funding, including in two previous rounds in 2007 and 2009.

B Free News : http://bfreenews.com/bfn/showonenews?s=2&id=121081

Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications

Tue, May 17 12:28 · 778

The socialization of the Web has brought about changes to how, when and where we communicate with each other over the Internet. The same goes for companies who now look for and hire new staff by using online software, social networks and whatnot, although that shift - to what is often referred to as 'social recruiting' - is perhaps far le...

Blogfull.org : http://blogfull.org/jobvite-raises-15m-for-social-recruiting/

Jobvite raises $15M for social recruiting

Jobvite, which makes social network recruiting software, has raised $15 million in a third round of funding led by Trident Capital.

Also joining the round were previous investors CMEA Capital and ATA Ventures.

The new funding brings the total raised by Jobvite to $30 million.

Burlingame-based Jobvite will use to funds to further its social recruiting applications, which grant employers to use social networks to find and hire employees.

Among the companies using its software are Yelp Inc., Twitter Inc. and Whole Foods Market, Jobvite said.

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Blue Cake Interactive Media Consulting : http://bluecakeinteractive.com/2011/05/17/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

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on May 17, 2011; This entry is filed under jobvite, TC.

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Jobvite, a developer of software that enables companies to leverage the social Web for finding and hiring new employees, was one of the first to spot this trend a few years ago, and the startup is today growing faster than ever. We've learned that the company has raised $15 million in Series C funding, underscoring its momentum.

The financing round, which brings the total of capital raised by Jobvite to over $30 million, was led by Trident Capital and joined by previous backers CMEA Capital and ATA Ventures.

John Moragne, co-founder of Trident Capital, will join the company's board.

Jobvite offers social recruiting applications used by over 500 companies today – its customer base has grown to 600 percent the size it was just two years ago – and counts well-known Internet companies such as Zappos, Yelp, Groupon and Twitter among its clients. Other notable customers include WholeFoods and Starbucks.

The company offers its Web-based social recruiting apps and an applicant tracking platform on a subscription basis, which center around driving referral hires by leveraging dozens of social networks and other digital communication platforms. Notably, the software isn't designed to be used exclusively by recruiters or hiring managers, but can easily be used by all employees.

Jobvite also provides realtime analytics, allowing managers to see the status of searches, identify areas for improvement and optimize recruiting spend.

The company claims its customers hire 10 percent of referral applicants compared to 1 percent of general applicants. Jobvite cites examples from its customers TiVo, whose referral hires have risen from 23 percent to 39 percent in three years, and Shutterfly, who it says hires referral candidates at 12 times the rate of applicants from other sources.

Jobvite competitors include Firefish, Sendouts and Taleo, among many others.

Data Center Canada : http://www.torontocolocation.org/2011/05/17/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

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on May 17, 2011 by Robin Wauters

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ERE : http://www.ere.net/2011/05/17/jobvite-gets-15-million-in-new-investment/

Jobvite Gets $15 Million in New Investment

May 17, 2011, 2:05 pm ET
inShare9

Jobvite, the company that helps recruiters tap the referral power of employees' social networks, got a $15 million injection of new capital that it will use to accelerate its already rapid growth.

Announced this morning, the Series C funding round brings to just over $30 million the company has received in investor financing since its founding in 2007.

Jobvite has been on a tear since introducing its first product, the eponymous Jobvite Hire. The first iteration of Hire sent job announcements to a company's employees, encouraging them to pass on the notice to their qualified friends and associates. No matter how far along a Jobvite was forwarded, a recruiter always knew who the original employee was whose chain of contacts resulted in a successful referral.

Almost as soon as the first Jobvite was sent, the company upped the value by connecting with Facebook and LinkedIn. Now, recipients of a Jobvite can tell who among their contacts is a good match for the position.

In the two years since introducing the apps, Jobvite has continued to release features — market-driven features, not simply more bells and whistles. Today, the company has two major product lines: Jobvite Hire, which is an ATS with a strong social media sourcing focus and useful, user-friendly metrics; and Jobvite Source, a social media sourcing and candidate contact tool that automates such routine tasks as job posting and profile matching.

The company also offers a free, stripped-down version of its sourcing service, called Jobvite Share.

Already claiming a growth rate of 600 percent in two years, it's hard to see how Jobvite can kick it up even another notch. The announcement of the new financing says Jobvite now has about 500 clients, including Whole Foods Market, Starbucks, Zappos.com, Inc., Yelp, and Twitter.

However, social media itself is still growing, and recruiter interest in leveraging connections shows no sign of abating. LinkedIn is a clear case in point. It's market valuation, when it IPOs Thursday, is anticipated to end up around $3.3 billion, much of it based on the expectation that its recruitment revenue will continue to power the company.

No wonder then, that Jobvite's funding announcement quotes its president and CEO Dan Finnigan saying, "The widespread adoption of social media is changing how people find jobs.

"We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market."

The series C funding was led by Trident Capital and joined by previous investors CMEA Capital and ATA Ventures. John Moragne, senior managing director and co-founder of Trident Capital, will join the Jobvite board.

Everyday News : http://bsdbackl.blogspot.com/2011/05/exclusive-jobvite-recruits-15-million.html

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Fangaroo : http://fangaroo.org/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

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May 17th, 2011 by Robin Wauters at TechCrunch

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Gils Method : http://www.gilsmethod.com/how-to-effectively-use-social-media-when-job-hunting

How to Effectively Use Social Media When Job Hunting

Employers and recruiters are relying more and more on social media to find valuable employees. In a survey of 600 employers, conducted by Jobvite.com in 2010, 73% of respondents stated they use social networks or social media to support their recruitment process.

Also, an additional 9% stated they plan on using social networks in the near future. Beef up your old strategy of relying on Internet job boards by incorporating a few social media platforms. Don't be content with simply peppering companies with your resume and hoping for the best.

The majority of jobs are not posted on the Internet. Some studies report that 80% of jobs are found through networking. Employers typically use a list of employee referral candidates before taking the time to check out resumes submitted online.
Attract Jobs Opportunities With a Blog

Gain job opportunities through a powerful personal brand. How can you do this? By creating an informative, authoritative blog. Base the blog on your passions and expertise. Yes, it will require creativity, a lot of writing, and consistency. Often, high quality blogs lead to job offers or freelance assignments. WordPress.com is a popular blogging platform you can use.
LinkedIn

linked in How to Effectively Use Social Media When Job HuntingWhy is this huge professional network so popular with employers and recruiters? First of all, it's free, and a large number of top professionals are members. Check out others' personal profiles and make connections with relevant people.

Search for the companies that interest you; hopefully you'll find employees with connections to people you know. You can ask your personal contacts to connect you. Paying a monthly fee allows you to email individuals you don't share a common contact with. Often, people who have been laid off send an email to everyone in their group requesting assistance and contacts.

Fill out the entire profile and use important keywords to attract recruiters. Get at least one recommendation from a current boss, former employer, or friend to get a "1″ next to the "thumbs up" graphic people see when searching for you. Connect with as many people as you can. Some members import all their email contacts. As an added bonus, you can search for job openings on LinkedIn.
Twitter

Connect directly with employers and recruiters via Twitter. How can you do this? By performing Twitter searches, following recruiters on your account, and using the "@" sign to occasionally communicate with them. You need a complete profile to follow people on Twitter.

twitter How to Effectively Use Social Media When Job HuntingProvide a link to your blog or LinkedIn account so recruiters can gather information about you. Those with hundreds or thousands of Twitter followers sometimes get job opportunities by simply sending a tweet stating they got laid off and need a job.

A Twitter tool named Twellow allows you to search a person’s bio and the links they list. Perform a search for companies you’re interested in and you’ll probably find names of its employees that have a Twitter account.
Facebook

Post a note on your Facebook page stating you’ve been laid off and the type of job you’re searching for. Notes typically stay on your friends’ screen longer than a status update; however, you may as well use both.

markitd : http://markitd.com/2011/05/17/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

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Michael Vacirca : http://www.michaelvacirca.com/2011/05/18/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications-robin-waut

Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications

May 18, 2011
By Michael Vacirca

Robin Wauters / TechCrunch:
Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications — The socialization of the Web has brought about changes to how, when and where we communicate with each other over the Internet. The same goes for companies who now look for and hire new staff by using online software …

Portfolio.com : http://www.portfolio.com/views/blogs/money-hunt/2011/05/17/linkedin-ipo-price-and-vc-investments-show-heat-of-social-media-space

Hot and Getting Hotter



If you want to know where piles of money will be made or lost, look no further than social media. Leading the charge is LinkedIn's CEO Jeff Weiner
Image: Courtesy of LinkedIn

Red hot. That's one description of social media right now. Bubble is another, for those of us more skeptically inclined.

As with most such investment rushes, it's a lot of both.

The latest evidence that the social-media sector, as well as the cottage industry around it, is hotter than Mississippi in July is LinkedIn's announcement this morning of the latest value it will offer its stock at when it goes public on Thursday. The social network for professionals has hiked its share price by $10 since last week.

LinkedIn now expects to offer its stock in the range of $42 to $45 per share, up from $32 to $35 per share last week. That values the company in the $4 billion range and means that, under the new price range, LinkedIn's valuation is 88 times its profit.

And while other social-media networks are bumbling toward Wall Street with what some analysts are calling inflated valuations, LinkedIn at least is heading into the public arena with some solid revenue, albeit with an outlook that comes with a warning: The company booked $242 million in revenues in 2010, but says in a filing that future profits could be hit by its plans to ramp up hiring and invest in technology.

But despite the warnings, you can bet there will still be plenty of interest in LinkedIn's IPO out in Silicon Valley, up in Boston, in other places where venture capitalists congregate, and beyond. That's because there's been a race to invest in just about anything social.

Take, for example, the latest funding round for Jobvite. The Burlingame, California-based company which offers a software platform for social Web recruitment announced it had landed $15 million in a third round of funding. The firm allows companies to check out job candidates on Facebook, LinkedIn, and Twitter—getting a sort of 360-degree view of those candidates' social-media presence.

"The widespread adoption of social media is changing how people find jobs," said Dan Finnigan, president and CEO of Jobvite.

Trident Capital led the round and was joined by previous investors CMEA Capital and ATA Ventures.

But the professional space is clearly only one facet of social media, and VCs are out to fund virtually every nook and cranny they can find to develop in hopes of a big payday in the not-too-distant future.

Just last week venture capitalists poured $58 million into companies leveraging social media. Those companies ran the gamut from one that allows easy social-media linking to items on the Web that users find interesting, to a job-search app company hooked up to Facebook, to a gaming company that's upping its presence in the social and mobile realms.

And that's not even to mention the big bucks riding on companies like Facebook or the leading social-gaming company, Zynga.

When you consider those kinds of investments riding on the social-media world, it's pretty easy to say that this is one sector where the gold rush is definitely on. And all eyes will be on LinkedIn Thursday as investors gauge how welcoming the market truly is to social-media players.

San Francisco Business Times : http://www.bizjournals.com/sanfrancisco/news/2011/05/17/jobvite-raises-15m-for-social.html

Jobvite raises $15M for social recruiting

San Francisco Business Times by John Sailors
Date: Tuesday, May 17, 2011, 5:34am PDT
Related:
Technology
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Jobvite, which makes social network recruiting software, has raised $15 million in a third round of funding led by Trident Capital.

Also joining the round were previous investors CMEA Capital and ATA Ventures.

The new funding brings the total raised by Jobvite to $30 million.

Burlingame-based Jobvite will use to funds to further its social recruiting applications, which allow employers to use social networks to find and hire employees.

Among the companies using its software are Yelp Inc., Twitter Inc. and Whole Foods Market, Jobvite said.

Startup Gazette : http://www.startupgazette.com/2011/05/social-recruiting-startup-jobvite-gets-15m-in-series-c-funding/

Social recruiting startup Jobvite gets $15M in Series C funding

by Krishan Lal on May 17th, 2011
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Burlingame, California-based recruitment and applicant tracking software firm Jobvite announced today that it has received $15 million in Series C funding let by Trident Capital and joined by previous investors CMEA Capital and ATA Ventures. The startup will use this funding for further growth, which is already phenomenal as its customer base is now 600% of what it was a couple of years ago.

Jobvite offers employment and recruiting applications on subscription basis, which work through social networks like Facebook, LinkedIn, Twitter, etc. The social recruitment platform provided by the company allows its customers, i.e. companies, hiring managers, and employees to share job openings with their connections on the social networks. The company claims that its platform is being used by over 500 companies including Whole Food Market, Starbucks Coffee Company, Zappos, Yelp and Twitter.

“The widespread adoption of social media is changing how people find jobs,” said Dan Finnigan, CEO at Jobvite and a former senior vice president and general manager of Yahoo HotJobs, in the press release. “We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market.”

The social recruitment platform of Jobvite was launched in 2009, which was integrated into LinkedIn, Facebook, and Twitter.

Consequent upon this funding round, John Moragne, Senior Managing Director and Co-Founder, Trident Capital, will join Jobvite’s Board of Directors. He said in the news release, “Jobvite is the clear leader in social recruiting. Many key online categories are being transformed by social media and Jobvite is leading the disintermediation of the multi-billion dollar recruitment space having built a company with considerable revenue and traction during a challenging economic climate.”

So far, Jobvite has raised over $30 million in venture funding, including in two previous rounds in 2007 and 2009.

TechCrunch : http://tweetmeme.com/story/5085513491/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications

Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications

TECHCRUNCH.COM - The socialization of the Web has brought about changes to how, when and where we communicate with each other over the Internet. The same goes for companies who now look for and hire new staff by using online software, social networks and whatnot, although that shift – to what is often referred to as ‘social recruiting’ – is perhaps far less visible.Jobvite, a developer of software that…

Techme101 : http://techme101.com/2011/05/17/jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

Jobvite Recruits $15 Million In Funding For Social Hiring Applications

Posted on May 17, 2011

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Technology Info : http://www.techinfo.com.my/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications

on May 17th, 2011

This is a syndicated post. Read the original at TechCrunch

The socialization of the Web has brought about changes to how, when and where we communicate with each other over the Internet. The same goes for companies who now look for and hire new staff by using online software, social networks and whatnot, although that shift – to what is often referred to as 'social recruiting' – is perhaps far less visible. Jobvite, a developer of software that enables companies to leverage the social Web for finding and hiring new employees, was one of the first to spot this trend a few years ago, and the startup is today growing faster than ever. We've learned that the company has raised $15 million in Series C funding, underscoring its momentum. The financing round, which brings the total of capital raised by Jobvite to over $30 million, was led by Trident Capital and joined by previous backers CMEA Capital and ATA Ventures. John Moragne, co-founder of Trident Capital, will join the company's board. Jobvite offers social recruiting applications used by over 500 companies today – its customer base has grown to 600 percent the size it was just two years ago – and counts well-known Internet companies such as Zappos, Yelp, Groupon and Twitter among its clients. Other notable customers include WholeFoods and Starbucks. The company offers its Web-based social recruiting apps and an applicant tracking platform on a subscription basis, which center around driving referral hires by leveraging dozens of social networks and other digital communication platforms. Notably, the software isn't designed to be used exclusively by recruiters or hiring managers, but can easily be used by all employees. Jobvite also provides realtime analytics, allowing managers to see the status of searches, identify areas...

Vator News: http://vator.tv/news/2011-05-17-jobvite-raises-15m-for-social-recruiting

Jobvite raises $15M for social recruiting

The company is backed by Trident Capital, CMEA Capital, and ATA Ventures

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Financial trends and news by Faith Merino

May 17, 2011 | Comments

Short URL: http://vator.tv/n/1a87

46460

Social recruiting solutions provider Jobvite announced Tuesday that it has landed $15 million in a Series C round of funding led by Trident Capital, with help from existing investors CMEA Capital and ATA Ventures. This brings the company's total raised to $30.5 million since 2007.

With the management team's extensive background with Yahoo's HotJobs, Jobvite has proven itself to be an instant hit. In just two years, Jobvite's revenue has grown 600%, and it has added a bevy of fast-rising companies to its list of clients, including Groupon, Zappos, Twitter, Etsy, Starbucks, TiVo, Demand Media, and others.

The company's social recruiting solutions outfit every employee of a client company with a Jobvite account and the ability to share job openings with friends, which, as the company notes, typically translates to higher quality workers who fit the company culture and stay on the job longer.

The company's products include Jobvite Source, a sourcing application that helps companies find talent through employee referrals, social networks, and the Web; and Jobvite Hire, a recruiting and applicant

tracking platform that delivers recruitment marketing, a Facebook app for recruiting, and analytics to track applicants and recruitment spend.

And Jobvite's clients are reporting big improvements in their hiring processes. Shutterfly says that employee referrals now account for 31% of all hiring, and that referral applicants are hired at 12 times the rate of applicants from other sources. Additionally, TiVo reported that in the three years it has been a Jobvite client, the company has seen referral hires jump from 23% to 39%.

"Jobvite is the clear leader in social recruiting," said John Moragne, co-founder and Senior Managing Director of Trident Capital, in a statement. "Many key online categories are being transformed by social media and Jobvite is leading the disintermediation of the multi-billion dollar recruitment space having built a company with considerable revenue and traction during a challenging economic climate."

Moragne will be joining CMEA Capital Partner Saad Khan on Jobvite's Board of Directors.

Cold calls and emailed resume submissions have clearly gone the way of dial-up. Social media is the new hiring tool. Last week, Branchout, a professional networking and recruiting service for Facebook, closed an $18 million round of funding. Branchout allows Facebook users to create professional Facebook profiles, locate friends with connections to companies, and search and apply for jobs via companies' Facebook pages.

Image source: Jobvite.com

Web 2.0 News: http://web2n.com/2011/05/17/exclusive-jobvite-recruits-15-million-in-funding-for-social-hiring-applications/

Exclusive: Jobvite Recruits $15 Million In Funding For Social Hiring Applications

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May 17, 2011 TechCrunch / Robin Wauters747 Shares

The socialization of the Web has brought about changes to how, when and where we communicate with each other over the Internet. The same goes for companies who now look for and hire new staff by using online software, social networks and whatnot, although that shift – to what is often referred to as 'social recruiting' – is perhaps far less visible…

Xconomy : http://www.xconomy.com/san-francisco/2011/05/17/jobvite-picks-up-15m/

Jobvite Picks Up $15M

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Jobvite, a Burlingame, CA-based maker of “social recruiting” software for companies looking to hire new workers, said today that it has raised $15 million in Series C financing. New investor Trident Capital led the round, which was joined by existing investors CMEA Capital and ATA Ventures. Jobvite said the funding would go to support continued “rapid growth” for the company, which has sextupled in size since 2009; the startup says its applications are used by over 500 customers, including Groupon, Shuttefly, Starbucks, Tivo Twitter, Whole Foods, Yelp, and Zappos.

Wade Roush is Xconomy's chief correspondent and editor of Xconomy San Francisco. You can e-mail him at wroush@xconomy.com or follow him on Twitter at twitter.com/wroush.

AbFab SEO : http://www.abfabseo.com/jobvite-and-newspaper-jobs-plymouth-uk/

Jobvite and Newspaper Jobs Classifieds

May 17, 2011 By David 1 Comment

Image representing Jobvite as depicted in Crun...

Kills Newspaper Ads

Jobs and Newspapers – Soon Gone!

Jobvite, Inc. offers recruitment application that allows to collaborate on making hires. It serves HR and staffing executives, recruiters, hiring managers, executives, employees, and jobseekers. The company was founded in 2003 as ForumJobs and changed its name to Jobvite, Inc. in 2006. Jobvite, Inc. is based in San Francisco, California.

There is a lot of chatter on the Internet that Jobvite will be hooking up with Facebook, Twitter and Bing which would bring a very Social Media element to job advertising and almost certainly the end of waiting for the daily local newspaper to deliver old job ads. I notice with interest the sad lack of job ads in our local “newspaper” the Plymouth Herald – it’s getting much thinner – next Gumtree and such will take over and the papers will be gone

GetInterviewsFast.com : http://www.getinterviewsfast.com/blog/leveraging-social-media-to-advance-your-career/employers-and-recruiters-use-social-media.html

EMPLOYERS AND RECRUITERS USE SOCIAL MEDIA

on May 18, 2011 by admin

According to Jobvite, hundreds of HR and recruiting professionals to produce their Social Recruiting Survey 2010 with results showing 83% are using or plan to use social media for recruiting. Of those with plans to hire in 2010, 93% currently use or plan to recruit via social networks; 86% using Linkedin, 60% are using Facebook and 50% use Twitter.

It is easy to understand why HR and recruiting professionals are using social media as a resource when you see the number of users on the top three sites; Facebook with approximately 500 million, Twitter 100 million and Linkedin with over 70 million! To put this in perspective, the population of Canada is only 34 million and there are only two countries in the world with a population greater than that of Facebook!

2010 Social Recruiting Survey

Each year Jobvite publishes the industry barometer on how employers are using social networks to recruit.

- 83% will recruit in social networks this year
- 46% will spend more on social recruiting
- 36% will spend less on job boards
- 80% review social profiles

Job Finder Guide : http://www.job-finder-guide.com/?p=767

Jobvite secures $15 million in funding

Jobvite, a social recruiting solution, has secured million in funding led by New investor Trident Capital and joined by previous investors CMEA Capital and ATA Ventures.

The company said it will use the money to fuel rapid growth, as its customer base has grown 600 percent since inception.

“The widespread adoption of social media is changing how people find jobs,” said Dan Finnigan, President and Chief Executive Officer, Jobvite. “We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market.”

Jobvite works by providing every employee of its client company with a Jobvite account and the ability to share jobs with their friends and professional network according to their personal settings.

Jobs can be shared across social networks, on websites and via email by recruiters, hiring manager, and by every employee.

The company has amassed over 500 clients, including Whole Foods Market, Yelp and Zappos since it began in 2009.

According to a press release, Jobvite pioneered the social recruiting category by introducing the first recruiting platform integrated into LinkedIn, Facebook and Twitter, as well as a Facebook application for

recruiting. Any job can be converted into a Jobvite, a job invitation that can be matched, shared and tracked across multiple social networks.

Media Post: http://www.mediapost.com/publications/article/150759/

Social Recruiter Jobvite Gets $15M

Wednesday, May 18, 2011 12:20 PM

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Jobvite, a developer of software that helps companies leverage the social Web for finding and hiring new employees, has secured $15 million in Series C funding, TechCrunch reports. Launched a few years

ago, Jobvite was one of the first start-ups to pick up on how the social Web was affecting professional recruiting. Having now raised over $30 million, this latest round was led by Trident Capital, along with existing investors, including CMEA Capital and ATA Ventures.

According to TechCrunch, Jobvite now offers social recruiting applications to over 500 companies, while its customer base has grown by 600% over two years. Clients include Zappos, Yelp, Groupon and Twitter, WholeFoods and Starbucks. The company offers its Web-based social recruiting apps and an applicant-tracking platform on a subscription basis, "which center around driving referral hires by leveraging dozens of social networks and other digital communication platforms," TechCrunch writes. Read the whole story at Tech Crunch »

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Online Recruiting News.com : http://www.onlinerecruitingnews.com/jobvite-secures-15-million-in-funding/

Jobvite secures $15 million in funding

on May 18, 2011

Post image for Jobvite secures $15 million in funding

Jobvite, a social recruiting solution, has secured $15 million in funding led by New investor Trident Capital and joined by previous investors CMEA Capital and ATA Ventures.

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Pitching Well : http://pitchingwell.com/2011/05/18/jobvite-raises-15m-for-social-recruiting/

Jobvite raises $15M for social recruiting

Posted by TheWell on May 18, 2011 in Angel, Angel Investing, Asset Management, C-Level Executive, Elevator Pitch, Entrepreneur, Financial Presentations | 0 comments

Home » Angel » Jobvite raises $15M for social recruiting

Social recruiting solutions provider Jobvite announced Tuesday that it has landed $15 million in a Series C round of funding led by Trident Capital, with help from existing investors CMEA Capital and ATA Ventures. This brings the company's total raised to $30.5 million since 2007.

With the management team's extensive background with Yahoo's HotJobs, Jobvite has proven itself to be an instant hit. In just two years, Jobvite's revenue has grown 600%, and it has added a bevy of fast-rising companies to its list of clients, including Groupon, Zappos, Twitter, Etsy, Starbucks, TiVo, Demand Media, and others.

Here is a clip of the CEO talking about his company

Recruiter.com: http://www.recruiter.com/recruiting-news/social-recruiting-company-jobvite-raises-15-million-in-funding/

Social Recruiting Company Jobvite Raises $15 Million in Funding

Tags: jobvite recruiting software social recruiting

Jobvite Logo 300x104 Social Recruiting Company Jobvite Raises $15 Million in FundingJobvite, a provider of social recruiting solutions and applicant tracking has raised $15 million in Series C funding. The areas of social recruiting, job referral, and SaaS recruiting technology have received strong levels of investment lately, but this amount of funding demonstrates a new level of confidence.

Jobvite's press release cites a 600% growth in customer size over the last two years, indicating both strong demand for its service, but also interest in social job distribution and next generation hiring tools. As social media use has grown rapidly over the past few years, companies have struggled to leverage the distributive power of their own employees' social connections.

Jobvite allows companies to leverage and engage the social graph of their employees. Among other functions, their software distributes the recruitment function across the enterprise, providing each employee with the ability to share jobs and participate in the recruiting process. The service additionally provides tracking and analytics on the performance of recruitment marketing efforts.

The CEO of Jobvite appears to believe that social recruiting and new technology will have a major impact on online recruiting. "The widespread adoption of social media is changing how

people find jobs," said Dan Finnigan, President and CEO. "We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market."

Several trends are coming together which indicate broad transformation in hiring technology. Recruiting technology companies routinely leverage Facebook data for recruitment purposes. Facebook could itself become a major source of job referrals and employment networking. Linkedin's IPO adds fuel to the fire and interest in the space. Social recruiting itself is new and not yet widely adopted; however, the broader trends of Facebook and Linkedin use may be creating an inflection point for recruiting technology innovation and investment.

Social technology promises to radically transform each major web marketplace: eCommerce, auctions, local search, product research, and talent procurement. Each area represents one of the core commercial uses of the Internet, so the stakes are high. Hiring is arguably the least efficient Internet marketplace; social technology represents perhaps the only force with the proper relevance, scale, and reach to address the problem.

Disclosure: Although this article was not paid for, Jobvite is a client of Recruiter.com.

Bits and Bids : http://bitsandbids.wordpress.com/2011/05/19/thoughts-on-linkedin/

Thoughts on Linkedin

May 19, 2011 by aprewett79

A big IPO and a slow Caltrain, I guess that's the formula to get me blogging again. As I am writing this Linkedin is currently killing it, trading at $86 a share on the NYSE. This puts the market cap somewhere over $8B. All over the internet, people are either a) rejoicing in a strong IPO and the return of the big internet IPO or b) claiming bubble louder than ever that since Linkedin is trading at 800x earnings. I think the one clear truth here is that this is watershed moment for the bay area internet startups, for a couple of reasons

1) The IPO is again a real option for a company to exit. I have listened to this debate for 4 years, this pretty much proves it. This is not like the year 2000 IPO window, but more like 2004. In 2000 companies like webvan, pets.com and etoys.com went public, in 2004 companies like Salesforce and Google went public. Linkedin is a mature, dominant, company with growing revenue that is stacking up every quarter. This will open the door for other companies with similar qualities (Facebook, Zynga, Groupon). What it won't do is enable mediocre companies, with stale revenue curves to "sneak out" and raise a couple hundred million in the public markets. Linkedin showed there was huge pent up demand for a quality internet company. And for the naysayers talking about earnings, take a look at Amazon's earning the first half of the last decade, it can take awhile to build a huge, profitable, enterprise.

2) It's all about revenue, and options. Looking at their S-1 again this morning their revenue growth is more solid. They did 60M in Q3 2010, in internet terms that is a decade ago. I know firsthand they have been beefing up their data and professional services area, which means that it's working. At this point I would guess they are $30-40M a month which puts their offering valuation at 10x revs, a very doable number for solid company. And the best part is that currently Linkedin is just expanding their current products. New products could provide a whole new revenue stream once they get their toehold in the enterprise – application tracking, talent management and others tradeshow services. There are still a lot of fresh tracks available in their domain.

3) More money into the valley ecosystem. The Linkedin IPO just returned a couple funds (that were already doing great), created some more millionaires, and provided Linkedin with an easy-to-value currency to buy up and coming startups in their space (Jobvite, Branchout and Quora are looking pretty good right now). Whether or not the valley needs it, this will add to the frothiness. Overall I think it's great though, it's hard to build the great companies we aspire to do without the support (monetary and professional) that companies like Linkedin provide.

My train's about to pull into the station so that's all I got. Is Linkedin worth $1039 a share? (it went up while I was writing this). I am not really one to say, one day for sure, but I think today's activity is a result of the recent hype created around new tech companies by the media and private secondary markets getting investors all worked up.

News4Geeks.net : http://news4geeks.net/2011/05/19/how-to-effectively-use-social-media-when-job-hunting/?utm_source=rss&utm_medium=rss&utm_campaign=how-to-effectively-use-social-media-when-job-hunting

How to Effectively Use Social Media When Job Hunting

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Employers and recruiters are relying more and more on social media to find valuable employees. In a survey of 600 employers, conducted by Jobvite.com in 2010, 73% of respondents stated they use social networks or social media to support their recruitment process.

Also, an additional 9% stated they plan on using social networks in the near future. Beef up your old strategy of relying on Internet job boards by incorporating a few social media platforms. Don't be content with simply peppering companies with your resume and hoping for the best.

The majority of jobs are not posted on the Internet. Some studies report that 80% of jobs are found through networking. Employers typically use a list of employee referral candidates before taking the time to check out resumes submitted online.

Attract Jobs Opportunities With a Blog

Gain job opportunities through a powerful personal brand. How can you do this? By creating an informative, authoritative blog. Base the blog on your passions and expertise. Yes, it will require creativity, a lot of writing, and consistency. Often, high quality blogs lead to job offers or freelance assignments. WordPress.com is a popular blogging platform you can use.

LinkedIn

seek a job on linked inWhy is this huge professional network so popular with employers and recruiters? First of all, it's free, and a large number of top professionals are members. Check out others' personal profiles and make connections with relevant people.

Search for the companies that interest you; hopefully you'll find employees with connections to people you know. You can ask your personal contacts to connect you. Paying a monthly fee allows you to email individuals you don't share a common contact with. Often, people who have been laid off send an email to everyone in their group requesting assistance and contacts.

Fill out the entire profile and use important keywords to attract recruiters. Get at least one recommendation from a current boss, former employer, or friend to get a "1″ next to the "thumbs up" graphic people see when searching for you. Connect with as many people as you can. Some members import all their email contacts. As an added bonus, you can search for job openings on LinkedIn.

Twitter

seek jobs on twitterConnect directly with employers and recruiters via Twitter. How can you do this? By performing Twitter searches, following recruiters on your account, and using the "@" sign to occasionally communicate with them. You need a complete profile to follow people on Twitter.

Provide a link to your blog or LinkedIn account so recruiters can gather information about you. Those with hundreds or thousands of Twitter followers sometimes get job opportunities by simply sending a tweet stating they got laid off and need a job.

A Twitter tool named Twellow allows you to search a person's bio and the links they list. Perform a search for companies you're interested in and you'll probably find names of its employees that have a Twitter account.

Facebook

Post a note on your Facebook page stating you've been laid off and the type of job you're searching for. Notes typically stay on your friends' screen longer than a status update; however, you may as well use both.

YouTube

Yes, some people actually create video resumes and upload them on YouTube. Keep it short and emphasize the value you bring to a particular type of job. Also describe your background using a story-like approach.

Strong networks often lead to employment opportunities. These days browsing job boards and sending out resumes is not enough. Using social networks is vital.

Social-Media-Champ : http://social-media-chimp.co.uk/2011/05/jobvite-gains-15m-offers-employment-recruiting-via-facebook-twitter-linkedin/

Jobvite gains $15M, offers employment recruiting via Facebook, Twitter, LinkedIn

Posted on Thursday May, 19 2011 | Comments Off

Jobvite gains $15M, offers employment recruiting via Facebook, Twitter, LinkedIn

Jobvite, a Burlingame startup that offers employment recruiting via Facebook and other social networks, has gained $15 million in venture capital funding.

Read more on Oakland Tribune

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Tags: $15M, Employment, Facebook, Gains, Jobvite, LinkedIn, Offers, Recruiting, Twitter

Career Encore: http://www.careerencore.com/blog/bid/58280/Jobvite-Secures-15-Million-in-Series-C-Funding

Jobvite Secures $15 Million in Series C Funding

It was announced this week that Jobvite, a creator of next-generation recruiting solutions, received $15 million in Series C funding led by Trident Capital and joined by previous investors CMEA Capital and ATA Ventures. (Source: http://bit.ly/lNreX8)

Jobvite provides social recruiting technologies on a subscription basis that work across social networks. The company's Software-as-a-Service products automate the steps in the hiring process and provide visibility via real time analytics.

“The widespread adoption of social media is changing how people find jobs,” said Dan Finnigan, President & CEO, Jobvite. “We are leading the way to provide the new technologies companies need to find and engage quality employees where they socialize. This investment will allow us to accelerate the reshaping of the multi-billion dollar online recruitment market.”

Jobvite pioneered the social recruiting category in 2009 by introducing the first recruiting platform integrated into LinkedIn, Facebook and Twitter, as well as a Facebook application for recruiting.

My point of view is that, like LinkedIn, Jobvite is in the process of affecting the online recruitment market; no doubt about it. However, it will not change the fundamentals of excellent hiring. Clearly articulating a company's hiring need and then identifying, recruiting and securing a person whose talents and passions both align with the need is an art and science that demands a recruiter or dedicated hiring manager to spearhead the process. Do you think online recruiting tools such as Jobvite will improve the hiring process or risk further cluttering the market for top talent's ear? I'd love to hear your thoughts and comments.

About CareerEncore:

CareerEncore is a boutique recruiting firm dedicated to providing Greater Boston-area technology companies with exceptional talent. If you've proven yourself at a tech-driven company, functional experience aside (development, systems, marketing, sales, finance, operations, executive suite, etc.), we can help you find your next great opportunity. In particular, we are always looking for skilled software engineers, programmers, and developers. With all of our candidates and clients, we forge lasting partnerships. Our commitment to understanding your needs, coupled with our years of industry experience, uniquely enables us to successfully match talent with opportunity.

Mashable : http://mashable.com/2011/05/20/startup-investment-news/

This Week's Top Startup Funding & Investment News

May 21, 2011 by Ben Parr 5

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Welcome to the post-Mashable Connect edition of "Top Funding Stories," a weekly series where we summarize the big startup funding and investment stories of the week.

Here's what we found interesting this time around:

Eventbrite Banks $50 Million in Funding

Popular event ticketing startup Eventbrite raised $50 million in a Series E round led by Tiger Global Management. Eventbrite intends to use the money to expand its operation and take on industry behemoths like Ticketmaster. Later this summer, it will power its biggest event to date: a Black Eyed Peas show in Central Park.

Khosla Ventures Raising $1 Billion to Fund More Startups

Khosla Ventures, the VC firm started by Sun Microsystems co-founder Vinod Khosla, is raising $1 billion to finance new investments. The firm's portfolio includes GroupMe, Slide, Meebo, Square, Xobni, BOKU, Jawbone and Storify.

Other News

Job recruiting platform Jobvite has secured $15 million in funding in a round led by Trident Capital.

Stackmob, a platform for developing mobile applications, raised a $7.5 million series A round this week. Trinity Ventures and existing investors Harrison Metal and Baseline Ventures led the round.

Mobile data management startup Onavo announced that it secured $3 million in a Series A round funded by Sequoia Capital and Magma Venture Partners.

Wall Street Journal : http://blogs.wsj.com/hire-education/2011/05/20/the-many-roads-to-ceo-second-in-a-series/

The Many Roads to CEO: Second in a Series

By Dan Finnigan

Second in a series

Whether you aspire to be the boss one day or not, there's a lot to learn from how leaders rise to the top of successful companies. The paths to becoming a CEO may vary, but the people in that position share the qualities of commitment, work ethic and passion for building something new. And every CEO take risks along the way—like ditching Google to work on a Facebook game, putting your life savings on the line to start a software company or leaving a big business to be one of the first employees at a startup.

Yuval Brisker, CEO of TOA Technologies since 2002 (LinkedIn profile)

I grew up in Israel, and always dreamed of creating something innovative from scratch. That is why being CEO of TOA Technologies is exciting. We are revolutionizing mobile workforce management and field service, much like Salesforce.com changed customer relationship management.

I actually started out my career as an architect at HOK, specializing in computer-aided design. HOK invited me to be an alpha tester on their new design (ultimately Autocad) and I was hooked. Being part of the extended development and seeing up close the enormous intellectual and creative undertaking, I realized the future world-builders would be in software. In 1996, a colleague and I decided to do more with 3D and started Visual Information Architecture to provide 3D walk-through renderings of building designs. But these were one-off creations with a small audience. After nine years with HOK and VIA, I felt it was time to get out of architecture. So I took a job as managing director at a U.S. subsidiary of MaxBill Inc., an Israeli telecom customer care software vendor. I learned a lot, but wanted to build software that could really solve a problem and make a difference for people.

Two years later, the inspiration for my future career hit me when I was waiting at home for a customer-service appointment and got frustrated. I had the idea to create a system that would accurately predict when appointments would happen, and in turn let customers know, so they wouldn't be stuck at home like I was. In 2003, I called Irad Carmi, my friend from MaxBill, to help build the solution. We took all of our savings, and Irad even mortgaged his home in Cleveland, to start TOA Technologies (for "time of arrival"). I actually wrote Irad an IOU for "Half a House," and with his house on the line, we decided to build the company close to home in Ohio, and we used that money to develop the software prototype. I took on the title of CEO, and designed the Web-based user interface while Irad became CTO and wrote the code. It was a long, uphill battle to get more funding and get TOA off the ground, but we're now one of the fastest-growing companies in Northeast Ohio and we work with top companies around the globe to manage millions of customer appointments. It feels good to make a difference for people.

Career advice: Accept nothing less than perfection. Accepting 80% won't get you there, no matter where "there" is for you. If you want to be a success, then you need to strive to bring 110% to every job you do. When I started, I was CEO/Marketing/Operations/Finance and more. For each of these functions, and in every task from the smallest to the most important, I delivered the best that I could. I would recommend that to anyone beginning their career.

Next in the series: Mike Sego, CEO of Gaia Interactive since 2010 (LinkedIn profile)

Previously: Tim O'Shaughnessy, CEO of LivingSocial since 2007 (LinkedIn profile)

—Mr. Finnigan is the former head of Yahoo HotJobs and now runs Jobvite, a provider of software applications that help companies recruit talent. He is a regular contributor to Hire Education.

SFGate : http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/20/ED8M1JISMR.DTL

LinkedIn IPO: Social media is Internet bubble 2.0

11

Stan Honda / AFP/Getty Images

Linkedin founder Reid Garrett Hoffman (left) and CEO Jeff Weiner (right) just before ringing the opening bell of the New York Stock Exchange during the initial public offering of the company.
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Pop the Champagne corks, and hold on to your rent-controlled apartment - the Internet bubble is back.

This time, the hottest sector of the industry is social media. The business-networking site LinkedIn just saw its stock price rise more than 100 percent on its first day of trading this week. Another local startup, the recruiting site Jobvite, announced a whopping $15 million investment this week. Clearly, investors are ready to gobble up any sector of this industry that they can.

The real prize, of course, is the Palo Alto giant Facebook. So far, Facebook has kept mum on its plans for a public offering - though it certainly will offer one eventually, and it will be a blockbuster.

But the valuations of many of these companies seem absurd, and eventually the market will surely decide that many of them are. All bubbles pop, as we've learned in the Bay Area more than once. Our advice to social media sites is to enjoy the ride while it lasts.

Mohamed Bhimji : http://www.mohamedbhimji.com/marketing-yourself-socially-social-media-strategy

Marketing Yourself Socially – Social Media Strategy

I read an interesting article today from the folks over at Higher Bracket (a Canadian Job Board that advertises $100k + jobs) about cover letters. Much of what they talked about is basic marketing – which is hook, pitch and call to action.

About 15-20 years ago you responded to a job posting by quoting the newspaper you saw the posting on, the date it was posted and the job title.

Things have changed.

You don't see a lot of job postings in the news paper anymore, instead you will find them on job boards – but those are only a small percentage. Many recruitment companies are using things like Twitter to find candidates. Twitter is not the only option, as others even use FaceBook — in fact, job hunting has quickly become an adventure in social networking.

The job search has become an adventure, you can't expect to throw your resume up anywhere and expect people to find you – you have to be found and one of the key methods is through social networking. You make use of services like Twitter by following individuals and having others follow you; but also by interacting with others — and it's not an easy task!

Yahoo! Research has published a study called "Who Says What to Whom on Twitter", here is an bstract of that study:

"We study several longstanding questions in media communications research, in the context of the microblogging service Twitter, regarding the production, flow, and consumption of information. To do so, we exploit a recently introduced feature of Twitter—known as Twitter lists—to distinguish between elite users, by which we mean specifically celebrities, bloggers, and representatives of media outlets and other formal organizations, and ordinary users. Based on this classification, we find a striking concentration of attention on Twitter—roughly 50% of tweets consumed are generated by just 20K elite users—where the media produces the most information, but celebrities are the most followed. We also find significant homophily within categories: celebrities listen to celebrities, while bloggers listen to bloggers etc; however, bloggers in general rebroadcast more information than the other categories. Next we re-examine the classical "two-step flow" theory of communications, finding considerable support for it on Twitter, but also some interesting differences. Third, we find that URLs broadcast by different categories of users or containing different types of content exhibit systematically different lifespans. And finally, we examine the attention paid by the different user categories to different news topics."

The study is pretty interesting, and worth reading – yes, it is a free download from the Yahoo! Research site.

I found another site where Tony@ThePopulation talked about segmentation of Twitter users. He came up with this – keep this in perspective, as these are his thoughts from 2009 and his blog (on Blogger) has not been updated in several years:

1. The Replacements – Those twitterers who have replaced a more traditional form of communication called talking with 140 characters or less of every thought, comment or announcement that enters their mind. These twitterers tend to skew towards the @reply functionality.
2. The Giver's – Those that are so fast to tweet a link to the latest piece of industry information published, that they can practically claim it as their own. Lots of tinyurl's are seen in their tweets. Those that just miss being first to announce often use the RT function.
3. The Takers – Those that selfishly take more than they give from Twitter. These people (me included in this group!) like to follow the random thoughts of random people and send minimal & uninteresting tweets (usually after a few drinks!).
4. The Profilers – Twitter has become both a replacement and a nightmare for publicists amongst those that have a public profile. And we all now feel closer to the ones we look up to and know more about what's going on in their heads. And if their tweets are missed online, you can usually catch them in the glossies or sunday gossip sections.
5. The Robots – The segment we all hate, but in the end they dont care because they are machines! I also put the fakes in this segment as they tend to be disliked as well.
6. The WTF's – This segment skews to those who have no followers and only 1 update. They are not sure what the hell twitter is and why people think it's great. And they are proud to publicly announce it.

No doubt things have changed since this post was made, but I don't imagine by much.

So how do you get noticed?

First off – if you are a professional; and depending on your level you probably want to be on LinkedIn. It is the worlds largest social network for professionals, unfortunately it also attracts the newbie Internet Marketers who think that they've got an open invitation to spam you — but that's another story. By connecting to others on LinkedIn and participating in the various (hundreds or thousands) of groups and answering questions, you can rise to the top so that you are noticed — but this is never a guarantee that you'll get calls out of the blue, but it certainly helps to strengthen your brand.

Next is Twitter. Like LinkedIn, the key is to attract like minded Twitter users to follow you and also to follow like minded Twitter users — but it's also important to not limit yourself to specific categories of users as you never know where your next opportunity will come from. You should be smart about following and weed out the crap/spammers from those that genuinely give back to the Twitterverse.

Facebook is something nobody can be without, but in my opinion to make Facebook work you need to keep your personal profile separate from your professional profile. The easiest way to do this? Multiple accounts. I do have a Facebook account that I share with friends, and family and have recently started a professional account but it is not yet ready for prime time.

The tough thing is to manage, and monitor multiple accounts — that's where tools like HootSuite, and having a portable device like an iPad, iPhone, Samsung Galaxy Tab or other device can come in handy. I won't be talking about any applications in this post or devices. I will save that for later.

As you contribute content to Twitter, Facebook and LinkedIn you do get noticed. On LinkedIn your thoughtful responses to questions could earn you Expertise status in various categories. As you also optimize your LinkedIn profile and target keywords for your industry you will also see an increase in who has viewed your profile. The end result of more people viewing your profile, and your profile being found on search results is that the opportunities for HR firms to contact you increases.

On Twitter and Facebook it's not as easy, you're going to really have to work hard to get fans, likes and followers. Again it all comes back to thoughtful and interesting tweets and information on Facebook.

Social media strategy is also much more than just Twitter, Facebook and LinkedIn – but these are the top three.

Reading an excellent article on CIO.COM a survey by Jobvite found that companies that use social networking to recruit use the following methods:

1. LinkedIn @ 78%
2. Facebook @ 54%
3. Twitter @ 44%
4. Blog @ 18%

The rest of the items in their list drop from 12% (YouTube) to 4% for MySpace. There were 14% that said they will use none. They are the minority.

You need to be on LinkedIn, Facebook and Twitter. Having a blog also helps.

A link to the post is provided below. You should also check out the JobVite site for some great career information.

Resources:

* http://mashable.com/2010/03/08/job-seeker-results/
* http://www.keppiecareers.com/2011/05/05/social-networking-advice-for-job-seekers-and-business-owners/
* http://www.baselinemag.com/c/a/Intelligence/10-Social-Networking-Tips-for-JobSeekers-762757/
* http://www.marketwire.com/press-release/social-networking-redefines-landscape-for-job-seekers-around-the-world-nasdaq-kelya-1510005.htm
* http://windmillnetworking.com/2011/02/25/tips-integrating-social-media-linkedin-job-search-2011/
* http://www.cio.com/article/598151/Social_Networking_Ever_More_Critical_to_Job_Search_Success

If you have any resources you would like to share – or one of your own, please comment on this post an we will love to link to you.

If you found this information useful, please consider RETWEETING it. You can find the RETWEET button at the top of this post – thanks in advance!

Mashable : http://mashable.com/2011/05/23/social-media-recruiting-tools/#comments

5 Social Media Recruiting Tools for Small Business

Donna Wells is the CEO of Mindflash.com, a leading web platform for companies to easily share knowledge and train employees. It makes training easier, faster and more cost-effective than ever before.

Back in the day, I ran big organizations with fat budgets and spent a lot of money on recruiters — sometimes with good results. Now, in my fifth startup, I want and have to do recruiting personally.

Since time is the only resource more scarce than dollars, I'm always on the hunt for slick new tools and apps that can address the labor-intensive process of finding and hiring great people. With the advent of social media and cloud apps, there are some great new solutions out there. From automated applicant responses to upgraded versions of old recruitment standbys, there's a new guard of socially focused recruiting tools designed for your every hiring need. Here are a five to take note of.

1. The Resumator

What it is: Applicant tracker, social recruiter, email replacer

How it works: This tool helps hiring managers keep real-time tabs on where their job listings are posted and who's looking at them. Upload a job description to the site and it automatically posts it to Facebook, LinkedIn, and Twitter. After that, The Resumator tracks candidate resumes, and applies its own algorithm to rank applicants on a five-star scale. Better yet, it takes care of a part of the hiring process that often gets shortchanged — sending automated email replies when resumes are received and when a candidate must be declined. It also has a Twitter-like "What Makes You Unique" feature, where applicants describe what sets them apart in 150 characters or less. It's a great way to quickly get a sense of the candidate's personality.

Cost: $49 to $399 per month, based on volume

2. Jobvite

What it is: End-to-end social web recruiting and tracking tool

How it works: Jobvite is an SaaS platform that delivers a seamless and social recruiting process before, during and after the interview. It leverages the very best source for great hires — your own employees — by allowing them to see your company's open jobs and send targeted invitations to their friends on Facebook, Twitter and LinkedIn. Once their friends or contacts get into the pipeline, the referring employee can track the interview process. The tool also matches prospective candidates with job listings based on matches found in their social profiles, providing a way to find qualified "passive" candidates that, frankly, are more likely to be the folks you'll want to hire.

Cost: $500 to $10,000 per month, based on company size

3. LinkedIn Talent Pro

What it is: Extra access to the world's largest professional network

How it works: If your and your employees' networks come up empty on a key hire, it might be worth paying for access to qualified candidates that are outside those existing connections. Before you hire a recruiter, consider spending some money on LinkedIn Talent Pro. A Talent Pro account provides access to virtually everyone on LinkedIn and includes helpful extras like premium talent filters and expanded profiles. Subscribers can receive up to 15 notifications per day when Talent Pro finds a match among candidates that meet your stated criteria for the role. Because LinkedIn users consider their profile to be their "work self," candidate searches based on job-related keywords can yield nicely targeted results.

Cost: $399 per month for an annual plan, or $499 on a month-by-month basis

4. BranchOut

What it is: A Facebook app that allows users to easily network within their social graph

How it works: Most businesses ask for references from candidates they're considering for hire, but BranchOut users can get broader insights, since the app collects feedback from the candidate's own network on questions like, "Would Jeff make it to work in a snowstorm?" or "Would you want Nina as a boss?" BranchOut also makes it easy to connect with people in your extended social graph, and tap into their personal experience with potential candidates. Although still somewhat limited by the fact that only a small percentage of Facebook's 500 million users include their job history in their profile, BranchOut can help reveal helpful contacts in your network and lead you to your next great hire — or wave you off from a bad one.

Cost: Free for users and recruiters, but charges $99 to post premium job listings

5. InternMatch

What it is: Match.com for companies looking for student interns

How it works: InternMatch is a recruiting service solely focused on part-time or unpaid internships. It's a super-early stage company that debuted at a 500Startups demo day I attended last month, so be aware that they are only covering California, Washington and Oregon at this point. The service benefits from its tight focus, and also provides a lot of free advice and templates that can help any organization be more successful in recruiting and managing a college intern effectively. In my experience, the right intern can yield a really high ROI, but more often they become a very expensive "go-fer." InternMatch raises the odds that you get the former.

Cost: $99 per listing, with a money-back guarantee if you don't hire a new intern within 90 days

These tools make it easier to efficiently tap all of our increasingly digital networks and communication tools to find great hires. They should help you broaden your search, more efficiently harness your and your current employee's social networks, and stay organized in the process. Whether you're hiring for a startup or looking for summer interns who can do more than make coffee, these tools can help without costing an arm and a leg.

Sebastian Mourra : http://sebastianmourra.com/2011/05/23/5-social-media-recruiting-tools-for-small-business/

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TechNewsCast : http://technewscast.com/technology/tech-buzz/5-social-media-recruiting-tools-for-small-business/

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Staffing.org : http://www.staffing.org/library_ViewArticle.asp?ArticleID=574

Social Media - Lights in the Tunnel

I've spent the week trying to figure out where we are with social media. According to Jobvite, 73.3% of you use social media to support your recruiting efforts and 58.1% attribute hires to it. And every week there's at least one new article to add to my second biggest research file. So clearly a lot is happening on the corporate side of social media.

Microsoft's Recruiting Universe

On the consumer/job seeker side, the overall activity numbers are huge but the effectiveness numbers — social media's usefulness as a job search tool — are much smaller. Candidates rank it 8th on their go-to resource list.

We have clients where social media experiments are still stuck in legal department limbo; others where individual recruiters are deep into personal experiments; and still others who are waiting to enter the tunnel until they see some ROI light at the other end.

So where are we overall?

Two locational markers from our files stand out: one vendor related and one client related. The vendor is Jobvite, a rapidly growing software provider that earlier this month completed a $15 million third round of financing. The client is Microsoft.

Jobvite's funding marker is useful because it speaks to both market maturity and market prospects. This is the company's third funding round. (The first two were in 2007 and 2009). Tech investors are smart, knowledgeable and hard-nosed. They don't keep doubling down on investments if the results aren't there and the tea leaves don't promise good things. So what this investment tells us is that Jobvite has found a way to link social media to recruiting in an ROI-based, metrics-validated way that makes sense to 500+ clients including aggressive, rapidly-growing companies like Whole Foods, Yelp, Zappos and Groupon, for whom ample supplies of new talent are absolutely critical. Investors like where this is going.

There is other hard-nosed money at work here too: investments in competitors like JobPartners, Newton, JobScore, Trovix, Hirewell, and BrightMove as well as internal projects started by every major ATS vendor and job board.

Microsoft's client-side marker offers a bookend to Jobvite. The company committed to social media years ago and now has a well-documented track record there. Their success also validates social media as a recruiting tool in a way that another group of ROI oriented thinkers, CEOs, COOs and CFOs, can relate to.

We explore the Microsoft case study in more detail in other publications, but here are the highlights:

* First, the company prepared a detailed analysis of their current recruiting pipeline (chart above). This provided both strategic intelligence and operating benchmarks.

* Second, it analyzed the efficiency and effectiveness of their traditional recruiting channels. More benchmarks.

* Third, it researched where in social-network-land its target candidates hung out and what they were doing.

* Fourth, it experimented with plugging into those networks to see what messages and recruiting postures resonated. This involved a somewhat lengthy trial and error period and a tolerance for mistakes.

* Fifth, once they had the messaging figured out, they expanded the program horizontally to every target candidate group in their strategic business plan.

Microsoft's process is informative: consistent, methodical, trial and error based, and analytical. The process took many months, but they got to the party early and now have a channel that is providing tangible business value in their hyper-competitive job market sector.

Two markers: one company successfully developing a critical technology link between job seekers and job providers; the other company demonstrating how a large, established employer can successfully build an effective social media platform on top of legacy technology and recruiting processes.

Our fourth 2011 staffing research report, Sourcing and Marketing, which analyzes social networks and other candidate sources in considerable detail, will be published in June. Our annual Cost and Time report follows in July. To learn more about our research offerings, click here.

Online Recruiting News.com : http://www.onlinerecruitingnews.com/june-2011-news-roundup/

June 2011 News Roundup

job board news

* .Jobs Manager Seeks Arbitration by International Court: In an admission that negotiations have failed, the manager of the .jobs addresses has filed to arbitrate its dispute with the Internet's addressing authority over its awarding of .jobs domains.
* Adicio launches six Spanish language job boards: Interactive classified advertising software solutions provider Adicio has launched six new Spanish language job boards for Hispanic news and information provider impreMedia.
* CareerBuilder acquires JobsCentral Group: CareerBuilder is further expanding its global reach through an acquisition of Singapore-based JobsCentral Group, an online recruitment portal.
* Dice Holdings, Inc. Announces Public Offering of Common Stock: Dice Holdings, Inc. announced a public offering of 8,000,000 shares of common stock by certain stockholders, including affiliates of General Atlantic LLC and Quadrangle Group LLC. The Company will not receive any of the proceeds from the offering of shares by the selling stockholders. Credit Suisse is acting as the sole underwriter for the offering.
* Jobvite secures $15 million in funding: Jobvite, a social recruiting solution, has secured $15 million in funding led by New investor Trident Capital and joined by previous investors CMEA Capital and ATA Ventures. The company said it will use the money to fuel rapid growth, as its customer base has grown 600 percent since inception.
* AbsolutelyHealthcare.com announces shutdown, followed by intent to sell:AbsolutelyHealthcare.com, a niche healthcare and medical job board, announced yesterday via a posting on LinkedIn's eQuest community board that it will be closing down.
* DFJ Leads $6 Million Round For Social Job Board Jibe: TechCrunch 50 company Jibe (formerly LocalBacon), has raised $6 million in Series A funding led by Draper Fisher Jurvetson and DFJ Gotham with existing investors, Polaris Venture Partners, Zelkova Ventures, Lerer Ventures, Thrive Capital and Stanford University Endowment participating in the round. This brings the company's total funding to $7 million.
* RealMatch now integrating LinkedIn with advertising platform: The provider of recruitment advertising platforms to media companies said the integration involves combining the LinkedIn user database with The Job Network, the sum total of the job sites operated by RealMatch.
* Slew of Web startups vies for job recruiting pie: A slew of San Francisco startups is looking to disrupt the job recruitment industry yet again. One website, Gild, uses a gaming approach to match employee and employer. Another startup, BranchOut, adds a career networking layer to Facebook. Meanwhile, Top Prospect allows outsiders to earn cash by participating in corporate referral programs.

employment news

* Indeed: Job postings reach 2011 high: Ten out of the 13 industries Indeed tracks saw record growth, including accounting, up 7 percent, and healthcare, up 21% from the last quarter.
* Employment Trends Index Declines: The Conference Board Employment Trends Index™ (ETI) declined 0.6 percent in April to 100.5, down from March's revised figure of 101.1. This is the largest monthly decline since April 2009. The April figure is up 6 percent from a year ago.
* Index Shows Third-Party Recruiting Upswing: The third-party recruiting industry rebounded sharply from the recession during the first quarter of 2011, according to BountyJobs, a company that connects recruiters with headhunters.

About

This newsletter is produced by OnlineRecruitingNews.com, an alliance of top job sites serving specific industries, professions or regions: AfterCollege,AbsolutelyHealthCare, CallCenterJobs, CareerJuncture.com, GetAllJobs, JobsInHR, Recruiting Nevada, and TopUSAJobs.

Cheap Chick : http://www.thecheapchick.com/2011/06/expert-advice-from-a-real-live-expert/

Expert Advice. From A Real, Live Expert.

As opposed to all those dead experts wandering around…

This morning on the Buzz, we discussed the best online resources (aka FREE ONES) for job hunters. And the information didn't come from me, just poking around the Internet. It came from an actual, accredited, highly educated career coach, Cindy Edwards.

Here's the lowdown on what she said. It's like a mini career coach session, for FREE. Are we good to you people, or WHAT?

Since over 80% of jobs are found through networking, you want to use job boards to locate the jobs but your network to actually land a job. That's why sites like LinkedIn.com are so necessary to help you expand your professional network.

Look at the sites that allow companies to post for free, such as Craigslist.org, JobSpider.com and MinnesotaWorks.net. You'll get a broader selection of companies, not just the ones who can afford to post on the large, paid job boards. And if a company belongs to a professional association they can post there for free, too.

Speaking of which, folks should look at professional association websites to find job postings in their industry. For example if you are looking for a city job, check out www.lmc.org and click on Careers.

Every job seekers or person in transition should look at www.iseek.org (MN only site) and www.careeronestop.org (National site). These sites allow job hunters to explore careers, plan their education, as well as find job openings.

Never underestimate the power of social media! For Twitter there is TweetMyJobs.com, which pushes jobs to you based on what field you are targeting. It's free for job hunters to use, and new job postings are sent instantly to your Twitter Feed. You can even Tweet your resume to recruiters and hiring managers.

Facebook uses a tool called JobVite, where you can sign up for job alerts – which are emailed to you as soon as they are posted. To find JobVite on Facebook, just type it in to the search bar, and there it is.

70% or more of all HR folks are using online social networking tools to push job postings and find candidates, so if you aren't online you are missing the boat, says Cindy.

Finally, Cindy also recommends improving your overall communication skills. One fun, and inexpensive way to learn how to communicate better and overcome a fear of public speaking is to join your local Toastmasters. For example, the Gopher Toastmasters Club in Minneapolis – it only costs $80 for a year. Go to http://gophertm.freetoasthost.us/index.html for more details.

Thanks, Cindy! And remember peeps, if you'd like to hire the Official Career Coach of the Cheap Chick Empire, click on that link down below. On the right. Yes, that one.

FOX 9 : http://www.myfoxtwincities.com/dpp/money/cheap_chick/Cheap-Chick%27s-Online-Job-Resources-jun-2-2011

Cheap Chick's Online Job Resources

I spoke with career coach, Cindy Edwards from ToFindYourFit.com , about the best and least expensive online resources for job hunters. Here are her recommendations:

Since over 80% of jobs are found through networking, you want to use job boards to locate the jobs but your network to actually land a job. That's why sites like LinkedIn.com are so necessary, to expand your professional network.

Look at the sites that allow companies to post for free, such as Craigslist.org, JobSpider.com and MinnesotaWorks.net (https://www.minnesotaworks.net/). You'll get a broader selection of companies, not just the ones who can afford to post on the large, paid job boards. And if a company belongs to a professional association they can post there for free, too.

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Read more: Cheap Chick's Online Job Resources
http://www.myfoxtwincities.com/dpp/money/cheap_chick/Cheap-Chick%27s-Online-Job-Resources-jun-2-2011#ixzz1k0LvAFC6

Socialnomics : http://www.socialnomics.net/2011/06/07/10-wow-social-media-statistics/

10 WOW Social Media Statistics

By Erik Qualman | 224 days ago

Relevant Social Media Statistics for 2011

1. Over 50% of the world's population is under 30-years-old

2. In 10 years over 40% of the Fortune 500 will no longer be here

3. Social Media has overtaken porn as the #1 activity on the Web

4. Facebook tops Google for weekly traffic in the U.S.

5. 1 in 5 couples meet online; 3 in 5 gay couples meet online

6. 1 in 5 divorces are blamed on Facebook

7. What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook…

8. 2009 US Department of Education study revealed that on average, online students out performed those receiving face-to-face instruction

9. If Facebook were a country it would be the world's 3rd largest and 2x the size of the U.S. population

10. 80% of companies use social media for recruitment; % of these using LinkedIn 95%

Sources of Social Media Statistics:

1. Source: http://www.census.gov/cgi-bin/broker
http://www.census.gov/ipc/www/idb/worldpopinfo.php [roughly 52% based on table data] | 2010 U.S. 310,232,863 | 2010 World 6,814,609,654 | 30 and under: 3,548,760,268 / 6,814,609,654 = 52%
http://sasweb.ssd.census.gov/idb/worldpopinfo.html

2. Babson Olin School of Business Advertisement, Fast Company April 2011, page 121. 40% of companies at top of fortune 500 rankings were no longer there in 2010

3. Source: Huffington Post

4. Source: Hitwise Intelligence Heather Dougherty
http://weblogs.hitwise.com/heather-dougherty/2010/03/facebook_reaches_top_ranking_i.html

5. Michael J. Rosenfeld, Stanford University* and Reuben J. Thomas, The City College of New York; Meeting Online: The Rise of the Internet as a Social Intermediary,Page 46,
http://news.stanford.edu/news/2010/february8/rosenfeld-online-dating-02112010.htmlhttp://www.stanford.edu/~mrosenfe/Rosenfeld_How_Couples_Meet_Working_Paper.pdf; Via: Adam Gorlik, “Forget Cupid. Online connections have valentines falling in love, Stanford researcher says,” Stanford University News,

http://news.stanford.edu/news/2010/february8/rosenfeld-online-dating-02112010.html;

1 out of 5 is also supported by Match.com Blog:
http://blog.match.com/2010/05/17/stay-up-to-date-introducing-the-official-match-com-blog/

6. Tony Cooper, “One in Five U.S. Divorces Fueled by Facebook, Social Media, Recent survey by AAML shows Facebook-related antics, extramarital activity burgeoning,” San Diego News, http://www.sandiego.com/news/one-in-five-u.s.-divorces-fueled-by-facebook-social-media

7. Opinion, not a statistic

8. Source: U.S. Department of Education Study

9. Facebook and world population data

10. Source: Jobvite Social Recruitment Survey

Amplify : http://ibakocolo.amplify.com/2011/06/08/5-social-media-recruiting-tools-for-small-business/

5 Social Media Recruiting Tools for Small Business

Jun 8, 2011 9:20pm by Man Hayden

Donna Wells is the CEO of Mindflash.com, a leading web platform for companies to easily share knowledge and train employees. It makes training easier, faster and more cost-effective than ever before.

Back in the day, I ran big organizations with fat budgets and spent a lot of money on recruiters ? sometimes with good results. Now, in my fifth startup, I want and have to do recruiting personally.

Since time is the only resource more scarce than dollars, I?m always on the hunt for slick new tools and apps that can address the labor-intensive process of finding and hiring great people. With the advent of social media and cloud apps, there are some great new solutions out there. From automated applicant responses to upgraded versions of old recruitment standbys, there?s a new guard of socially focused recruiting tools designed for your every hiring need. Here are a five to take note of.

What it is: Applicant tracker, social recruiter, email replacer

How it works: This tool helps hiring managers keep real-time tabs on where their job listings are posted and who?s looking at them. Upload a job description to the site and it automatically posts it to Facebook, LinkedIn, and Twitter. After that, The Resumator tracks candidate resumes, and applies its own algorithm to rank applicants on a five-star scale. Better yet, it takes care of a part of the hiring

process that often gets shortchanged ? sending automated email replies when resumes are received and when a candidate must be declined. It also has a Twitter-like ?What Makes You Unique? feature, where applicants describe what sets them apart in 150 characters or less. It?s a great way to quickly get a sense of the candidate?s personality.

Cost: $49 to $399 per month, based on volume

What it is: End-to-end social web recruiting and tracking tool

How it works: Jobvite is an SaaS platform that delivers a seamless and social recruiting process before, during and after the interview. It leverages the very best source for great hires ? your own employees ? by allowing them to see your company?s open jobs and send targeted invitations to their friends on Facebook, Twitter and LinkedIn. Once their friends or contacts get into the pipeline, the referring employee can track the interview process. The tool also matches prospective candidates with job listings based on matches found in their social profiles, providing a way to find qualified ?passive? candidates that, frankly, are more likely to be the folks you?ll want to hire.

Cost: $500 to $10,000 per month, based on company size

Roundpegg Blog : http://blog.roundpegg.com/2011/06/07/introducing-hr3-0/

Intrdoucing HR 3.0

RoundPegg was mentioned on NPR's Marketplace program last week talking about HR3.0 in the context of the hiring process. (Disclaimer: we may very well have made up the term.)

Despite that, we fervently believe in the idea behind it and want to define it a little more detail.

HR3.0 introduces transparency to the job search/hiring process.

Even with more of the hiring process moving online, we are only just now beginning to catch up with where the process was in the offline world 15 years ago.

That's not to say the digitization and transition online hasn't improved the process some. But it's mainly recreated what's already existed into 1s and 0s and improved things at the margins (see after the jump for a brief history of the online job industry).

HR3.0 marks the day when the power of the Internet is brought to bear to actually do things that were difficult, if not impossible, to do in the offline world. HR3.0 starts the process of changing the game.

At its core, it is about transparency.

Transparency to ultimately figure out whether you can work successfully within a company or whether a job candidate will return you a positive ROI.

That includes peppering who you know and their contacts for information on working at a company or peppering shared contacts to get the real scoop on a candidate. It also means having the ability to drill deep into a company's real culture or a team's sub-culture or drilling into whether a candidate will be able to work well with a team.

Changing jobs/hiring is a massive commitment and one where the deal is typically sealed after a three dates. If a job seeker makes the wrong decision the downstream effects could derail the individual's career path for a couple of years. And a bad hire costs a company a ton of money (~150% of compensation) and has ripple effects throughout the team.

The commitment for both sides though is largely psychic though. Will a new hire ruin a team's chemistry? Will a new gig and manager make your life miserable? Team politics (used neutrally – every team has them) can be crushing for a new individual who doesn't quite fit.

Being able to put more of that work-style information in the hands of the players involved means better decision-making (usually).

LinkedIn and apps like BranchOut have made it much easier to be proactive in the process. It's much easier to collect information about potential managers and candidates alike to begin painting the picture of what working together may be like.

We at RoundPegg are taking an exhaustive, objective approach to help companies understand their culture and who best fits while GlassDoor has started on the other end and offers candidates a peek behind the wizard's curtain.

Ultimately it all paints a better picture of whether the grass really is greener. Calling provided references is a joke and asking your uncle's college roommate what it's like to work at GloboCorp is a silly, invalid data point of one.

The Internet is helping reveal the true drivers of workplace success and providing both sides the opportunity to do things differently (and better).

Welcome to HR3.0. This is just the beginning. It's going to get really damn exciting especially when these approaches start to converge.

_____-

"History" of the Online Job Evolution

Hiring 0.9

The Monsters of the world digitized classified ads to aggregate eyeballs and enlarge the pool of applicants. Not terribly effective, but a necessary and lucrative first step.

Problem(s) solved:

* Not enough candidates know we're hiring (company).

* I don't know who is hiring (job seeker).

Hiring 1.0

Job seeker profiles allowed for more passive job hunting by candidates and, in theory at least, proactive recruitment.

Problem(s) solved:

* "I don't want to hire someone who's looking for a job" (company…and crazy)

* "I'd move if something better came along but looking for a job sucks and is a lot of work (job seeker)

Hiring 1.1

Semantic matching promises great things without much effect. It creates a cottage resume SEO industry, but the idea of matching resumes to job descriptions has obvious limitations that become exposed after several companies are swooped up for tens of millions.

Problem(s) solved:

* Too many unqualified candidates (company)

Hiring 2.0

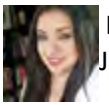
Hiring gets social…again. Hiring has always been a social endeavor in the 'real world' (see: cronyism) but new and better tools exist that help make it more efficient (and less crony-centric). LinkedIn, BranchOut and JobVite are obvious players helping the job seeker and hiring manager solve their respective problems.

Problem(s) solved:

* Every damn Tom, Dick and Harry can apply with the click of a mouse. I need a way to filter through hundreds of resumes to find those that matter and starting with my employees' friends is a good shortcut to identify quality (company).

* Submitting a resume is futile if I don't know someone at the company. It just gets swallowed by the Internet abyss (job seeker).

Benchmark Emal : http://www.benchmarkemail.com/blogs/detail/how-small-businesses-can-attract-quality-recruits



How Small Businesses Can Attract Quality Recruits

Jun 13 2011, 07:45 PM | by Shireen Qudosi

Small businesses have a big challenge when it comes to building their workforce. First, they sometimes don't have a built-in HR department; if they do, HR personnel are often burdened with other job duties that prevent them from aggressively seeking out the best candidates. HR personnel in most small business environments are also often inexperienced recruiters that do not know how to leverage new media to attract the best recruits. Small business budgets also may not have the budget for paid job postings on job boards, let alone contracting a recruiting or staffing agency to get the next star for their business team.

Fortunately, small business owners have some viable options that can help them filter the applicant pool and source the best and most competitive candidates for the job.

LinkedIn Talent – By now everyone knows LinkedIn is a great resource for career networking. And with their new ads feature, the application is even better networked than before. But did you know about their talent searching services? From the three services offered: Talent Basic, Talent Finder and Talent Pro, small business owners can harness the full potential of LinkedIn for their company's benefit. All three plans allow you to contact anyone on LinkedIn with InMail (LinkedIn messages), target searches with advanced filters, see more candidates through your search and save/manage candidates. Talent Finder and Talent Pro allow you to also search for talent with your groups.

Prices range from $39.95/month to $399.95/month. How much you're able to gain from each feature will depend on which plan you purchase since each plan has a limit in terms of how much you can do.

Jobvite – Jobvite uses social recruiting to help you attract a wider pool of applicants. The platform allows your own employees to view available jobs and send both general and targeted invitations to their social media outlets such as Facebook, Twitter and Linkedin. Referring employees can also help track the interview process and provide valuable input on each candidate. Jobvite also searches through social media platforms of prospective candidates and matches them with jobs they may not have sought out otherwise.

Jobvite also hosts resources worth checking out despite your final decision to use their products. Their resource page offers social recruiting tips, hiring trends and webcasts. Jobvite's cost ranges from $500 to $10,000 per month, depending on your needs.

The Resumator – An applicant tracking system, Resumator replaces your HR inbox with tools that make hiring easier and a more collaborative effort. The process includes 4 steps: publish, promote, source and hire. After publishing all your open jobs into applications, spread the word through social media and free job boards and grow your applicant pool organically through referrals and free job traffic. The Resumator lets you collaborate to get to your final decision through a real-time dashboard, activity feeds and on-demand reports.

Pricing and packages vary, ranging from 3 job openings at a time for $49/month to 30 at a time for $399/month.

BranchOut – Turning social media connections into professional contacts is just as useful when conducting ongoing recruitment. For this aim, check out BranchOut that is designed for jobseekers looking to leverage their Facebook connections to see if any of their friends' companies are hiring. You

can turn this to your advantage by getting into the same pool by using the application to search for potential employees.

InternMatch – Getting interns to work for you is a great way to keep salary costs low. Interns work hard, bring a fresh perspective to the table and are often an easy way to educate yourself on what's cutting edge. Interns are also easy to get, but it's hard to get the right intern that could turn into a valuable employee down the road. InternMatch also has a ton of great tools to help you with the process, including helping you craft an internship listing and offering work-study calculators. Small business owners can expect a $99 fee per listing. In return you get a 100% match guarantee and you're assured that only students and grads are applying; InternMatch only allows those with active college email address to apply to your listing.

Captain Recruiter : http://blog.captainrecruiter.com/2011/06/few-good-men-women.html

A Few Good Men & Women

Tuesday, June 14, 2011

I just read a blog article called What It's Like To Be Recruited and the sequel titled Recruiting Is Broken: The $2400 Face to Face Interview.

The author wrote...

As an experiment, I submitted my resume to Dice, Monster and CareerBuilder seeking a Ruby on Rails application developer position.

He got 136 calls, 46 voicemails, and 115 emails in three days. Holy crap, congratulations! It's really hard to find a decent job, and it sounds like you've got a lot of leads. I'm happy for you. It's nice to feel wanted. You must feel like this guy...

I was hoping to read on about how grateful he was to be in the spotlight, but my takeaway is that he got really frustrated by the experience. Here's a few of thoughts I have in response...

You are highly employable. The is extreme demand for software engineers in San Francisco, and you are one of the better ones. Most companies writing software want to interview you. If you put your resume up on public job boards for all the world to see, that feels to me like a pretty woman walking into a bar and buying all the guys a drink.

If you want to use job boards and manage the flood, set up contact information that relates only to your job search. 1-800-AVAILABLE and looking-for-work@gmail.com are your friends.

I'd recommend not taking time off of work to interview unless you are serious. That way you'll feel good about the time you spend interviewing. You don't feel like you are pouring money down the drain when you take a vacation, do you?

There are a lot of recruiters. A few are excellent, many are good, and more are something else. That distribution is true of any population, including software developers. Work with the ones who provide value for you and don't spend time with the rest.

The fundamental problem that aggravates your job hunting experience is a shortage of good engineers. We're in the tightest job market for tech talent in San Francisco in over ten years. Companies are going to fight over you because they are desperate. No software solution you come up with will eliminate third party recruiters. Recruiters exist because even companies with truly powerful tools (Google, Facebook, any company using Jobvite) can't get enough talented people to apply.

Posted by Michael Pope at 8:31 AM
Email ThisBlogThis!Share to TwitterShare to Facebook
Labels: Getting Recruited
4 comments:

AnonymousJun 14, 2011 09:26 AM

Very cute, ct_recruiter.

Say hi to Curtis for me.
-Elise

Reply
BarceJun 14, 2011 02:24 PM

This is a great response. The email specifically for a job hunt is an excellent idea.

What actually is aggravating me is that I'm treated like a piece of meat to be bought and sold and bartered over.

I am a veteran of the previous dot-com boom and crash. When I really needed a job at about 2002 and 2003, where were you guys? Instead, there I was, out of work for a year. There I was getting my first job in a year at Planet Weavers. It was humiliating having been a web coder that made bosses millions of dollars in bullshit exits stacking candles at Planet Weavers.

I've used recruiters twice and both involved being removed from work without warning.

Right now, I'm not in that position. My question is ultimately: What is the better pay off in this dog eat dog world? Do I work with a recruiter, especially one that graduated from Stanford, so that I can finally break into that elite social circle, and maybe even learn some golf? Or do I stick with what I have now? A middle class background with blue collar social connections? Can I hustle myself out of that?

Thanks for writing this, and I see you're Sponsoring SF Night Owls. I'll be there tonight. Feel free to say, "Hi."

Reply
Melanie ArcherJun 15, 2011 12:06 PM

Like Barce, I'm a recurring project-seeker in the Bay Area, and I really enjoyed his blog posts, since I share the same frustrations with so-called recruiters.

These people aren't recruiters at all, but just inept salespeople. They do minimal to no research on their prospective customers, who are both the developers they're cold-calling and the companies that are desperate for those developers. They're like those tedious guys in bars who try to hit on every woman who walks in the door, with really bad, transparent pickup lines...and end up spoiling it for everybody.

Is there no way to regulate or certify who gets to call him- or herself a "recruiter?" I really want the ethical, hard-working Captain Recruiters of the world to be distinguished from the piranha-like salespeople. You probably do as well.

Reply
online writer jobsNov 8, 2011 05:33 AM

I've seen this commercial before. Let'se be honest, it is very effective

LaurieDesAutels : http://www.lauriedesautels.com/2011/06/recruitment-companies-and-social-media.html

14 June 2011

Recruitment Companies and Social Media

LinkedIn being the most obvious with over 80 Million professionals growing by 3 million each month, this provides a buoyant environment for people looking for and advertising jobs. Even though Linkedin wasn't originally setup with recruitment in mind, you can see from its 'What is LinkedIn' page that career is a key part of the value proposition

Doing things offline – building relationships, speaking to candidates and employers, finding the right fit and following a process are all still very much a necessity.

However the essential difference using online and now social tools is leverage. Much of the heavy lifting which would have been done with phone calls, newspaper adverts and direct mail can now be replaced by much lower cost mediums like Facebook, Twitter and LinkedIn.

With the ability to track your social activities using simple tools like Google Analytics it means that recruiters can now get far more granular statistics on what worked and why. Split testing things like landing pages, marketing messages, job headlines etc are essential in lowering the overall cost to acquire a successful candidate.

This year Jobvite published their industry barometer on how 600 employers are using social networks to recruit.

* 46% of respondents plan to spend more on social recruiting in 2010 than 2009

* 36% will spend less on job boards

* 38% will spend less on third party recruiters and search firms

* 92% of those hiring in 2010 currently use or plan to recruit via social networks

* Of this group, 86% use LinkedIn, 60% use Facebook and 50% use Twitter for recruiting

* For candidate quality, respondents rated social networks significantly higher than job boards who landed in last place, just above search engine optimization

Very recently a Facebook job search app called Branch Out gets $6M in funding.

With the ability to pull in all your information from LinkedIn it makes the process quick and easy. If this application does well, perhaps Facebook might develop something more around this space. So recruiters will certainly need to put more focus on Facebook for recruiting in the following months.

Along with apps like Branch Out there will be a continuing drive towards the niche. Another example is tweetajob.com

Getting involved in targeted recruitment networks away from the big social platforms will increasing become more and more important.

Recruit Socially helps Recruiters & Employers find Job Seekers FREE! View Resumes & CV’s from Skilled Professionals and Graduates worldwide

NGA.NET is a global community for HR professionals committed to sharing knowledge & experiences between NGA.NET HR software users.

Socialrazzi : http://socialrazzi.com/2011/06/15/seizing-the-power-of-social-media-for-job-hunting/

Siezing the Power of Social Media for Job Hunting

Posted on June 15, 2011 by Akvile Harlow

Looking for a job can be a job within itself, but how would you begin searching for one in a different city or state? Having personally gone through figuring out ways to network and use the web for job opportunities these last few months proved to be a bit of a fun challenge. As some of you may have heard, I am venturing off to San Francisco in pursuit of sunshine and career advancement, and found social media to be the most valuable tool to build connections and find out about job openings. If you are looking for a job, especially outside of your current city of residence, here are three useful social media related tools to help you out:

LinkedIn: There are many wonderful job sites out there such as Craigslist, Indeed, Monster, and many others, however they aren't quite like LinkedIn. Many places who post their job applications online use Jobvite, which includes an app to link your LinkedIn profile to the application. Before you go searching and applying, make sure to build out your LinkedIn profile, get people in your circle to leave you recommendations, update your resume, make it SEO friendly for employers to easily find you, follow company pages, and add yourself to groups. For instance, if you want to work for a certain company, research them, follow their social sites/fan pages, and engage with them. If you are looking to work in social media, add yourself to the respective social media LinkedIn groups to keep up with recent news, job listings, and meet people in those groups. Get involved in this great social business site and use all of its resources!

Twitter: Twitter is probably the best tool out there to find and connect with people, employers, and companies. If you aren't on it yet, sign up, find your groove, and get involved with the massive community that twitter encompasses. You can meet some truly wonderful people on there, whether to make new friends in a new city if you are moving, getting advice, sharing information, or looking for a job. If you are looking for a job while currently employed and don't want your coworkers to see, it is possible to use Twitter to find a job, even behind the scenes. Connect with people first, search for companies and their employees, build a connection, then use direct messages (DM's) to further discuss opportunities, then move on to email from there. Twitter is really great because you can link up with people that you may not have a way to find or contact otherwise. Reach out to others on twitter; it can really kick your job searching ventures up a few notches!

Social Events: Whether there's a local tweetup, conference/expo, or other web turned real life event you can attend, do so! Making connections online is one thing, but making an effort to meet people in person is still highly valued, especially when trying to build a connection with others while job searching. Meeting people you know online in real life can play a huge roll in getting a referral or even a few extra points on your application since there is a face attached to it. If you are looking to relocate and look for a new job, meeting people from specific companies that you have been researching could help you land that job or at least an interview. Go out, meet people, building your circle of connections in real life and online!

There are many other websites that job seekers can visit to connect with others. Having only listed three, what others do you or have you used in the past to connect with companies and employers? Share your tips and experience below, we'd love to hear what else you found useful!

Career Thought Leaders : http://www.careerthoughtleaders.com/blog/why-you-need-a-great-linkedin-profile-yesterday/

What Did 600 Employers and Recruiters Say about Linkedin?

Last year JobVite.com surveyed over 600 human resources and recruiting professionals regarding their methods for acquiring talent in today's very competitive market. There were several suprises. Highlights include:

Percentage of companies who plan to recruit via Linkedin: 86%

Percentage of companies who have hired through Linkedin: 89.4%

Percentage of companies who plan to spend more on recruiting via social media (e.g. Linkedin): 46%

When asked to rate the "quality" of candidates they hired via different sources, based on a scale of "10" with "10" being the highest quality, these HR professionals/retained recruiters provided the following stats.

Job Boards: 5.89

SEO: 5.96

Campus Recruiting: 6.25

3rd Party Recruiters: 6.45

Corporate Career Site: 6.52

Social Networks: 6.86

Direct Sourcing: 7.34

Internal Transfers: 8.09

Referrals: 8.14

What percentage of these 600 companies now pay their employees referrals who land positions? A whopping 65%. . .and growing.

If you are whispering "wow", you are not alone. You can see how everything in your job search strategy has changed from the recent past. If you are frustrated in your current job search, chin up. Consider the numbers above. Make sure your job search strategy complements these numbers. On a tactical level that means more than a competitive resume and applying online or using 3rd party recruiters. It means having a very competitive Linkined profile. Consider hiring a professional to write your Linkedin Profile; best to select a service that specializes in your industry and discipline (we write profiles for Health Care

Industry careers). And when your highly competitive Linkedin profile is finished? Then use Linkedin to find that most valued of all resources - referrals.

I never imagined the day that referrals would be considered of greater value than internal employee transfers, the employer's own website, or retained (direct sourcing) recruiters, but that day has arrived.

More to come on building quality referrals

Bersin.com : http://www.bersin.com/blog/post.aspx?id=009f385d-1b67-4a0f-883c-6a191aaa5041

Monster.com Launches BeKnown: Professional Social Networking for Facebook

Saturday, June 25, 2011

Today Monster.com dropped the gauntlet and launched BeKnown, a new Facebook application that hopes to become the professional social network for Facebook users, and a vital new tool for recruiters, human resources, and talent acquisition teams. In this blog post we will explain this market and preview some of the exciting features in this important new offering.

Facebook vs. LinkedIn for Professional Social Networking

As most people in the talent acquisition industry know, LinkedIn has become a major force in the corporate recruiting market. The company's stellar IPO and and rapid growth as "the professional social network" has created a transformational platform for corporate recruiters and job seekers. Corporate recruiting is LinkedIn's fastest growing revenue stream, and the company is now aggressively building new tools and services. Today the LinkedIn network has around 100 million users and is growing at a rate of nearly 3 million per month.

While this growth is wonderful for LinkedIn's investors and most corporate recruiters, there is an entire world of Facebook users who do not use LinkedIn (yet). Facebook, with more than 750 million users, taps into a broader audience who uses the network for different purposes. Facebook users keep in touch with friends, play games, share photos and family news, publish personal information, and often promote information about their children, pets, and local activities. They even publish their location. And as the data below shows, they tend to be younger, of a lower household income, and of a slightly lower education level. And because of the way Facebook works, the information they share is not "sanitized" or "edited" for business purposes.

The following chart shows some of the demographic differences between these networks.

Fig 1: Facebook vs. LinkedIn vs. Monster Networks (Comscore March, 2011)

So, despite LinkedIn's tremendous growth, there is still a huge untapped network of Facebook users who are not yet taking advantage of professional social networking. (A "professional social network" is one that we use for business networking, recruiting, and the promotion of our professional expertise and experience, so it requires a different set of features and security than Facebook offers today.) BeKnown has the potential to bring professional social networking to this huge new audience.
The Use of Social Networks for Corporate Recruiting It turns out, as the LinkedIn financials show, that social networks are powerful recruiting and job seeking tools. The $120 billion corporate recruiting industry is being transformed (and upset) by LinkedIn because the system is such a powerful tool for recruiters to find passive candidates. People in the LinkedIn network maintain their profile actively, giving recruiters a real-time, highly accurate database from which to search and contact candidates.

And the growth of LinkedIn has dramatically impacted many of the big players in this market. Executive recruitment firms like Heidrick and Struggles, Korn Ferry, and Spencer Stuart are losing the value of their proprietary executive networks. Mid-sized recruiting companies are seeing big companies develop more and more expertise in the use of social networking internally. And large job boards like Monster.com, The Ladders, and others are seeing job seekers (and recruiters) move their dollars and energy toward LinkedIn.

The first professional networking application in Facebook is BranchOut, which has built around a million users already. The launch of BeKnown, developed by Monster, is a major move to change these dynamics and give Monster a significant opportunity to play in the Facebook network of job seekers and recruitment needs.

Monster.com

Monster.com is one of the biggest and most experienced players in the corporate recruiting market. The company operates a vast array of websites, advertising services, and media tools to help job seekers and recruiters with more than 49 million unique visitors globally. The company generatess over $1 Billion in revenue and has continued to grow over the last few years - but has seen its business slow because of the growth in social networks, vertical job boards, and job aggregators like Indeed.com. Corporate recruiters tell us that they have shifted their spending away from Monster.com advertising and are starting to spend money on LinkedIn, Facebook, and their own employment branding strategies.

Monster's team has a deep understanding of the recruiting industry and understand these trends. Last year the company introduced its new SixthSense search technology which make it easier than ever for recruiters and job seekers to search, select, filter, and find the right job match across all the Monster properties.

But despite the company's continued growth internationally and investments in search and advertising, Monster has been fighting an inexorable trend toward social networks – which ultimately become the magnet for recruiters. Corporate recruiters go where the people are – so ultimately advertising revenue and new service revenue is moving toward LinkedIn and Facebook.

The company hopes to change this dynamic completely with BeKnown.

BeKnown: Professional Social Networking for Facebook

A simple way to understand BeKnown is this: it is a professional social networking application which mimics and extends many of the features of LinkedIn within the Facebook network. If you are a Facebook user, it appears as an application – but once you join you become a member of the BeKnown network and can now manage your professional and social identities separately, but still on the Facebook platform.

Fig 2: The BeKnown Application in Facebook

BeKnown has dozens of powerful features for professional networking, and many extend beyond where LinkedIn is today. Not only can you build a professional profile (from your Facebook profile, but with a different photo and different information), but you can leverage your Facebook friends and connections immediately.

Some of the key features include:

The ability to invite connections from both Facebook and your LinkedIn network, Gmail, Yahoo, and other email systems

The ability to share different information and photos professionally than you do in Facebook today (a major important feature)

The ability to claim and manage company profiles

The ability to post and share jobs

The ability to earn “badges,” which are professional achievements (a form of game rewards) for having the most number of connections, a large number of connections at the executive level, helping and endorsing others, etc.

The ability to give references and focus these recommendations based on a friend’s competencies or capabilities

The ability to follow companies and view jobs from those companies, which are matched against your BeKnown profile (and your Monster.com profile)

Support for 19 languages.

Fig 3: BeKnown Profile Page

Connections: Monster walked me through the workflows for the system and it is very easy to use with a wide array of features, including the ability to find friends and invite them from a variety of networks (Facebook, Twitter, Gmail, LinkedIn, Yahoo). Yes, you can import your LinkedIn connections!

Fig 4: BeKnown Invite Friends

Badges: One new feature which people will find entertaining is the creation of "badges" (a social gaming feature). Individuals can earn badges by getting a degree, completing a certification, recommending a lot of friends, creating a large number of connections, and performing other tasks which are either difficult or unique. Monster expects to expand the badging concept in many ways as the network grows.

Fig 5: BeKnown Badges

Jobs: Since Monster is a talent acquisition company, the system has some unique features to help people find jobs and to help small and mid-sized businesses recruit people. The system will proactively display jobs which are recommended by friends (creating a “JobVite”-like referral network) and recommended by the system. This is a major feature for job seekers - making it very easy for them to see a customized feed of jobs they are interested in every time they login.

Fig 6: Free Job Listings (available to your BeKnown connections)

The Jobs system is very powerful and easy to use. A user can apply for a job in a single click, and information from the BeKnown network is automatically submitted. Recruiters can create jobs on their company pages at any time (with no charges to offer to an individual's network), so BeKnown should quickly start to house a large number of jobs. Monster.com job listings are also integrated into the system, so users immediately see many jobs when they click the "jobs" button.

Fig 7: Job Page and Job Feed

Referrals: One of the features Monster is adding is the ability for a company to post referral fees and pay referral fees to users who bring candidates to key jobs. This is a tremendously powerful way for recruiters to hire higher quality candidates, which has tremendous potential if well implemented.

Endorsements with Skills: In addition to an "endorsement" feature similar to LinkedIn, BeKnown adds a feature to let people endorse other people's skills, and specifically note when and how the endorser worked with the job candidate. The endorsement concept has not turned out to be very useful (because there are never any negative endorsements), so this is an attempt to try to make endorsements more powerful. Once an endorsement or badge is attached to a person, the new information appears on their Facebook Wall.

Fig 8: Endorsements
Company Pages: As a system for corporate recruiters, Monster has extended the concept of “job pages” to let anyone who “claims” a company profile to post jobs for free to their BeKnown network (yes, Free!) and then customize the company page to build a corporate brand. Today’s Facebook Pages are much more limited for recruitment, so this lets small and mid-sized companies build much more useful Facebook career pages than they can today.

Fig 9: BeKnown Company Pages
What does this Mean for Job Seekers, Recruiters, and the Talent Acquisition Industry

While the system is brand new, and yet unproven in the market – our belief is that this solution has the potential to become one of the major social recruiting networks in the marketplace. Monster will focus its extensive marketing efforts at the Facebook audience, hoping to rapidly establish BeKnown as people’s “professional networking” application within Facebook (which now has 750 million worldwide users). And the existing Monster network of 22 million visitors will help fuel this growth.

For social networking users and job seekers, BeKnown is a natural and easy way to extend your Facebook identity into a more protected, job-seeker profile. The 600 million "non-LinkedIn" users in Facebook can use BeKnown as an entry point to build their own professional network. LinkedIn users who may not want their Facebook identities shared can use BeKnow to build professional networks through their Facebook friends, many of whom may not use LinkedIn today.

As a tool for professionals, BeKnown gives users the ability to more carefully control what information they share – enabling people to finally separate their “family and personal” Facebook account from their “Professional” facebook profile in BeKnown.

For recruiters, BeKnown extends Facebook with features to make recruiting far easier. Recruiters can easily set up company pages, post jobs, create referral networks, and leverage existing Monster job listings among the BeKnown network. The system’s features for badging, job sharing, job referrals, and company pages should quickly create a “market for jobs” which builds upon Facebook’s reach, but bypasses Facebook’s more generalized advertising system.

For professionals who actively use LinkedIn today, this is a directly competitive system (and now another professional network to manage). My guess is that BeKnown is more likely to attract people who do not use LinkedIn today, attracting the millions of people who may be slightly younger or in an earlier stage of their career than those on LinkedIn (high school, new college graduates, people younger in their careers who are already addicted to Facebook). As powerful as LinkedIn is today, it is a more “button down shirt” environment than Facebook – so naturally appeals to people with more senior positions and often coming from an older demographic.

What is Facebook's relationship with this new application? None. This is not a Facebook-endorsed service: Monster is going alone here – leveraging the Facebook network to build a new community and service of its own. If it takes off (as I believe it will), Facebook might see it as competitive to its own advertising business – or might look to replicate the functionality itself.

The ultimate test will be how fast the network grows. Monster is an innovative company and understands the need for proactive and aggressive marketing - so watch for a lot of advertising and noise about this new offering. The system is well designed, easy to use, and provides value in many new ways. If Monster can market the service well and build a strong groundswell of users, BeKnown has the potential to become a significant new player in the world of social recruiting. (Its main Facebook competitor today is BranchOut, a venture-based startup which is already growing rapidly.)

(Bersin & Associates Research Members, please read our in-depth research bulletin on this announcement for more details.)

ROCHESTER
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STARTING OUT

Social networks are helping people get hired

Kate Edgerton landed a job as a communication associate with the Genesee Center for the Arts and Education after being spotted on Twitter of all places.

"My boss did hire me partially based on (social media) skills and personal branding," said the 25-year-old Fairport resident.

These days more and more employers are turning to Google, Facebook, Twitter and other online platforms to dig up digital dirt on candidates and find potential hires. A Jobvite 2010 Social Recruiting Survey revealed that 92 percent of hiring managers are using, or plan to turn to, social media including YouTube, LinkedIn and Flickr, to find new employees.


Edgerton


Morgan

Microsoft published a different study in 2009 showing that 70 percent of hiring professionals have rejected candidates based on photos, videos, comments and other information found on the web, said Hannah Morgan of career sherpa.net, a local career counseling service.

"It's about making sure that we, the individual, are taking control of what is on the Internet when somebody is searching for us," said Morgan, who held a workshop on the issue at the Fairport Public Library earlier this week. "Social media is all about building trust."

Both younger and older workers as well as the unemployed should consider deleting any of those late-night party pictures, colorful posts littered with four-letter words and disparaging remarks.



By turning up privacy settings and protecting Tweets, some of your information can be shielded from public viewing.

But don't set the controls too high either because not being found online is almost as damaging as having something inappropriate posted next to your name, Morgan said.

"I want to see something in their online reputation that indicates that they are doing more than just looking for a job ... that they are engaged in their occupation or in their industry," she said. "If I see them interacting or sharing Tweets with relevant content to their occupations or industry ... awesome, that is good."

Other suggestions, Morgan said, include joining or liking professional groups on Facebook, reviewing a book on Amazon, writing a blog, as well as engaging others through social media by sharing relevant content.

All of this will also add to your professional credibility, and will help get your name to the top of those powerful search engines.

And besides, you never know who you'll meet online.

Like a curious journalist looking to make contacts for a column on social media. ❑

Todd Clausen's column appears on Sundays. Reach him at (585) 258-9883.



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ERE : http://www.ere.net/2011/06/26/monster-launches-app-to-give-facebook-users-a-new-business-profile/

Monster Launches App To Give Facebook Users a New, Business Profile

un 26, 2011, 9:58 pm ET

Monster launched a Facebook app over the weekend that will let the 700 million users of the popular social community build a professional network separate and apart from the one their friends get to see.

BeKnown, as it is called, borrows much from LinkedIn and BranchOut, but goes further than the latter and offers more versatility and flair than the former. It's not a frontal attack on LinkedIn's growing recruitment business, but a flanking maneuver, focusing on younger workers just beginning to build their business contacts.

While Monster is aiming at the 600 million-plus users worldwide who aren't LinkedIn members, those who are can import their contacts from there as they build an independent network on BeKnown. The app also makes it possible to invite contacts from other sources, including Gmail, Yahoo, Twitter and, of course, Facebook.

Installing the app gives users a second Facebook profile, that can be imported from LinkedIn or Monster if they are registered there. Pictures and other, existing Facebook content can be managed to create a distinctly differently persona from the one social friends get to see. Otherwise, the visual appearance mimics the typical Facebook presence.

Borrowing liberally from other Internet social sites, Monster has added enough bells and whistles to appeal to younger users accustomed to interacting more intimately and frequently.

For instance, like LinkedIn, you can have your contacts endorse you. As they do, and as you achieve certain milestones — number of connections, length of time with an employer, for example — you get badges, like on Foursquare. And, similar to Jobvite and Jobmagic, friends can recommend jobs, which will show up on your site. (Jobs from Monster.com are also tucked onto the jobs tab.)

Besides those general LinkedIn-style endorsements, BeKnown enables skills-specific acknowledgments.

Recruiters, who, obviously, can create their own BeKnown profiles, can also claim company pages where, once they've built a network, can post jobs for free.

What's not evident in this initial, beta release, is a method of conducting the kinds of professional conversations that active LinkedIn members use to enhance their brand, gain notice, or for help with business issues.

Josh Bersin, who got an advance look at BeKnown, says it “has the potential to become one of the major social recruiting networks in the marketplace.”

In a very extensive blog post, Bersin details the specific features of this initial release, and notes some of the features expected in the future, in particular a bounty program to pay users who offer up qualified candidates.

He says the new service is likely to appeal mostly to young career-oriented users, with more limited experience than those found on LinkedIn.

That’s an observation Altimeter Group’s Charlene Li shares. “If I’m looking for an entry-level researcher or intern I won’t find them on LinkedIn,” the Financial Times quotes her as saying. “When you’re coming out of college, you don’t have a professional network, you have Facebook.”

Can Monster make a success of BeKnown?

Bersin says the company is planning an extensive promotional campaign, presumably a global one, since the app is available in 19 languages and some 35 countries.

The company is so sure it has developed a weapon in the recruiting war with LinkedIn and other social networks — including, curiously, Facebook itself — that the company demanded a signed non-disclosure agreement before journalists, bloggers, and others could preview the site last week. (ERE was invited to preview BeKnown, but declined to sign the NDA.)

Li, who previewed BeKnown, said Monster has “a long row to hoe,” adding “I also find it very, very interesting.”

“If I’m looking for an entry-level researcher or intern I won’t find them on LinkedIn,” she said. “When you’re coming out of college, you don’t have a professional network, you have Facebook.”

tags: joboards, socialrecruiting

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Sourcecon : http://www.sourcecon.com/news/2011/06/27/monster-beknow/

Monster Launches a New Facebook App: BeKnown

on June 27, 2011, 3:00 am

Monster launched a Facebook app over the weekend that will let the 700 million users of the popular social community build a professional network separate and apart from the one their friends get to see.

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How it works

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John Zappe was a newspaper reporter and editor until his geek gene lead him to launch his first website in 1994. Never a recruiter, he instead built online employment sites and sold advertising services to recruiters and employers. As VP of one large media operation, his employment revenue alone approached $2.5 million. Besides writing for ERE, John consults with digital content operations, focusing on the advertising side. And when he’s not doing either, he can be found hiking in the California mountains or competing in canine agility events

CFO : http://www.cfo.com/article.cfm/14583671/c_14584047

A Man of the People

Today in Finance for June 27, 2011

For some CFOs, human-capital issues are like gnats: something to just swat out of the way in order to focus on the next financing deal or presentation to investors. For Keith Taylor, human capital is an elephant.

Taylor is the new finance chief of Lyris, a $40 million publicly held provider of e-mail marketing solutions. He was brought in to tackle people issues as much as financial ones. Of course, it's common for CFOs to wear the human-resources hat at small companies. But HR was under his care at earlier stops at much larger ones, including $700 million Magellan Navigation from 2007 to 2008 and the North American arm of worldwide staffing giant Adecco, which Taylor helped grow from $400 million in revenues in 1994 to $2.5 billion in 1999.
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A Mentor Makes a Career

"HR is kind of in my DNA," says Taylor, at least since his days as a controller at Apple in the late 1980s and early 1990s, where HR vice president Kevin Sullivan served as a mentor for understanding the importance of people, leadership, mentorship, accountability, and passion. Taylor's rationale for being personally involved on the people side is straightforward: "Throughout my career, I've tried to set companies apart by asking why we are successful and how we can be more successful. Well, if we've got high turnover, or the wrong people in the wrong roles at the wrong time, or with the wrong focus or cultural attributes, we're going to be less successful."

Now he's trying to achieve massive growth at Lyris, whose sights are set on eventually being a Fortune 1,000 player. To get there, the company's board hired a CEO last August, Wolfgang Maasburg, who set about assembling an entirely new senior leadership team that now includes Taylor. All have embraced Taylor's people principles, he says.
Keith Taylor 6-11

It starts at the top. In what Taylor calls the trickle-down, strong leaders hire strong directors who hire strong managers who will embrace employees who have "the right values," he says. "Some will find their way out because they don't fit, or don't have the passion, or don't embrace change."

Taylor has been spending half his time on human-capital management during his four months at Lyris, installing new processes and systems such as ADP's Workforce Now to streamline HR's "commodity activities" and thereby free the HR team to focus on value-added strategies. Another newly deployed system is JobVite, a social-media platform designed to enhance both intracompany communications and the recruitment and hiring process.

He expects to cut down that time commitment now that the company has hired a vice president of human resources, Barron Cox, formerly of Cisco Systems. While Taylor will remain very involved, his long-term

view is that people are so important that the C-level oversight really should come from the CEO. Accordingly, the new vice president will have a seat at the executive table. "Recognizing the need to invest in employees and align them with the company's vision needs to be ingrained in everything we do," says Taylor.

As a small technology company with limited brand awareness, Lyris has to do whatever it can to compete for talent against the likes of Google, Yahoo, Microsoft, and Facebook. That means, for example, requiring contingency recruiters to sign a statement agreeing to follow Lyris's recruiting philosophy — filling positions with candidates whose qualifications go beyond the quantitative and address cultural, visionary, and other qualitative attributes.

(Contingency recruiters' business model generally is to provide clients with many candidates who meet the minimum stated job requirements, and receive payment only if a candidate is hired. Retained recruiters, by comparison, are paid no matter what, but tend to conduct more-exhaustive searches to produce the single best candidate.)

By the way, don't confuse Keith Taylor of Lyris with Keith Taylor, the CFO of another technology company, Equinix. In fact, they both have the same middle initial, D. Lyris's Taylor notes that the Securities and Exchange Commission won't let him sign filings as "Keith D. Taylor," requiring him to sign as simply "Keith Taylor." "We are actually business relations and friends, and we get each other's mail all the time," he says

Inside Facebook : http://www.insidefacebook.com/2011/06/27/monster-beknown/

Without Proper Recruiter Search, Monster's BeKnown Facebook Professional Networking App Lacks Value

Jun 27th, 2011

Late Saturday, employment website Monster.com launched a professional networking app on Facebook called BeKnown. Users can import work history details from Facebook, LinkedIn, and Monster.com, connect with contacts from these sites, Twitter, or their email, and browse jobs posted by these and their second degree connections.

However, BeKnown does not let recruiters search for job candidates by parameters such as qualifications or work history unless they're already connected to them. This significantly reduces the service's value to recruiters, which in turn reduces the value of maintaining a profile on the app to users, as there's little chance of being passively recruited.

Users may therefore be better off joining a more populated professional network such as LinkedIn or BranchOut, or browsing job boards than having to rebuild their graph on BeKnown.

The social recruiting space has gotten some more attention lately with Facebook app BranchOut securing an $18 million Series B round of funding and briefly topping 200,000 daily active users. Monster is now hoping to offer exposure to Facebook users as part of its service offering to job posting clients by launching BeKnown with support for 35 countries and 19 languages.

Unfortunately, BeKnown is more of a Facebook portal to Monster.com than something truly effective for recruiters or job seekers. Its layout is almost identical to BranchOut's, but less polished, with its home page displaying prompts to invite friends and endorse connections, a profile completion wizard, and updates from a user's network. Both services let users can import their LinkedIn profile, though BeKnown also lets users pull profile info from Monster.com.

BeKnown's job listing database appears to be smaller than BranchOut's as well. A search for "software engineer" in San Francisco and the nearby area returned 463 listings on BeKnown, but 95 official listings posted to BranchOut and another 1864 listings that BranchOut aggregates through job search service Indeed.

BeKnown's most useful feature, its "Social Referral Program" which isn't live yet, will cause a company's job listings to appear to the friends of every employee of that company. This means recruiters won't have to direct employees how to repost listings themselves. However, since the referrals to the listings don't actually come from a user's friends, they're less trusted.

The service has a somewhat unique take on endorsements wherein user check boxes to declare a friend has a general skill such as "vision" rather than writing a custom text recommendation. Users can also earn badges, not just for in-app behavior, but for job milestones such as working at one company for five years.
Building Trust, but Not Value

The major missing functionality of BeKnown is actually a conscious choice by Monster. The company has decided not to currently allow recruiters to search the profiles of all the app's users for people who meet the criteria for certain jobs. This is ability is both crucial to recruiters who need to find candidates outside their network, and to users who want to be eligible for discovery based on their skills by recruiters they're not connected to. Without this feature, users may as well just browse Monster.com.

Matt Mund, the company's global VP of product and Tom Chavallier, global product manager, told us the reason this feature was left out was because "we want to make sure we're building up trust, and are engaging you on your owns terms. You have to treat a network differently than a database." While this respect for the privacy of users is admirable in concept, it somewhat defeats the purpose of the app.

With BranchOut launching its enterprise recruiting search solution on August 1st to compete with LinkedIn's Recruiter, and Jobvite offering better options for distributing links to job listings on social networks, BeKnown's position in the larger social recruiting space seems unclear. The 38.2 million Monster.com users with Facebook accounts may still find BeKnown useful to conduct searches of jobs posted by friends, but it's the chance to stand out and be discovered for one's competencies that makes a professional social network more valuable than a job listing site.

Finance 101 Now : http://finance101now.com/2011/06/put-some-punch-into-your-career/?utm_source=rss&utm_medium=rss&utm_campaign=put-some-punch-into-your-career

Put some punch into your career

Posted by on Jun 29, 2011

By Elaine Pofeldt, Money MagazineMay 3, 2011: 9:29 AM ET

It's probably safe to come out from under your desk now.

Over the past few years you may have found yourself in defensive mode, career-wise. But if you've survived, you're probably in the clear.

As a whole, U.S. employers have been adding rather than subtracting jobs these past few months, according to the Bureau of Labor Statistics. And that means you can focus on your ambitions again and begin laying the groundwork for a promotion.

Just because the firings have slowed, however, doesn't mean that companies are hoisting people up the ladder.

To get ahead today, "it's going to take an investment of extra work, extra enthusiasm, and extra energy," says Dan Finnigan, CEO of Jobvite, a social-recruiting software.

The four strategies that follow can help you move your career forward.
Make a lateral move

Years ago a sideways job move was viewed as a demotion. Not so in today's less hierarchical offices.

"Now it's about zigzagging your way to the top, vs. taking the elevator," says Sarah Hathorn of Illustra Consulting, a career advisory firm in Atlanta.

A lateral move could help you advance, she says, if any of the following apply:
A different job at the same level will help you round out your skills; there's no room for growth in your division; you're so entrenched that superiors see you only one way; or you want to move to a new job function (say, from marketing to sales).

How to do it:

Review listings on the internal job site — looking particularly for posts at smaller divisions, where you might get more responsibility — and connect with your HR rep, who can act as an advocate.
3 ways to spring clean your finances

Also participate in companywide committees and activities to make contacts in your target department, says L.A. career coach David Couper. Cultivate their support by taking them to lunch and asking their advice.

If you want to change functions entirely, get your boss's buy-in too — you'll need help making the case to others.

Solve the boss's problem

Success in today's workplace often hinges on delivering quantifiable results. But supervisors aren't always generous with the kind of assignments that will allow underlings to shine.

"Bosses who are nervous about their own jobs hang on to projects they think are important," says Couper. Getting plum tasks, then, depends on your ability to manage up.

How to do it:

Pay attention to areas in which your manager is weak — or in which your department is facing a crisis that is stressing your boss out — and offer to relieve some of the burden, advises Hathorn.

"Say, 'I know this project is due, and I'd love to learn this aspect of the business. Could I take on X or Y part?' "

This shows that you're a self-starter and continual learner. Plus, if you do a good job, your boss will trust you with even better projects.

Hone your soft skills

At a senior level, technical knowledge alone won't get you ahead.

Research recently published in the Harvard Business Review shows that success in C-suite jobs, such as chief technology officer and chief marketing officer, increasingly depends more on leadership skills and understanding of business fundamentals than on the technical skills and functional knowledge that mattered early in one's career. So work on the soft skill that will make a difference in your division.

How to do it:

First, sit down with your superior and say, "Be honest with me. What soft skills do you think I'm lacking or need to hone?"

Think your boss isn't the type to tell? Recall where your last performance review showed deficiencies; also, solicit feedback from peers.

In a recent American Management Association poll, executives said that being mentored is among the most effective ways to build soft skills; so look for someone who excels in the areas you do not, and flatter him or her by asking for coaching.

Or take a class — your company may offer training on topics like public speaking or leadership — and, once completed, ask your boss if it has helped you to improve.

Capitalize on change

Whenever there's change at a company — whether a merger or acquisition, the arrival of consultants, or the departure of a boss or colleague — the instinct is to hide. Big mistake, says Hathorn. In times of transition, opportunities are created.

How to do it:

Look for ways to use the upheaval to recast your role.

That may mean, for example, sharing your ideas with the visiting cost-cutting consultant or new division head, volunteering for duties held by a departing colleague, or offering to mentor employees in a company your firm is acquiring.

If you stay invisible, it'll be easier for the new leadership to discount your contributions and cut your job.

Says Finnigan: "If you're not moving up, you're slowly moving out."
Build the right skills

Top managers are recognizing a talent gap when it comes to certain skills that they deem important. Filling the void can help you get ahead

BetterHiring Today : http://betterhiringtoday.com/shrm-2011-recap-three-trends-to-watch-in-hr-technology/

SHRM 2011 Recap: Three Trends to Watch in HR Technology

Posted on July 1, 2011 by Adam Robinson

It's the biggest HR-related show of the year: the Society for Human Resource Management' Annual Conference and Exposition. With over 10,000 attendees, 700+ exhibiting vendors, and a non-stop parade of A-list speakers and instructors, this conference serves as a great barometer for the state of the industry and its products and services marketplace.

Society for Human Resources Management logoAfter having spent the last 5 days attending this year's event, I'm seeing three major trends driving the HR technology space. Some of them are new variations on old themes, some of them are just emerging, but all three of them are vitally important for HR practitioners, technology suppliers and investors alike.

The Rise of the Niche Players. HR platforms have been consolidating for the past decade, as large players like Taleo gobble up anyone with a customer base and a solid model. Last year, analysts who cover the space were chronicling the sharp decline in the number of viable and distinct HRIS/talent platforms. This year, it was clear that innovation is alive and well in HR tech. Most of the new ideas seem to be spawning from the social space, which brings me to my next point…

Job boards are being displaced by social recruiting. 10 years ago, it was mega-boards like Monster, Careerbuilder, and Dice. Today, it's social sourcing and referral platforms like JobVite who automate the process of leveraging online connections to produce qualified candidates. BranchOut, the latest entrance to this space, made a huge splash this week with their Facebook-based application that appears to be growing in reach at an impressive pace.

With LinkedIn and Facebook here to stay, and Google+ hitting the market this week, you'd have to have your head stuck in the sand to not see that the mega-board business model is in trouble without serious retooling. Watch for the big job boards to start snapping up these fledgling social recruiting platforms starting in 2012.

HR is giving small vendors a shot. My company, Hireology, was a first-time exhibitor at the SHRM Annual Conference. The conversations I had with HR executives who stopped by our booth told me that the perception of risk associated with a smaller technology vendor appears to have declined substantially over the last several years. When it comes to HR's buying decisions, being small doesn't seem to matter like it used to.

When I worked at Chicago-based Click Commerce, who offered the first commercial extranet in the late 90′s, being small was a major issue to getting a contract signed. Back then, it cost millions for a software company to build and install a solution. When a tech vendor failed, it was a seven or eight figure loss to the customer. SaaS changed all of that; if one vendor fails, you can export your data and be up and running on another platform with little to no capital write-off. The risk of making the wrong choice is being mitigated by the fact that these newer solutions typically aren't treated as a capital expenditure, they're newer and more efficient technology, and they're usually much less costly to maintain. The point here is

that smaller vendors have access to larger companies in ways that were previously not available to them, and it’s great for vendors and customers.

HR technology has always been a crowded space, but innovative and market-savvy players can (and are!) succeeding in this market. The next 12 months are going to be interesting, and I’m thrilled to be a part of it.

Built in Chicago : http://www.builtinchicago.org/profiles/blogs/three-trends-to-watch-in-hr

Three Trends to Watch in HR Technology



• Posted by Adam Robinson on July 1, 2011 at 11:30am

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HR technology has always been a crowded space, but innovative and market-savvy players can (and are!) succeeding in this market. Watch these three trends to play out over the next 24-36 months.

Talent Management Magazine : http://talentmgt.com/articles/view/college-recruiting-what-s-old-is-new-again/2

College Recruiting: What's Old Is New (Again)

It really gives them a nice, well-rounded picture of the organization and really demonstrates to them that we are interested in their experience in this process just as much as they are interested in us," Klein said.

In Social Recruiting, Content is King

It's important to have a presence on the big social sites — Facebook, LinkedIn and Twitter, said Anne Murguia, vice president of marketing for Jobvite, a recruitment platform for the social Web. But it's equally important that recruiters think beyond social networks.

"Be opportunistic about other ways of engaging," she said. "It's not just social networks. It's also social media."

Murguia said Jobvite customers are using YouTube to post videos about what it's like to work at their company, with a link back to their career site. Yelp, the online recommendation site, found that 12 percent of the traffic to its career site came directly from the company's blog.

Social networking sites are a means to build a meaningful relationship with candidates, share what it's like to work at the company and respond to questions from potential candidates.

"If you just use them to post jobs, then you're treating them like a job board and you may get the same results as a job board," Murguia said.

Jobvite customer Orbitz adopted an 8 to 1 ratio for content posts to job posts to ensure recruiters and employees were sharing information on what happens in the office with candidates. "Make sure you're putting content in your social media stream that really attracts people," Murguia said.

Building relationships takes time, but the end result is more effective hiring. Klein said CDW's offer to acceptance rate — the number of hires who accept a job offer — has increased 85 percent. Recruiters have also been able to identify 41 universities offering a professional sales preparation program that have become a source of hires who are ready to hit the ground running.

ERE : http://community.ere.net/blogs/todd-raphaels-world-of-talent/2011/07/no-resume-smart-move-by-tivo/

Todd Raphael's World of Talent

posted by Todd Raphael on July 5, 2011

As I said before, we can talk until the cows come home about what this mysterious word community means -- generally, though, to me, it's an online or offline sense of belonging.

So I'm not yet saying this offering from TiVo and find.ly is a community. I don't yet feel any sense of connection to the community managers, or the other participants.

But not requiring a resume? That tells me TiVo gets it.

Requiring a resume -- that feels like a job site. Not doing so: that feels like something else, something less immediate, something less commital, more for -- oh, no, I'm using the overused phrase -- the passive candidates.

I think it'll raise some questions in people's minds who are thinking of joining. For example, it makes it clear that your professional information is shared with TiVo and your personal information stays private. But, could that make a passive candidate wonder if their Facebook profile will be updated to say "Jane Doe has joined the TiVo community"?

Anyhow, join the community, and you'll be directed to a page, powered by Jobvite, that shows TiVo's open jobs. And, TiVo will keep its eye on your profile -- using the social media site you choose -- to see how you may fit into its job openings in the future.

Job Search : http://job.nsnews.org/articles/5-reasons-why-you-should-tweet-your-way-to-a-new-job

5 Reasons Why You Should Tweet Your Way To a New Job

Recruiters were among the early adopters of the “professional” Twitterverse and they’re the ones you want to watch if you want to see networking results. There are even specialized Twitter apps like TweetMyJobs and Jobvite that recruiters use to advertise job openings and find qualified candidates. Still aren’t convinced? Here are five reasons why you need to follow a recruiter on Twitter today!

Business:Job-Search-Techniques Articles from EzineArticles.com

Written by Cassi Spence on July 6th, 2011 with no comments.
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Jobvite Source Lets Recruiters Post Trackable Job Links to Facebook Accounts of Employees

07, Jul, 11

Jobvite Source is a social recruiting platform that helps recruiters reach high quality job candidates cheaply by allowing them to distribute trackable job posting links to Facebook, Twitter, and LinkedIn. Employees of a company can give Facebook permissions to Jobvite Source, and a recruiter can then post links on their behalf. Jobvite Source also offers Page tab app that can allow companies list job openings.

Other companies such as BranchOut and Monster are building full fledged professional network apps within Facebook. Jobvite doesn't believe companies need a middle man to reach Facebook users, though, and that news feed stories posted by friends return the best candidates.

Jobvite has grown from 20 customers in December 2007 to over 500 customers today from across verticals, including Zynga, Logitech, Groupon, Zappos, Oxfam, and GE. The company has raised a total of $30.2 million, including a $15 million third round in May 2011 in hopes of capturing more of what it see as a $34 billion total addressable market for its products.

Though only 1% of all applicants to Jobvite jobs are hired, 10% of those hired come from referrals, indicating that recruiting strategies focused on securing referrals can be cheaper and more efficient. That's why Jobvite's product focuses on job posting link distribution to get inbound job applications from people who've been referred, rather than enterprise recruiter search like LinkedIn provides and BranchOut will launch August 1st.
Jobvite Publisher

To use Jobvite Source, a company first gets all of its employees set up with accounts through Jobvite's price-per-seat model. These employee then give the app permission to post to their various social media accounts, and recruiters create job opening listings.

Recruiters can then filter their entire employee base to those in locations or departments relevant to a listing they want to post. For instance, if a recruiter wants to distribute a Jobvite for a San Francisco marketing job, they might filter the employee base down to those who live near San Francisco or that have jobs related to marketing.

The recruiter can then write copy to be included with the link when it's published by the selected employees, such as "I think you might be interested in this job". Since the listings will be posted by employees to their friends, the recruiter can use a first person voice to make the referral of the job sound more organic. Different copy can be included for different distribution methods such as email or Facebook, so a longer description can be included when a Jobvite is posted to Facebook, while a shorter description might be used for Twitter.

The employees then either receive the Jobvites and can edit and post them to their various network feeds, or they can have configured the Jobvite Source app to automatically post the updates for them. The recruiter doesn't actually gain access to an employee's account. By granting the app extended permissions, though, an employee employee is effectively allowing the recruiter to post updates to their friends without giving up their privacy.

Employees can also visit a Jobvite and select other networks to publish it to, such as Myspace, Ping, and various blogging platforms. If they select to post to Facebook, a multi-friend selector combined with location, job, and job title filters allows them to share a wall post of the Jobvite with the friends it will be most relevant to.

The publisher's biggest strengths are how it allows recruiters to leverage the networks of their own employees, and how those employees can choose to play a more active or passive role. This means if employees are engaged or want to earn referral bonuses they can write more custom descriptions of Jobvites sent to their networks, but they can also tune out and let recruiters post from their account instead of being nagged to do it themselves. The system could have better rich media publishing capabilities so photos could be included in Jobvite postings to make them more compelling.
Jobvite Page Tab Application

Jobvite clients can also use a Facebook Page tab application called Work With Us to solicit applications from their fan base. The app shows users a list of job openings at the company that can be filtered by department and location. Useres can also search within the listings, sign up for alerts about openings, or visit the company's career site.

The app functions similarly to ones offered by BranchOut and Work4 Labs. However, jobs are not automatically arranged by relevance and users can't see relevant friends to share a listing with as with Work4 Labs' Smart Sort and Smart Share-enabled app. Still, the basic functionality makes the app useful for companies who want to employ people who may also be interested enough in their brand to visit their Page.

Overall, the Jobvite publisher and Work With Us app provide a solid solution to pulling in job inquiries from social networks. Jobvite Source augments these products with a comprehensive analytics dashboard and applicant CRM system. Another product suite, Jobvite Hire helps recruiters handle the interview process.

Jobvite CEO Dan Finnigan tells us that he sees job seeking becoming more public, with job referrals shifting from a being a behind-the-scenes, secretive activity to being something people are comfortable doing more visibly on their social networks. Other recruiting companies are trying to build a user base to whom listing can be distributed within a special Facebook professional networking app. Finnigan says there's no need to rebuild this audience because they're already available and spending a ton of time looking at the news feed and their Twitter stream, and those are the channels Jobvite can help clients reach.

Inside Facebook : http://www.facebookapplicationdevelopment.org/facebook/jobvite-source-lets-recruiters-post-trackable-job-links-to-facebook-accounts-of-employees/

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TechNews.AM : http://technews.am/conversations/inside-facebook/jobvite_source_lets_recruiters_post_trackable_job_links_to_facebook_accounts_of_employees

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Jul 07 11

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Page tabs, birthday calendars, Connect integrations, musicians’ apps, Causes, Family Tree, TripAdvisor, schoolFeed and Pinterest made up our list of the fastest growing Facebook applications by monthly active users this week

Vicks & Associates : http://vickandassociates.com/2011/07/07/5-reasons-why-you-should-tweet-your-way-to-a-new-job/

5 Reasons Why You Should Tweet Your Way To a New Job

Do you feel like your job search is missing something? Do you feel like your colleagues are always getting the jump on you with networking and job opportunities? Do you wish you could keep up with industry trends more easily? If you answered yes to any of these questions, you need to start using Twitter as a part of your job search. Twitter is the new frontier for the modern job search. How? You don't need to be a Twitter guru to jump-start your job search. If you want to take your Twitter networking to the next level, the first thing you should do is find and follow a recruiter in your industry on Twitter.

Recruiters were among the early adopters of the "professional" Twitterverse and they're the ones you want to watch if you want to see networking results. There are even specialized Twitter apps like TweetMyJobs and Jobvite that recruiters use to advertise job openings and find qualified candidates. Still aren't convinced? Here are five reasons why you need to follow a recruiter on Twitter today!

They'll follow you back: This is one of the first rules of Twitter etiquette. If someone follows you, it's polite to return the favor and follow them too. How does this help you? As a job seeker, if you can establish yourself as an expert in your field and routinely update your Twitter with relevant news and thoughts about your industry, a recruiter following you is going to see that. This will help build your credibility and when the time comes to fill a position, they'll be more likely to remember your article retweet about quality assurance strategies than they will the boring identical resumes they receive.

You get a jump on the competition: Many recruiters use Twitter to post job openings in real time as soon as they receive them. It takes a lot less time to type a 140 character job description than it does to post a one pager on dozens of job boards and listservs. How does this help you? If you're following the best recruiters in your industry, you'll get first jump on those job openings. In this increasingly competitive job market, any advantage helps.

You can establish yourself as an industry expert: By using your Twitter account to tweet relevant and interesting industry articles and commentary, you can catch the attention of other go-getters in your field. Recruiters are always looking for what's new and now, and if you can establish yourself as an industry expert, that will do more for your professional reputation than a resume ever could. Who do the top employers want to hire? Experts.

You get more "face" time with recruiters and employers: Recruiters see thousands of resumes a week and get hundreds of calls. Their least favorite people are the ones who call them twice a day, but they forget about the ones who only call once a month. Twitter can help you strike a good balance between nagging and silence. No recruiter will talk to you four times a day every day, but they'll have no problem reading and re-Tweeting your Tweets and comments and thinking of you when a quick hire is needed.

You can quickly build a professional network: If you want to quickly find the big Twitter hitters in your industry, all you have to do is look at the people your recruiters follow. Recruiters follow the people who make the industry news and who will get them the most up to date information. If you direct message, retweet, and reply to these industry leaders, you can build a powerful professional network quickly.

Paula Rutledge is the President of Legacy MedSearch, a retained recruitment firm specializing in emerging medical technology. For more resume and interview tips, visit http://www.LegacyMedSearch.com/blog

Our website also has dozens of pages of resources for job hunters. Download our 24 page interview prep guide or company research template at http://www.LegacyMedSearch.com/candidate-services.php
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Jobvite Source Lets Recruiters Post Trackable Job Links to Facebook Accounts of Employees

by M. Dorn on July 8, 2011 ·

Jobvite Source is a social recruiting platform that helps recruiters reach high quality job candidates cheaply by allowing them to distribute trackable job posting links to Facebook, Twitter, and LinkedIn. Employees of a company can give Facebook permissions to Jobvite Source, and a recruiter can then post links on their behalf. Jobvite Source also offers Page tab app that can allow companies list job openings.

Other companies such as BranchOut and Monster are building full fledged professional network apps within Facebook. Jobvite doesn't believe companies need a middle man to reach Facebook users, though, and that news feed stories posted by friends return the best candidates.

Jobvite has grown from 20 customers in December 2007 to over 500 customers today from across verticals, including Zynga, Logitech, Groupon, Zappos, Oxfam, and GE. The company has raised a total of $ 30.2 million, including a $ 15 million third round in May 2011 in hopes of capturing more of what it see as a $ 34 billion total addressable market for its products.

Though only 1% of all applicants to Jobvite jobs are hired, 10% of those hired come from referrals, indicating that recruiting strategies focused on securing referrals can be cheaper and more efficient. That's why Jobvite's product focuses on job posting link distribution to get inbound job applications from people who've been referred, rather than enterprise recruiter search like LinkedIn provides and BranchOut will launch August 1st.
Jobvite Publisher

To use Jobvite Source, a company first gets all of its employees set up with accounts through Jobvite's price-per-seat model. These employee then give the app permission to post to their various social media accounts, and recruiters create job opening listings.

Recruiters can then filter their entire employee base to those in locations or departments relevant to a listing they want to post. For instance, if a recruiter wants to distribute a Jobvite for a San Francisco marketing job, they might filter the employee base down to those who live near San Francisco or that have jobs related to marketing.

The recruiter can then write copy to be included with the link when it's published by the selected employees, such as "I think you might be interested in this job". Since the listings will be posted by employees to their friends, the recruiter can use a first person voice to make the referral of the job sound more organic. Different copy can be included for different distribution methods such as email or Facebook, so a longer description can be included when a Jobvite is posted to Facebook, while a shorter description might be used for Twitter.

The employees then either receive the Jobvites and can edit and post them to their various network feeds, or they can have configured the Jobvite Source app to automatically post the updates for them. The recruiter doesn't actually gain access to an employee's account. By granting the app extended permissions, though, an employee employee is effectively allowing the recruiter to post updates to their friends without giving up their privacy.

Employees can also visit a Jobvite and select other networks to publish it to, such as Myspace, Ping, and various blogging platforms. If they select to post to Facebook, a multi-friend selector combined with location, job, and job title filters allows them to share a wall post of the Jobvite with the friends it will be most relevant to.

The publisher's biggest strengths are how it allows recruiters to leverage the networks of their own employees, and how those employees can choose to play a more active or passive role. This means if employees are engaged or want to earn referral bonuses they can write more custom descriptions of Jobvites sent to their networks, but they can also tune out and let recruiters post from their account instead of being nagged to do it themselves. The system could have better rich media publishing capabilities so photos could be included in Jobvite postings to make them more compelling.

Jobvite Page Tab Application

Jobvite clients can also use a Facebook Page tab application called Work With Us to solicit applications from their fan base. The app shows users a list of job openings at the company that can be filtered by department and location. Useres can also search within the listings, sign up for alerts about openings, or visit the company's career site.

The app functions similarly to ones offered by BranchOut and Work4 Labs. However, jobs are not automatically arranged by relevance and users can't see relevant friends to share a listing with as with Work4 Labs' Smart Sort and Smart Share-enabled app. Still, the basic functionality makes the app useful for companies who want to employ people who may also be interested enough in their brand to visit their Page.

Overall, the Jobvite publisher and Work With Us app provide a solid solution to pulling in job inquiries from social networks. Jobvite Source augments these products with a comprehensive analytics dashboard and applicant CRM system. Another product suite, Jobvite Hire helps recruiters handle the interview process.

Jobvite CEO Dan Finnigan tells us that he sees job seeking becoming more public, with job referrals shifting from a being a behind-the-scenes, secretive activity to being something people are comfortable doing more visibly on their social networks. Other recruiting companies are trying to build a user base to whom listing can be distributed within a special Facebook professional networking app. Finnigan says there's no need to rebuild this audience because they're already available and spending a ton of time looking at the news feed and their Twitter stream, and those are the channels Jobvite can help clients reach.

Facebook Fools : http://www.facebookfools.com/facebook-news/this-week%E2%80%99s-headlines-from-across-inside-network-37/

This Week's Headlines From Across Inside Network

by M. Dorn on July 10, 2011

Here are all the latest headlines from around Inside Network this past week.
IMA LogoInside Mobile Apps

Tracking the convergence of mobile apps, social platforms, and virtual goods.

Tuesday, July 5th, 2011

Emerging Top-Grossing iOS Apps: New Releases, News, & Sports Show Growth
Transformers: Dark of the Moon Rolls Out on iOS
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Emerging Paid iOS Apps: Electronic Arts & GameloftDominate the Charts with Independence Day Sales

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Tracking Service App Annie Raises Series A Investment From IDG Capital Partners
Emerging Top Free Apps on iOS: ICEEs, Business Sims & Oprah Rise This Week
New This Week on the Inside Network Job Board: Pontiflex, Dynamic Signal, PopCap and More
Wednesday Mobile Roundup: New Mobile OS, RIM User Decline, Data Plans & More
Game Review: Zynga Trims Down CityVille for iOS

Thursday, July 7th, 2011

eBay's $ 240 Million Acquisition of Zong Will Increase PayPal's Virtual Currency Capabilities
New Hires in Mobile: Beeline Interactive, Flurry, Gameloft & More
Freemium Revenue Surpasses Paid App Revenue Among Top 100 Grossing Games, Flurry Says
OpenFeint Actively Recruiting Social Game DevsLooking to Go Cross-Platform, Experimenting With Monetization Product
MyPad Adds Twitter Integration, Refines Game Portal Ahead of Facebook's Forthcoming iPad App

Friday, July 8th, 2011

Game Insight Gets Players to Stay in Vegas in New iPad App
Zynga Mobile Makes Another Acquisition: Toronto's Five Mobile
W3i Bets on Free App Promotion as Developers Look Beyond Incentivized Installs
EA's Playfish to Bring Pet Society, Restaurant City Brands to iOS
Friday Mobile Roundup: Origin, Game Launches, Angry Birds, & More

ISG LogoInside Social Games

Covering all the latest developments at the intersection of games and social platforms.

Monday, July 4th, 2011

Empires & Allies, inFamous Anarchy & Zoo World 2 Top This Week's List of Fastest-Growing Facebook Games by MAU
WildTangent Brings It Girl, Other Social Games From Facebook to WildTangent.com
Cafe Life Opens Up Shop in Crowded Restaurant Game Market

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Slotomania Sees Traffic Resurgence on Facebook Following Playtika Acquisition
Tapjoy Raises $ 30 Million from JPMorgan to Fuel Push on Android
Zynga Doubled ARPU From Last Year Even as Facebook Platform Changes Slowed Growth
Pac-Man S Powers Up an Arcade Favorite, Lags Behind Other Pac-Man IP on Facebook

Wednesday, July 6th, 2011

Perfect Getaway Sails on This Week's List of Fastest-Growing Games on Facebook by DAU
Shadow Fight Gives Nekki an Edge Across Multiple Social Networks, Sparks New Game Developments
New This Week on the Inside Network Job Board: PopCap, Tagged, King.Com and More
Namco Bandai Uses Pac-Man Franchise to Test Facebook Waters, Looks to More Established IPs

Thursday, July 7th, 2011

New Hires in Social Gaming: 6waves, CrowdStar, Happy Elements, & More
Zynga Launches PrivacyVille, a Gamified Version of Its Privacy Policies
eBay's $ 240 Million Acquisition of Zong Will Increase PayPal's Virtual Currency Capabilities
OpenFeint Actively Recruiting Social Game DevsLooking to Go Cross-Platform, Experimenting With Monetization Product
EA Playfish Bringing Risk: Factions to Facebook, Pet Society & Restaurant City to iOS

Friday, July 8th, 2011

Perfect Getaway, My Country, Pet Tales Top This Week's List of Emerging Facebook Games
Weeds Social Club Joins Both Budding Marijuana Genre And Saturated Farming Sim Genre on Facebook
Mike Sego on Monster Galaxy's Monsterous Facebook Growth
Zynga Mobile Makes Another Acquisition: Toronto's Five Mobile
Social Gaming Roundup: EA's Origin Platform, CivWorld, Google+, & More
A Closer Look at Restaurant City and Pet Society on iOS

IF LogoInside Facebook

Tracking Facebook and the Facebook platform for developers and marketers.

Sunday, July 3rd, 2011

Zynga's IPO Means More Visible Feedback for Facebook's Platform Product and Policy Teams

Monday, July 4th, 2011

Zoosk, Page Tabs, BranchOut, Phrases and More on This Week's Top 20 Facebook Apps by MAU
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Tuesday, July 5th, 2011

New Facebook Platform Industry Hires: Deal United, Votigo, Efficient Frontier and More
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Platform Update: JavaScript SDK with OAuth, Place Like Box, Removed Bookmarks Insights
Zynga Doubled ARPU From Last Year Even as Facebook Platform Changes Slowed Growth
The Facebook Marketing Bible July 2011 Edition Is Now Available

Wednesday, July 6th, 2011

Birthdays, Spotify, Friends, Mobile, Horoscopes and More on This Week's List of Top Gaining Apps by DAU
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New This Week on the Inside Network Job Board: SponsorPay, Zen Entertainment, Tagged, Dynamic Signal and More
How to Grow Your Page With Like Count Milestone Campaigns

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Facebook Careers Postings: Engineering, Management, Recruiting and More
Facebook Hires and Departures: Interns, Recruiting, Software Engineering and More
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MyPad Launches Twitter Integration to Differentiate From Facebook's Forthcoming iPad App
Facebook Apologizes For Disabling Apps, Launches New Feedback Metrics, Granular Enforcement, Disabled Mode

Friday, July 8th, 2011

MySpace, Photos, Chat, Video and Badges on This Week's Top 20 Emerging Facebook Apps by MAU
Facebook Pages Can No Longer Tag Users in Posts
Spotify Ad Pitches Reveal More Details About Its Forthcoming US Facebook Integration
Facebook Roundup: BranchOut, China, Zuckerberg, Seattle, Google+ and More

About.com : http://jobsearch.about.com/b/2011/07/12/social-recruiting-2011.htm

Social Recruiting 2011

By Alison Doyle, About.com Guide July 12, 2011

Jobvite, the recruiting platform for the social web, has released the results of its annual Social Recruiting Survey and introduced the Jobvite Index which tracks actual social recruiting results.

The survey reports that social recruiting continues to grow among U.S. companies with 89% planning to recruit through social media this year, up from 83% in 2010. This is an even higher number than the SHRM survey I mentioned earlier this week.

The survey also reports that using social networking sites to recruit is working. 64% of survey respondents have hired through social networks in 2011, up from 58% in 2010. 55% will increase their budgets for social recruiting and 30% for referrals, while only 16% will spend more on job boards.

Survey respondents continue to rank referrals as the most highly rated source for candidate quality and the Jobvite Index data reports that 1 in 10 referral candidates are hired compared to 1 in 100 general applicants.

To date, and Google+ may be a factor in the future, the top three sites employers are using are LinkedIn (87%), Facebook (55%) and Twitter (47%).

To be competitive in a social hiring environment it's important to position yourself to job search where companies are hiring. If you're not ready for a social job search or you need to brush up your online presence, here's how to get started with social job searching, how to ask for a referral, and how to job search where companies can find you.

Related: Social Recruiting | Top 10 Social Media Do's and Don'ts | Social Job Searching

Connect with Alison: Facebook | LinkedIn | Google+
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July 12, 2011 at 8:41 am
(1) Jerry Albright says:

One quick thought – as long as Linkedin is considered a “Social Media” site – the number of clients using and hoping to use “Social Media” will continue to grow.

Remove Linkedin and you'll (most likely) find the numbers somewhat disappointing.
July 12, 2011 at 9:00 am
(2) Alison Doyle, Job Search Guide says:

It's interesting, because even if you don't include LinkedIn (and consider it professional networking vs. social media) in the Jobvite survey Facebook is still over 50% (58%) and Twitter close to it – at 47%.

The SHRM survey had similar results with 95% of companies that use social media websites recruiting on LinkedIn, 58% on Facebook, followed by Twitter at 42%.

digWin : http://www.digwin.com/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-07-this-y

Report: Percentage of Companies Recruiting on Facebook Stagnates, Growing Just 0.7% This Y

2011 Jobvite Social Recruiting Survey released today showed that 55.3% of companies now use Facebook for recruiting, up just 0.7% since 2010. This indicates that the recent proliferation of social recruiting tools has not changed perceptions of the purpose of Facebook or led to a significant increase in recruiting there — or, at least not yet. 86.6% of businesses now say they recruit on LinkedI
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Another Difficulty for a Microsoft-Yahoo Marriage: Recruiting - twitbox.blogspot.com
Fans Like Free Food on This Week’s Top 20 Growing Facebook Pages List - www.insidefacebook.com

ERE : http://www.ere.net/2011/07/12/more-employers-than-ever-recruit-on-social-networks/

More Employers Than Ever Recruit on Social Networks

by John Zappe Jul 12, 2011, 7:59 am ET

No longer just the shiny new object in the toolbox, social media recruiting has become an integral part of sourcing and hiring.

A Jobvite survey out this morning says 89 percent of the respondents to its poll (most of them not Jobvite customers) said they are either already using some form of social media in their recruiting or will in the next year. They are also having success; 64 percent said they've actually hired people through a social network.

None of this is surprising to anyone who has followed the development of social media. From their roots as a teenage clubhouse, social media networks today have become so ubiquitous and so much a part of American life that half of all adults use at least one of the sites. Pew Research Center says that last year, 48 percent of those over 35 are on a social network.

Facebook is far and away the most popular network. Pew says 92 percent of everyone using a social network use Facebook. No wonder then that 47 percent of North American companies are spending money to reach Facebook's 700+ million users via PPC. Thousands, perhaps even tens of thousands of businesses — Facebook doesn't release the actual number of the so-called Fan Pages — have set up sites.

Smaller in number, LinkedIn however has a better-educated demographic. It's members are older and better educated; 75 percent hold a bachelor's or graduate degree. On Facebook, the equivalent percentage is 35.The average age on LinkedIn is 40, versus 38 for Facebook. However, there are more early-stage career participants on LinkedIn. It has 36 percent of those 23-35 versus 32 percent for Facebook.

"Social media tools are one of the top three most powerful recruiting tools, along with referral programs and mobile technologies," said no less an authority than Dr. John Sullivan.

Coincidentally, or maybe not, social media, referrals, and mobile usage have a close, symbiotic relationship. A third of all American adults have a smartphone, says a just out Pew survey, and 87 percent of them use it to access the Internet or read email. Two-thirds of them do so every day. A Google survey reports that almost half the smartphone owners use them to access a social network at least once a day.

As a result, recruiters have been taking advantage of that capability using custom apps, tweets, or vendors to make it easy for company fans, employees (who, on Facebook, are fans), and followers to refer jobs to their own friends and followers.

With 70 percent of the respondents telling Jobvite that referrals are a better fit, it's no surprise they reported hiring 1 in 10 of them vs. 1 in 100 of other applicants.

Not all networking occurs online, Right Management reminds us. The ManpowerGroup unit says its own study of its almost 60,000 individual transition clients over the last three years found that 4 in 10 found their job through networking. Last year, 41 percent used traditional networking to make the connection that led to their job. Only 4 percent got their job purely through an online network.

Job boards, according to Right Management, continue to hold their own, accounting for 25 percent of the jobs found by the firm's transition clients. That's also what CareerXroads' annual Source of Hire survey found.

While the study didn't include a specific social networking category, it did find that more than half the companies use social media exclusively or as a significant part of their direct sourcing programs.

Jobvite, of course, is one of the growing number of vendors that automate much of the mechanical parts of social media recruiting. It focuses on referrals from employees whether or not they are on a social network, and from fans and company followers who are.

Bullhorn, a technology powerhouse in the staffing space, has been pushing into social media in a big way. Monday, it released Bullhorn Reach from beta, four months and 10,000 registered users after launch. As I detailed a few months ago, Reach does a lot of the same automating and posting of jobs to social sites that other services do, but it also tracks what the people in your network are doing and alerts you to the possibility they may be preparing to "go active" in their job search.

Facebook Application Development : http://www.facebookapplicationdevelopment.org/facebook/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-0-7-this-year/

Report: Percentage of Companies Recruiting on Facebook Stagnates, Growing Just 0.7% This Year

12, Jul, 11

The 2011 Jobvite Social Recruiting Survey released today showed that 55.3% of companies now use Facebook for recruiting, up just 0.7% since 2010. This indicates that the recent proliferation of social recruiting tools has not changed perceptions of the purpose of Facebook or led to a significant increase in recruiting there — or, at least not yet. 86.6% of businesses now say they recruit on LinkedIn, up 8.3 points, while 46.6% use Twitter, up only 1.8% since 2010.

The June survey of over 800 US-based human resources and recruitment professionals suggests that interest in recruitment on general interest social networks has been lagging the growth of the networks themselves. It's not exactly clear how these professionals were chosen though, so there could be some bias.

The data contradicts the swell in social recruiting products that were launched or enhanced this year. Professional networking Facebook app BranchOut began to gain traction, spiking to 250,000 daily active users. The app will launch a premium enterprise recruiting solution on August 1st. Job referral networking app Pursuit launched, and its founder were promptly hired away by Facebook. Identified has begun work acquiring users to build a recruiter searchable database, and Monster.com launched a professional networking app where recruiters can post job openings.

Jobvite itself has continued refining its social distribution system for job listings. It also offers a tab app that companies can host on their Pages to solicit applications, similar to the Work For Us app from Work4 Labs.

Despite all these options, interest in recruiting on Facebook has been unable to surpass 59% that Jobvite's survey showed in 2009. That peak came after a massive 23% jump up from 36% in 2008, which may have been caused by Facebook's own massive growth that year leading companies to overestimate it's effectiveness. However, given time to build a user base and become more attractive to recruiters, professional networking Facebook apps could boost interest in Facebook recruiting over the next year.

Only 55% of companies plan to increase their spending on social recruiting this year, though that's much higher than the just 16% that plan on increasing spending on job boards. Increased interest in LinkedIn pushed the percentage of companies that have hired from social network recruiting up 6 points to 64% this year. LinkedIn also helped grow the total percentage of companies surveyed that plan on using social media for recruitment this year to 88.9%.

Some other key stats from Jobvite's survey include:

- 64% of surveyed companies use at least two networks in their recruiting efforts, and 40% use three or more.
- Over the last six months 73% of all social hires came from LinkedIn, 20% from Facebook and 7% from Twitter
- Over the last six month, LinkedIn users received 52% of all social job referrals, while Facebook and Twitter each received 24%.
- Among companies anticipating increased hiring this year, 95% currently use or plan to use social recruiting.

The social recruiting applications we've profiled this year have great potential to increase recruiting efficiency and help companies find qualified and passionate employees. Jobvite Source makes it easy for recruiters to distribute trackable job opening links to the networks of their employees. Work For Us converts a Facebook Page's fan into potential hires by showing them opening that match their profession and location. These companies have value to provide, so they may need to step up their marketing efforts to court the huge percentage of companies that aren't recruiting on Facebook yet.

Facebook Fan Post : http://www.fbfanpost.com/2011/07/12/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-0-7-this-year/

Report: Percentage of Companies Recruiting on Facebook Stagnates, Growing Just 0.7% This Year

July 12, 2011 by FBFanPost

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Facebook Fools : http://www.facebookfools.com/facebook-news/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-0-7-this-year/

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HR 2012 & Beyond : http://hr2012.wordpress.com/2011/07/12/jobvite-survey-job-boards-and-recruiters-in-peril/

Jobvite Survey: Job Boards And Recruiters In Peril?

Jul 12 Posted by Jim Tait

The Jobvite survey, conducted in June, surveyed more than 800 U.S.-based HR and search professionals on their social recruiting actions and intentions. The Jobvite Index aggregates social recruiting data drawn only from Jobvite customers. What really stands out is that only 16% of companies polled expect to increase spending on job boards, and only 12% more on 3rd party recruiters. The recruiters will survive commensurate with their ability to integrate social media into their brand, process, client/candidate relationships. Job boards on the other hand might be challenged given the reduction in spending mentioned above, and the continuous creep of job board aggregation. More from the survey below…..or you can check out the full release here.

Social Media and Referrals at The Top.

The annual survey shows continued growth in social recruiting. 64% of these employers have made successful hires through social networks, and the majority of them aim to invest more in social recruiting next year.

64% of survey respondents have hired through social networks in 2011, vs. 58% in 2010.

55% will increase their budgets for social recruiting and 30% for referrals, while only 16% will spend more on job boards.

Survey respondents continue to rank referrals as the most highly rated source for candidate quality.

Jobvite Index data confirms this quality assessment: 1 in 10 referral candidates are hired compared to 1 in 100 general applicants.

Multi-Network Recruiting Gets Results

While almost all surveyed companies (87%) use LinkedIn for social recruiting (up from 78% last year), most target talent on at least two networks. More than half (55%) use Facebook and 47% use Twitter.

64% of surveyed companies use at least two networks in their recruiting efforts, and 40% use three or more.

The Jobvite Index found that over the last six months 73% of all social hires came from LinkedIn, 20% from Facebook and 7% from Twitter.

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Proof that the labor market continues to recover, 67% of survey respondents said they plan to increase hiring over the next 12 months (up from 56% in 2010). They will almost universally employ social recruiting, and most companies anticipate more hiring competition.

77% of survey respondents expect increased competition for talent.

Nearly 2/3 (61%) of companies intend to recruit from competitors in the year ahead.

Nearly 2/3 (61%) of com

Inside Facebook : http://www.insidefacebook.com/2011/07/12/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-0-7-this-year/

Report: Percentage of Companies Recruiting on Facebook Stagnates, Growing Just 0.7% This Year

Josh Constine•Jul 12th, 2011

The 2011 Jobvite Social Recruiting Survey released today showed that 55.3% of companies now use Facebook for recruiting, up just 0.7% since 2010. This indicates that the recent proliferation of social recruiting tools has not changed perceptions of the purpose of Facebook or led to a significant increase in recruiting there — or, at least not yet. 86.6% of businesses now say they recruit on LinkedIn, up 8.3 points, while 46.6% use Twitter, up only 1.8% since 2010.

The June survey of over 800 US-based human resources and recruitment professionals suggests that interest in recruitment on general interest social networks has been lagging the growth of the networks themselves. It's not exactly clear how these professionals were chosen though, so there could be some bias.

The data contradicts the swell in social recruiting products that were launched or enhanced this year. Professional networking Facebook app BranchOut began to gain traction, spiking to 250,000 daily active users. The app will launch a premium enterprise recruiting solution on August 1st. Job referral networking app Pursuit launched, and its founder were promptly hired away by Facebook. Identified has begun work acquiring users to build a recruiter searchable database, and Monster.com launched a professional networking app where recruiters can post job openings.

Jobvite itself has continued refining its social distribution system for job listings. It also offers a tab app that companies can host on their Pages to solicit applications, similar to the Work For Us app from Work4 Labs.

Despite all these options, interest in recruiting on Facebook has been unable to surpass 59% that Jobvite's survey showed in 2009. That peak came after a massive 23% jump up from 36% in 2008, which may have been caused by Facebook's own massive growth that year leading companies to overestimate it's effectiveness. However, given time to build a user base and become more attractive to recruiters, professional networking Facebook apps could boost interest in Facebook recruiting over the next year.

Only 55% of companies plan to increase their spending on social recruiting this year, though that's much higher than the just 16% that plan on increasing spending on job boards. Increased interest in LinkedIn pushed the percentage of companies that have hired from social network recruiting up 6 points to 64% this year. LinkedIn also helped grow the total percentage of companies surveyed that plan on using social media for recruitment this year to 88.9%.

Some other key stats from Jobvite's survey include:

- 64% of surveyed companies use at least two networks in their recruiting efforts, and 40% use three or more.
- Over the last six months 73% of all social hires came from LinkedIn, 20% from Facebook and 7% from Twitter
- Over the last six month, LinkedIn users received 52% of all social job referrals, while Facebook and Twitter each received 24%.

Among companies anticipating increased hiring this year, 95% currently use or plan to use social recruiting.

The social recruiting applications we've profiled this year have great potential to increase recruiting efficiency and help companies find qualified and passionate employees. Jobvite Source makes it easy for recruiters to distribute trackable job opening links to the networks of their employees. Work For Us converts a Facebook Page's fan into potential hires by showing them opening that match their profession and location. These companies have value to provide, so they may need to step up their marketing efforts to court the huge percentage of companies that aren't recruiting on Facebook yet.

Internet Marketing Guide : http://helpmedrive.com/internet-marketing/report-percentage-of-companies-recruiting-on-facebook-stagnates-growing-just-0-7-this-year

Report: Percentage of Companies Recruiting on Facebook Stagnates, Growing Just 0.7% This Year

Posted on 12-07-2011-05-2008

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IT Business Edge : http://www.itbusinessedge.com/cm/community/features/interviews/blog/for-social-recruiting-its-all-in-the-mix/?cs=47782

For Social Recruiting, It's All in the Mix

Jul 12, 2011 9:33:46 AM

Susan Hall spoke with Jobvite CEO Dan Finnigan and VP of Marketing Anne Murguia about the company's fourth-annual Social Recruiting Survey. You can download the free report here.

"... People are on different social networks and companies realize they need to be on whatever social network that talent is on and have a program that spans all those networks."

Anne Murguia
VP of Marketing
Jobvite

Hall: What did you find significant in this survey?

Finnigan: We've been doing this survey for four years. We started doing it when social recruiting was more of a cutting-edge practice. Throughout the four years, our survey has shown dramatic year-over-year increases in the adoption of social recruiting practices.

The key thing about this year's survey: Not only did it show increases in social recruiting across the surveyed companies, but this year, because of our size and scale, we have released data, which we're calling the Jobvite Index, on the actual behavior and results. So the results confirmed that companies are doing it, and No. 2, that it works.

For example, last year 83 percent of the surveyed companies said they intend to invest in social recruiting in the coming year and this year 89 percent said so. For those companies that were actually increasing their hiring, you'd expect it to be a little bit higher than it is, but 94 percent said they intend to do social recruiting.

Fifty-five percent plan to increase their investment in social recruiting, vs. 46 percent last year.

Hall: I was wondering what they actually spend money on with social recruiting. Is it staff?

Murguia: The survey doesn't ask that specifically, but what we know from working with our customers is that it can take a variety of forms and one of them is certainly time spent, because it's a pretty low-cost

way of engaging online. … It's pretty interesting to us that as a pretty new source, people find it such an important place to invest. Last year, too, it was the No. 1 source where people said they were going to increase investment. …

IT Business Edge : http://www.itbusinessedge.com/cm/blogs/hall/multiple-social-networks-the-places-for-recruiters-to-be/?cs=47787

Multiple Social Networks: The Places for Recruiters to Be

Jul 12, 2011 10:38:00 AM

My colleague Loraine Lawson recently posted on Twitter that an accountant invited her to join Google+. An accountant! she remarked. And that she was disappointed that the tech women she invited to join Google+ hadn't. Sorry, Loraine, I just haven't gotten to it yet. I struggle to get through my Twitter feed (and email!). And I have to learn more about Monster's Facebook application BeKnown.

But doesn't it make sense that as more people are on more social networks, that recruiters need to be there, too? A survey released Tuesday by Jobvite, which offers a platform to automate recruiting across social networks, found that not only are more companies hiring from social networks, but that 64 percent recruit on two or more. At the same time, 64 percent report hiring from a social network in the past year, compared with 58 percent last year.

Of the 800 respondents to the online poll, only 3 percent were Jobvite customers, though conducting the survey online, of course, would skew the results to some degree.

Other findings:

89 percent plan to use social recruiting in the next year, vs. 83 percent in 2010. For companies planning to increase hiring, it's 94 percent.
55 percent plan to increase their investment in social recruiting next year, vs. 46 percent who said so last year.
45 percent always check candidate social media profiles, vs. 32 percent last year.
67 percent said hiring at their companies would increase in the next year, vs. 56 percent in 2010.
78 percent expect hiring competition to increase in the next 12 months.

In an interview, Jobvite CEO Dan Finnigan said it's important that companies not focus your recruiting on one network, and also to understand the differences between them:

> ... the connections people make on LinkedIn aren’t as intimate and engaging, it appears to us, that people make on Facebook. You probably have more people with whom you’re connected on LinkedIn in your professional network, maybe even people you don’t really know — you meet them once at a conference and you decide to connect to each other on LinkedIn. While on Facebook, those are people you connect to because you really know them. You know them from work, or as a family member or friend. ...

LinkedIn’s strength is the profile, the detail around the professional background of someone; Facebook’s strength is the relationship that’s embedded in their network.

In the survey, 70 percent of respondents said referrals are a better fit with company culture and values than candidates from other channels. That's not to say companies should abandon more traditional methods — though the survey found that companies are not increasing investment in those methods at the same rate as social recruiting. A recent study by Right Management, a unit of Manpower Group, of data on 60,000 clients found their methods of landing a job broke out this way:

Marketer's Mix : http://marketersmix.com/2011/07/social-media-marketing-daily-nine-out-of/

Social Media & Marketing Daily: Nine Out of Ten Employers on Social Media

Fish where the fish are," the saying goes, and when it comes to hiring, over half the fish in America are on social media sites of one type or another. Unsurprisingly, the number of employers who use social media to recruit new talent has risen sharply in recent years, according to a new survey by Jobvite of over 800 human resources and recruiting professionals across a variety of industries, including technology, health care, education, government, construction and utilities.

Media Bistro : http://www.mediabistro.com/mediajobsdaily/social-media-becoming-ubiquitous-for-recruiting_b7589

Social Media Becoming Ubiquitous For Recruiting

By Rachel Kaufman on July 12, 2011 4:28 PM

Almost nine in 10 employers are using social media to hire or will begin doing so later this year, according to the results of a new Jobvite survey. Among companies that anticipate increased hiring this year, the percentage is even higher: 95 percent of those companies now use or plan to begin using social recruiting.

The survey also said that 64 percent of respondents (many of them not Jobvite customers) have hired people through a social network. The overwhelming majority of those successes have come from LinkedIn, with Facebook, Twitter, and blogs trailing behind.

This should not be surprising, of course, given social media's ubiquity in the rest of our lives, but it is also true that HR and recruiting are not industries generally known for their cutting edge technology. (How many times have you had an applicant tracking system eat all the text you just painstakingly retyped from your resume?)

More findings from the survey:

Two thirds of respondents also use more than one social network, and four in 10 use the "big three" of Twitter, LinkedIn, and Facebook—another reminder not to put all eggs in one basket.

More than half (55 percent) will increase the amount they spend on social media, while only 16 percent will boost spending on job boards. A third plan to spend less on job boards and third-party recruiters.

A caveat: The respondents to the survey were self-selected (based on e-mails sent to a mailing list of HR professionals); they tended to skew heavily toward technology and Internet-related firms. However, "traditional" industries like healthcare, finance, and manufacturing respondents were also strongly represented.

Media Post : http://www.mediapost.com/publications/article/153995/

Nine Out of Ten Employers Recruit on Social Media

by Erik Sass, Jul 12, 2011, 3:13 PM

"Fish where the fish are," the saying goes, and when it comes to hiring, over half the fish in America are on social media sites of one type or another. Unsurprisingly, the number of employers who use social media to recruit new talent has risen sharply in recent years, according to a new survey by Jobvite of over 800 human resources and recruiting professionals across a variety of industries, including technology, health care, education, government, construction and utilities.

The proportion of employers using social media to connect with potential employees, through job postings, referrals, headhunting, and the like, increased from 83% in 2010 to 89% in 2011, with 80.2% saying they already use social media and 8.7% saying they plan to begin this year (I'm not sure what explains the slight discrepancy between the 2010 and 2011 figures -- maybe 2.8% decided to stop using social media by the end of 2010). 55% said they will increase their budgets for social recruiting, and 64% said they have already used social media to successfully recruit new talent, up from 58% in 2011.

Again unsurprisingly, LinkedIn was the clear leader among social media recruiting sites, with the proportion of respondents saying the use LinkedIn increasing from 78% in 2010 to 87% this year. Other favorites in 2011 were Facebook, with 55% of respondents using it for recruiting, and Twitter with 47%. Perhaps more significantly, 64% of respondents said they are now using multiple social networks for recruiting, including 40% who said they use LinkedIn, Facebook, and Twitter together.

Regardless of which specific sites they're using, employers are definitely aware of the fact that potential employees are posting information about themselves online. 45% of those surveyed by Jobvite said they "always search" for online profiles, up from 32% in 2010, while 29% said they "occasionally search."

Despite worrying economic conditions, a majority of the employers surveyed by Jobvite (67%) said they plan to increase hiring this year, up from 56% in 2010. Among those who expect to do more hiring in 2011, the proportion using social media (95%) is even higher than the genereal survey pool. Additionally, 77% of the respondents said they think there will be more competition for talent, and roughly two-

thirds say they expect to recruit talent from competitors. One-third say they expect the average new employee to stay two years or less, while 48% said they expect them to stay 3-5 years.

My Career Buzz : http://mycareerbuzz.wordpress.com/2011/07/12/jobvite-2011-social-recruiting-survey-results/

Jobvite 2011 Social Recruiting Survey Results.

Jul 12 Posted by Buzz Smith

The Jobvite survey, conducted in June, surveyed more than 800 U.S.-based HR and search professionals on their social recruiting actions and intentions. The Jobvite Index aggregates social recruiting data drawn only from Jobvite customers. What really stands out is that only 16% of companies polled expect to increase spending on job boards, and only 12% more on 3rd party recruiters.

Social Media and Referrals at The Top.

The annual survey shows continued growth in social recruiting. 64% of these employers have made successful hires through social networks, and the majority of them aim to invest more in social recruiting next year.

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Multi-Network Recruiting Gets Results

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Social CloudCast
Social CloudCast : http://socialcloudcast.com/cloud/more-employers-than-ever-recruit-on-social-networks-ere-media/

More Employers Than Ever Recruit on Social Networks – ERE Media

More Employers Than Ever Recruit on Social Networks
ERE Media
No longer just the shiny new object in the toolbox, social media recruiting has become an integral part of sourcing and hiring. A Jobvite survey out this morning says 89 percent of the respondents to its poll ...
Social Recruiting on the Rise: Jobvite Survey Reveals 89% of US Companies Plan ...Marketwire (press release)

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TLNT : http://www.tlnt.com/2011/07/12/new-survey-finds-that-89-are-using-or-will-use-social-media-in-recruiting/

New Survey Finds That 89% Are Using Social Media in Recruiting

John Zappe on Jul 12, 2011, 9:55 AM

No longer just the shiny new object in the toolbox, social media recruiting has become an integral part of hiring.

A new Jobvite survey, titled Social Recruiting Survey 2011, found that 89 percent of the respondents to its poll (most of them not Jobvite customers) said they are either already using some form of social media in their recruiting or will in the next year. They are also having success; 64 percent said they've actually hired people through a social network.

None of this is surprising to anyone who has followed the development of social media. From their roots as a teenage clubhouse, social media networks today have become so ubiquitous and so much a part of American life that half of all adults use at least one of the sites. The Pew Research Center says that last year, 48 percent of those over 35 are on a social network.

LinkedIn's older, educated demographic

Facebook is far and away the most popular network. Pew says 92 percent of everyone using a social network use Facebook. No wonder then that 47 percent of North American companies are spending money to reach Facebook's 700 million plus users via PPC. Thousands, perhaps even tens of thousands of businesses — Facebook doesn't release the actual number of the so-called Fan Pages — have set up sites.

Smaller in number, LinkedIn however has a better-educated demographic. It's members are older and better educated; 75 percent hold a bachelor's or graduate degree. On Facebook, the equivalent percentage is 35.The average age on LinkedIn is 40, versus 38 for Facebook. However, there are more early-stage career participants on LinkedIn. It has 36 percent of those 23-35 versus 32 percent for Facebook.

“Social media tools are one of the top three most powerful recruiting tools, along with referral programs and mobile technologies,” said Dr. John Sullivan.

Coincidentally, or maybe not, social media, referrals, and mobile usage have a close, symbiotic relationship. A third of all American adults have a smart phone, a recent Pew survey found, and 87 percent of them use it to access the Internet or read email. Two-thirds of them do so every day. A Google survey reports that almost half the smart phone owners use them to access a social network at least once a day.

As a result, recruiters have been taking advantage of that capability using custom apps, tweets, or vendors to make it easy for company fans, employees (who, on Facebook, are fans), and followers to refer jobs to their own friends and followers.

With 70 percent of the respondents telling Jobvite that referrals are a better fit, it’s no surprise they reported hiring 1 in 10 of them vs. 1 in 100 of other applicants.

Job boards still holding their own

Not all networking occurs online, Right Management reminds us. The Manpower Group unit says its own study of its almost 60,000 individual transition clients over the last three years found that 4 in 10 found their job through networking. Last year, 41 percent used traditional networking to make the connection that led to their job. Only 4 percent got their job purely through an online network.

Job boards, according to Right Management, continue to hold their own, accounting for 25 percent of the jobs found by the firm’s transition clients. That’s also what CareerXroads’ annual Source of Hire survey found.

While the study didn’t include a specific social networking category, it did find that more than half the companies use social media exclusively or as a significant part of their direct sourcing programs.

Jobvite, of course, is one of the growing number of vendors that automate much of the mechanical parts of social media recruiting. It focuses on referrals from employees whether or not they are on a social network, and from fans and company followers who are.

Bullhorn, a technology powerhouse in the staffing space, has been pushing into social media in a big way. Monday, it released Bullhorn Reach from beta, four months and 10,000 registered users after launch. As I detailed a few months ago, Reach does a lot of the same automating and posting of jobs to social sites that other services do, but it also tracks what the people in your network are doing and alerts you to the possibility they may be preparing to “go active” in their job search.

John Zappe was a newspaper reporter and editor until his geek gene lead him to launch his first website in 1994. Never a recruiter, he instead built online employment sites and sold advertising services to recruiters and employers. Besides writing for ERE.net, John consults with digital content operations, focusing on the advertising side. Contact him at zappemedia@gmail.com.

Brandon Avance : http://brandonavance.com/recruit-on-linkedin-everybodys-doing-it-not-o

Recruit on LinkedIn: Everybody's doing it.

Some other key stats from Jobvite's survey include:

64% of surveyed companies use at least two networks in their recruiting efforts, and 40% use three or more.

Over the last six months 73% of all social hires came from LinkedIn, 20% from Facebook and 7% from Twitter

Over the last six month, LinkedIn users received 52% of all social job referrals, while Facebook and Twitter each received 24%.

Among companies anticipating increased hiring this year, 95% currently use or plan to use social recruiting.

China HR and Payroll : http://hrpayrollchina.com/133/social-recruitment-survey-2011/

China HR and Payroll

by admin on July 13, 2011

In this blog post I'll try to sum up the most important data extracted from the social recruiting surveys conducted by the SHRM and Jobvite.

First off, the Society for Human Resource Management (SHRM) reported an increase in the number of companies using social networks like LinkedIn, Facebook and Twitterfor recruitment purposes.

The number have grown from 34% in 2008 to 56% in 2011.
Furthermore, the number of companies who do not plan to use social recruitinghas fallen from 45% to 21%, considering the same time frame as above.

Almost unsurprisingly, the data gathered in the poll shows that LinkedIn is the most used site for sourcing candidates, with 95% of companies using social media for recruitment, choose LinkedIn first.
Facebook ranked second with 58%, followed by a close third, Twitter, with 42%.

More good news for job seekers who use social networking sites, 72% of companies actively search for candidates using the website's in-built search feature. 63% of employers created a business page or group, in order to attract more candidates.

It is apparent that companies are more proactive than ever in the search of the perfect talent. This can increase the chances for job seekers to be found by companies that have already implemented a social recruiting strategy. However, it also means that job seekers have to be proactive as well, networking, and making sure that their social job search gets them in the right place at the right time, for the perfect job match.

Yesterday, Jobvite, a social recruiting provider, has released the results of its annual "Social recruiting survey".

The survey reports that social recruiting keeps growing among U.S. companies with 89% planning to recruit through social media this year, up from 83% in 2010.
This is an even higher number than reported in the SHRM survey.

Not to be underestimated, 80% of respondents, already use social media for recruitment.

Social Recruiting Plans

A notable finding from the report is that using social networking sites to recruit is working. 64% have hired through social networks in 2011, up from 58% in 2010. 55% will increase their budgets for social recruiting and also 30% for referrals, while only 16% of respondents will spend more on job boards.

Investment Growth in Recruiting Sources

Referrals are continued to be ranked as the most highly rated source for candidate quality (over quantity) and the Jobvite Index data reports that 1 in 10 referral candidates are hired compared to 1 in 100 general applicants.

To date, (Google+ may be factored in the future), the top three sites employers are using are LinkedIn (87%), Facebook (55%) and Twitter (47%).

Social Networks for Recruiting

The numbers here are quite similar to the ones highlighted from the SHRM report.

All considered, I think this is good news for both employers and prospective candidates. It opens up a lot more opportunities for both sides and it allows for an improved targeted search with actual results.

After all, most of us have an online presence somehow, and people who don't, would most likely not be a match nor in search of a job offered by a company who is using social recruitment as a preferred employment channel.

This article is courtesy of http://hrsoftwaresystem.com/435/social-recruiting-2011/trackback/
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Dr Cashin Comments : http://drmcashin.blogspot.com/2011/07/more-employers-using-social-media-to.html

More Employers Using Social Media to Hunt for Talent

Wednesday, July 13, 2011

More Employers Using Social Media to Hunt for Talent
Jul. 13 2011 - 5:14 pm by Susan Adams - Forbes Magazine

89% of those surveyed said they plan to use social media to recruit employees.
Nearly 90% of companies are planning to use social networks to find job candidates, according to a new survey, up from 83% a year ago. For job seekers, the survey highlights the importance of having an active profile on sites like LinkedIn, Facebook and Twitter, and underlines the fact that what you say and do on those sites can impact your career. Two thirds of employers in the survey said they had successfully filled a job using social networking.

The survey was conducted by an interested party, Jobvite, a five-year-old Burlingame, Calif. company that helps companies find job candidates using social networks. Jobvite has run the survey for the last four years, and seen a steady increase by employers in the use of social media. This year Jobvite polled 800 human resource staffers and headhunters in the U.S. Eighty-nine percent said they were using or planned to use social media, compared to 83% last year.

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More Employers Using Social Media to Hunt for Talent - Susan Adams - Getting Ahead – Forbes

Forbes : http://www.forbes.com/fdc/welcome_mjx.shtml

More Employers Using Social Media to Hunt for Talent

7/13/2011 @ 5:14PM

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IT Business Edge : http://www.itbusinessedge.com/cm/blogs/hall/employee-tenure-2-3-years-and-gone/?cs=47811

Employee Tenure: 2-3 Years and Gone?

Posted by Susan Hall Jul 13, 2011 3:43:01 PM

I'll admit I found it shocking and unsettling when I previously quoted HR consultant Peter Weddle on the 2011 job market:

> We used to tell people that they would likely go through seven or eight job changes during a 30-year career. Well, that's now old news. In today's world of work — in the 21st century — people are likely to go through 15 or 20 job changes during a 50-year career. To put it another way, they are now likely to be changing jobs every three years or so.

The Jobvite Social Recruiting survey, which I wrote about yesterday, seems to bear that out. Among the questions answered by 800 U.S.-based human resources and recruitment professionals: How long do you think your average new employee will stay with your company? The answers broke down this way:

6 months or less, 0.9 percent
1 year or less, 4 percent
18 months or less, 6.7 percent
2 years or less, 19.8 percent
3-5 years, 47.7 percent
More than 5 years, 13.7 percent
Don't know, 7.3 percent

So nearly a third expected an employee to stay two years or less. During an interview, I asked Jobvite CEO Dan Finnigan about that. He told me:

> It used to be that when you were looking at someone's resume and they changed jobs more frequently than every five to seven years, they'd be labeled as a job hopper, unstable, greedy or selfish, unable to hold a job. Whatever it was, it usually flagged them and pulled them out of the stack.
>
> Now, in some regards, I think it has flipped. Now when recruiters look at someone who has stayed in a role for more than three years, the question is why? What have they been doing? ...
>
> The world is changing really fast. There's this intuition that if you're doing the same job for more than three years and your job didn't change, that means either your company's not that dynamic or you are not that dynamic. I'm not saying that's always the case, I'm just saying there's this increasing perception.

Clearly, this means that if you have been in a job for several years, it calls for you to explain what you've been doing — and to specifically state your accomplishments, not just your assigned duties.

Continued Finnigan:

[As] we all know, is the bond between companies and employees — the bond that said that if you stay and invest more of your career with a company that you'll be rewarded with a career path — I think that implicit agreement was completely severed in the most recent recession, when we lost 8.4 million jobs in a matter of months. I think it has permanently shocked all working generations into looking out for themselves and making sure they're always looking out for what their next "gig" or next opportunity is going to be. …

And especially if we're talking about people who are skilled and in demand, they're thinking that their best career path will come from leaving their current employer. What this means is that companies have to continuously recruit.

Vincent Milich, director of the IT Effectiveness Practice at Hay Group, told me earlier this year that IT pros especially want to be able to see a clear career path for themselves at their current company. Too often, he said, a recruiter approaches them and can lay out what their next move will be after the position being offered, as well as the one after that. The employee being wooed usually doesn't have that information about his or her current employer.

Milich said providing that vision of a career path — especially for technologists who don't want to be managers or aren't cut out for it — is a key way companies can hang on to top talent. (Of course, you can't promise things, then not deliver.)

Weddle, meanwhile, for quite some time has been advocating looking out for yourself by continuous improvement. Using a new-car analogy, he says skills become obsolete every two years:

A new car loses 10 percent of its value the minute you drive it off the dealer's lot. It doesn't matter whether you've bought a Mercedes or a Chevrolet, your vehicle's worth starts declining as soon as you start to use it. The same is true with training and education in our careers. Its employment value begins to degrade the nanosecond we complete the coursework.

Historically, we've been able to invest episodically in our occupational education and training. We could do it every now and then because the pace of change in the workplace was relatively slow. Today's it's not. ...

No matter what level of academic degree we have or how much seniority we've attained in the workplace, we must be continuously engaged in self-improvement. Adding skills is now table stakes in the workplace. We aren't even in the game unless we are getting better. All of the time.

Social CloudCast : http://socialcloudcast.com/cloud/more-employers-using-social-media-to-hunt-for-talent-forbes-blog/

More Employers Using Social Media to Hunt for Talent – Forbes (blog)

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Social Recruiting and HR : http://hrsoftwaresystem.com/435/social-recruiting-2011/

Social Recruiting 2011

As you've probably noticed, these past few days have brought us a wealth of information about happenings in the social recruitment sphere.

First off, the Society for Human Resource Management (SHRM) reported an increase in the number of companies using social networks like LinkedIn, Facebook and Twitter for recruitment purposes (click here for power point version of SHRM report).

The number have grown from 34% in 2008 to 56% in 2011.
Furthermore, the number of companies who do not plan to use social recruiting has fallen from 45% to 21%, considering the same time frame as above.

Almost unsurprisingly, the data gathered in the poll shows that LinkedIn is the most used site for sourcing candidates, with 95% of companies using social media for recruitment, choose LinkedIn first.
Facebook ranked second with 58%, followed by a close third, Twitter, with 42%.

More good news for job seekers who use social networking sites, 72% of companies actively search for candidates using the website's in-built search feature. 63% of employers created a business page or group, in order to attract more candidates.

It is apparent that companies are more proactive than ever in the search of the perfect talent. This can increase the chances for job seekers to be found by companies that have already implemented a social recruiting strategy. However, it also means that job seekers have to be proactive as well, networking, and making sure that their social job search gets them in the right place at the right time, for the perfect job match.

Yesterday, Jobvite, a social recruiting provider, has released the results of its annual "Social recruiting survey".

The survey reports that social recruiting keeps growing among U.S. companies with 89% planning to recruit through social media this year, up from 83% in 2010.
This is an even higher number than reported in the SHRM survey.

Not to be underestimated, 80% of respondents, already use social media for recruitment.

Social Recruiting Plans

A notable finding from the report is that using social networking sites to recruit is working. 64% have hired through social networks in 2011, up from 58% in 2010. 55% will increase their budgets for social recruiting and also 30% for referrals, while only 16% of respondents will spend more on job boards.

Investment Growth in Recruiting Sources

Referrals are continued to be ranked as the most highly rated source for candidate quality (over quantity) and the Jobvite Index data reports that 1 in 10 referral candidates are hired compared to 1 in 100 general applicants.

To date, (Google+ may be factored in the future), the top three sites employers are using are LinkedIn (87%), Facebook (55%) and Twitter (47%).

Social Networks for Recruiting

The numbers here are quite similar to the ones highlighted from the SHRM report.

All considered, I think this is good news for both employers and prospective candidates. It opens up a lot more opportunities for both sides and it allows for an improved targeted search with actual results.

After all, most of us have an online presence somehow, and people who don’t, would most likely not be a match nor in search of a job offered by a company who is using social recruitment as a preferred employment channel.
Related articles

The next big thing: social recruitment (hrsoftwaresystem.com)
Talent scouting with social recruitment (hrsoftwaresystem.com

UncommonQuest : http://uncommonquest.wordpress.com/2011/07/13/2011-social-recruiting-survey-get-the-free-report/

2011 Social Recruiting Survey. Get the free report.

Posted: July 13, 2011 in Jobs

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2011 Social Recruiting Survey

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Each year Jobvite publishes the industry barometer on how employers are using social networks to recruit:

89% will recruit in social networks this year
64% use 2 or more networks for recruiting
55% will spend more on social recruiting
78% expect increased competition for hires

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All Twitter : http://www.mediabistro.com/alltwitter/tag/jobvite

1 Out Of Every 2 Employers Use Twitter To Connect With Potential Employees

By Lauren Dugan on July 14, 2011 11:30 AM

As more people sign up for Facebook, Twitter and LinkedIn, there's a huge increase in the information available about a potential employee and employers have taken notice.

New stats from Jobvite suggest that social media use – and Twitter use in particular – by employers looking for potential employees has risen in the past year.

APPS Planner.com : http://appsplanner.com/app/webroot/blog/2011/07/14/more-employers-using-social-media-to-hunt-for-talent/

More Employers Using Social Media to Hunt for Talent

89% of those surveyed said they plan to use social media to recruit employees.

Nearly 90% of companies are planning to use social networks to find job candidates, according to a new survey, up from 83% a year ago. For job seekers, this highlights the importance of having an active profile on sites like LinkedIn, Facebook and Twitter, and underlines the fact that what you say and do on those sites can impact your career. Two thirds of employers said they had successfully filled a job using social networking.

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Article source: http://blogs.forbes.com/susanadams/2011/07/13/more-employers-using-social-media-to-hunt-for-talent/
Posted in Social Media | Tagged google, social media, social networking

HR Software China : http://hrsoftwarechina.com/75/the-state-of-social-recruiting-2011-infographic/

The state of social recruiting 2011 [infographic]

Posted By admin on July 14th, 2011

So, couple of days ago, Jobvite published the results of its annual Social Recruitment survey.

Here's a brief summary of the data (bear in mind, the survey was taken in the US):

89% of respondents are planning to recruit through social media this year (up from 83% in 2010)
64% have hired through social networks in 2011 (up from 58% in 2010)
55% will increase their budgets for social recruiting

The top three sites employers are using are:

87% LinkedIn
55% Facebook
47% Twitter

What does this mean exactly?

Well, seen that LinkedIn will be also launching an add-on to handle employee referrals, it is pretty obvious that social recruiting is going to be big. There's an increasing number of companies who search for the best talent around and are having troubles to find it. A number of other companies are coming up with ideas and tools to fill this gap, so I guess the game will definitely become even more interesting in the near future.

Have a look at the infographic produced by Jobvite below and if you've any thoughts leave it here!

http://www.mediabistro.com/alltwitter/1-out-of-every-2-employers-use-twitter-to-connect-with-potential-employees_b11422

1 Out Of Every 2 Employers Use Twitter To Connect With Potential Employees

By Lauren Dugan on July 14, 2011 11:30 AM

As more people sign up for Facebook, Twitter and LinkedIn, there's a huge increase in the information available about a potential employee and employers have taken notice.

New stats from Jobvite suggest that social media use – and Twitter use in particular – by employers looking for potential employees has risen in the past year.

As reported by MediaPost, Jobvite surveyed 800 HR and recruiting professionals from a variety of industries. And the consistent string across those in health care, technology, government, education and construction is social media.

In 2010, 83 percent of employers were actively using social media to scope out potential candidates. In 2011, this number rose to 89 percent. 64 percent of those employers also said that they've successfully found a candidate using social media, up from 58 percent in 2010.

Twitter is one of the major networks that employers are using to scout for new talent, but it's not the major one – that crown goes to LinkedIn, with 87 percent of employers saying they've used it in the past to look for new employees. Facebook was the second-most-used social network by employers at 55 percent, and Twitter was third with 47 percent of respondents indicating that they've used it to recruit.

Still, that's pretty much one out of two respondents who say they look at a potential employee's Twitter account. And that's huge. That means there's a 50/50 chance that the person looking at your resume will also log on to Twitter and read your 140-character pearls of wisdom the next time you apply for a job. If you're worried about what they might see, you can check out our post about why you should clean up your Twitter account if you're applying for a job. Otherwise, I hope your tweets are hire-worthy!

Creative Network, Inc.: http://creativenetworkinc.com/blog/blog1.php/2011/07/14/the-job-market-in-the-21st-century

The Job Market in the 21st Century

07/14/11

First, the days of lifetime employment have vanished.

During the Great Recession it became quite clear to most American workers that no job is forever and most jobs are replaceable. Today, all careers are fluid -- workers enter a new job thinking that it will most likely only be there for a few years and that they have to think about their next steps.
They need to proactively seek out opportunity rather than depend on their employer to help out with the next step. The bottom line: Workers today should have the wherewithal to look for a job fast in the new economy of the 21st century.

Second, social media has become a powerful tool in job searches.

Social media has skyrocketed as a global cultural norm for networking and sharing personal and professional information. According to Nielsen, social network traffic grew by 43% between June 2009 and June 2010. It is now the single largest activity on line -- much larger than online games, e-mail and search engines. It's not surprising that social media channels such as Facebook, Twitter and LinkedIn have become significant avenues for workers seeking jobs as well as for businesses hiring new workers.

The bottom line.

Job seekers should have social media skills as well as job-specific skills. This can be a challenge for those who have limited computer skills or social media experience.

A recent nationwide survey of more than 2,000 adult Americans commissioned by Jobvite.com finds that more and more Americans are using social networks to find their jobs. Here are some interesting findings in that regard:

More than 40% of job seekers in the sample used referrals and social networks as the sources of their most recent jobs.
Not surprisingly, younger job seekers used social networks to a greater extent to find their current jobs.
Extrapolated to the national population the survey data suggests that about 14.4% of Americans got their most recent job via social networks.
Of job seekers who used social networks to find their recent job, a higher percentage were younger, more educated, and higher earning adults.

The survey also found that 53% (65 million) of all working Americans can be identified as "proactive career managers (PCM)." This large segment of our work force is not actively seeking employment but is busy cultivating relationships to enhance their career options and discover new opportunities. A deeper look into the data suggest that they never stop looking for their next opportunity. This segment of employed Americans has not been identified in the past.

A profile of PCMs suggests that they are younger; earn higher salaries; are well educated. In addition they are:

Very proactive -- 73% active in job search in the past year.
Great networkers -- 77% use Facebook, Twitter (36%), and LinkedIn (28%)

Well connected -- more than half have 50-plus contacts on Facebook, 18% have 50-plus contacts on Twitter, and 17% have 50-plus contacts on LinkedIn.

What does all this mean for the job market in the 21st century?
Learning to navigate social network channels effectively will greatly enhance the chances of success for job seekers.
Job seekers need to be proactive in the job market by using social media to extend their personal networks to uncover more opportunities.
Employed workers need to cultivate their network of job opportunities via the social media which they can use in times of need, such as at a hint of a layoff or business slowdown.
Smart companies have gone social--they promote their jobs and cultivate networks of prospective employees via the social media to generate candidates for their job openings.
The most successful companies have hundreds of brand ambassadors -- employees who love their firm and talk about it-- from the best latte to the best company to work for

Customer Advantage:http://grouponvsthecustomeradvantage.automatedbusinessgenius.com/businesses-finding-employees-through-social-media/

Businesses Finding Employees Through Social Media



Posted on July 15, 2011 by Angela Shupe

When was the last time you fixed up your social profiles?

According to Forbes, many companies are seeking out qualified employees on social networking websites like Facebook. Where are you finding talent for your business?

It looks like use of Facebook by hiring managers didn't increase much over the last year. This year 55.3% of respondents said they used Facebook for recruiting, barely up from 54.6% last year. By contrast, 86.6% used LinkedIn, up from 78.3% last year. But Finnigan says those numbers include all uses, including posting job listings. Jobvite did a separate tally of its own customers, asking how many actually hired staff using social referrals from various sites. Forty-three percent of referrals that resulted in hires came from Facebook, and only 41% came from LinkedIn. Sixteen percent came from Twitter. Those numbers suggest that the social connections on Facebook remain the strongest of the social networking sites.

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Elite Resumes : http://aneliteresume.com/job-search/89-percent-will-use-social-media-for-recruiting/

89 Percent Will Use Social Media for Recruiting

A recent Jobvite survey showed 89% of employers will use social media for recruiting this year. For those currently using social media, 64% said they had hired people through a social network. John Zappe, ere.net provides an exceptionally informative article, More Employers Than Ever Recruit On Social Network elaborating on data from the Jobvite survey and Pew Research Centre report on social networking sites and our lives.

Today's job search couldn't be more different than it was just a few years ago so if you're new to the scene be prepared for a huge learning curve! For many it may seem overwhelming but don't use the excuse that you're too old to change because over half of all social media users are over 35 years old! Most fears surrounding social media are unfounded and further research shows Facebook users are more trusting, get more social support, have closer relationships and are more politically engaged. You may also be surprised to know that only 7% of Facebook friends are people users have not met before and only 3% are people they have only met one time.

If you are managing a career it may not be a prudent choice to ignore Facebook with 700 million users or Twitter with over 200 million users but without a Linkedin profile, currently with over 100 million users you are guaranteed to limit your job search success.
Share

Tags: Job Search, Social Media

This entry was posted on Thursday, July 14th, 2011 at 4:49 pm and is filed under Career Tips, Job Search, Social Media. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site

IT Business Edge : http://www.itbusinessedge.com/cm/blogs/hall/on-facebook-marriott-makes-room-for-a-game/?cs=47852

On Facebook, Marriott Makes Room for a Game

Posted by Susan Hall Jul 15, 2011 12:26:02 PM

Possibly because my former next-door neighbor in Seattle is a training manager for Marriott, I was intrigued by the company's Facebook game called My Marriott Hotel.

The game grew out of the company's need to hire 50,000 people in 2011 and its quest to lure a new generation to hospitality careers, reports Workforce Management (free registration required). Similar to FarmVille or CityVille, the game begins by allowing the player to operate a restaurant kitchen, where they buy equipment and ingredients on a budget, hire and train employees, and serve guests. They earn points for happy guests, but lose points for poor service. Ultimately they move into operating more aspects of the hotel and are rewarded for turning a profit.

Though the game gives potential recruits a taste, if you will, of the work at Marriott, it's not considered part of the hiring process, though players can click from the game to the company's careers page. (Does this mean you can bomb in the virtual kitchen and still get hired?) The game launched June 6, so the company says it's too soon to determine its effect on brand awareness or whether any hires have been made through it.

Marriott spent 10 months, working with Evviva Brands, to create its Facebook page and the game. It did not disclose how much it spent on the project.

The article quotes Jen Benz, president of San Francisco-based Benz Communications, saying:

> Within the next couple of years more companies will realize social media is not an option. They have to be engaging. They will realize that there are tremendous rewards and benefits.

A recent Jobvite survey suggests that companies already are realizing that. In its online poll of 800 recruiters and human resources professionals, it found:

- 89 percent plan to use social recruiting this year.
- 64 percent have hired through social media.
- 55 percent plan to increase their investment in social recruiting.
- 64 percent use two or more different social networks.

I previously wrote about Siemens' online game Plantville, designed to boost sales of its equipment, enhance employee knowledge of its products and get students interested in manufacturing careers. And my colleague Ann All has been closely following the proliferation of games in the enterprise. She quotes a Gartner report predicting that more than 70 percent of the world's 2,000 largest companies will use games for at least one aspect of their organization by 2014. It makes sense that recruiting will be one of them.

Mlive.com : www.mlive.com/jobs/index.ssf/2011/07/nearly_90_percent_of_employers_are_using.html

Nearly 90 percent of employers are using social media to connect with potential employees

Published: Friday, July 15, 2011, 11:37 AM Updated: Friday, July 15, 2011, 12:09 PM

If you're not using Twitter, Facebook and LinkedIn to help you find a job, you're missing the boat.

According to a survey of U.S. companies released this week by Jobvite, which provides companies with recruiting software, 89 percent plan to recruit through social media this year, up from 83 percent in 2010.

About 64 percent say they use more than one social media website. But if you feel like you have to pick just one, make it LinkedIn. The survey found that 73 percent of all social media-based hires came from LinkedIn, with only 20 percent from Facebook and 7 percent from Twitter.

On Tuesday, July 19 at noon, a website called TweetMyJobs.com is having a job fair on Twitter. It doesn't cost anything to sign up for the site or the job fair -- and who knows, you might make a connection.

Service Assurance Daily : http://www.serviceassurancedaily.com/2011/07/looking-for-work-update-your-social-networking-accounts/

Looking for Work? Update Your Social Networking Accounts

By Denise Dubie on July 15, 2011 in Uncategorized

Research shows that recruiting and hiring professionals will turn to social networking to search for job candidates.

If you often post pictures of yourself in compromising yet hilarious situations on Facebook and you happen to be looking for work, then you might want to overhaul your page. Recent research shows that nearly 90% of recruiting and hiring professionals will be tapping social networking sites in their searches for new job candidates.

Social Strategy Critical to Business Success, Survey Finds

Jobvite, a recruiting platform for the social Web, recently announced the results of its annual Social Recruiting Survey, which was conducted in June and polled some 800 U.S.-based human resources and recruitment professionals regarding their use of social networking technologies in recruiting activities. The results showed that 89% plan to recruit through social media this year, and nearly two-thirds (64%) have expanded their use of social networking sites to two or more networks.

Jobvite social recruiting pans

And even if you aren't planning on sharing your social networking accounts with potential employers, that doesn't mean hiring professionals won't be searching for your pages online. According to this survey, nearly three-quarters of those polled either always or sometimes search social networking sites when researching potential candidates.

Jobvite candidate profiles

That means that IT job seekers should be careful what they post and be strategic in updating their profiles with pertinent information to their careers. Be sure to continue to add any new certifications or skills training, and request colleagues create referrals on sites such as LinkedIn. Social networking sites can help a candidate land a job or it could hurt if certain personal information seems to reveal a potentially irresponsible employee.

Social recruiting networks

"The data show that recruiting departments, like marketing departments, are reaching and engaging their targets in multiple social networks," said Dan Finnigan, President and CEO of Jobvite, in a press release. "The fastest moving companies increasingly use the richness of profiles in LinkedIn, the power of online connections in Facebook, and the instant reach of Twitter to develop valuable talent pools and make new hires."

Do you use social networking sites in your search for new IT job candidates? Have you ever come across information on such sites that made you reconsider a potential hire? Please leave a comment here or share your thoughts with me directly via e-mail at Denise.Dubie@ca.com.

Do you Tweet? Follow Denise Dubie on Twitter here.

Social Networking
Denise Dubie
About Denise Dubie
Service Assurance Daily is managed by Denise Dubie, former senior editor of Network World. Denise's official title at CA is New Media Principal. Prior to coming to CA, Dubie spent 12 years of her career at Network World, an IDG company. Working as Copy Chief in the copy editing department for two years, Dubie made an internal move at Network World in 2000 to report and write about IT management technologies (from CA and competitors) as well as high-tech careers and vendors such as Cisco, HP, IBM and Microsoft. As Senior Editor at Network World, Dubie also authored the publication's twice-weekly Network and Systems Management Alert newsletter and contributed to the Web site's Microsoft Subnet blog. Before IDG, she served as Assistant Managing Editor at Application Development Trends, managing writers and the monthly publication's production process. And Dubie started her professional journalism career as a Staff Writer and Reporter at The Transcript, a small daily paper in Western Massachusetts. Dubie holds a B.A. degree in English Literature, with minors in journalism and political science, from Boston University.

Unbridled Talent : http://unbridledtalent.com/2011/07/15/social-recruiting-on-the-rise-in-2011/

Social Recruiting on the Rise in 2011

Posted by Jennifer on July 15, 2011

Results from the 2011 Social Recruiting Survey conducted by Jobvite indicate that the use of social media and social networks for recruiting continues to increase among employers and their efforts are paying off! Almost 2/3 of respondents indicated that they have successfully hired a candidate via their social recruiting efforts within the last year.

The Jobvite survey includes responses from over 800 employers in the US, and now in it's 3rd year, provides a good benchmark for social recruiting growth.

The survey also indicates that many employers are expanding their use of social networks for recruiting beyond LinkedIn, with 64% of employers indicating that they use two or more social networks for recruiting in 2011.

The survey results reveal that a majority of employers expect to increase hiring over the next 12 months and 77% expect increased competition for talent as the economy heats up. As a result, many are increasing their budgets for recruiting via social media in 2011.

To view more information from the Jobvite 2011 Social Recruiting Survey, download a free copy of the 21 page report HERE.

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The folks at Jobvite also incorporated the results from the 2011 Social Recruiting Survey, their 2010 Job Seeker Nation Survey and the Jobvite Index (featuring data from Jobvite customers) into a cool Infographic showing The State of Social Recruiting 201

Volumtrix : http://volumatrixgroup.com/2011/07/15/1-out-of-every-2-employers-use-twitter-to-connect-with-potential-employees/?utm_source=rss&utm_medium=rss&utm_campaign=1-out-of-every-2-employers-use-twitter-to-connect-with-potential-employees

As more people sign up for Facebook, Twitter and LinkedIn, there's a huge increase in the information available about a potential employee and employers have taken notice.

New stats from Jobvite suggest that social media use – and Twitter use in particular – by employers looking for potential employees has risen in the past year.

As reported by MediaPost, Jobvite surveyed 800 HR and recruiting professionals from a variety of industries. And the consistent string across those in health care, technology, government, education and construction is social media.

In 2010, 83 percent of employers were actively using social media to scope out potential candidates. In 2011, this number rose to 89 percent. 64 percent of those employers also said that they've successfully found a candidate using social media, up from 58 percent in 2010.

Twitter is one of the major networks that employers are using to scout for new talent, but it's not the major one – that crown goes to LinkedIn, with 87 percent of employers saying they've used it in the past to look for new employees. Facebook was the second-most-used social network by employers at 55 percent, and Twitter was third with 47 percent of respondents indicating that they've used it to recruit.

Still, that's pretty much one out of two respondents who say they look at a potential employee's Twitter account. And that's huge. That means there's a 50/50 chance that the person looking at your resume will also log on to Twitter and read your 140-character pearls of wisdom the next time you apply for a job. If you're worried about what they might see, you can check out our post about why you should clean up your Twitter account if you're applying for a job. Otherwise, I hope your tweets are hire-worthy!

Silicon India News : http://www.siliconindia.com/shownews/Twitter_Tips_to_find_your_dream_job-nid-86429-cid-30.html

Twitter Tips to find your dream job

By SiliconIndia, Monday, 18 July 2011, 09:00 IST

Bangalore: Social media has become one of the most useful platforms for recruiters to hire the best talents in the job market. According to a new industry survey, nearly 90 percent of companies are planning to use social networks to find job candidates, a sharp increase from 83 percent a year ago. Similarly, many other studies have highlighted the importance of social media and of maintaining an active profile on sites like Twitter, LinkedIn, and Facebook. The new trend also cautions the youngsters that what they say and do on those sites can impact their career. The study conducted by Jobvite, a company that helps companies find job candidates using social networks, reveals that two thirds of employers have successfully filled a job using social networking. The survey has revealed that twitter has largely helped the employers to find the potential talents. Here are some tips that will help you to find a job you should use to maintain your twitter account

1. Have a professional bio

Twitter is a great resource for job seekers, hence, its very important that you create a professional bio that can attract the recruiters. It's said that a good bio can get you up to eight times more followers. Consistency is the key in personal branding, therefore, you should maintain the same bio that you have share on other websites and social media. Yes, it's true that the space constraints do not allow you to follow the thumb rule on Twitter, so you have to be more concise when you construct your Twitter bio. Your bio should be based on your personal branding describing who you are and what's your unique offer is. You need to make the full use of the tiny space on Twitter by getting to the point straight away. Do remember to list your specialties and include the relevant keywords so that you will appear in search results.

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Reader's comments (4)
1: Coach Outlet as a fashion conscious woman, you won't miss Coach! Coach Tour Coach Trend in Paris. Famed American label Coach has arrived in Paris, making its homestead at the Printemps Haussman. Known for its leather goods which had become a byword in American craftsmanship since it was founded 69 years ago, Coach brings to Paris its distinctive style and quintessential American spirit. Look for that Signature C Pattern during the Fabric. The Cs during the pattern need to not be crooked, tilted or off-center. There also need to not be any jagged edges. This pattern will start during the middle around the the front as nicely as the back again panels. The material by itself ought to be symmetrical without the need of any breaks or gaps during the seams. No matter how you regard Coach, it is full of original idea that gather all the glamour power.
Coach Outlet Online make the vendor supply you with evidence of authenticity. This could possibly be a duplicate of the receipt from exactly where they ordered the handbag. You need to also start looking for that term authentic during the listing. If it isn’t there, don’t purchase the handbag. Look via The Seller’s

Photos. Take a superb start looking in the seller’s photos. They ought to be images within the exact handbag that is becoming sold, not only a inventory photo from some website. Don’t be afraid to request for extra photos. when the vendor isn’t hiding anything, they are heading to be extra than glad to deliver you extra photos. Look in the Seller’s History. Whenever you are purchasing a Coach handbag online, you can normally area the fake Coach handbags by reviewing the seller’s background and feedback. this can inform you precisely whom you are dealing with. You can even make contact with other people who have created buys from this vendor if you’d like. Best choice is Coach Bags.
Coach Outlet Store you can see in all within the programs which they will final a extremely lengthy time if used treatment of. I’ve gotten handbags which have fallen apart on me in one year. soon after 5-6 years,the Coach handbags are even now in good condition. possibly just a little stained within from all of the chocolate wrappers. Other than that, they start looking great! A good spot to discover these incredible handbags along with other add-ons like shoes, wallets,Gucci, computer bags, and extra is via on the net shopping. There are a amount of shops on the net that hold several artist names for a good deal much less than retail. You can spend less tons of bucks for individuals who go to spots like Ebay or Amazon. Ebay has shops that market artist anything and spend less you plenty of money. Ebay also provides reside auctions for men and women who genuinely prefer to spend less bucks and who prefer to manage how a good deal they spend. Using the auctions you can arrive aside using a handbag for pennies around the dollar.
Posted by: Coach Outlet Store - 16 Dec, 2011

CareerEdge, LLC : http://www.careeredge.us/2011/07/linkedinvisibility/

LinkedIn Visibility

Jul 18 2011

A recent survey showed that 2/3 of employers have made successful hires through social networks and 89% report using LinkedIn to recruit new candidates. In that same survey, employee referrals were ranked as the most highly rated source for candidate quality. 1 in 10 referral candidates are hired compared to 1 in 100 general applicants (Source: JobVite Social Recruiting Survey July 2011). So, your chances of getting hired are 10 times higher if you go in as an employee referral as opposed to applying on-line.

Given these statistics, if you're looking for a job, you should definitely invest more time networking with contacts at target companies and less time applying blindly to posted jobs. It also makes sense to optimize your LinkedIn profile to make sure you are found by recruiters.

One of the most common ways recruiters search for candidates is by using the Advanced Search feature, typing in a title and then specifying "current". If you have not entered anything in the "Current" section of your profile, you will not be found. One way to solve that problem is by entering the most common title(s) for the type of position you are seeking in the "Current Title" field in your profile and then entering "In Transition" in the "Current Employer" field. Now, if recruiters search on that title, they will find you.

Don't forget to include keywords in your LinkedIn profile that are commonly found in job descriptions for the type of position you are seeking and make sure to add detailed descriptions of your accomplishments and skills. LinkedIn profiles actually provide more space than a resume, so maximize it by adding information that recruiters might use to search for candidates like you!

Happy Hunting – Sue Kaiden

Tags: LinkedIn, Recruiting

This entry was posted on Monday, July 18th, 2011 at 6:14 pm and is filed under LinkedIn, Networking, On-Line Resources. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

My Career 4 Life : http://www.careercoachaustintexas.com/?p=189

89% of U.S. companies will use social networks for recruiting

Posted on July 18, 2011 by Marc Miller

I just downloaded the Jobvite Social Recruiting Survey 2011. There is some very compelling information in this report.
89% of U.S. companies will use social networks for recruiting

LinkedIn leads the way with 87% saying they were using the tool for hiring! Facebook comes in with 55%. What this means is you need a really good LinkedIn profile.
Best outside talent comes from referrals, direct sourcing and social networks

The best quality ratings of candidates came from referrals. (8.2 out of 10) What does this mean? Get out and network with the people who can make referrals.
Employers are expecting significant churn

A common theme I hear from my clientele is “I am looking for my last job!” They are likely in there mid 50′s with 10 or more years from the supposed retirement. Look at the chart below from the report

Companies are not planning for you to be there for 10 years and neither should you.

You can find this report on the Jobvite site or you can leave a comment here and I will send it to you.

Please use the sharing buttons below.

Thanks!

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This entry was posted in Career, Networking and tagged career, Careers, LinkedIn, Networking, Social Network. Bookmark the permalink.
← Why you should not retire — Rewards
Why you should not retire — Structure →
One Response to 89% of U.S. companies will use social networks for recruiting

Paul McKinney says:
August 15, 2011 at 9:08 pm

Marc, I would like to see this report.

Are there additional suggestions you would make to be MORE effective on these sites?

I am not yet on Facebook (at least I have not developed anything significant), and would like to know on what I should concentrate.

Paul

Nonprofit Jobs : http://nptjobs.blogspot.com/2011/07/survey-more-employers-doing-social.html

Survey: More Employers Doing Social Media Hiring

If you needed more reasons to jump onto the social media bandwagon, here's one: More employers are using social media as a hiring tool. According to a recent Jobvite.com survey, 80% of employers are using social media to recruit new employees, with an additional 9% saying they plan to start using it in the next year. That's 89% total that will be using social media to hire their new recruits. With such a large amount of social media hiring being done, there is no better time to start using it for your job search.

If you're wondering which social network employers use the most for their recruiting, the overwhelming choice for respondents was LinkedIn at a whopping 86.6%. Facebook came in at a distant second at 55.3%. LinkedIn gained 8% from the last survey in 2010, while Facebook's popularity remained steady. It would seem pretty clear which site you would want to use most. Still, 64% of employers said they used two or more social networking sites, and 40% said they used three or more. So it would be a huge mistake to rely just on any one particular site when looking for nonprofit work.

There will still be some people out there who might question whether social media can really be an effective resource for getting work. The Jobvite survey begs to differ. Some 63% of employers said they were able to successfully hire candidates using social media, an increase from the 53% that did in 2010. It would seem that as more people use it as a hiring tool, the more success they are having with it.

This doesn't mean that the job board is dead. Far from it. In fact, social media can be a great addition to job boards. For example, we uses Twitter as a companion to our job board at *The NonProfit Times*. Every time a new job is posted, we send out a tweet alerting our followers. Times are certainly changing, so its time to get on board if you haven't already.

Sacramento Bee : http://www.sacbee.com/2011/07/18/3775890/job-front-conference-takes-hiring.html

Job Front: Conference takes hiring search to Twitter

Published: Monday, Jul. 18, 2011 - 12:00 am

The job search meets the tweet on Tuesday when social networking's Twitter hosts its first-ever American Jobs Conference.

Twitter's "TweetMyJobs" platform is bringing together job seekers, business leaders, corporate recruiters and employment experts for a daylong online conversation.

Sessions will be held Tuesday on such topics as job search technology, "personal branding" and job hunting for new grads, as well as career changes for midlevel managers and executives.

The tweet conference is from 9 a.m. to 3:15 p.m. local time. The hashtag is #jobs4US.

Individual hashtags will also be issued for each session during the conference.

"The goal is to open up a dialogue on employment. We'll have business, government, tech, social media and recruiting (all) in one forum to dialogue with job seekers," said TweetMyJobs spokeswoman Kat Garcia.

With the nation's jobless rate at 9.2 percent, "it's time for something like this to come together," Garcia said.

The agenda includes a mix of pre-selected questions and live tweets, as well as a tweet panel of employment experts and several so-called "career chats" that focus on how job seekers can use social media to improve their job searches.

Participants can vote on which questions they want answered.

Those who do not have a Twitter account established can participate online at conference.tweetmyjobs.com

Garcia said social media are increasingly important tools that can set job seekers apart.

An annual survey released last week by social recruiting site Jobvite.com found that 89 percent of U.S. companies planned to recruit using social media, up six points from last year.

The survey also reported that about two-thirds of employers who responded had hired employees through social networks in 2011.

"There clearly needs to be more direct connection with employers," Garcia said. "You have to expand your network base and convince recruiters that you're right for the job."

For more information and to register, visit conference.tweetmyjobs.com.

Career fair spotlights diversity

Human resources professionals will meet for a 9 a.m. roundtable Wednesday at McClellan Park in North Highlands on the role of workplace diversity.

Following the roundtable, the Diversity Employment Day Career Fair will be held from 11 a.m. to 3 p.m.

Panelists include human resources experts from industries such as health care, manufacturing and media.

The 9 a.m. panel at McClellan Park's Lions Gate Hotel, 3410 Westover St., is hosted by University of Phoenix and the Sacramento Human Resource Association.

Sponsored by City Career Fair, the free event features employers such as Verizon Wireless, Delta Dental of California, Sutter Health, Walgreens and Vision Service Plan, as well as representatives from state and local agencies.

For more details or to register, call (562) 409-0056 or go to www.citycareerfair.com.

Job tips welcome

We want to hear from you.

Is your company hiring? Is your organization hosting a career fair? Is your campus rolling out a job skills program? Contact Job Front at dvsmith@sacbee.com.

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Call The Bee's Darrell Smith, (916) 321-1040.

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• Do not attack other users; focus your comments on issues, not individuals.

• Stay on topic. Only post comments relevant to the article at hand.

• Do not copy and paste outside material into the comment box.

• Don't repeat the same comment over and over. We heard you the first time.

• Do not use the commenting system for advertising. That's spam and it isn't allowed.

• Don't use all capital letters. That's akin to yelling and not appreciated by the audience.

• Don't flag other users' comments just because you don't agree with their point of view. Please only flag comments that violate these guidelines.

You should also know that The Sacramento Bee does not screen comments before they are posted. You are more likely to see inappropriate comments before our staff does, so we ask that you click the "Report Abuse" link to submit those comments for moderator review. You also may notify us via email at feedback@sacbee.com. Note the headline on which the comment is made and tell us the profile name of the user who made the comment. Remember, comment moderation is subjective. You may find some material objectionable that we won't and vice versa.

If you submit a comment, the user name of your account will appear along with it. Users cannot remove their own comments once they have submitted them.
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Service Assurance Daily : http://www.serviceassurancedaily.com/2011/07/it-hiring-plans-increase-talent-challenges-persist/

IT Hiring Plans Increase, Talent Challenges Persist

By Denise Dubie on July 18, 2011 in Uncategorized

Robert Half Technology report indicates CIOs have moderate hiring plans, struggle to find specific skills sets.

Not all CIOs have aggressive plans to hire more IT workers in the third quarter, but many high-tech executives report finding specific skills needed a challenge, according to a Robert Half Technology report.

Spring has Sprung for IT Spending, High-Tech Hiring

According to the technology staffing firm, some 87% of CIOs are confident in their respective companies' growth prospects for the third quarter 2011. Yet just 7% of 1,400 CIOs from U.S. companies interviewed by Robert Half Technology via phone said they expect to expand their IT departments in the next three months. Just three percent expect further cutbacks, and more than half (55%) say they are confident in their companies' abilities to invest in IT projects for the third quarter.

Robert Half Hiring Report

Network administration was named as the skill most in demand by 68% of those polled by Robert Half Technology, while desktop support was the second most sought-after skill with 66% of CIOs saying the know-how was in demand. And the third most wanted skill among this set of CIOs was Windows administration, with 56% of those surveyed citing it. Among other skills in demand were networking for 21% of survey respondents, security for 16% and applications and help desk/technical support for 14% and 12% of CIOs polled, respectively.

Yet the hiring plans and confidence don't negate the fact that nearly half (48%) report that finding skilled professionals to fill the technology gaps in their IT departments continues to be a challenge. With technical support and networking professionals in the greatest demand, CIOs are looking to staff for new projects and potential business growth.

"Companies are hiring to meet the pent-up technology demand, and they are even more confident in future business growth," said John Reed, executive director of Robert Half Technology, in a statement. "Firms are ready to invest in new IT projects and employees to support business goals."

Jobvite Hiring ExpectationsSeparate data released by Jobvite shows that the demand for high-tech talent is real. Jobvite found while conducting its Social Recruiting Survey of 800 U.S.-based recruiters and hiring professionals that 77% expect increased competition for talent and nearly two-thirds (61%) intend to look to competitors to poach talent. And more than two-thirds of this group surveyed said they expect to increase hiring over the next 12 months.

This month online technology job board Dice.com listed some 82,867 available tech jobs in its network. Of those, 50,591 are full-time positions, 35,331 are contract jobs and 1,647 were listed as part-time openings.

What's your IT hiring plan? Will your department see further expansion or contraction? What skills do you need to make important IT projects happen? Please leave a comment here or share your thoughts with me directly via e-mail at Denise.Dubie@ca.com.

Do you Tweet? Follow Denise Dubie on Twitter here.

IT Careers
Denise Dubie
About Denise Dubie
Service Assurance Daily is managed by Denise Dubie, former senior editor of Network World. Denise's official title at CA is New Media Principal. Prior to coming to CA, Dubie spent 12 years of her career at Network World, an IDG company. Working as Copy Chief in the copy editing department for two years, Dubie made an internal move at Network World in 2000 to report and write about IT management technologies (from CA and competitors) as well as high-tech careers and vendors such as Cisco, HP, IBM and Microsoft. As Senior Editor at Network World, Dubie also authored the publication's twice-weekly Network and Systems Management Alert newsletter and contributed to the Web site's Microsoft Subnet blog. Before IDG, she served as Assistant Managing Editor at Application Development Trends, managing writers and the monthly publication's production process. And Dubie started her professional journalism career as a Staff Writer and Reporter at The Transcript, a small daily paper in Western Massachusetts. Dubie holds a B.A. degree in English Literature, with minors in journalism and political science, from Boston University.
View all posts by Denise Dubie →

Modesto Bee : http://www.modbee.com/2011/07/19/1780088/twitter-to-hold-hiring-event.html

Twitter to hold hiring event online today

Recruiters, experts, job seekers invited
By Darrell Smith
dsmith@sacbee.com
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Text Size:

The job search meets the tweet today when social networking's Twitter holds its first American Jobs Conference.

Twitter's "TweetMyJobs" platform is bringing together job seekers, business leaders, corporate recruiters and employment experts for a daylong online conversation.

Sessions will be held on such topics as job search technology, "personal branding" and job hunting for new grads, as well as career changes for midlevel managers and executives.
20090717 Bird Twitter
(Eric Goodwin) - Color illustration of happy blue bird; can be used with stories about Twitter. (MCT)

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With the nation's jobless rate at 9.2 percent, "it's time for something like this to come together," Garcia said.

The agenda includes a mix of preselected questions and live tweets, as well as a tweet panel of employment experts and several "career chats" that focus on how job seekers can use social media to improve their job searches.

Participants can vote on which questions they want answered.

Those who do not have a Twitter account established can participate at http:// conference.tweetmyjobs. com. Garcia said social media are increasingly important tools that can set job seekers apart.

An annual survey released last week by social recruiting site Jobvite.com found that 89 percent of U.S. companies planned to recruit using social media, up six points from last year.

The survey also reported that about two-thirds of employers who responded had hired employees through social networks in 2011.

"There clearly needs to be more direct connection with employers," Garcia said. "You have to expand your network base and convince recruiters that you're right for the job."

For more information or to register, go to http:// conference.tweetmyjobs. com

Read more here: http://www.modbee.com/2011/07/19/1780088/twitter-to-hold-hiring-event.html#storylink=cpy

TLNT: http://www.tlnt.com/2011/07/19/today-on-tlnt-radio-social-recruiting-flexible-workplaces-and-more/

Today on TLNT Radio: Social Recruiting, Flexible Workplaces and More

During last week's episode of TLNT Radio, we talked about the new jobs numbers and some of the conflicting data behind that. We also spoke to author Dick Grote about managing performance, and ended the show with a discussion about HR technology consolidation with Ed Newman.

Today at 2 pm Eastern/11 am Pacific, we'll be talking about the future of social recruiting from two CEO's who hope to be on the forefront of it: Rick Marini of BranchOut and Dan Finnigan of Jobvite. We'll also be discussing the trends of flexible jobs (and how much growth can really be seen) as well as other news of the last week.

You can listen to it live from the web or you can dial in to (818) 572-8036 to listen to the show or to ask a question. You can also follow the show hashtag on Twitter by searching for #TLNTradio. After the show airs, the archive will be available shortly after the end of the show.

Social recruiting by the numbers

For those on the forefront of recruiting, social recruiting is an established (but evolving technique). The real story though isn't the newest social network or latest technique though, it's the fact that most companies are actually using it now. 89% of them if you want to take this survey as fact:

A new Jobvite survey, titled Social Recruiting Survey 2011, found that 89 percent of the respondents to its poll (most of them not Jobvite customers) said they are either already using some form of social media in their recruiting or will in the next year. They are also having success; 64 percent said they'veactually hired people through a social network.

None of this is surprising to anyone who has followed the development of social media. From their roots as a teenage clubhouse, social media networks today have become so ubiquitous and so much a part of American life that half of all adults use at least one of the sites. The Pew Research Center says that last year, 48 percent of those over 35 are on a social network.

We're looking forward to talking to the CEO of the sponsor of that survey (Jobvite's Finnigan) about the results of this poll. We'll also be chatting with BranchOut CEO Rick Marini about trends his company is seeing in social recruiting and what changes are already taking place in the recruiting profession to make it happen.

Workplace ultraflex

We'll also be talking about workplace flexibility and the trend to make workplaces the ultimate bastion of workplace flexibility. And while I have called into question ROWE specifically, that doesn't mean the idea of very flexible workplaces can't work. As my colleague here at John Hollon wrote about the productivity of a flexible workplace:

That comment about employees slacking off if they work remotely bothered me, because my experience as a remote employee working in a company of remote employees here at ERE Media is that remote workers actually put in more time on the job rather than seeing it as an opportunity to goof off and take it easy.

Yes, I understand the worry about employees slacking off, but can't they do that in a regular office environment just as easily? Jeez, Scott Adams has made a career out of showing how regularly (and easily) that happens in his Dilbert comic strip, and he's spot on in that regard. If someone is going to fiddle around, they'll do it anywhere, and it's highly doubtful that your hard working employees will suddenly become less so if they are allowed to get into a ROWE-like work program.

If you have any comments about your experience in either rigid or flexible workplaces, we'd love to hear your take on the trend.

All SEO Experts : **http://www.allseoexperts.com/how-to-read-a-resume/**

How to Read a Resume

July 20, 2011 —

Hey SEOmoz Blog readers! Please be advised – this is NOT an SEO tech-fiend blog. This evening, I want to draw your attention to another SEOmoz tool. If you have ever wondered just how we found all the great people that make SEOmoz so awesome, here is a blog on how to read a resume for the tech-world, which, as you know, is very popular these days. There are also some tips for those of you tech-savvy peeps applying for jobs and wondering how to make your resumes sparkle!

So, to set the mood, let's imagine it's summer, graduates are graduating, selling their extra long sheet sets, and ironing their one good, clean, crisp white shirt. Hiring season has begun! The evidence is in the résumés we're receiving for our open Software Engineering positions. With recruiting efforts in full-swing, the pool is deep as it is wide. As we begin to review and sift through the seemingly endless stacks, we find that the we are comparing new CS grads to seasoned engineers. Knowing who makes a better candidate with with even this distinction is not as black and white as one might think. While one candidate might have everything you need, the other just seems cooler and capable of learning more than the other candidate already knows. What to do? Google?

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• Experience. Where have they been and do you like where they have been? Have they included dates of employment? How many jobs have they held in the last year? Relevant experience?
• Skills, Languages Technologies. Are they versed in the capacities listed in the requirement section of your job post? Are they too expert sounding in too many languages? Did they list MS Office Suite?
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TIP: The simpler the better. The recruiter's job is hard enough, how about making it easier on them? Spell checking shows that you pay at least a little attention to detail, as does pretty formatting. But remember to hit the main points: Jobs, Education, Skills, and if it seems applicable, projects (including the duration of the projects), and accomplishments (such as graduating with honors or that you won 1st place at the Google Code Jam.)

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This might seem obvious, but successful companies usually have strong employees behind them. How did they get those strong employees? Well, they are all American Gladiators… or they have a rigorous hiring process.

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If a candidate has worked somewhere you know hires only REALLY good people, they are probably worth checking out.

Also, don't forget about the little guys! They might be small and new – but they tried! Not sure? Sometimes their mission statements, or job postings showcase the type of employees they hire. We do, and so do lots of other people out there. Next time you are looking at a resume, check out the companies your candidates worked for and see what THEY looked for in a candidate. You can also look at their current employees in similar roles on LinkedIn to get a feel for the caliber of talent they were looking for.

TIP: You will probably be Googled, so you might want to take that Facebook photo down. You know which one I am talking about. Oh, and set up a LinkedIn account and start networking! (If you build it, they will come.) Be sure to fill in as much information as possible, and start networking with people you meet in interviews, it lets the recruiter know you are interested (and helps them remember you (*wink*).

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It also shows that the candidate is willing to go that extra mile to prove they have mad skills. And that's what you should be looking for, right? Ask yourself, "What do they do outside of work?" Are they involved with Startup Incubator as a finalist or member, have they participated in industry events such as Google Summer of Code, Startup Weekend, or have they attended conferences, or presented at conferences. (pssst….hidden TIPS are in this paragraph!)

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Tell us about a mistake you made recently that you learned a lot from.
What do you love best about being a software engineer?
Why did you apply to SEOmoz? Is there a particular product/feature/technology you want to work on?
Why do you think you'd be a great fit at SEOmoz?
Please provide a link to a page you consider to be the funniest on the internet.

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Backlink Shocker : http://www.backlinkshocker.com/how-to-read-a-resume/

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By admin on July 21, 2011 in Google

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What project do you consider your greatest success and why?
Tell us about a mistake you made recently that you learned a lot from.
What do you love best about being a software engineer?
Why did you apply to SEOmoz? Is there a particular product/feature/technology you want to work on?
Why do you think you'd be a great fit at SEOmoz?
Please provide a link to a page you consider to be the funniest on the internet.

8. The moral of the story…

The suggestions listed above are derived from implemented practices here at SEOmoz. While we would like to say that our process is flawless, it is in fact organic. Depending on your recruiter, these tips could really scale down the otherwise arduous task of locating that awesome fit! An interesting outcome in utilizing these practices, especially the survey, is that you're uncovering a personality that may or may not fit, or may not fit in the cover letter or resume format, and therefore on your team!

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What did Anonymous say? Oh yeah, “An expert is someone who knows more and more about less and less, until eventually he knows everything about nothing.”

TIP: If you suggest that you’re an expert at everything you do, you have nothing to learn. Often times, the experts are not who recruiters are looking for. They tend to be, well, know- it-all’s.

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Unless you are a time bender like Hero Nakamura, no one should have 20 jobs in 3 years.

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TIP: Figure out what you have to offer. If you feel like you don’t have anything to show for yourself, express it as a goal in your cover letter. If you do have a ridiculous amount of accomplishments within a very limited time span, chances are we won’t consider you, because it’s next to impossible.

SEOMOZ : http://www.seomoz.org/blog/how-to-read-a-resume

How to Read and Review Resumes

July 20th, 2011 - Posted by LCT to Management / Culture

Hey SEOmoz Blog readers! Please be advised - this is NOT an SEO tech-fiend blog. This evening, I want to draw your attention to another SEOmoz tool. If you have ever wondered just how we found all the great people that make SEOmoz so awesome, here is a blog on how to read a resume for the tech-world, which, as you know, is very popular these days. There are also some tips for those of you tech-savvy peeps applying for jobs and wondering how to make your resumes sparkle!

So, to set the mood, let's imagine it's summer, graduates are graduating, selling their extra long sheet sets, and ironing their one good, clean, crisp white shirt. Hiring season has begun! The evidence is in the résumés we're receiving for our open Software Engineering positions. With recruiting efforts in full-swing, the pool is deep as it is wide. As we begin to review and sift through the seemingly endless stacks, we find that the we are comparing new CS grads to seasoned engineers. Knowing who makes a better candidate with even this distinction is not as black and white as one might think. While one candidate might have everything you need, the other just seems cooler and capable of learning more than the other candidate already knows. What to do? Google?

Yes, you Google. And yes the web is rich with "how to write a successful résumé" forums, and even paid sites, but a search for "how to read a successful résumé" yields scrawny results, particularly in the tech world. I would send you to those sites, however pebbles are more interesting.

So here we are again, trying to make the web a better place with yet another resource! Luckily, I was able to sit down with Kate Matsudaira and pick her brain on recruiting techniques. Below are practices Kate uses to sift through résumés, and, tips for those that are in the process of writing their résumé.

For skimmers, the TIPS in blue are for those writing their résumé, and the numbered sections are for those who are reading them. Hawt Points and Red flags are in, well, red.
How do you know who is interview worthy?
1. Reading and Deciphering

The most important question to ask yourself when reading a resume is: is it easy to distill information about this candidate? Candidates can certainly brag about themselves, but knowing when you are looking at something that is actually good and not a messy mud puddle can be hard to discern. Here are some hawt points and the way in which to read into them:

Hawt Points

• Objective. Sometimes software engineers want to be project managers. Know who actually wants the job you're offering.
• Experience. Where have they been and do you like where they have been? Have they included dates of employment? How many jobs have they held in the last year? Relevant experience?
• Skills, Languages & Technologies. Are they versed in the capacities listed in the requirement section of your job post? Are they too expert sounding in too many languages? Did they list MS Office Suite?
• Projects. Do they include the duration of the projects they have listed, as well as people they probably worked with on these projects?

• Education. Did they go to an exceptional school? Complete their degree? If they didn't, what was their GPA? Honors, awards, scholarships? Achievements?
• Outside of Work. Do they list their interests and activities? Do they appear to exhibit a sense of passion for the work you are asking of them?

TIP: The simpler the better. The recruiter's job is hard enough, how about making it easier on them? Spell checking shows that you pay at least a little attention to detail, as does pretty formatting. But remember to hit the main points: Jobs, Education, Skills, and if it seems applicable, projects (including the duration of the projects), and accomplishments (such as graduating with honors or that you won 1st place at the Google Code Jam.)
2. Record of Promotion

If the candidate has moved up the ladder, successfully filling multiple roles while at one company, that's probably something worth noting. Here's a an example:

TIP: If you are creating your résumé and want to know what to show off, let the world know that you have an interest in yourself, and are genuinely, well, awesome! Show you have been promoted. Recruiters like that stuff. It also shows that people like you and what you do. Even if it was merely a change in job title and not an increase in pay.
3. Know the Good Companies from the Bad

This might seem obvious, but successful companies usually have strong employees behind them. How did they get those strong employees? Well, they are all American Gladiators… or they have a rigorous hiring process.

Sexy 80's American Gladiators Photo Source

If a candidate has worked somewhere you know hires only REALLY good people, they are probably worth checking out.

Also, don't forget about the little guys! They might be small and new – but they tried! Not sure? Sometimes their mission statements, or job postings showcase the type of employees they hire. We do, and so do lots of other people out there. Next time you are looking at a resume, check out the companies your candidates worked for and see what THEY looked for in a candidate. You can also look at their current employees in similar roles on LinkedIn to get a feel for the caliber of talent they were looking for.

TIP: You will probably be Googled, so you might want to take that Facebook photo down. You know which one I am talking about. Oh, and set up a LinkedIn account and start networking! (If you build it, they will come.) Be sure to fill in as much information as possible, and start networking with people you meet in interviews, it lets the recruiter know you are interested (and helps them remember you (*wink*).
4. School is Cool

Obviously, if you are hiring for a tech position and the candidate went to a top computer science program and earned advanced degrees in Computer Science, Linguistics, Physics, Mathematics…. they are probably pretty dang smart. But don't overlook those that have high GPAs from the lesser-known schools! A degree is still an accomplishment – especially if they graduated Cum Laude with a GPA higher than 3.7, honors, or additional degrees. Those folks are extremely interview-worthy and these are impressive achievements; it shows they worked hard and take pride in their work. Isn't that what you want in a candidate?

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SPLAT : http://jpbruner.com/?p=246

Social Recruiting

I just finished reading the 2011 social recruiting survey done by jobvite of 800+ U.S. companies. They give some very interesting statistics:

89% use social media networks for recruiting

64% use two or more networks

86.6% use LinkedIn

55.3% use Facebook

94.5% of the companies have hired someone in the last year through LinkedIn

All numbers are significantly up from last year. – no surprise there

Get your full free copy of the report at: http://www.jobvite.com/

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World Connect : http://www.worldconcertrpo.com/blog/social-media-recruiting-2011/

More Employers Than Ever Recruit on Social Networks

by Tino on July 20, 2011

No longer just the shiny new object in the toolbox, social media recruiting has become an integral part of sourcing and hiring.

A Jobvite survey out this morning says 89 percent of the respondents to its poll (most of them not Jobvite customers) said they are either already using some form of social media in their recruiting or will in the next year. They are also having success; 64 percent said they've actually hired people through a social network.

None of this is surprising to anyone who has followed the development of social media. From their roots as a teenage clubhouse, social media networks today have become so ubiquitous and so much a part of American life that half of all adults use at least one of the sites. Pew Research Center says that last year, 48 percent of those over 35 are on a social network.

Facebook is far and away the most popular network. Pew says 92 percent of everyone using a social network use Facebook. No wonder then that 47 percent of North American companies are spending money to reach Facebook's 700+ million users via PPC. Thousands, perhaps even tens of thousands of businesses — Facebook doesn't release the actual number of the so-called Fan Pages — have set up sites.

Smaller in number, LinkedIn however has a better-educated demographic. It's members are older and better educated; 75 percent hold a bachelor's or graduate degree. On Facebook, the equivalent percentage is 35.The average age on LinkedIn is 40, versus 38 for Facebook. However, there are more early-stage career participants on LinkedIn. It has 36 percent of those 23-35 versus 32 percent for Facebook.

"Social media tools are one of the top three most powerful recruiting tools, along with referral programs and mobile technologies," said no less an authority than Dr. John Sullivan.

Coincidentally, or maybe not, social media, referrals, and mobile usage have a close, symbiotic relationship. A third of all American adults have a smartphone, says a just out Pew survey, and 87 percent of them use it to access the Internet or read email. Two-thirds of them do so every day. A Google survey reports that almost half the smartphone owners use them to access a social network at least once a day.

As
a result, recruiters have been taking advantage of that capability
using custom apps, tweets, or vendors to make it easy for company fans,
employees (who, on Facebook, are fans), and followers to refer jobs to
their own friends and followers.

With 70 percent of the respondents telling Jobvite that referrals are
a better fit, it's no surprise they reported hiring 1 in 10 of them vs.
1 in 100 of other applicants.

Not all networking occurs online, Right Management reminds us.
The ManpowerGroup unit says its own study of its almost 60,000
individual transition clients over the last three years found that 4 in
10 found their job through networking. Last year, 41 percent used
traditional networking to make the connection that led to their job.
Only 4 percent got their job purely through an online network.

Job boards, according to Right Management, continue to hold their
own, accounting for 25 percent of the jobs found by the firm's
transition clients. That's also what CareerXroads' annual Source of Hire survey found.

While the study didn't include a specific social networking category,
it did find that more than half the companies use social media
exclusively or as a significant part of their direct sourcing programs.

Jobvite, of
course, is one of the growing number of vendors that automate much of
the mechanical parts of social media recruiting. It focuses on referrals
from employees whether or not they are on a social network, and from
fans and company followers who are.

Bullhorn, a technology powerhouse in the staffing space, has been pushing into social media in a big way. Monday, it released Bullhorn Reach from beta, four months and 10,000 registered users after launch. As I detailed a few months ago,
Reach does a lot of the same automating and posting of jobs to social
sites that other services do, but it also tracks what the people in your
network are doing and alerts you to the possibility they may be
preparing to "go active" in their job search

Joseph's People – Hatfield : http://jp-hatfield.blogspot.com/2011/07/recruiting-via-social-media.html

JOSEPH'S PEOPLE - HATFIELD

Thursday, July 21, 2011

Recruiting via Social Media

Each year Jobvite publishes the industry barometer on how employers are using social networks to recruit. In this fourth annual Social Recruiting Report, find out what HR and recruiting professional say about their plans and practices.

In 2011:

89% will recruit in social networks this year
64% use 2 or more networks for recruiting
55% will spend more on social recruiting
78% expect increased competition in hires

Examples of Social Media: Linked In, Facebook, Twitter, Blogs, etc.
Posted by Angela at 12:49 PM
1 comments:

xpertprofileJul 28, 2011 09:39 PM

Social media recruiting has added power to every organization’s recruiting process. These social media websites are getting more refined with the recruitment needs and requirements & constantly responding to them with new capabilities and more interesting part is that, companies are getting really creative in using these tools effectively.

Posterous : http://avkd.posterous.com/social-sourcing-what-benefits-and-which-netwo

Social Sourcing - what benefits and which networks

Jul 21 / 12:54pm

The current hiring process is depicted by the following graph which shows the degree to which a candidate was actively looking for a job when he/she took up the current job opportunity.

1image

This demonstrates that the current hiring process is set up to recruit candidates reactively, not proactively. “It is easier to deal with applicants who come to you then try to seek out new applicants. Without doubt, that is why actives account for such a disproportionate percentage of hires.”

Another reason for the disparity may be that top-quality candidates regularly move between the active and passive realm, even exhibiting behaviors of both candidates depending on the job market, the economy or individual needs. In the following diagram, the dashed lines illustrate the open boundaries between candidate statuses.

Image

A successful recruitment marketing campaign must utilize a complete media mix to cover the full-range of candidates in the job market as they move throughout the boundaries. “With the right message, a strong advertising campaign will reach active candidates immediately. However, a successful branding campaign will also resonate with passive job seekers when they enter the market.”15

Advertising is another way to get the passive job seeker's attention. About a third (30 percent) of all passive candidates who responded to the WetFeet.com survey said they had investigated employment opportunities at a company after seeing an employment-related ad. Almost as many (28 percent) had investigated employment after seeing a general, non employment-related ad.

Finally, a quarter (24 percent) of all passive candidates who responded to the WetFeet.com survey said that they used news media to learn about potential employers. Therefore, a corporate PR initiative focused on getting positive news about your company into the media could have a significant effect in attracting not only customers or clients to your company, but passive job candidates as well.

Which Social Networks?

A June 2010 study by Jobvite revealed that 73.3% of surveyed companies turn to social networking sites to recruit and hire new employees. Nearly 60% of companies surveyed for the study also reported having successfully hired a new employee found through social networking websites like LinkedIn and Facebook.

Here's the breakdown of which social networking sites companies are using for hiring as reported by eMarketer:

- LinkedIn: used by 80% of companies recruiting through the social Web.

- Facebook: used by 55% of companies recruiting through the social Web.

- Twitter: used by 45% of companies recruiting through the social Web.

As you might expect, the success rates that companies report from those social network recruiting efforts reflect the demographics of the primary user audiences of each site:

· LinkedIn: 90% of companies that recruit through social networks have successfully found candidates on LinkedIn.

· Facebook: 27.5% of companies that recruit through social networks have successfully found candidates on Facebook.

· Twitter: 14.2% of companies that recruit through social networks have successfully found candidates on Twitter.

Companies are having so much success in finding new employees through social web tools that half of the employers included in the Jobvite survey reported plans to increase spending in that area and decrease spending on traditional job boards and employee recruiting firms.

Key Finding is that Linked In, Twitter and Facebook are successful networks for Social Resourcing

SivaKumar AVKD : http://avkd.blogspot.com/2011/07/social-sourcing-what-benefits-and-which.html

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Social Media Paige : http://socialmediapaige.wordpress.com/2011/07/21/employers-turning-to-social-media-for-hiring/

Employers Turning to Social Media for Hiring

Two-thirds of companies expect to increase hiring in the coming year, and many of them will turn to social media to find high quality candidates, according to a Jobvite survey of more than 800 employers and recruiters in the US.

The study, titled Social Recruiting Survey 2011, found that most recruiters (89 percent) are either already using some form of social media in their recruiting or plan to do so in the next year – that's up from 83 percent in 2010. Among companies expecting to hire more workers this year, 95 percent are using or plan to start using social recruiting. This stands to reason: social recruiting works. Nearly 64 percent of respondents said they have successfully hired someone through a social network.

The most frequently used network, LinkedIn, continues to grow in popularity. Some 87 percent of the survey respondents use it, an 8 percent increase over last year. Meanwhile, Facebook and Twitter are holding steady at 53 percent and 47 percent, respectively. Two-thirds of the respondents said they use at least two networks for recruiting, and 40 percent use all three of the top channels.

The survey also found that:

LinkedIn is the most effective social recruiting channel, by far. Nearly all (95 percent) of the respondents have had success hiring someone through LinkedIn. Less than one-quarter could say the same about Facebook, and only 16 percent successfully hired someone through Twitter. A mere 3 percent had hiring success with a blog.

Social medial leads all categories for investment. More than half of the survey respondents said they will increase their social recruiting budgets, whereas only 16 percent plan to spend more on job boards. About 30 percent will actually spend less on job boards, third party recruiters and search firms.

Social networking is good, but personal connections still better. The quality of candidates found through social networking was above average (seven out of 10), but referrals, internal transfers and direct sourcing were rated higher (eight and above).

Online profiles matter. Nearly half (45 percent) of respondents now "always" search for candidate profiles.

This study provides yet more evidence of how mainstream social media has become. What remains to be seen, however, is which strategies result in the best quality candidates for which positions, and whether any ancillary benefits of social recruiting (such as building brand awareness) emerge.
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Best Article Every Day : http://www.bspcn.com/2011/07/21/how-to-read-a-resume/

How to Read a Resume

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Bonus: My girlfriend just got fucked at the car dealership, so I’m going to share a dealer secret

Enrichment Depot : http://www.enrichmentdepot.com/2011/07/21/how-to-read-a-resume/

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SofiaWistle : http://sofiawistle.blogspot.com/2011/07/social-recruiting-2011.html

Social Recruiting 2011

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The survey reports that social recruiting continues to grow among U.S. companies with 89% planning to recruit through social media this year, up from 83% in 2010. This is an even higher number than the SHRM survey I mentioned earlier this week.
...

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Source: http://jobsearch.about.com/b/2011/07/12/social-recruiting-2011.htm

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TechNet Source : http://blog.technetsource.com/seo-traffic-marketing/how-to-read-a-resume/

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Also, don't forget about the little guys! They might be small and new – but they tried! Not sure? Sometimes their mission statements, or job postings showcase the type of employees they hire. We do, and so do lots of other people out there. Next time you are looking at a resume, check out the companies your candidates worked for and see what THEY looked for in a candidate. You can also look at their current employees in similar roles on LinkedIn to get a feel for the caliber of talent they were looking for.

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Obviously, if you are hiring for a tech position and the candidate went to a top computer science program and earned advanced degrees in Computer Science, Linguistics, Physics, Mathematics…. they are probably pretty dang smart. But don't overlook those that have high GPAs from the lesser-known schools! A degree is still an accomplishment – especially if they graduated Cum Laude with a GPA higher than 3.7, honors, or additional degrees. Those folks are extremely interview-worthy and these are impressive achievements; it shows they worked hard and take pride in their work. Isn't that what you want in a candidate?

TIP: Wondering if you should include your GPA on your résumé? If you received below a 3.5 GPA, then you may not want to showcase it on your résumé. But above a 3.5? Heck ya! Show your stuff and pump it up with activities, honors, awards, and personal achievements. That is an accomplishment and there are people who pay attention to these details.

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As an aside, school is way cool, but it isn't necessarily everything a candidate has to offer. If you take all of those hawt points listed above, and they exceed your expectations without even looking at their education, bring them in! Did you know that SEOmoz's own CEO dropped out of college? Some people are just really smart, motivated and super dedicated, and that says a lot about character.

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It also shows that the candidate is willing to go that extra mile to prove they have mad skills. And that's what you should be looking for, right? Ask yourself, "What do they do outside of work?" Are they involved with Startup Incubator as a finalist or member, have they participated in industry events such as Google Summer of Code, Startup Weekend, or have they attended conferences, or presented at conferences. (pssst….hidden TIPS are in this paragraph!)

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Where do you want to be in 5 years? How would working at SEOmoz help you meet those goals?
What project do you consider your greatest success and why?
Tell us about a mistake you made recently that you learned a lot from.
What do you love best about being a software engineer?
Why did you apply to SEOmoz? Is there a particular product/feature/technology you want to work on?
Why do you think you'd be a great fit at SEOmoz?
Please provide a link to a page you consider to be the funniest on the internet.

8. The moral of the story…

The suggestions listed above are derived from implemented practices here at SEOmoz. While we would like to say that our process is flawless, it is in fact organic. Depending on your recruiter, these tips could really scale down the otherwise arduous task of locating that awesome fit! An interesting outcome in utilizing these practices, especially the survey, is that you're uncovering a personality that may or may not fit, or may not fit in the cover letter or resume format, and therefore on your team!

A Few Red Flags:

When reviewing resumes there are lots of things to look for in a resume, but there are also some things that may make you raise your eyebrows. Below are some of the things that can raise doubts in our mind (so if you are writing a resume be sure to avoid them). Of course, never let one or more of these prevent you from talking to a candidate, since good people do write bad resumes; however some of them may warrant additional questions and investigation.

The never – ending resume.
No one cares about your high school job unless you just graduated or are still in high school.

TIP: If you have a lot of work experience, only include the most relevant if not the most recent positions.

The Expert at everything.
What did Anonymous say? Oh yeah, "An expert is someone who knows more and more about less and less, until eventually he knows everything about nothing."

TIP: If you suggest that you're an expert at everything you do, you have nothing to learn. Often times, the experts are not who recruiters are looking for. They tend to be, well, know- it-all's.

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Unless you are a time bender like Hiro Nakamura, no one should have 20 jobs in 3 years.

TIP: Um, don't be a job jumper. You're not only wasting your employer's time, but your time. Obviously you're not happy with what you are doing, so find something new.

The endless list of accomplishments (liars, freeloaders, scrubs):
Unless you actually saved a litter of puppies from certain death on your way to work while juggling 10 cups of coffee – don't say you did. It's lame, and if someone else helped you with that project, it's good karma to extend those kudos.

TIP: Figure out what you have to offer. If you feel like you don't have anything to show for yourself, express it as a goal in your cover letter. If you do have a ridiculous amount of accomplishments within a very limited time span, chances are we won't consider you, because it's next to impossible.

Tut7 : http://tut7.com/2011/07/21/how-to-read-a-resume/

How to Read a Resume

July 21, 2011

Hey SEOmoz Blog readers! Delight be advised – this is NOT an SEO tech-fiend blog. This evening, I want to draw your attention to a additional SEOmoz tool. If you have ever wondered just how we found all the fantastic people that make SEOmoz so awesome, here is a blog on how to read a resume for the tech-world, which, as you know, is very ordinary these days. There are also some tips for those of you tech-savvy peeps applying for jobs and wondering how to make your resumes sparkle!

So, to set the mood, let's imagine it's summer, graduates are graduating, selling their extra long sheet sets, and ironing their one excellent, clean, crisp white shirt. Hiring season has begun! The evidence is in the résumés we're receiving for our open Software Engineering positions. With recruiting efforts in full-swing, the pool is deep as it is wide. As we start to review and sift through the seemingly endless stacks, we find that the we are comparing new CS grads to seasoned engineers. Knowing who makes a surpass candidate with even this distinction is not as black and white as one might reckon. While one candidate might have everything you need, the other just seems cooler and capable of learning more than the other candidate already knows. What to do? Google?

Yes, you Google. And yes the web is rich with "how to write a successful résumé" forums, and even paid sites, but a search for "how to read a successful résumé" yields scrawny consequences, above all in the tech world. I would send you to those sites, though pebbles are more fascinating.

So here we are again, trying to make the web a surpass place with yet a additional store! Luckily, I was able to sit down with Kate Matsudaira and pick her brain on recruiting techniques. Not more than are practices Kate uses to sift through résumés, and, tips for those that are in the process of writing their résumé.

For skimmers, the TIPS in blue are for those writing their résumé, and the numbered sections are for those who are reading them. Hawt Points and Red flags are in, well, red.
How do you know who is interview worthy?
1. Reading and Deciphering

The most vital question to question yourself when reading a resume is: is it simple to distill information about this candidate? Candidates can certainly brag about themselves, but knowing when you are looking at a touch that is really excellent and not a messy mud puddle can be hard to discern. Here are some hawt points and the way in which to read into them:

Hawt Points

• Objective. Sometimes software engineers want to be project managers. Know who really wants the job you're offering.
• Experience. Everywhere have they been and do you like everywhere they have been? Have they included dates of employment? How many jobs have they held in the last year? Relevant experience?
• Skills, Languages & Technologies. Are they versed in the capacities programmed in the requirement section of your job post? Are they too expert sounding in too many languages? Did they list MS Personnel Suite?
• Projects. Do they contain the duration of the projects they have programmed, as well as people they probably worked with on these projects?
• Education. Did they go to an exceptional teach? Complete their degree? If they didn't, what was their GPA? Honors, awards, scholarships? Achievements?

• Outside of Work. Do they list their interests and activities? Do they appear to exhibit a sense of passion for the work you are asking of them?

TIP: The simpler the surpass. The recruiter's job is hard enough, how about making it simpler on them? Spell checking shows that you pay at least a small attention to detail, as does pretty formatting. But remember to hit the main points: Jobs, Education, Skills, and if it seems applicable, projects (including the duration of the projects), and actions (such as graduating with honors or that you won 1st place at the Google Code Jam.)

2. Record of Promotion

If the candidate has stirred up the ladder, fruitfully filling multiple roles while at one company, that's probably a touch worth noting. Here's a an example:

TIP: If you are making your résumé and want to know what to show off, let the world know that you have an interest in yourself, and are genuinely, well, awesome! Show you have been promoted. Recruiters like that stuff. It also shows that people like you and what you do. Even if it was merely a change in job title and not an increase in pay.

3. Know the Excellent Companies from the Terrible

This might seem obvious, but successful companies usually have strong employees in the rear them. How did they get those strong employees? Well, they are all American Gladiators… or they have a rigorous hiring process.

Sexy 80′s American Gladiators Photo Source

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Also, don't forget about the small guys! They might be tiny and new – but they tried! Not sure? Sometimes their mission statements, or job postings showcase the type of employees they hire. We do, and so do lots of other people out there. Next time you are looking at a resume, try out out the companies your candidates worked for and see what THEY looked for in a candidate. You can also look at their current employees in similar roles on LinkedIn to get a feel for the caliber of talent they were looking for.

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GMANews.tv : **http://www.gmanetwork.com/news/story/227230/scitech/scoring-your-dream-job-through-social-media**

Scoring your dream job through social media

LIAN NAMI BUAN, GMA News July 23, 2011 7:27pm

Who'd have thought that what started out as my picture-taking, testimonial-hoarding Friendster habit as a 12-year-old would eventually help me land my dream job? My mom never shut up about my "excessive" Internet use — until the day I told her, "Mom, I got my job through Twitter."

Conducting a Skype interview with Azkal Neil Etheridge who's in London for a series of advancers that ran on Social Media platforms. Lian Buan
Not too long ago, while browsing though my Twitter timeline, something grabbed my attention: a tweet about an opening on the GMA News Social Media team. A quick bit of online research dug up my future boss' Twitter account, where I learned he had just seen David Fincher's The Social Network — which also happened to be my favorite movie.

I was also able to uncover his email address and promptly sent in my resume. While waiting for a possible interview, I studied his tweets to learn what might impress him or turn him off. And when that day arrived, I came well-prepared not just skills-wise, but with a little something more that would give me an edge over the the rest of the applicants.

It worked perfectly.

But that's just half of the story. The bigger question is, how do prospective employers use social media to find and hire people?

In other words, what does your online presence say about you as a prospective employee?

Resumes out, Web Profiles In

A recent survey by OfficeTeam reveals that 36 percent of HR managers think that it's somewhat likely for social media profiles to eventually replace resumes.

What you do and don't post is becoming more and more a determinant of your hiring chances. Should you opt to maintain a generic, albeit distant, tone on Facebook? Or get personal with your friends, going as far as calling out your ex-boyfriend with a string of expletives?

Another day at the office for the team. A very cool part of the job - we get to be the 'testers' of the latest gadgets. That's me holding the iPad.Lian Buan

A few days before I started my job, I had jokingly replaced my surname on Facebook with that of one of my favorite book characters. What could be the harm in that?

But it backfired when I got the chance to meet Howie Severino, one of my favorite journalists in the country — only to have him ask why my surname was “Weasley" online.

Online background checks

In the US, 'Googling' an applicant has become an accepted means for employers to conduct background checks —especially since the Federal Trade Commission gave the green light to Social Intelligence Corp. to conduct background checks on client companies’ prospective employees.

But social networking is public, and you have full freedom over what you post. Once you put it out there, you basically give any prospective employer the right to use it as a basis of gauging your potential as an employee.

While our accounts on social networks like Facebook and Twitter are not always an accurate mirror of our credentials, they are, however, a virtual crash course on our interests, how we normally think, and how we carry ourselves.

Profane tweets and drunken photos don’t exactly build up your case for “employee of the month."

If you are applying to be an Economics practitioner, and you rarely blog if at all about Economics, you are likely to pale in comparison to the applicant whose Twitter timeline reeks of Wall Street Journal links.

In my case, having applied for a job that required writing proficiency, I have my Blogspot to thank. It turns out that my future boss did his own online snooping, and he said that I liked the way I wrote my blogs.

Also, according to 'Personal Branding' blog founder Dan Schawbel, your online presence offers clues as to how you will likely fit into a prospective company, and whether you'll be able to cope with the corporate culture there. Employers need to be assured you’re in it for the long run.

Now that I’m on the other side, taking part in my team’s selection process, I can speak from experience that Facebook profiles, Twitter streams, Tumblogs and Skype interviews have been very effective in helping us gauge if an applicant fits into a team that puts a premium on “gel-a-bility."

The Social Media Team's tools of the trade. Lian Buan
Trusted headhunter

A recent survey by web recruitment company JobVite shows that 83 percent of employers in the US prefer the “Social Media way" of hiring. Also in the same survey, employers gave social

networks a 7 out of 10 rating as source of quality candidates — next only to referrals, internal transfers, and direct sourcing.

Moreover, 54.5 percent of companies this year are channeling their investments into social media as a recruitment source. As social media gains higher trust among employers, applicants can capitalize on the accessibility of social networking sites to showcase their 'qualities' more comprehensively compared to a piece of paper.

But this isn't to say that a person should treat their Facebook or Twitter profiles as an application letter. Users should be more conscious of the fact that the fate of their dream jobs could be decided by a single tweet or Facebook post.

Sacked over Social Media

But things don't stop with the magic words "You're hired." Just as an impressive online profile can help you get a job, social media misuse could just as easily backfire and get you kicked out of work.

Former US Congressman Anthony Weiner may be the most famous person in recent history to lose his job over online misbehavior. The embarrassment of posting lewd photos that led to the eventual revelations of online affairs with women led him to resign.

But most ordinary employees don't have the privilege to quit: They can get summarily sacked.

Last month, tech blog Mashable published a report on ten people who lost their jobs over social media mistakes.

One of them was a 22-year-old who tweeted about receiving a job offer that promised a "fatty paycheck" but meant he had to do something he hated. He was fired before he could even start.

Sure, sometimes it does get frustrating at the office and ranting helps, but we should always be responsible for what we say.

I'm really thankful to have found my dream job, and I have social media to thank for it. I found about it on social media, and got it with the help of social media. Now the challenge is keeping it — also through social media.

One piece of advice that I always follow? Think before you click. — TJD/CM, GMA News

THE DISPATCH

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NEW JOBS



Joyce Lain Kennedy, Tribune Media Services

Relocation Rejection: Will Career Take Hit?

DEAR JOYCE: My husband was offered a promotion and transfer to an office in the next state. He turned it down due to housing and related issues. It was just too difficult, and we would have lost money. Do you think his turndown hurt his career? — N.G.

My guess is that your decision to stay put will not fry your husband's future prospects. If his presence was deemed critical in another locale, his employer would have sweetened the relo offer and made the move work for your family.

In Atlas Van Lines Inc.'s annual corporate relocation survey this year, only a quarter of relocation managers said that employees who turn down relocations could be hurting their careers. In companies with at least 5,000 employees, 87 percent said people declined relocations last year.

The reasons for turndown are familiar. Housing and mortgage concerns lead the list, followed by family issues, community ties and spouses' or partners' jobs.

Some interesting small benefits revealed by the survey: About a quarter of surveyed companies said they reimburse employees for moving pets, and 14 percent will cover the cost of moving a boat.

For more information, browse for the article "More Workers Are Going Places, But Many Don't 'Dig' Idea of New Digs" in Workforce Management magazine.

DEAR JOYCE: Is the use of social media recruiting by employers now mainstream? How many employers use it? — O.Y.

Yes, social media recruiting has gained mainstream status. A super how-to book for job hunters is "Social Networking For Career Success: Using Online Tools to Create a Personal Brand" by Miriam Salpeter (keppiecareers.com).

The only current study of the number of employers using social media recruiting that I've seen was produced by Jobvite (jobvite.com), a vendor of social media recruiting software. The company says that of 800 respondents, 89 percent report they're either already using some form of social media in their recruiting or will in the next year. A majority, 64 percent, say they've hired people through a social network.



DEAR JOYCE: A career expert on a TV show claimed it's important to market yourself on the job.

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He talked about wardrobe, how you greet visitors, the ringtone on your mobile phone and the like. Do you have any thoughts on this topic? — T.E.W.

Because the image you present to others can hasten or cancel your next promotion, or even keep you on board, the TV career expert did you a favor by focusing your attention on the psychology of image.

While you won't rise to greater heights merely because of your wardrobe or mellifluous voice, these factors certainly help. So too does the style of the container in which you carry papers or lunch, and how your office is arranged, how you treat people below you in the pecking order, how you answer the phone, how you come across at staff meetings, how you take praise and how you handle days when everything goes splat.

Begin by deciding what image you want to market — perhaps clear thinking, smart, reliable, trustworthy, cheerful, team player and good supervisor material. Write it down on an image description card to remind yourself of the value of image-building repetition.

You must remember to show appreciation of extra efforts on your behalf by support staff. You must not keep peers waiting while you take calls or review papers. Your mouth must not run over on every topic at staff meetings. You get the idea.

Suspect you need an image overhaul if the admin pool takes your work last, if people fidget and look at the ceiling when you speak and if others cut you short indicating that your words are windy, dull or inaccurate.

To stand out from the crowd, find ways to package your assets and market a great image on the job.

(E-mail career questions for possible use in this column to Joyce Lain Kennedy at jlk@sunfeatures.com; use "Reader Question" for subject line. Or mail her at Box 368, Cardiff, CA 92007.)

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ERE : http://www.ere.net/2011/07/25/linkedin-introduces-universal-resume-apply-button/

LinkedIn Introduces Universal Resume Apply Button

by John Zappe Jul 25, 2011, 12:55 pm ET

Just before lunchtime in New York City, LinkedIn announced it is offering employers a button to include on all their job postings enabling candidates to use their LinkedIn profiles to apply for the position.

This “Apply With LinkedIn” feature wraps up the candidate profile in a tidy package that feeds directly into any one of the several tracking systems it has or will partner with. No ATS? No problem. LinkedIn will email the profile to you.

This portable feature can be used on any job, anywhere, on any site, including any job board.

Five ATS providers — Peoplefluent, Jobvite, SmartRecruiters, Bullhorn, and Jobscience — turned on the automatic feature this morning. Taleo, Lumesse, and Kenexa will have it enabled in a matter of months.

However, as LinkedIn’s VP of product management, Adam Nash, explained, the company designed the “apply” feature to be used by small, as well as large employers. It’s “really trivial” for a hiring manager at even the smallest of firms to add the button to a job posting, and specify how and where the resume is to be received.

Even candidates with resumes already on file with a job board may find the LinkedIn apply feature of more use, since it allows them to update their LinkedIn profile before submitting it, and also tells them who in their network works or knows someone at the company.

Those who click the link without having a profile — a not-too-common occurrence given the 100 million members LinkedIn has — will be given an opportunity to join.

Candidates can always opt to use some other source for their resume submission, Nash said. “This won’t be the only option there,” he said. If, though, recruiters begin to use the “apply” button in numbers, job seekers will find it easier to keep one profile updated, than the 12.6 LinkedIn says the average seeker has.

“Users,” he added, “will vote with their clicks.”

Its one major drawback is that it doesn’t yet work with smartphones. It will with some portable devices such as an iPad. Full mobile compatibility is coming, Nash promised.

“Apply With LinkedIn” has very definite consequences for job boards, which derive a third or more of their revenue from resume searching. Almost two months ago Dan Schawbel wrote about the feature, still then under wraps. Touting the advantages of the plug-in, he said, “Job boards and traditional resumes are going to fade faster than I even predicted!”

This morning, I emailed three of the largest job boards for their reaction. I haven’t yet heard from any of them, but I can’t imagine this is a development they’re welcoming. Corporate career sites, search engines, and social media all have impacted the pay-to-post business of job boards. Now LinkedIn is making a frontal assault on resume search.

Earlier this month, it shut down access to its network for sites like Monster’s BeKnown and BranchOut. Those services leveraged information on social networks, including LinkedIn’s, to build profiles for their members. Now, in a bit of a turnabout, LinkedIn hopes to leverage job postings to increase its own recruitment value. Whether it succeeds will depend on convincing recruiters and employers to adopt the plug-in and use it on every job posting. Netflix, LivingSocial, and Photobucket are among the initial users.

“Like everything transformative, you can argue both sides of the equation,” Nash said, when I asked him what reception LinkedIn expected from the job boards.

In the last three years especially, LinkedIn has been encroaching ever more aggressively into job board territory, offering premium search tools for recruiters, job postings, experimenting with career tools, adding a resume-maker for candidates, and now the apply button.

There's no mystery why LinkedIn is transforming its business network into what Gerry Crispin called a "job board for the 21st century." In 2010, recruitment products accounted for 42 percent of LinkedIn's total revenue. In 2008, it was 22 percent, third behind marketing solutions and premium subscriptions.

tags: jobboards, social media

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CAREERS NOW

Relocation rejection: Will career take a hit?

By Joyce Lain Kennedy
TRIBUNE MEDIA SERVICES

Q My husband was offered a promotion and transfer to an office in the next state. He turned it down because of housing and related issues. It was just too difficult, and we would have lost money.

Do you think his turndown hurt his career? — N.G.

A My guess is that your decision to stay put will not fry your husband's future prospects. If his presence was deemed critical in another locale, his employer would have sweetened the relo offer and made the move work for your family.

In Atlas Van Lines Inc.'s annual corporate relocation survey this year, only a quarter of relocation managers said that employees who turn down relocations could be hurting their careers. In companies with at least 5,000 employees, 87 percent said people declined relocations last year.

The reasons for turndown are familiar. Housing and mortgage concerns lead the list, followed by family issues, community ties and spouses' or partners' jobs.

For more information, browse for the article "More Workers Are Going Places, But Many Don't 'Dig' Idea of New Digs" in Workforce Management magazine.

Q Is the use of social media recruiting by employers now mainstream? How many employers use it? — O.Y.

A Yes, social media recruiting has gained mainstream status. A super how-to book for job hunters is "Social Networking for Career Success: Using Online Tools to Create a Personal Brand" by Miriam Salpeter (keppiecareers.com).

The only current study of the number of employers using social media recruiting that I've seen was produced by Jobvite (jobvite.com), a vendor of social media recruiting software.

The company says that of 800 respondents, 89 percent report they're either already using some form of social media in their recruiting or will in the next year. A majority, 64 percent, say they've hired people through a social network.

Q A career expert on a TV show claimed it's important to market yourself on the job. He talked about wardrobe, how you greet visitors, the ringtone on your mobile phone and the like. Do you have any thoughts on this topic? — T.E.W.

A Because the image you present to others can hasten or cancel your next promotion, or even keep you on board, the TV career expert did you a favor by focusing your attention on the psychology of image.

While you won't rise to greater heights merely because of your wardrobe or mellifluous voice, these factors certainly help.

So, too, does the style of the container in which you carry papers or lunch, and how your office is arranged, how you treat people below you in the pecking order, how you answer the phone, how you come across at staff meetings, how you take praise and how you handle days when everything goes splat.

Begin by deciding what image you want to market — perhaps clear thinking, smart, reliable, trustworthy, cheerful, team player and good supervisor material. Write it down on an image description card to remind yourself of the value of image-building repetition.

You must remember to show appreciation of extra efforts on your behalf by support staff. You must not keep peers waiting while you take calls or review papers. Your mouth must not run over on every topic at staff meetings. You get the idea.

Suspect you need an image overhaul if the admin pool takes your work last, if people fidget and look at the ceiling when you speak and if others cut you short indicating that your words are windy, dull or inaccurate.

To stand out from the crowd, find ways to package your assets and market a great image on the job.

Email career questions for possible use in this column to Joyce Lain Kennedy at jlk@sunfeatures.com; use "Reader Question" for subject line. Or mail her at Box 368, Cardiff, CA 92007



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Social Media Recruiting with Google+

Tags: digital recruiting, digital recruitment marketing, recruiting, recruitment advertising, Recruitment Marketing, social media recruiting, targting passive candidates
Posted in Interactive Recruitment Marketing, Interactive Recruitment Strategy
by Scott Ryan on July 25, 2011

It is more obvious than ever that recruiting teams have to diversify their recruitment marketing efforts. Job seekers are getting savvier about their search and you have to make sure that your organization is found when they are looking online.

The smart money is moving to digital recruiting through targeted advertising and social media recruiting. Check out this week's social recruiting headlines…

Google+ has great potential in terms of users and reach, especially for recruiting. Continued user adoption will be critical, but if it evolves into an effective social recruiting source, time will not be an issue.

#1 – Nobody Has The Free Time For Google+, Says LinkedIn CEO – http://read.bi/mSomAp

This is an easily digestible breakdown of Jobvite's Social Recruiting Survey 2011.

#2 – Jobvite Social Recruiting Survey 2011 Infographic - http://bit.ly/nZ4wGR

You can't have any ROI with social recruiting without developing the content to build your employment brand.

#3 - 2 Ways SMBs Make Social Pay: Development, Recruiting — InformationWeek Two Ways SMBs Make Social Pay: Development, Recruiting – http://bit.ly/o4ptyo

The Grandma's Chicken Soup blog stews up the latest and greatest recruiting news, for please follow me @HireClixScott

Human Resource Executive Online : http://www.hreonline.com/HRE/story.jsp?storyId=533340167

Do Friends Let Friends Recruit via Facebook?

Recruiting via social networks is getting hotter and hotter. But the quality of hires may depend on how well your employees know the people in their social networks -- and whether they want their Facebook connections being used by recruiters.

By Andrew R. McIlvaine

No doubt about it, social networking is the hot new medium for finding employees.

A June survey of 800 HR and recruiting professionals by Burlingame, Calif.-based recruiting vendor Jobvite found that nearly 90 percent of U.S. companies plan to recruit through social media this year, up from 83 percent last year. Nearly two-thirds (64 percent) use two or more social networks.

But of the three major social networks -- Facebook, LinkedIn and Twitter -- which one generates the most employee referrals who were actually hired by companies? Surprisingly enough, it's Facebook, not the more career-focused LinkedIn.

That's according to an aggregation of social-recruiting data from Jobvite's 500 corporate clients, which include Starbucks, Whole Foods and Zappos.com.

LinkedIn did generate the lion's share of total new hires found via social networking, accounting for 73 percent of such hires within the last six months, according to Jobvite's data. Just 20 percent came from Facebook and 7 percent from Twitter.

However, Facebook accounted for 43 percent of new hires generated from employee referrals, compared to 41 percent for LinkedIn and 16 percent for Twitter.

"I was surprised that Facebook is generating as many referral hires as it is," says Dan Finnigan, founder and CEO of Jobvite, which builds tools to help companies recruit via social networking. And yet, it makes sense, he adds.

"Peoples' connections on LinkedIn tend to be with people whom they may never have personally met," he says. "But their Facebook connections tend to be people they actually do know and interact with, and their engagement levels with Facebook tend to be quite strong; they're on Facebook every day, and that means the power of their connections there can be quite powerful in driving referral applications and, ultimately, new hires."

Employee referrals have long been the strongest source of new hires, says Finnigan, because those new employees tend to have a better understanding of the company, a better fit with the organization and typically stay longer and perform better than hires from other sources.

This is not to say that HR leaders should go all out in encouraging employees to get the word out about new openings to their Facebook friends. That move could backfire, says attorney Shayna Fernandez.

"I think many people would find it annoying to have their Facebook friends sending out advertisements for job openings," says Fernandez, an employment attorney with Bryan Cave in Phoenix. "These networks are supposed to be for your social use, not for job-hunting purposes."

Most people do tend to hold their Facebook connections "more sacred" than their LinkedIn ones, says Dan Kimball, chief marketing officer at McLean, Va.-based recruiting vendor Jobfox.

The real measure of a connection's value for employment purposes, he says, is not whether employees personally know the person but whether they feel the person's skills and experience make them a credible candidate for an open position.

And Facebook "friends" are often no more likely to be real-world buddies than one's LinkedIn connections, says Jason Alba, CEO of Salt Lake City-based consulting firm JibberJabber.com and author of I'm on LinkedIn: Now What???.

"One of my favorite things to do is go to my Facebook wall and purge all those people there whom I've never actually met," he says. "So I don't agree with the premise that people are much more likely to personally know their Facebook connections."

That's not to say Facebook can't be a potentially valuable source of new recruits, says Alba. It simply means you need to take a different approach to recruiting on Facebook than you would on LinkedIn.

"People who spend time on LinkedIn tend to be career-focused and very receptive to a formal message about jobs, whereas the environment on Facebook is more casual," he says.

"So on Facebook, you want to take a more casual approach: 'Hey, my company has an opening for such-and-such, please spread the word.' You're not necessarily going to hit the target audience you want, but you will find lots of people willing to spread the word for you," he says.

For its part, LinkedIn says the connections people make on its network are valuable because they're made in a professional, not personal, context.

"They actually know whether their connections are competent or not ... instead of just knowing that they 'are nice, fun or went to college with me,' " said Francois Dufour, LinkedIn's director of hiring solutions, via email.

LinkedIn is in the process of rolling out "Referral Engine," said Dufour, which is intended to "help employees easily identify professional connections who best fit their companies' open roles, and then makes it easy for them to recommend the best of those connections to recruiting departments."

Two other vendors, BranchOut and Monster's BeKnown, have also emerged as ways designed to make it easier for employees to utilize their Facebook connections for finding new jobs and referring people to open positions at their companies.

These offerings aside, one of the most effective ways to recruit via social networking is also cost-free, says Alba.

For example, he says, recruiters who want to locate potential hires on LinkedIn can post information about job openings to the relevant interest group, in which LinkedIn members discuss shared interests -- usually of a business nature -- with each other.

"Although LinkedIn has recruiting services that they charge for, you can get by that by sending a message to the relevant interest group along the lines of 'We have an opening in this area, where do you think we should look?'" he says.

"That way, you get the word out to the relevant people without having to pay for it," he says. "I'm not a big fan of paying for job postings."

July 25, 2011

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Important Finance News.com : **http://importantfinancenews.com/?p=375**

Poll: Job fears grow as hiring slows

July 2011 Financial Security Index Â» Overview

The economic recovery is stalled on the tracks, unemployment is turning up and a measly handful of jobs were created last month.

The result: Workers are worried. The number of Americans feeling confident in their job security is the lowest to date in the latest Financial Security Index poll from Bankrate.com.

Only 15 percent of workers polled for the survey said they feel more secure about their job today than they did a year ago. Nearly one in four says he or she is less secure.

Financial Security Index

“Lackluster job growth has Americans’ feelings of job security at the low point of the year,” says Greg McBride, CFA, Bankrate’s senior financial analyst. “And no wonder. There are 6.3 million people out of work at least six months, and the needle isn’t moving.”

He adds: “The timing of the poll is worth noting. The release of the dismal June jobs report on July 8 was in conjunction with the poll being conducted July 7-10.”
Build a network

Only 18,000 new jobs were created in June. With such a paltry number of positions available, the competition can be fierce. For job hunters, experts advise heeding the adage, “It’s not what you know, it’s who you know.”

Translation: Get networking — now. Luckily, the Internet makes networking quick and painless, even if you are woefully introverted or terrible at small talk. Social media such as Facebook and LinkedIn allow you to connect with vast swaths of professional contacts.

Meanwhile, recruiters are perusing these sites looking for candidates. A recent survey by Jobvite.com, a recruiting technologies specialist, found 87 percent of companies use LinkedIn when recruiting while 55 percent scan Facebook and 47 percent turn to Twitter.
Cause and effect

Addressing Congress earlier this month, Federal Reserve Chairman Ben Bernanke pointed to temporary economic shocks that stifled job creation. These included a spike in energy prices and the calamitous tsunami in Japan. According to Bernanke, only 1.75 million jobs have been created to replace the more than 8.5 million wiped out in the recession.

With the labor market so tenuous, it’s perhaps no wonder that debt levels remain a major consumer concern. The FSI found 24 percent of the population is less comfortable with their debt levels compared to a year ago. The number of people more comfortable with their debt level declined from June’s survey. This despite the fact that consumers actually owe $164 billion less on revolving credit accounts than in 2008, according to the Federal Reserve.
Eye on the budget

In the face of all this uncertainty, Americans may be budgeting their way to solvency. The FSI found 58 percent of people said they or their spouse track monthly spending against a budget.

“People are getting more frugal and paying attention to what they have to spend,” says Chris Ravsten, founder of Foxstone Financial Group in Denver.

But while the majority of Americans may keep a budget, that doesn’t mean they think their finances are in order. Only 14 percent of Americans feel more comfortable with their savings today than they felt one year ago, according to the FSI — the lowest comfort level this year.

Article source: http://www.bankrate.com/finance/consumer-index/many-with-jobs-live-in-fear-of-losing-them-1.aspx

Media Story : http://www.mediastory.net/2011/07/where-to-find-tips-about-available-jobs/

Where to Find Tips About Available Jobs

The recommendations made by your friends or by people you know are the best ways to find a new job. According to a recent study, Facebook friends deliver the most jobs related tips than LinkedIn contacts.

Surprisingly, Facebook generates the most recommendations that results in hiring than LinkedIN manages to do, according to HR Executive.

The explication of this fact is because people have more direct relations on Facebook. On LinkedIn, you connect with people you never met. However, you personally know most of your Facebook friends" Dan Finnigan said, from Jobvite.

According to him, recommendations made by employees are the most used method to recruit new people because new comers know what to expect and employers know more details about candidates compared to simply reading a resume.

"Usually, those that get a job this way are more productive and they remain in the company longer" Finnigan thinks.

Other HR specialists think that the LinkedIn approach is more professional and provides better results. " People present on LinkedIn are more career oriented an more receptive to job related messages. The Facebook environment is more casual" Jason Alba says, CEO at Jibberjabber.com and author of a book about LinkedIn.

"You know that your Facebook friends are funnier, or that they like to travel, but you don't know if they are professionally able" the Human Resources expert also said.

Money Telegram.com : http://www.telegram.com/article/20110725/NEWS/107259986/1002/business

Relocation rejection: Will career take a hit?

Monday, July 25, 2011

By Joyce Lain Kennedy Tribune Media Services

Add a comment

Q My husband was offered a promotion and transfer to an office in the next state. He turned it down because of housing and related issues. It was just too difficult, and we would have lost money.

Do you think his turndown hurt his career? — N.G.

A My guess is that your decision to stay put will not fry your husband's future prospects. If his presence was deemed critical in another locale, his employer would have sweetened the relo offer and made the move work for your family.

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The reasons for turndown are familiar. Housing and mortgage concerns lead the list, followed by family issues, community ties and spouses' or partners' jobs.

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QA career expert on a TV show claimed it's important to market yourself on the job. He talked about wardrobe, how you greet visitors, the ringtone on your mobile phone and the like. Do you have any thoughts on this topic? — T.E.W.

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To stand out from the crowd, find ways to package your assets and market a great image on the job.

Email career questions for possible use in this column to Joyce Lain Kennedy at jlk@sunfeatures.com; use “Reader Question” for subject line. Or mail her at Box 368, Cardiff, CA 92007

ReadWriteWeb : **http://www.readwriteweb.com/biz/2011/07/linkedin-social-job-hiring-grows.php**

Led by LinkedIn, Social Recruiting Continues to Grow [Infographic]

As anyone who's hired or been hired for a job in the last few years knows, social media is now a standard fixture of the recruiting process. We're constantly seeing data come out showing that sites like LinkedIn, Twitter and Facebook play an increasingly common role in hiring, and the numbers are only getting bigger.

About 89% of U.S. companies use social media for recruiting, according to new report and infograhic from JobVite, a company that makes social recruitment software. As one would suspect, LinkedIn is the biggest among social networking sites when it comes to finding and hiring new employees, a trend that's sure to continue ask LinkedIn rolls out its one-click job application button for employers.

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How successful is social recruiting? According to the survey, 64% of companies said they've hired through social media and 55% plan to invest even more in it this year.

Interestingly, while LinkedIn is used by the majority of companies for recruiting, the majority of jobseekers actually use Facebook when looking for a job, suggesting that people are relying on their immediate, non-professional network to find employment.

San Francisco Business Times
:http://www.bizjournals.com/sanfrancisco/morning_call/2011/07/burlingame-joins-tech-hubs.html

Burlingame becomes tech hub like Palo Alto, Sunnyvale

San Francisco Business Times
Date: Monday, July 25, 2011, 6:57am PDT
Click here to find out more!

Burlingame has joined cities such as Palo Alto and Sunnyvale in becoming a hub for tech companies, the Mercury News reports.

The city is home to tech companies including Jobvite and DataStax, and Sprint 's M2M Collaboration Center, where customers test devices using Sprint's data network.

Burlingame and San Mateo have been attracting companies as they offer a midpoint between San Francisco and Silicon Valley, the report says.

Social Barrel : http://socialbarrel.com/jobvite-90pc-of-recruiters-will-use-social-media/11743/

JobVite: 90pc of recruiters will use social media

JobVite, the recruiting platform for the social web, conducted a survey of 800 HR and recruiting professionals and found that almost 90 percent of U.S. companies will recruit using social media this year, up from 83 percent last year. Sixty-four percent of companies say they use at least two social networks.

jobvite survey social media info graphic 73x300 JobVite: 90pc of recruiters will use social media

Source: JobVite Infographic

JobVite put together data from its 500 corporate clients, which include Whole Foods, Starbucks, and Zappos.com and made a surprising discovery: Facebook, not the professional networking website LinkedIn, generated the highest number of employee referrals of those who were actually hired by companies. But JobVite's data showed that LinkedIn did account for the majority of new hires found through social networking: an impressive 73 percent, compared to just 20 percent for Facebook and 7 percent for Twitter.

JobVite CEO and founder Dan Finnigan said he was surprised Facebook accounted for so many referral hires, about 43 percent, compared to 41 percent for LinkedIn and 16 percent for Twitter. Finnigan explained the reason for this is likely that: "People's connections on LinkedIn tend to be with people with whom they may never have personally met. But their Facebook connections tend to be people they actually do know and interact with, and their engagement levels with Facebook tend to be quite strong."

Social CloudCast : socialcloudcast.com/cloud/do-friends-let-friends-recruit-via-facebook-human-resource-executive-online/

Do Friends Let Friends Recruit via Facebook? – Human Resource Executive Online

Boston Globe
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Social Recruiting and HR : http://hrsoftwaresystem.com/452/social-media-for-the-job-seeker/

Social media for the job seeker

What does “social media” mean to you? Only few months ago, if you asked me what did I think of social media I would have had no idea. I wasn’t using any of the social network (not Facebook, not LinkedIn, not Twitter – at least, I wasn’t discriminating!) nor I was planning to start using any of them in the near future.

And then, something happened. I was clueless and jobless, so I had to come up with something. As part of my “career reinvention” I jumped on the social media wagon as fast as I could. When offered an internship (according to Youtern.com the “new college degree”) working in online marketing and thus mostly with social media, and so I discovered a whole new world.

Social media can be a lot of things, from social gaming to updating your every single move (if that’s your thing) but can serve a “higher purpose” too. Even if indirectly, it brought me a fresh start. A new job. And a new learning process.
So, this is for you. The “social media skeptical“, the one who doesn’t believe in the power that social media has and can give you. The one who thinks that social media is no good. Well, as everything, the good it does is directly proportional to how you use it.
Surely, one good thing that social media can help you with, is landing the job of your dreams. Well, ok, maybe not your dream job, but a job. A good one. I promise.

Following, some basics on how to use 4 simple social media platform to your advantage, and enhance your career prospects on the way.

LINKEDIN

LinkedIn, the world’s Largest Professional Network, with 100+ millions members, is the favourite spot for recruiters and companies hunting for the talent they need. It should be suffice to say, according to a survey conducted by Jobvite couple of weeks ago, almost 90% of employers use LinkedIn to source candidates for their company.

This should be a good enough reason for you to take some time to create a good and accurate profile on the site. It will be your “online CV”, which will be visible to pretty much everyone. So, no lies, just relevant information and please, don’t forget a professional looking picture (remember: if you’d love to put the same picture on your Facebook profile, it probably shouldn’t be on LinkedIn). The profile picture is very important, as it eliminates trust issues that would otherwise be there with a faceless profile (you could be spam, or impersonating or simply just not credible). If you are a student, you might be interested in reading the post “LinkedIn goes after students“, by social recruiting start up Zartis.
Once you’re happy with your profile and it’s set up, to fully unlock LinkedIn potential you have to start connecting. As any social network, it will only work if you connect. Engagement is the next step to power charge your social presence and in turn, your job search. Bear in mind that the true power of LinkedIn’s network is in the second degree, i.e. your network’s connections. If there is someone within your network that is friend with someone who for instance works in a company you’re interested in, you might want to ask for an introduction.

Also, on LinkedIn you can join groups with similar interest to yours (to stay in the loop of things, especially if you’re currently unemployed) or ask/reply to questions (to show expertise or humbleness). Doing so, you will be part of a like minded community to which you can turn for knowledge, suggestions or simple inspiration.
LinkedIn is also becoming increasingly popular with the introduction of the Apply button which means that companies are going to be asking for your LinkedIn profile more and more.

BLOGGING

I think blogging is useful for lots of reasons like: showing your writing skills, knowledge of a particular field/industry, creativity. These are just few of the motives that could push you to set up a blog. Main drawback though, is that blogging is a tough nut to crack. It can prove to be very frustrating and a lonely place to be. Blogging is a slow business and most give up soon after having started. With the amount of information available today, it's hard to get attention, even when you're screaming for it. This said, your blog has a chance to become popular and can always be useful for your job search, if used properly.

The basic idea is to start a blog where you will cover the latest developments in your field and naturally, share it with your peers on LinkedIn or any other chosen social network. This can help you appear under the radar of some of the key people within your industry.
Think and plan your posts, don't just produce content for the sake of doing it, it will do you more damages than anything else. If your posts are well thought and laid out, and show relevancy to the subject you're discussing as well as your own opinions, you have a chance to show your prospective employer how knowledgeable you are in your niche.

To help you create a content strategy, read this article by Unbounce

TWITTER

Twitter can be scary for the beginner – well, I thought so when I first approached it. But if you stick to it, you'll probably like it better than Facebook. For the purpose of job hunting anyway. First of all, you'll have to show a completed bio with a link to your LinkedIn profile or blog (if you decided to go for it) to give a thorough view of yourself. Also, if you're using Twitter for job hunting purposes, you might want to show a decent looking profile pic (think twice before using Spider Man avatar). Now, your profile is set up, it's time to start following!!

Here's a good reference for the top 50 accounts jobs seekers should follow .

You might also want to follow influential people within your niche. Use the advanced Twitter search or free Twitter listing services like Listorious or WeFollow to discover more interesting people to connect with. Twitter is a good place where you can learn a lot, as there is a huge amount of information flow. However, you will also want to make use of it to establish yourself as an expert in your industry. In order to gain influence, you will need to ensure that your tweets are relevant and are added value for all your followers.
To manage your Twitter account, I would recommend free tools like Hootsuite (it's my tool of choice) or Buffer (to schedule your tweet and some analytics).

For more check out this article by Youtern "Twitter for not so dummies".

FACEBOOK

Facebook is getting more and more attention lately in relation to job search options. The rise of application such as BeKnown or BranchOut aimed at helping job seekers through the use of Facebook is only the beginning.
I'd say that most people use Facebook for personal purposes (I know I do), but I'm learning that it can also have some influences on your job searching endeavors.
I suggest you to read this article that sums up some cases where comments posted on Facebook costed the user his job. So as common sense should tell you, don't post compromising photos or comments about co-workers, bosses or anything related to your job (if you're still holding one, it won't be for long) as they could hinder your chances of keeping or getting a job. It is pivotal that you monitor your privacy settings closely to ensure that sensitive information is kept private.
In case you haven't noticed, Facebook is the second most used social network for jobs posting (56% of employers use it) therefore, having a decent looking Facebook page can really make the difference when it comes to applying for these positions.

For more ways to use Facebook for your job search Resume Bear has a good article up about strategy.

FINALLY

No, it’s not a new social network!! (Perhaps I should create one??)

Be yourself and be adventurous. And common sense is best practice! Whatever social network you might decide to use, do post a status update that will let your connection, friends or followers know that you are looking for a job. Social media are a great tool for job seekers and you should put your referral network to maximum use
If you liked the article and the basics tips provided, please come back and tell your story.

How do you use social media for job hunting? Is it paying off? What are you doing for your job search? I will be posting soon about jobs success stories using social networks.

All Twitter : http://www.mediabistro.com/alltwitter/social-recruiting-in-2011-infographic_b11911

Social Recruiting In 2011 [INFOGRAPHIC]

By Lauren Dugan on July 26, 2011 11:25 AM

Social recruiting – using social media to find potential employees – is more popular today than ever before.

According to a new infographic from Jobvite, a company which offers social recruitment software, 89 percent of US companies use social media in some way during their recruitment process. How does Twitter fit into the bigger social media picture? Check out the infographic below to find out.

It probably isn't much of a surprise to learn that LinkedIn leads the pack when it comes to social media recruiting. About 85 percent of companies turn to LinkedIn to find their next potential hire. Facebook is the second most-used social media site for recruitment at just over 50 percent, but Twitter isn't far behind: 47 percent of employers say that have used Twitter in their hunt for new hires.

Funnily enough, this infographic shows that employers and job seekers don't quite see eye-to-eye on which networks are most important. While LinkedIn was by far the favorite for employers, job seekers had only a 35 percent presence on the network.

As a source for new hires on Jobvite itself, Twitter makes up just 7 percent. However, this number is growing every year, as more employers look to Twitter for potential employees.

Take a look at the infographic below for more facts and figures about social recruitment (click to enlarge):

Bizz Global : http://thebizzlog.blogspot.com/2011/07/linkedin-simplifies-applying-for-jobs.html

LinkedIn simplifies applying for jobs with new employer button

Applying for a new job just became a method that needs a twosome clicks. LinkedIn is revolving out a new button for employers to simplify the submission process.

With over 100 million users on the LinkedIn service, it's clear that promise employers can find tech-savvy candidates through the site. LinkedIn is producing the method simpler with the launch of the "Apply with LinkedIn" button for boss sites. A business takes a couple of lines of cipher, lets fall them into the job posting and applicants can rapidly submit submissions for the position. Companies can furthermore customize the button toneed a cover note or response a sequence of inquiries to specify for the job.

apply-linkedin-laptopFor the job hunter, this button can possibly pace up thesubmission method and permit users to work inside theirmesh of associates for recommendations. After the clientbangs the button, lightweight alterations to the profile can be made for example changing communicate information. After the client bangs the 'Submit Application' button, they can scroll through persons in their mesh that work at thebusiness and demand referrals through the LinkedIn messaging system.

The "Apply with LinkedIn" button is very alike to the Facebook Like button in functionality and alleviate of use. While this can assist a savvy nominee rapidly request for some occupations, LinkedIn has not demonstrated if users are going to be restricted to a exact number of job submission submissions per day. Without a restrict, it'slikely that the capacity of submissions could swamp businesses with unqualified candidates.

Companies that currently use applicant following schemes like JobVite or Bullhorn will find that the new button ismatching and feeds information to those services. Other services like Talos and Kenexa are still in the works. The service can furthermore easily yield all promise applicant data to an internet note address. LinkedIn commenceddevices for developers to customize the submission for example supplementing the business logo to the pop-up screen. Netflix, PhotoBucket and Tripit are a couple of of internet businesses that are revolving out support for the button first

Digital Trends : http://www.digitaltrends.com/social-media/linkedin-simplifies-applying-for-jobs-with-new-employer-button/

LinkedIn simplifies applying for jobs with new employer button


July 25, 2011

Applying for a new job just became a process that requires a couple clicks. LinkedIn is rolling out a new button for employers to streamline the application process.

With over 100 million users on the LinkedIn service, it's clear that potential employers can find tech-savvy candidates through the site. LinkedIn is making the process easier with the launch of the "Apply with LinkedIn" button for employer sites. A company takes a few lines of code, drops them into the job posting and applicants can quickly submit applications for the position. Companies can also customize the button to require a cover letter or answer a series of questions to qualify for the job.

apply-linkedin-laptopFor the job hunter, this button can potentially speed up the application process and allow users to work within their network of contacts for recommendations. After the user clicks the button, light changes to the profile can be made such as altering contact information. After the user clicks the 'Submit Application' button, they can scroll through people in their network that work at the company and request referrals through the LinkedIn messaging system.

The "Apply with LinkedIn" button is very similar to the Facebook Like button in functionality and ease of use. While this can help a savvy candidate quickly apply for several jobs, LinkedIn has not indicated if users are going to be limited to a specific number of job application submissions per day. Without a limit, it's possible that the volume of applications could overwhelm companies with unqualified candidates.

Companies that already use applicant tracking systems like JobVite or Bullhorn will find that the new button is compatible and feeds information to those services. Other services like Talos and Kenexa are still in the works. The service can also simply output all potential applicant information to an email address. LinkedIn launched tools for developers to customize the application such as adding the company logo to the pop-up screen. Netflix, PhotoBucket and Tripit are a few of the Web companies that are rolling out support for the button first.
In Case You Missed It:

LinkedIn upgrades profiles for recent college graduates
Twitter who? iOS 5 connects with multiple social platforms, including Facebook
Zynga IPO imminent?
Facebook more valuable than Yahoo, eBay

Enterprise Irregulars : www.enterpriseirregulars.com/40214/social-business-saas-applications/

Social Business SaaS Applications

By Evangelos Simoudis on July 26, 2011

A couple of years ago while analyzing the ways SaaS business applications could evolve we started thinking about the social web's impact on business processes. At the time, Facebook's success was accelerating while Twitter and Zynga were emerging. We know that consumer-oriented companies want to engage their customers and prospects in the places they frequent, i.e., the social web. We also started seeing early signs of consumer-oriented technology adoption by corporations. These realizations made us hypothesize that the social web will figure prominently in the next generation of business applications and that these applications will be built on top of new platforms that have the social web at their core. To date we have invested in three social application companies: Extole, a company that provides a social marketing application, 8thbridge, a company that provides a social shopping and commerce application, and Jobvite, a company that provides a social recruiting application.

As we examine the characteristics of our three investments as well as those of other relevant companies we have considered investing, we have concluded that the applications developed by such companies:

Are delivered over the cloud.

Automate businesses processes that target individuals (consumers or employees), e.g., marketing, shopping, recruiting, customer experience management, collaboration. For example, Starbucks' 13M Facebook fans or Coke's 11M Facebook fans do nothing for these brands unless they can somehow demonstrate their engagement with each brand. A couple of weeks ago 8thbridge, working with Paramount Pictures, created the Facebook store for the recent Transformers movie. In the first two days the store went up in resulted in 900K new fans that, most importantly, generated 77K content interactions and also led to many ticket sales. As consumers increase their participation in social media, business executives continue to create programs to engage with them. In fact, 70% of interactive marketers are currently piloting processes to drive word-of-mouth marketing through their most vocal consumers, 58% have launched systems encouraging consumers to spread company messages; and 47% have launched social tools that allow consumers to support each other, e.g., forums.

Are implemented on new platforms with social networking structures, e.g., enable access and operations on a social graph, and capabilities, e.g., capitalize on the social graph to enable viral distribution, at their core. In addition, these platforms have global reach, support large partner ecosystems, are device agnostic, support online and mobile communications, advertising and commerce. Facebook has emerged as the strongest platform with these characteristics, in the same way that Google a few years earlier emerged as a platform for applications that had search at their core. However, we expect that Google, Microsoft and Apple will soon augment their own web platforms with such features as well.

Are data-centric, in that they generate and operate on big data, and use analytics to provide a variety of insights pertinent to the business. Insights on how a fan uses his social graph to spread a message about a brand, how to improve user engagement around a brand, identify which customers must be nurtured because they are brand influencers or can attract talent to a particular company, which customers or brand fans must be rewarded because they can address product problems, and which consumers shall be offered a reward, e.g., more frequent flier miles, because they can drive a particular group-buying behavior, e.g., organizing a vacation with a group of their Facebook friends and purchasing plane tickets, identify customers that are ready to defect because they are dissatisfied with a company's service quality.

Require significant consulting services as corporations are in the very early stages of trying to determine how to take advantage of the social web and appropriately adjust their business processes and practices. In general, we are seeing that as much as 50% of these companies' revenue could come from consulting services. Unfortunately, the established professional services organizations are not yet able to field the right solutions. As a result, the social application companies end up offering the services themselves.

We continue to look for additional investment opportunities in early and expansion stage companies whose applications use the social web to address important business processes in unique and valuable ways. Some application categories are becoming overcrowded with companies that have little differentiation and overfunded by investors. We, however, are looking for the companies that have developed social applications whose value will not become obvious for another couple of years.

FOX Business : http://www.foxbusiness.com/personal-finance/2011/07/25/many-with-jobs-live-in-fear-losing-them/

Many With Jobs Live in Fear of Losing Them

The economic recovery is stalled on the tracks, unemployment is turning up and a measly handful of jobs were created last month.

The result: Workers are worried. The number of Americans feeling confident in their job security is the lowest to date in the latest Financial Security Index poll from Bankrate.com.

Only 15% of workers polled for the survey said they feel more secure about their job today than they did a year ago. Nearly one in four says he or she is less secure.

Financial Security Index

"Lackluster job growth has Americans' feelings of job security at the low point of the year," says Greg McBride, CFA, Bankrate's senior financial analyst. "And no wonder. There are 6.3 million people out of work at least six months, and the needle isn't moving."

He adds: "The timing of the poll is worth noting. The release of the dismal June jobs report on July 8 was in conjunction with the poll being conducted July 7-10."

Build a network

Only 18,000 new jobs were created in June. With such a paltry number of positions available, the competition can be fierce. For job hunters, experts advise heeding the adage, "It's not what you know, it's who you know."

Translation: Get networking -- now. Luckily, the Internet makes networking quick and painless, even if you are woefully introverted or terrible at small talk. Social media such as Facebook and LinkedIn allow you to connect with vast swaths of professional contacts.

Meanwhile, recruiters are perusing these sites looking for candidates. A recent survey by Jobvite.com, a recruiting technologies specialist, found 87% of companies use LinkedIn when recruiting while 55% scan Facebook and 47% turn to Twitter.

Cause and effect

Addressing Congress earlier this month, Federal Reserve Chairman Ben Bernanke pointed to temporary economic shocks that stifled job creation. These included a spike in energy prices and the calamitous tsunami in Japan. According to Bernanke, only 1.75 million jobs have been created to replace the more than 8.5 million wiped out in the recession.

With the labor market so tenuous, it's perhaps no wonder that debt levels remain a major consumer concern. The FSI found 24% of the population is less comfortable with their debt levels compared to a year ago. The number of people more comfortable with their debt level declined from June's survey. This despite the fact that consumers actually owe $164 billion less on revolving credit accounts than in 2008, according to the Federal Reserve.

Eye on the budget

In the face of all this uncertainty, Americans may be budgeting their way to solvency. The FSI found 58% of people said they or their spouse track monthly spending against a budget.

"People are getting more frugal and paying attention to what they have to spend," says Chris Ravsten, founder of Foxstone Financial Group in Denver.

But while the majority of Americans may keep a budget, that doesn't mean they think their finances are in order. Only 14% of Americans feel more comfortable with their savings today than they felt one year ago, according to the FSI -- the lowest comfort level this year.

"I would define budgeting as making sure you're living within your means and that you are saving money for the future," says Carrie Coghill, director of consumer education for FreeScore.com, a consumer credit information organization. "In my experience, only around 20% of people budget in this way."

The envelope, please

There are many strategies for budgeting, but experts say the best method is the one you incorporate into everyday life. The so-called envelope method is a tried-and-true example.

For the uninitiated, with the envelope system, a saver tracks expenses for one month. At the end of the month, it's clear how much goes for various categories such as housing, food, transportation and bills.

From there, the consumer puts an allotted amount of money in an envelope for each area. Once that envelope is empty, spending for that category stops until the next paycheck.

In an age of email and texting, of course, a system based on envelopes may seem antiquated. So technology offers an upgrade. Some online banks allow customers to open several free accounts and name them according to their purpose. Even better, you can set up automatic withdrawals and deposits from your primary account to your various virtual envelopes.

"It just takes a little discipline for the first few months to get the knack of living by a budget, and then it becomes empowering to the point that you want to live within your budget to see how much you can save," says Ravsten.

But the FSI also suggests many Americans aren't budgeting because they believe in the future, but because they're worried about it. "The overall Financial Security Index is down from 97.8 in June to 95.6 in July, the lowest reading since April," McBride says.

The accompanying slideshow gives detailed results of the latest FSI survey, along with analyses by selected experts and advice to help consumers cope in these uncertain economic times.

The survey was conducted by Princeton Survey Research Associates International from July 7-10, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±4.0 percentage points.

Information Week :
http://www.informationweek.com/thebrainyard/news/social_networking_consumer/231002658/linkedin-apply-button-1click-job-application

LinkedIn 'Apply' Button: 1-Click Job Application

New button, plug-in let job seekers submit LinkedIn profiles instead of job application forms.

Employers and job sites can now include an "Apply with LinkedIn" button in their job listings, encouraging applicants to submit their LinkedIn profiles in lieu of filling out an application form.

"This makes it extremely easy for companies get access to that rich, high-quality profile information," Adam Nash, vice president of product management, said in an interview. Previously, LinkedIn users could include their profile, and let employers see their references, when applying for jobs listed on LinkedIn, but now they will be able to do so on any site that includes this button.

By making it easier to apply using the structured information already present in a LinkedIn profile, companies ought to see applications from people who are better qualified, more in demand, and less likely to spend a lot of time filling in online job applications forms, Nash said. "Probably companies aren't getting as many of the right job applications as they should because they're making people copy and paste information into forms."
8 HR Collaboration Platforms In Action
8 HR Collaboration Platforms In Action
(click image for larger view and for slideshow)

The process allows applicants to make any last minute updates to their profiles before submitting the application, "but assuming it's all good, it's just boom, and then you're done," Nash said. Job hunters also get the opportunity to tap any contacts in their social network who are employed at that company and can help make introductions, he said.

LinkedIn said the button already is launching on thousands of websites, including Netflix, LivingSocial, Photobucket, Concur subsidiary TripIt, Foodspotting, GazeHawk, Munch On Me, and Formative Labs.

This follows a flurry of recent developer upgrades, including the LinkedIn Groups API and the APIs and plugins for companies and job listings.

The Apply with LinkedIn button is being provided as a LinkedIn plugin, meaning that a Web-based tool at apply.linkedin.com makes it easy to generate the few lines of code needed to include the button on your own website. LinkedIn also has integrated the button with applicant tracking software from Peoplefluent, Jobvite, SmartRecruiters, Bullhorn, and Jobscience. Other vendors including Taleo,Lumesse, and Kenexa plan to add support by the end of the year.

See the latest IT solutions at Interop New York. Learn to leverage business technology innovations--including cloud, virtualization, security, mobility, and data center advances--that cut costs, increase productivity, and drive business value. Save 25% on Flex and Conference Passes or get a Free Expo Pass with code CPFHNY25. It happens in New York City, Oct. 3-7, 2011. Register now.

Kent Business TV: http://www.kentbusinesstv.com/digital-media-and-marketing/linkedin-introduces-a-new-initiative-to-help-job-seekers/

LinkedIn Introduces A New Initiative to Help Job Seekers

July 26, 2011 8:19 am

LinkedIn the world's largest professional network on the Internet, has announced a new plugin that enables job seekers to easily submit their LinkedIn profile for job opportunities on an employer's website. By clicking the new Apply with LinkedIn button on a company's website, consumers and companies alike will be able to find more opportunities, candidates and insights that will ultimately help them land their dream job or dream candidate.

"In this challenging jobs environment, LinkedIn's ability to connect talent with opportunities, on a massive scale, is more essential than ever. Apply with LinkedIn is the next phase of our open platform effort and we hope an important catalyst in creating economic opportunity for our members," said Jeff Weiner, CEO of LinkedIn.

"Apply with LinkedIn provides an easy way for job seekers to put their best foot forward when applying for new opportunities and demonstrates a confidence in their professional identity and brand which showcases their acquired skills, experiences and professional connections," explains Deep Nishar, SVP of products and user experience at LinkedIn. "Companies also gain access to one of the most qualified and coveted talent pools of more than 100 million LinkedIn professionals around the world."

For Job Applicants
When job applicants click the Apply with LinkedIn button, they will have the opportunity to edit their profile before submitting or they can go directly to the one-click "Submit Application" button, which will automatically send the candidate's public LinkedIn profile data to the employer or pre-populate the employer's online employment application. Applicants receive immediate confirmation of their submission and will be prompted with professional connections that they can contact to increase their chances of getting hired at the company. Job candidates will also be able to manage any job submissions using the Apply with LinkedIn button when they go to their LinkedIn.com "Saved Jobs" tab to provide increased efficiency and organisation in their job search.

For Companies
Thousands of companies have the Apply with LinkedIn plugin accessible on their websites today, including LinkedIn, Netflix, LivingSocial, Photobucket, Concur subsidiary TripIt, Foodspotting, GazeHawk, Munch On Me, and Formative Labs. LinkedIn has also teamed up with key Applicant Tracking System (ATS) partners who have enabled the Apply with LinkedIn plugin for their customers today, including Peoplefluent, Jobvite, SmartRecruiters, Bullhorn, and Jobscience.

By integrating Apply with LinkedIn as an additional option for job candidates, the corporate world's most active employers can increase the quality of their applicant flow and their ability to identify and qualify high-quality candidates. In addition, Taleo, Lumesse, and Kenexa have announced that they will implement the Apply with LinkedIn technology by the end of the year. Companies will have the option to customise the plugin and will be able to add up to three questions for the applicant to complete, such as a candidate's willingness to relocate, option to add a cover letter, or customised questions. The plugin can be tailored to a company's existing applicant tracking service and may offer varying features based on their ATS partner. Companies interested in integrating Apply with LinkedIn can download the free plugin on apply.linkedin.com.

Quick Online Tips : http://www.quickonlinetips.com/archives/2011/07/easily-apply-jobs-with-linkedin-buttons/

Easily Apply Jobs with LinkedIn Buttons

Home › Social Media - 26/07/2011

LinkedIn Profiles became more useful as job applicants can apply for jobs in one click using LinkedIn buttons. As job recruiters and employers continue to add “Apply with LinkedIn” buttons to their sites, job seekers will find LinkedIn buttons the easiest way to apply for jobs without filling long application forms or resume documents.
Apply Jobs with LinkedIn Buttons

linkedin jobs

Companies can easily use the “Apply with LinkedIn” buttons to their sites and can easily access referrals and recommendations. LinkedIn allows customize branding, better submissions management by routing applications, and full integration with popular Applicant Tracking Systems (ATS) (like SmartRecruiters, Jobvite etc.) in the market. Build an Apply with LinkedIn button using this generator now.

How does it work? Its very simple actually. A company adds the Apply with LinkedIn button to its job postings. Interested job applicants apply with one click using his LinkedIn Profile. The The company sees who in his network works there and can evaluate the job application for possible hire.

apply with linkedin

View this video about how companies can hire better and job applications can get a better job with LinkedIn.

San Francisco Chronicle : http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/07/25/BUDQ1KES1R.DTL

LinkedIn 1-click job application feature begins

Tuesday, July 26, 2011

LinkedIn Corp. moved to increase usage of its professional social network Monday by starting a new feature that lets members quickly apply for open jobs that are posted online.

The new "Apply with LinkedIn" feature, which is free for both members and company recruiters, lets job applicants submit their resumes and key professional information with a click of a button.

Deep Nishar, LinkedIn's senior vice president of products and user experiences, said the Mountain View company has lined up "thousands of companies" to add the button to their website's job postings page, including Netflix, LivingSocial, Photobucket, TripIt and Foodspotting.

"It's the 21st century way of applying for a job," Nishar said. "It enables the candidate to really present a very comprehensive picture of who they are and their professional profile."

The button is the first major product LinkedIn has introduced since the company went public in May. The announcement also comes as LinkedIn prepares to report its second-quarter results, the company's first earnings report under investor scrutiny as a public company, on Aug. 4.

Applicants send profile

If a company has the "Apply with LinkedIn" button embedded on its website, job applicants can respond by sending their LinkedIn profile, which includes a resume, recommendations and contact information. The applicant can also type a quick cover-letter introduction.

The feature also saves and lists the job applications they've submitted using Apply with LinkedIn. If the applicant isn't one of the more than 100 million people with a LinkedIn profile, he or she is invited to start one, although they can still submit an application without joining.

The company's recruiter receives an e-mail that includes a link to the applicant's LinkedIn profile, which can be saved as a PDF and printed out. Companies can also add questions, such as whether the applicant can relocate.

87% of firms recruit

Social networking is playing an increasing role in job searching. About 12 percent of job applicants now include their LinkedIn profiles, while 87 percent of U.S. firms use LinkedIn for recruiting, according to a survey from Jobvite Inc., a Burlingame firm that produces a job applicant tracking platform for companies.

Also, 55 percent of recruiters use Facebook and 47 percent use Twitter, said Jobvite, which is also using the Apply with LinkedIn plug-in for its customers.

"If there's one thing that all professionals do at some point is apply to jobs," said LinkedIn product manager Jonathan Seitel. "This is one area where we felt we really had the opportunity to make the experience better."

Still, the news sent LinkedIn's stock price down $2.11 per share to close at $100.86 per share on the NYSE. LinkedIn, one of several high-profile tech company IPOs this year, had an initial price of $45 per share when the company went public May 19.

E-mail Benny Evangelista at bevangelista@sfchronicle.com.

This article appeared on page D - 1 of the San Francisco Chronicle

Read more: http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/07/25/BUDQ1KES1R.DTL#ixzz1jzkfHzUE

Social Media Research Group : http://research.lindseyfair.ca/2011/07/employee-referrals-not-coming-from.html

Employee referrals not coming from where you think

No doubt about it, social networking is the hot new medium for finding employees.

A June survey of 800 HR and recruiting professionals by Burlingame, Calif.-based recruiting vendor Jobvite found that nearly 90 percent of U.S. companies plan to recruit through social media this year, up from 83 percent last year. Nearly two-thirds (64 percent) use two or more social networks.

But of the three major social networks -- Facebook, LinkedIn and Twitter -- which one generates the most employee referrals who were actually hired by companies? Surprisingly enough, it's Facebook, not the more career-focused LinkedIn.

That's according to an aggregation of social-recruiting data from Jobvite's 500 corporate clients, which include Starbucks, Whole Foods and Zappos.com.

LinkedIn did generate the lion's share of total new hires found via social networking, accounting for 73 percent of such hires within the last six months, according to Jobvite's data. Just 20 percent came from Facebook and 7 percent from Twitter.

However, Facebook accounted for 43 percent of new hires generated from employee referrals, compared to 41 percent for LinkedIn and 16 percent for Twitter.

"I was surprised that Facebook is generating as many referral hires as it is," says Dan Finnigan, founder and CEO of Jobvite, which builds tools to help companies recruit via social networking. And yet, it makes sense, he adds.
"Peoples' connections on LinkedIn tend to be with people whom they may never have personally met," he says. "But their Facebook connections tend to be people they actually do.. [read full article]

TechnoBot : http://www.thetechnobot.com/1431/2011/07/26/linkedin-makes-easy-to-search-for-jobs-with-apply-with-linkedin-button/

LinkedIn Makes Easy To Search For Jobs With “Apply With LinkedIn” Button

July 26, 2011

More than 100 million users of LinkedIn, a service, it is clear that potential employers can find tech-savvy candidates through the site. LinkedIn makes the process easier to launch the “LinkedIn Apply” on the site of the employer. The company takes a few lines of code, and the fall in job seekers can quickly left the place. Companies can also customize the button to request a cover letter, or respond to a series of questions to get a job.

For job seekers, this button can potentially accelerate the implementation process and enable users to work within their network of contacts for recommendations. After the user clicks the button, the light changes in the profile can be done, like changing the contact information. When the user clicks on “Submit Application”, you can scroll through your network of people working on applications and referral business through the mail system LinkedIn.

“LinkedIn Apply” button is very similar, as the Facebook button in the functionality and ease of use. While this may help a smart candidate quickly apply various jobs, LinkedIn does not indicate whether users are limited to a specific number of submissions of work per day. Unlimited, it is possible that the volume of requests can overwhelm companies with unqualified candidates.

Companies that already use tracking systems of the candidates, as Megaphone Jobvite or see the new button is active and feeds information to these services. Other services such as Talos and Kenexa still in the works. The service can also simply output all the information a potential candidate for an email address. LinkedIn launches tools for developers to customize the application such as adding the company logo on screen pop-up. Netflix, Photobucket and TripIt some companies that are deploying support network for the first button.

Tweetsme.com : http://www.tlnt.com/2011/07/26/today-on-tlnt-radio-motivating-employees-company-culture-and-retention/

Today on TLNT Radio: Motivating Employees, Company Culture and Retention



Lance Haun on Jul 26, 2011, 9:10 AM

During last week's episode of TLNT Radio, we talked about the future of social recruiting from two CEO's who hope to be on the forefront of it: Rick Marini of BranchOut and Dan Finnigan of Jobvite. We also discussed the trends of flexible jobs (and how much growth can really be seen) as well as other news of the last week.

Today at 2 pm Eastern/11 am Pacific, we'll be talking about the challenges of motivating employees and company culture with Globoforce's own Derek Irvine. We'll also be chatting with Kevin Grossman from HR Marketer about some of the retention challenges employers are facing and the overall HR market.

You can listen to it live from the web or you can dial in to (818) 572-8036 to listen to the show or to ask a question. You can also follow the show hashtag on Twitter by searching for #TLNTradio. After the show airs, the archive will be available shortly after the end of the show.

Motivating employees

In the first part of the show, we'll be talking with Derek Irvine, VP of Global Strategy for Globoforce. Derek recently wrote on TLNT about how motivating employees is all about understanding three key issues:

Do they know how to do their job well?
Do they know when they do it well?
Do they know why they should be doing it?

If a manager can't confidently answer those questions in the affirmative, it is time to really think about how to fix it so managers can effectively motivate their employees. We'll also be talking about how company culture doesn't only impact people at work but also how it can influence their personal life as well.
Retention struggles

It's no secret that many people are looking to move on from their jobs. And while I think it is easy to get too caught up in how miserable a less-than-ideal job can be, it can also make us forget that there are often others who would love to be in that position instead of unemployed (or underemployed). That's why we'll be talking to Kevin Grossman, Chief Marketplace Evangelist for HR Marketer, about his recent post on this subject. In it, he says:

53 percent are either looking to leave for a new job or have mentally checked out of their old one. So much for bubbles with kittens in them. Dreams jobs are highly subjective and even if there are universals to them — good money and benefits, family flexibility, guaranteed promotion and success, ample vacation time, constant managerial and collegial support, philanthropic niceties, hugs and kisses (strictly

platonic of course) — the believe in them, all of which are intertwined with the great American dream, sets us up for failure early in most of our careers.

In it, he was referencing a study from Mercer that our own John Hollon wrote about:

Mercer, the global HR consulting firm, just released the results of its new What's Working survey, conducted over the past two quarters among nearly 30,000 workers in 17 countries, including 2,400 workers in the U.S. It found that nearly a third (32 percent) of American workers are seriously considering leaving their organization at the present time, up sharply from 23 percent in 2005.

As bad as that sounds, another 21 percent of workers say they are not necessarily looking to leave but view their employers unfavorably and have rock-bottom scores on key measures of engagement, meaning that when you combine the two, more than half of all employees (53 percent) are either looking to leave for a new job or have mentally checked out of their old one

More importantly though, I wonder what can be done from the employer side. Especially if little has been done up to this point? We'll be talking about that and more with Kevin as well as anything else newsworthy that pops up.
Miss our last episode?

You can catch it below, or on the show website.

Listen to internet radio with TLNT on Blog Talk Radio
Lance Haun is Contributing Editor for TLNT and Community Director for ERE.net, a sister website to TLNT.com. His background includes seven years as a human resources generalist, recruiter, HR manager, and HR blogger. You can follow him on Twitter at http://twitter.com/thelance.

WebPro News : http://www.webpronews.com/apply-with-linkedin-might-be-pretty-huge-2011-07

“Apply with LinkedIn” Might Be Pretty Huge

July 26, 2011 @ 11:44am

This week, LinkedIn revealed a new tool called “Apply with LinkedIn”. It’s basically a button companies can put on their websites to enable one-click job applications by potential candidates.

“We’ve put an incredible amount of effort to rethink the job application process from end-to-end to make it a one-click submit for any professional,” says LinkedIn’s Jonathan Seitel. “The first step was simple: put the functionality everywhere our members need it. That means packaging it as a simple button that you can recognize anywhere across the web. We’ve made this simple enough to implement so both companies and developers can easily include it on their corporate websites.”

Your Digital Space : http://www.yourdigitalspace.com/2011/07/apply-with-linkedin/

Quickly Apply Jobs with LinkedIn Buttons

Social networking is playing an increasing role in job searching in the current. According to a survey from Jobvite Inc -about 12 percent of job applicants now include their LinkedIn profiles, while 87 percent of U.S. firms use LinkedIn for recruiting

Also see: How Can You Find Good Online JOB?

So LinkedIn – the largest social networking site for professionals has released a new feature called Apply With LinkedIn. This new feature is free for both members and company recruiters, lets job applicants submit their resumes and key professional information with a click of a button.
This button will allows employers to add a button to online job listings so applicants can click on it and send their information directly to the company. Applicants have an opportunity to personalize the information with a cover letter.

Also see: Top Job Websites to Bookmark for Your Career Search

View this video about how companies can hire better and job applications can get a better job with LinkedIn.

Emplopyee Engagement Group : http://employeeengagement.com/2011/07/jobvite-2011-social-recruiting-survey-results/

Jobvite 2011 Social Recruiting Survey Results

Jul 28, 2011

Social recruiting is on the rise! Employers will invest in social networks for recruiting as competition for talent increases. Companies surveyed reported the following:

55% of companies surveyed will increase their budgets for social recruiting

87% of the companies leverage LinkedIn for recruiting

40% of the companies use Twitter, Facebook and Twitter

Nick Cifuentes : http://nicholascifuentes.com/archives/566/

Social Recruiting Continues Massive Growth, Led by LinkedIn

An interesting new infographic was released from JobVite earlier this month, a company that makes social recruitment software, and It shows a clear picture that social recruiting is continuing to grow at exponetial levels, with LinkedIn acting as the biggest advocate among social networking sites when it comes to finding and hiring new employees.

Chances are, if you've hired or have been hired for a job in the last few years knows, social media is now a standard necessity of the recruiting process. I look over copious amounts of data that show LinkedIn, Twitter and Facebook playing a crucial role in the hiring process, and numbers are only rising.

The infographic from JobVite shows that 89% of U.S. companies are using social media for recruiting. But how successful is it? The survey shows that 64% of companies said they've hired through social media and 55% plan to invest even more in it this year.

One interesting point in the survey showed that while LinkedIn is used by the majority of companies for recruiting, most job seekers actually use Facebook when looking for a job, showing that people are relying on closer, more personal connections to find employment.

Social Light : http://debkrier.com/privacy-during-a-job-search/

Written on July 28, 2011 by Deb Krier

According to Jobvite's most recent survey on how businesses use social media for recruiting, a whopping 89% of U.S. companies will use social networks for recruiting in 2011. While this includes things like posting jobs, it also includes researching potential candidates.

I've recently seen a flurry of articles on this topic, specifically about the question of the legality of performing a search of someone's online reputation.

Many people assume that what they post on sites such as Facebook is "private" and therefore, shouldn't be held against them during a job search. We've all seen examples of posts that could cast a negative light on someone. People post about calling in sick when they really aren't, leaving work early, not doing good work because they hate their job and so on. I've even seen posts where people admit to stealing from their employer! I've also seen many highly-questionable YouTube videos.

In April 2010, the U.S. Library of Congress announced that it will archive all Tweets—and they'd be searchable! This project turned out to be bigger than they thought, so it hasn't yet been implemented, but it does bring to mind the question of "how long" this information can be used. What if someone Tweeted five years ago that they frequently played hooky from the office? People can and do change and things may no longer be relevant.

One article I read suggested that HR staff should be totally banned from performing any search on social media sites. This isn't reasonable. Obviously, using some social networking sites to research candidates is acceptable—and expected. LinkedIn is a perfect example of this.

However, what about sites like Facebook, YouTube and Twitter? What is the expectation of privacy? No matter what someone's privacy settings are, Facebook itself doesn't guarantee privacy. If someone "publicly" posts something that could be detrimental, can they complain if it's used against them?

Employers have run background and credit checks, as well as requiring drug testing, on potential employees for years. Is doing an online search any different? One difference now, however, may be that someone's online reputation is often checked prior to an interview…and candidates are eliminated without even knowing why.

One of the problems with reviewing someone's online presence is that an HR person or recruiter could see things that they cannot legally ask in an interview. Third-party firms are springing up that eliminates

this. They perform the online searches, eliminating information that is not allowable in the hiring process, including race, religion, national origin, age, sex, family status, sexual orientation and disability status. Reports are provided that include both positive and negative results. Positive results can be items like charitable and community involvement while negative results can include inappropriate photos and videos, racist posts and illegal activity.

So, what does all of this mean? If someone is in the job market, they should assume their online reputation will be investigated. They need to know what is on the Internet about them (AND anyone who has the same name)—and be able to explain any negative items.

What do you think? Post your comments in the box below!

Susan Whitcomb : http://www.susanwhitcomb.com/2011/07/28/facebook-the-new-walmart/

Facebook the New Walmart?

Here's a potentially controversial statement:

Facebook is becoming the new Wal-Mart!

Regardless of your thoughts on Wal-Mart's retailing practices, the truth is that you can find just about ANYTHING at Wal-Mart. From toys to toilet fixtures, it's all there.

And Facebook is looking "Wal-Mart-ish" these days because of everything you can do there … including FIND JOBS!!! Just this past week, my sister-in-law overheard how a company used Facebook to notify a candidate of a job offer!

Recruiters/hiring managers are also catching the wave. Have you seen the recent statistics posted by JobVite.com, which shows hiring patterns in LinkedIn, Facebook and Twitter? I love what JobVite.com is doing to help track the metrics of social media and recruiting.

This first pic shows that 64% of recruiters use two or more social networks for recruiting:

The next graph shows which sites social referrals come from:

And this final pic shows the types of referrals most often being made:

How about you? How are you seeing Facebook used in recruiting and hiring?

If you're a career professional and would like to learn more about Facebook in the job search, join us for the launch of the Social Networking Career Strategist program that starts Wednesday, August 3rd. More info here: www.theacademies.com/sncs

THE TENNESSEAN

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Job recruiting moves to social network sites

Online searches become key for employers, job seekers

By Lisa Bernard-Kuhn
The Cincinnati Enquirer

Social networking is creating fundamental changes in the way employees search for jobs, and how companies recruit.

One in five people now begins his or her job searches online via social networks including Twitter, Facebook and LinkedIn, according to a recent survey of 18,000 job hunters in the United States by Michigan-based Kelly Services Inc., a workforce solutions provider.

"It's not like the days of the past where we waited for the Sunday paper to look for job postings," says Rich Struble, a vice president with Kelly Services who manages the firm's Cincinnati territory. "Social media is really the next step in online recruitment, and it's changing rapidly as it creates instantaneous lines of communication between employers and jobs seekers."

For companies, social networks can help cast a broader — and still more focused — recruiting net. As social job hunting increases, more companies are fine-tuning their recruiting strategies to optimize the new tools, says Struble.

"They're realizing a good digital presence isn't just posting a position on an online jobs board," Struble says.

Nearly 90 percent of companies say they will begin recruiting through social media this year, according to a June survey of 800 employers by Burlingame, Calif.-based Jobvite Inc., a recruiting products provider.

That's up from 83 percent in 2010. And 55 percent of survey takers say they plan to invest in social media recruiting this year, making it the most popular area for new-hire spending, according to the survey.

"Companies are getting serious about developing training for recruiters to use social media and developing their presence on LinkedIn, Twitter and Facebook," Struble says. "Job seekers are beginning to expect it, and if a company doesn't have a presence out there, it may lead a candidate to wonder why."

At Farmers Insurance offices in Mason, Ohio, a team of eight recruiting officers are working to

» RECRUITING, 4B

help the firm more than double the size of its Ohio market share by 2020.

"We still use traditional job boards and networking, but it doesn't always get you in front of the candidates you're looking for," says Jad Buckman, a recruiting specialist.

Buckman says his firm has relied heavily on LinkedIn to break into the world of social media recruiting.

The professional networking site says it has more than 100 million registered users in more than 200 countries.

A better snapshot

Compared to other networks, "one of the benefits you get is a much better snapshot of someone's background," he says of LinkedIn.

AT&T is actively recruiting candidates for thousands of jobs across the United States. The firm uses a variety of tactics, including tweeting links for positions to its 7,200 Twitter followers and more than 110,000 followers at the company's LinkedIn careers page, says Carrie Corbin, associate director of staffing and talent attraction at AT&T.

"(Social networking) is a direct path for conversation that allows engagement and brand enhancement," Corbin says.

"It has truly enabled us to steer applicants away from the black hole of submitting a resume and never hearing back. We like to say a 'no' answer is better than no answer."


BUSINESS
Debt deal may rally markets

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In a digital world, the notion of brand appeal and awareness isn't for companies alone, says Kelly Services' Struble.

"Job seekers can really create a professional brand through these various social media sites that allow employers to better understand their capabilities and strengths," he says.

When Louisville, Ky., native David Heyburn decided to switch his career from retail banking to urban planning, he first enrolled in the University of Cincinnati's College of Design, Architecture, Art and Planning.

Then he turned to Twitter to immerse himself in his new field of study.

"I needed to educate myself as much as possible about the field, and I found with Twitter that I could connect with people who are real idea generators," he says.

"The information there is coming directly from people who are at the top of the industry."

While he also uses Facebook and LinkedIn, Heyburn says Twitter allows him to engage with people through channels that normally would be guarded by "gatekeepers and red tape.

"The key is you have to have something meaningful to say in the first place," Heyburn explains.

Failing to update profiles or carefully manage their digital presence can wreak havoc for job candidates, says Krista Canfield, a senior manager of corporate communications at LinkedIn.

Profiles with photos, she says, are seven times more likely to be viewed by employers.

Nearly half of employers said they use social networking sites to screen job candidates, according to a Career Builder survey.

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Software Advice : http://blog.softwareadvice.com/articles/hr/human-resources-goes-mobile-highlighting-top-hr-apps-1080111/

Human Resources Goes Mobile: Highlighting Top HR Apps



August 01, 2011

When leaving home or the office, there are three things every human resources (HR) professional takes along: Wallet or purse? Check. Keys? Check. HR information analytics and reporting tool? Uh… Check? As with many enterprise sectors, today's anytime-anywhere mobile access is changing the game for HR. That's because HR technology developers have hit the ground running to bring new solutions for hiring, managing and tracking HR to the mobile market.

The majority of HR mobile tools currently available on the market are focused on acquiring and managing talent, though a new layer of analytics applications are cropping up allowing users to dive into data on the go. While some apps are available as standalone products on the Android Market or iTunes App Store, many SaaS providers have mobile versions of their web applications created specifically for use on mobile devices.

The mobile HR technology market is growing rapidly, so there are new solutions emerging all the time. But based on functionality, ease of use, and downright coolness, a few stand out to us. So, here are a few of the HR mobile applications that we liked best.
Acquiring Talent

Kenexa 2x

Kenexa 2x Mobile helps hiring managers to approve job requisitions and hiring on the go. It links with Kenexa's cloud-based 2x Recruit applicant tracking solution, enabling all information to be automatically captured and updated in real time. The application focuses specifically on key hiring tasks, and syncs with Kenexa's SaaS-based applicant tracking system. Therefore, hiring managers can execute the most basic actions needed to move the hiring process along. Its straightforward design offers an intuitive interface for hiring managers who are constantly on the move, making it easy for them to communicate with the HR team wherever they are. The app is free, but users must have a Kenexa license.

Jobvite is the candidate sourcing solution everyone is talking about. This application takes a new approach to making referrals, promoting open positions and finding qualified candidates. Jobvite leverages social networks such as LinkedIn, Twitter and Facebook – enabling users to send job invitations (or Jobvites) to members of their networks. For those preferring the old-school way of recruiting, Jobvites can also be sent via email. This handy little tool enables recruiters and HR staff to track jobs and the sources of referrals. So finding the most coveted job applicants – and building a

relationship with them – has never been easier. The mobile site is accessible anywhere, but you need a Jobvite subscription to plug in.

Aquire InSight is a SaaS-based analytics suite that uses your existing data to analyze your organizational hierarchy and the trends within it. With trend analyses, talent management measurements, and scorecard metrics, HR executives can run powerful analytics to assess their progress against stated goals. Users can create charts and reports that are easily linked and distributed via Microsoft Office, making it easier for managers to visualize workforce trends and take action on them. Managing an organization's promotions, transfers, terminations, new hires and workforce initiatives is no small feat, and one of the best features of Insight is that subscribing organizations have access to one of Aquire's dedicated workforce analysts. With its mobile site, users have the full power of this system at their disposal anytime, anywhere — but access is limited to users with Aquire InSight subscriptions.
Managing Talent

Vortex Manager Connect

Vortex's Mobile Manager Connect is a SaaS-based solution that allows users to effectively manage staffing needs on the go. With the application, you can review, edit and approve submitted time cards, violations, alerts and time off requests. Managers can also review report information and perform actions on behalf of employees, such as entering time adjustments. Employees can also view and edit their schedules, review and submit timesheets, punches, and job transfers, or request time off. Plus, it easily syncs with existing HR management and payroll systems alike. While the app is free, users must hold a Vortex Connect license in order to use it.

diversityDNA

diversityDNA is a free mobile diversity training app that provides insights into how cultural differences impact workplace conduct. Through a series of short YouTube videos, users can learn some of the important ways in which we differ in values, beliefs, norms and assumptions — and how these differences actually impact workplace behavior. This mini training course covers the basics of cultural diversity, and enlightens individuals in best practices for communicating in the workplace. For HR professionals with limited resources who are interested in educating their workforce, this simple, straightforward tool is a great start. The best part? The app is free!

Rypple

Rypple Feedback is a SaaS application that takes the most basic function of performance reviews, and ramps it up for a far more engaging experience. Similar to a social network, Rypple makes it easy for leaders to recognize achievements and offer regular feedback to employees. The design provides managers with better visibility into the performance and activities of employees. Managers are able to track the feedback and accomplishments of team members, so reviews can encompass all of an employee's activities and performance over the course of a year. The best part about this program, though, is its simplicity. For all it does to make performance reviews a more interactive, ongoing process, this program is equally user-friendly at every level. It makes setting goals, monitoring activity, documenting performance, and scheduling reviews (or "loops," as they call them) a snap. Rypple currently offers various subscription options from free to $9 per user per month.
Additional Resources

HR at Your Fingertips

HR at Your Fingertips is an HR terms and concepts reference tool. Valuable for newcomers and veterans alike, this application is divided into three sections. The glossary offers more than 270 terms and definitions of key terms and concepts for easy reference. The HR Laws section contains information on federal laws, including employee eligibility, definition of qualifying events and compliance standards. The app also contains a complete how-to guide for writing an employee handbook – offering overviews on sections to include and how to create company policies. This mobile app is currently available only for the iPhone or iPad.

Accero Workforce Intelligence is a reporting and analytics tool that fully integrates with the Accero Cyborg solution. The app has more than 200 predefined HR metrics, scorecards, charts and graphs built in, and offers traditional reporting capability as well. These tools are designed to clearly illustrate actionable HR information, allowing HR professionals to keep tabs on their organization wherever they go. Workforce Intelligence gives HR professionals and business leaders the means to make informed decisions with integrated workforce data wherever they are. The app is currently offered only to Accero Cyborg subscribers, but there are plans to expand its availability down the line.

Mobile Benefits

HR Concepts' Mobile Benefits allows users to check health benefit account balances, transactions and claim details — all from their smart phones. Users can also review claims requiring receipts and submit new receipts by taking a picture with their mobile devices. Sensitive information is never stored on your mobile device, and transmissions are encrypted and secure. This straightforward, easy-to-use tool takes employee self-service one step further, and puts their benefits in their pockets.

As I said, this list is nowhere near exhaustive. What are some applications that are helping make your life easier? Feel free to leave your comments below.

EXHIBIT L

Sweepstakes University : http://sweepstakesgamingmachines.org/5-social-media-recruiting-tools-for-small-business/

5 Social Media Recruiting Tools for Small Business

on Aug 1, 2011 in

Donna Wells is the CEO of Mindflash.com , software that provides the best online training for small businesses. It makes employee training easier, faster and more cost-effective than ever before. Back in the day, I ran big organizations with fat budgets and spent a lot of money on recruiters — sometimes with good results. Now, in my fifth startup, I want and have to do recruiting personally. Since time is the only resource more scarce than dollars, I'm always on the hunt for slick new tools and apps that can address the labor-intensive process of finding and hiring great people. With the advent of social media and cloud apps, there are some great new solutions out there. From automated applicant responses to upgraded versions of old recruitment standbys, there's a new guard of socially focused recruiting tools designed for your every hiring need. Here are a five to take note of. 1. The Resumator What it is: Applicant tracker, social recruiter, email replacer How it works: This tool helps hiring managers keep real-time tabs on where their job listings are posted and who's looking at them. Upload a job description to the site and it automatically posts it to Facebook , LinkedIn , and Twitter . After that, The Resumator tracks candidate resumes, and applies its own algorithm to rank applicants on a five-star scale. Better yet, it takes care of a part of the hiring process that often gets shortchanged — sending automated email replies when resumes are received and when a candidate must be declined. It also has a Twitter-like "What Makes You Unique" feature, where applicants describe what sets them apart in 150 characters or less. It's a great way to quickly get a sense of the candidate's personality. Cost: $49 to $399 per month, based on volume 2. Jobvite What it is: End-to-end social web recruiting and tracking tool How it works: Jobvite is an SaaS platform that delivers a seamless and social recruiting process before, during and after the interview. It leverages the very best source for great hires — your own employees — by allowing them to see your company's open jobs and send targeted invitations to their friends on Facebook, Twitter and LinkedIn. Once their friends or contacts get into the pipeline, the referring employee can track the interview process. The tool also matches prospective candidates with job listings based on matches found in their social profiles, providing a way to find qualified "passive" candidates that, frankly, are more likely to be the folks you'll want to hire. Cost: $500 to $10,000 per month, based on company size 3. LinkedIn Talent Pro What it is: Extra access to the world's largest professional network How it works: If your and your employees' networks come up empty on a key hire, it might be worth paying for access to qualified candidates that are outside those existing connections. Before you hire a recruiter, consider spending some money on LinkedIn Talent Pro. A Talent Pro account provides access to virtually everyone on LinkedIn and includes helpful extras like premium talent filters and expanded profiles. Subscribers can receive up to 15 notifications per day when Talent Pro finds a match among candidates that meet your stated criteria for the role. Because LinkedIn users consider their profile to be their "work self," candidate searches based on job-related keywords can yield nicely targeted results. Cost: $399 per month for an annual plan, or $499 on a month-by-month basis 4. BranchOut What it is: A Facebook app that allows users to easily network within their social graph How it works: Most businesses ask for references from candidates they're considering for hire, but BranchOut users can get broader insights, since the app

collects feedback from the candidate's own network on questions like, "Would Jeff make it to work in a snowstorm?" or "Would you want Nina as a boss?" BranchOut also makes it easy to connect with people in your extended social graph, and tap into their personal experience with potential candidates. Although still somewhat limited by the fact that only a small percentage of Facebook's 500 million users include their job history in their profile, BranchOut can help reveal helpful contacts in your network and lead you to your next great hire — or wave you off from a bad one. Cost: Free for users and recruiters, but charges $99 to post premium job listings 5. InternMatch What it is: Match.com for companies looking for student interns How it works: InternMatch is a recruiting service solely focused on part-time or unpaid internships. It's a super-early stage company that debuted at a 500Startups demo day I attended last month, so be aware that they are only covering California, Washington and Oregon at this point. The service benefits from its tight focus, and also provides a lot of free advice and templates that can help any organization be more successful in recruiting and managing a college intern effectively. In my experience, the right intern can yield a really high ROI, but more often they become a very expensive "go-fer." InternMatch raises the odds that you get the former. Cost: $99 per listing, with a money-back guarantee if you don't hire a new intern within 90 days These tools make it easier to efficiently tap all of our increasingly digital networks and communication tools to find great hires. They should help you broaden your search, more efficiently harness your and your current employee's social networks, and stay organized in the process. Whether you're hiring for a startup or looking for summer interns who can do more than make coffee, these tools can help without costing an arm and a leg. Image courtesy of iStockphoto , malerapaso More About: business , hiring , jobs , Recruiting , resumes , small business , social media , startups For more Business & Marketing coverage: Follow Mashable Business & Marketing on Twitter Become a Fan on Facebook Subscribe to the Business & Marketing channel Download our free apps for Android , Mac , iPhone and iPad

Privacy Ninja : http://debkrier.com/privacy-during-a-job-search/

Privacy During a Job Search

Written on July 28, 2011 by Deb Krier

According to Jobvite's most recent survey on how businesses use social media for recruiting, a whopping 89% of U.S. companies will use social networks for recruiting in 2011. While this includes things like posting jobs, it also includes researching potential candidates.

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What do you think? Post your comments in the box below

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Online profiles are 21st-century résumés

Employers, job hunters embrace social media

Don't tweet this (and other job tips)

Looking for a job? Consider these tips for incorporating social media tools into your search:

- Establish your presence: If you haven't already, set up social networking while keeping in mind that complete profiles are more meaningful for employers.
- Get strategic: Be thoughtful about connections. Spend time researching companies and determine the best strategies for working them into your networks.
- Stay active: Consider tweeting regularly, commenting on industry articles and sharing links with your LinkedIn community. Frequently offering insight or other useful information relevant to the industry you're pursuing a career with will help get you noticed.
- Clean up your online presence: Remember that a potential employer can see everything you post online. Do a thorough review of your social networking profiles to ensure you don't have potentially damaging associations.

By Lisa Bernard-Kuhn
lbernard@enquirer.com

Jenny Kessler joined Twitter in 2009 for the same reasons most people do – to reach out to friends and keep up with everything she finds interesting.

But after graduating from the University of Cincinnati in 2010 with a degree in interior design, Kessler, 24, quickly learned that the same tools that keep her connected socially are just as useful for job hunting.

"Social media helps you connect with people that you normally wouldn't meet or know," says Kessler. "Once you have those relationships and connections, that's when opportunities happen."

In February, Kessler landed a job as a communications associate at Over-the-Rhine-based ArtsWave. By interacting with the nonprofit on Twitter

See **TWEET,** Page **G5**

and Facebook, Kessler said she was able to establish relationships that gave her an advantage.

"I could see what kind of company they were, and they could see what kind of person I was," she says. "When the (job) opportunity came up, they had a track record of our relationship that helped put me ahead of other candidates."

Social networking is creating fundamental changes in the way employees search for jobs, and how companies recruit.

One in five people now begin their job searches online via social networks including Twitter, Facebook, and LinkedIn, according to a recent survey of 18,000 job hunters in the United States by Michigan-based Kelly Services Inc., a work force solutions provider.

"It's not like the days of the past where we waited for the Sunday paper to look for job postings," says Rich Struble, a vice president with Kelly Services who manages the firm's Cincinnati territory. "Social media is really the next step in online recruitment, and it's changing rapidly as it creates instantaneous lines of communication between employers and jobs seekers."

For companies, social networks can help cast a broader – and still more focused – recruiting net. As social job hunting increases, more companies are fine-tuning their recruiting strategies to optimize the new tools, says Struble.

"They're realizing a good digital presence isn't just posting a position on an online jobs board," says Struble.

Nearly 90 percent of companies say they will begin recruiting through social media this year, according to a June survey of 800 employers by Burlingame, Calif.-based Jobvite Inc., a recruiting products



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provider.

That's up from 83 percent in 2010. And 55 percent of survey takers say they plan to invest in social media recruiting this year, making it the most popular area for new-hire spending, according to the survey.

"Companies are getting serious about developing training for recruiters to use social media and developing their presence on LinkedIn, Twitter and Facebook," Struble says. "Job seekers are beginning to expect it, and if a company doesn't have a presence out there, it may lead a candidate to wonder why."

Insurance firm adds LinkedIn for recruiting

At Farmers Insurance offices in Mason, a team of eight recruiting officers are working to help the firm more than double the size of its Ohio market share by 2020.

"We have a large volume of recruiting to do to make that happen," says Jad Buckman, a recruiting specialist. "We still use traditional job boards and networking, but it doesn't always get you in front of the candidates you're looking for."

Buckman says his firm has relied heavily on LinkedIn to break into the world of social media recruiting. The professional networking site says it has more than 100 million registered users in 200+ countries.

Compared to other networks, "one of the benefits you get is a much better snapshot of someone's background," he says of LinkedIn. "You can instantly see who might have recommended them and what other connections they might have ... worth looking into."

The team is also exploring more strategic approaches to using Twitter, Facebook and Meetup.com, a site that allows users to set up meetings and collaborate around specific topics of their choosing.

"The hard part with some of this is that it's not all measurable yet in terms of return on investment," Buckman says. "It's not costing anything to experiment though, and it's definitely a part of our broader strategy."

AT&T is actively recruiting candidates for thousands of jobs across the United States. The firm uses a variety of tactics, including tweeting links for positions to its 7,200 Twitter followers and more than 110,000 followers at the company's LinkedIn careers page, says Carrie Corbin, associate director of staffing and talent attraction at AT&T.

Enhanced features on LinkedIn, available through an upgraded package purchased by AT&T, allow the company to cater its content and job postings based on who is viewing the information.

LinkedIn users who are college students or recent grads, for example, won't likely see the same job openings as a technical engineer who boasts 10 years of experience on his LinkedIn profile.

"It's something we pay a little bit extra for, but it gives us that extra ability to better direct our message and target our specific audiences," Corbin says.

The company has also worked to establish a presence at the social network site Glassdoor.com, which provides reviews and feedback on company cultures and job openings.

That includes answering questions from job hunters and responding to users who may have had a negative experience.

"(Social networking) is a direct path for conversation that allows engagement and brand enhancement," Corbin says. "It has truly enabled us to steer applicants away from the black hole of submitting a resume and never hearing back. We like to say a 'no' answer is better than no answer."

Using Twitter, Facebook to brand your image

In a digital world, the notion of brand appeal and awareness isn't for companies alone, says Kelly Services' Struble.

"Job seekers can really create a professional brand through these various social media sites that allow employers to better understand their capabilities and strengths," he says.

When Louisville native David Heyburn decided to switch his career from retail banking to urban planning, he first enrolled in the University of Cincinnati's College of Design, Architecture, Art and Planning.

Then he turned to Twitter to immerse himself in his new field of study.

"I needed to educate myself as much as possible about the field, and I found with Twitter that I could connect with people who are real idea generators," he says. "The information there is coming directly from people who are at the top of the industry."

Ahead of his second year in DAAP's community planning program, Heyburn has an internship in Nashville at the National Civic Design Center. He landed the position through his Twitter connections.

While he also uses Facebook and LinkedIn, Heyburn says Twitter allows him to engage with people through channels that normally would be guarded by "gatekeepers and red tape.

"The key is you have to have something meaningful to say in the first place," Heyburn explains. "I think of it more like putting a note directly on their desk. With this position, ultimately I picked up the phone and called about opportunities – but I felt like the call was much warmer be-

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cause of the connections that had been made."

Failing to update profiles or carefully manage their digital presence can wreak havoc for job candidates, says Krista Canfield, a senior manager of corporate communications at LinkedIn.

"At a very basic level, it's not uncommon for anyone to do a Google search on you these days before you walk into their office," Canfield says. "The problem with that is you have no control over your first impression. You really have to claim and maintain your piece of digital real estate."

Canfield says job seekers must include key words in their profiles that employers might use to search for candidates.

Profiles with photos, she says, are seven times more likely to be viewed by employers. And profiles that boast more than one position are 12 times more likely to be considered, she says.

"This is why it's so important to make sure your profile is filled out completely," she says.

Employers vet candidates through social-media sites

While social networking just might provide a breakthrough to a dream job, having too much personal information on your profile, or being careless about what you share online, can be devastating. Nearly half of employers said they use social networking sites to screen job candidates, according to a Career Builder survey of more than 2,600 hiring managers in the United States in 2009. A more recent survey wasn't available.

Among the top reasons employers overlooked candidates:

- 53 percent said candidates posted inappropriate photos or information.
- 44 percent said candidates posted content about them drinking or using drugs.
- 35 percent said the candidate talked poorly of their previous employer, co-workers or clients.
- 29 percent said candidates showed poor communication skills.
- 26 percent said candidates made discriminatory comments.
- 24 percent said candidates lied about qualifications.

According to Kelly Services' recent survey, more than a third of respondents said they admit to deliberately editing content on their social networking pages to avoid career problems, and 20 percent of respondents said they were worried that material from their social networking would adversely impact their jobs.

Kessler, who landed a job at ArtsWave, says she uses a simple approach that keeps her worry free: "I just try to be the same person online that I am offline."

Building a company recruiting strategy

Social recruiting is on the rise for companies. Here are some recent stats for your firm to consider as it crafts its strategy:

- 20 percent of job seekers are using social media sites as they search for a job.
- 29 percent of Generation Y (18-29) respondents say it's crucial to be active in social media for career advancement.
- 22 percent of Gen X (30-47) and 18 percent of baby boomers (48-65) believe social media matter in job hunts.
- Facebook is the social media site most used by Generation Y job seekers.
- Gen X and baby boomers prefer LinkedIn when job searching.

— *Source: Kelly Services Inc. Global Workforce Index, May 2011*

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The Enquirer/ Joseph Fuqua II

Jenny Kessler displays her Facebook page, which helped her land a job with the Over-the-Rhine nonprofit ArtsWave – where this photo was taken – just months after earning an interior design degree from the University of Cincinnati.

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Miami Herald : http://www.miamiherald.com/2011/08/01/2340530/steer-away-from-facebook-job-apps.html

Steer away from Facebook job apps

You might have come across a Facebook app called BranchOut. There's also a lesser-known one called BeKnown, created by job site Monster.com. Both are designed to compete with LinkedIn, acting as a tool for job seekers and head hunters to connect through Facebook accounts. Users post their resume, give recommendations and see job postings.

All research points to this being a great new tool to embrace: Facebook is the largest social network, with more than 160 million U.S. users in June, according to Internet research company ComScore. With numbers like that, surely Facebook is efficient for finding a connection for that dream job. (If you were wondering, LinkedIn is No. 2 in the United States, with 33.9 million visitors in June.)

And social media is a must-do for job hunting these days: Some 89 percent of companies plan to recruit through social media this year, with 64 percent saying they actually hired through social networks in 2011, according to a July survey from online recruiting software provider Jobvite.

Problem is, you can unintentionally look like a social media imbecile using a Facebook app like BranchOut or BeKnown. Both apps treat connections like a game, awarding you with meaningless badges and ribbons for sending invites to friends. I was rewarded with being a Diamond Super Connector on BranchOut for doing absolutely nothing, but I was encouraged to level up to Double Diamond Ribbon by adding 15 friends.

That's right, you get points for harassing friends to join an app, polluting their newsfeed and wall with the app logo. (Farmville, anyone? A professional network shouldn't stoop to the same level as a Mafia Wars game for engagement.)

On BeKnown, I checked the option to not post that I joined, yet the app did so anyways, plastering its advertisement on my page. That's a big no-no if you didn't want your coworkers to suspect you are job hunting.

Those that spammed me with requests to join looked like they didn't understand how to use social media. Weren't we already connected on Facebook? So why do you want to connect inside an app? And isn't that what LinkedIn is for?

I won't dismiss BranchOut completely. One redeeming feature is how it presents an easy-to-read breakdown of large companies, and which of my friends once worked there. It also showed the friends-of-friends who could help introduce me. That can be a handy for finding that vital connection.

With headhunters using social media to recruit, don't put off keeping your LinkedIn profile pristine and updated. Last week LinkedIn introduced a new tool to apply for a job using the LinkedIn profile, so expect companies to take advantage of this quick application method.

Because of social media's growing importance for jobs, it's just as important to ensure your personal Facebook profile is protected and private. If you do want to use a Facebook app to find a job, use caution on what information you share, and don't spread the spam to earn points and badges. Your reputation will thank you.

Poked is a column about netiquette and social media. If you have a question or need advice, email bcarey@MiamiHerald.com.

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Employment for the technology-adept is a rare bright spot in a grim job market. And companies—from startups to heavy-hitters like Starbucks -- are paying attention to social networks when looking for potential new hires. Why? That's where the people are; comScore says social nets soak up one of every six minutes spent online, twice the rate previously reported. In its fourth annual look at how companies are using social recruiting, CRM software-as-a-service vendor Jobvite finds that 67% of the companies are planning to hire this year, and 89% of those companies will use social media as a way to find top talent. For job-hunters, the challenge lies in joining the right networks for given gigs. Some specialties gravitate to Twitter, for example, but for others you might be best served on LinkedIn. Not surprisingly, engineering and tech jobs rank high on the list of those most often shared on social networks. So which networks are most likely to land you your next job? For more on the survey, click here.

Tech Gossip & News Blog : http://tech.gossipnewsblog.com/social-network-referrals-turbocharge-job-applications/

Social Network Referrals Turbocharge Job Applications

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One in 10 social referral candidates get hired vs. one in 100 general applicants.

80% of companies say they have used social media for recruiting; another 9% plan to start in 2011.

87% of companies use LinkedIn for recruiting; 55% use Facebook.

64% of companies say they successfully hired candidates found via social networks in 2011, up from 58% in 2010.

95% of companies were successful hiring via LinkedIn. 24% saw success using Facebook and 15% through Twitter.

64% of companies use more than one social media channel for recruiting. 40% use all three top networks ? LinkedIn, Facebook and Twitter.

IT job referrals shared socially by network:

63% on LinkedIn

18% on Facebook

17% on Twitter

Engineering job referrals shared socially by network:

55% on LinkedIn

22% on Facebook

23% on Twitter

45% of companies always search for job candidates' social network profiles; only 13% don't ever look at profiles.

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Crave Consulting : http://www.carveconsulting.com/wp/2011/08/02/the-state-of-social-recruiting/

The State of Social Recruiting

Posted on : 02-08-2011

Social Recruiting infographic from Jobvite, looking at Social Recruiting in the US from their own survey figures.

VentureBeat : http://venturebeat.com/2011/08/02/google-plus-usability/

Google+ usability shows promise, but still has a few hitches

August 2, 2011

Google+ looks unlike anything Google has ever produced, and that's a good thing. Gone are the seemingly endless variations on blue color schemes and vain attempts at absolute minimalist design (see: Gmail, Google Calendar). In their place, Google has created a social network that's not only attractive, but fun to use.

Yet there's still plenty of room for improvement in Google+. As is typical for Google, the company is attempting some bold new ideas with the service. But, at least at the moment, not everything is working out well.

If Google can manage to smooth out Plus's current usability quirks, it has a better chance of stealing away users from Facebook and cementing Plus as the next great social network.

I chatted with Patrick Neeman, director of user experience at Jobvite and creator of Usability Counts, about his thoughts on what works, and what doesn't, with Google+'s usability.
The good: Circles and followers

Neeman praised the service's interface, and in particular the Circles feature for grouping friends.

"There's a few quirks, but what I like about the usability of Google+ is it doesn't feel like a Google app," he wrote in an email. "The Circles interface is phenomenal, and it makes me want to organize my friends. Facebook has a better algorithm for matching friends, but Google has a better look and feel, which is quite the flip."

Many have noted that the Circles implementation, which is full of slick animations, is unusually elaborate for Google. Compared to the Spartan way you manage contacts in Gmail or add appointments in Google Calendar, Google+ Circles seem downright glitzy.

It appears that Google has realized that good usability isn't just about making interfaces as simple as possible. By making friend grouping fun and engaging — overall making it more human — Google will likely be able to encourage more users to actually sort their friends. (VentureBeat's Sean Ludwig recently listed Circles as something Google+ does far better than Facebook and Twitter.) Facebook's friend lists, on the other hand, are a chore to deal with.

Neeman also thinks Plus's use of a follower model is particularly ingenious: "The follower model is the best of Twitter. From a marketing standpoint, this is tremendous, and actually makes Google+ more of a threat to Twitter than Facebook. You still get Friends by matching people who you follow, but they follow you. But you can still build your personal brand by having people follow you."

He says that he's been able to drive a decent amount of traffic to one of his side projects, the UX Drinking Game, through Google+ posts alone, even though the service's audience is still limited.

Just like Twitter, Google+’s follower model means there’s less pressure to follow everyone who follows you. That’s in stark contrast to Facebook, whose friend model assumes reciprocity. For Google+, this means that there’s less stress around dealing with your followers — instead you can just focus on sharing content and actually using the service.

Another Google+ feature Neeman is fond of, and which has earned Google considerable praise, is its emphasis on data portability. In the “Data Liberation” section of your Google+ settings, you can download all of your data from the service, as well as data from individual sections (like your contacts and Circles). Good luck trying that trick with Facebook.

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Human Capital League : http://humancapitalleague.com/Home/16761

How Effective is Your LinkedIn Profile?

by Debra Wheatman on 08/02/2011

Creating a winning LinkedIn Profile is becoming nearly as important as having a professional looking résumé. With over 100 million users internationally, it has become THE social media site for business networking. In fact, according to the most recent Jobvite Index which measures social media employment trends, in the six months between January 2011 and June 2011, 73% of all social hires came from LinkedIn.

If that isn't enough to make you realize the importance of having a great LinkedIn profile, nothing will. Here are a few things to think about in relation to improving your presence on LinkedIn:

How complete is your current profile? Have you added all of your jobs, education, skills, languages, and specialties? More importantly, have you reached out to others in your network to ask for recommendations? Unless your profile is 100% complete and includes recommendations, there is room for improvement!

What sort of headline do you have? By default, your most recent position is placed in your Professional Headline section, but you can change that. Think keyword search. If you were a hiring manager and wanted to find a candidate with your skills, what keywords would you use? By modifying your headline, you will improve your ranking and your LinkedIn profile will get more visibility.

Is your photo up-to-date? Does it look professional? I kid you not - while I was writing this article, I got a request to link with a sales and marketing executive in southern California who had a picture with his grandson on his lap. I was going to send his information to a recruiter I know who specializes in sales and marketing candidates, but when I saw the photo, I had second thoughts.

Are all of your positions listed? Is your information presented in a readable format? Lengthy paragraphs are difficult to read online. Be sure the content of your LinkedIn profile is concise and easy to scroll through.

Are you a member of Groups? If you are not joining groups related to your background and expertise, you are missing out on an opportunity to network with colleagues. By joining various LinkedIn groups, you are letting others know what your interests are and simultaneously improving your chances of being contacted for career opportunities.

When I work with clients to create a well written, well positioned LinkedIn profile, I stress the importance of not only joining groups, but also being an active participant. By contributing to discussions and sharing your views on topics, you will be able to further your professional brand and expand your network.

A good LinkedIn profile is no longer an afterthought. Hiring managers are using the power of social media and a candidate's online presence to get information. A fully completed profile that reflects your expertise and is connected to your résumé will help extend your brand and get you noticed.

1000 Heads : http://www.1000heads.com/2011/08/social-recruiting-is-hitting-its-stride/

Social recruiting starts to take off

The success of our social recruitment work with Mars has left us pretty evangelical about its possibilities, and it looks like increasing numbers of HR and recruitment professionals are starting to source and engage with talent in a social way.

Here in London Bill Boorman's #trulondon social recruitment unconferences are a good place to look for insight – we learnt a lot back at the one in February. The Social Recruiting Conference (#SRCONF), which hit London in June and moves on to Paris in December, also provided some good case studies, such as this from Paul Maxin, Global Resourcing Director of Unilever.
SRCONF 2011 (Paul Maxin)
View more presentations from Crexia

A couple of weeks ago Bill hosted #truboston and evidently companies in the US are also taking social recruitment to heart. Today I found this Jobvite infographic via Carve Consulting's Paul Harrison, another excellent brain on this topic, and the numbers speak for themselves.

Of course, social recruiting gets really interesting when you move beyond profiling on LinkedIn and make the entire recruitment process social.

Can you set candidates a task that is uniquely conversational?

How is their experience made to feel personal?

What surprises and delights can you inject along the way (on and offline)?

We'll start to see more of this stuff emerge as companies gain confidence, and integrate their efforts, in this field.

So what are your favourite examples of social recruiting to date?
Like this?

Brought into the world on Tuesday, August 2nd, 2011 and filed under 1000thoughts, Case Studies, social business.

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Richard Potts Collapse
Poke ran a Twitter interview to replace one of their copywriters/Social Media managers http://www.pokelondon.com/blog... great way of sorting the wheat from the chaff, whilst gaining exposure for the agency.

Public Libraries & Social Recruiting : http://stephenslighthouse.com/2011/08/02/public-libraries-social-recruiting/

Public Libraries & Social Recruiting

Many, maybe most, public libraries are proud of the way they assist patrons in finding work and jobs. And that's an awesome benefit of having a public library in your community.

Jobvite released their 2011 social recruiting survey results. This fourth annual report provides the latest stats and trends on how employers use social networks to recruit today. I found it interesting:

- 89% will recruit in social networks this year
- 55% will spend more on social recruiting
- 64% use 2 or more networks for recruiting
- 78% expect increased competition for hires

Get their free report here. (Registration required)

Led by LinkedIn, Social Recruiting Continues to Grow [Infographic]

Clearly, in our assistance of job seekers in the library, we cannot ignore the roles that social networks and strategies play in finding a job. We may need to help library members use these to their advantage and that may require some education and missionary work. Many people identify and find positions through networks like Facebook, BranchOut, LinkedIn, Twitter, Plaxo, Google+, etc. The power and management of these tools can be daunting for many. We can help.

Another tool that creates a knowledge portal that aligns with library program strategies and productivity is Gale's
Career Transitions product.

Claude Penland : http://www.claudepenland.com/2011/08/03/social-recruiting-survey-results-from-jobvite/

Social Recruiting Survey Results from Jobvite

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This entry was posted on Wednesday, August 3rd, 2011 at 12:05 pm and is filed under Recruitment, Web Trends. You can follow any responses to this entry through the RSS 2.0 feed. You can skip to the end and leave a response. Pinging is currently not allowed.

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Career 4 You : http://www.career4u.pk/2011/08/social-media-not-your-thing-it-could-hurt-your-job-search.html

Social media not your thing? It could hurt your job search

could hurt your job search

Allie McCormick left her full-time public relations position to be a stay-at-home mom. Once she was ready to get back to work, she posted to Facebook that she was looking for a job.

“I believe my status was something along the lines of ‘Allie McCormick is officially job hunting. I have over 10 years of experience in PR and marketing and am overall awesome [smiley face],’” she recalls. McCormick says she received several messages instantly. “Within four weeks, I had interviewed formally with three companies and had two offers on the table,” says McCormick, now a PR consultant with Innography, an intellectual property software company.

Social media, also referred to as social recruiting, is on the rise. And if you’re not familiar with it, you better get to know it soon.

“Social media is where the employers are and where they’re investing,” says Adriana Llames, Career Coach and author of “Career Sudoku: 9 Ways to Win the Job Search Game.”

In a recent study by Jobvite, 55 percent of employers said they plan to increase their investment in social recruiting. Eighty-seven percent of them are already using LinkedIn for recruiting and 95 percent hired a new employee from their LinkedIn recruiting efforts alone, not to mention Facebook or Twitter.

Additionally, the U.S. Bureau of Labor Statistics estimates that up to 85 percent of career opportunities go unadvertised — which means that you have to use your network.

“Word of mouth and friend referrals are huge [in a job search]. The new word of mouth is through social media,” says Sarah Cullins, president of Finesse Staffing, a recruiting firm based in Southern California. “It is often still who you know, not what you know and social media helps you to know a lot more people.”

Echoes Llames, “If you know of a company or a job you want to land, get your network ‘working’ for you. With 350 friends, they know 350 friends who know 350 friends. You’ve just reached more than 1,000 people and the likelihood is someone knows a hiring authority at your target company.”

In fact, not having an online presence will hurt job seekers, says Morgan McKean, a consultant and writer who specializes in recommending green fashions, beauty products and home décor for women.

“These days, any business that doesn’t have a web presence isn’t taken seriously. What job seekers have to understand is that their career is their business. They must have a place to send potential employers to see their background. The product or brand they are selling is their skill set. They need to have a place to showcase their features and the benefits to working with them. Without these things, they lack credibility in this new job market,” she says.

If you don’t already have a social networking or social media profile, the first thing to do is get one. Then follow these steps:

1. Be clear on what you want.

“Candidates need to have a clear focus of what they’re looking for in a position. If you want your network, online or offline, to help you — you need to know what you’re asking for first,” Llames says.

Adds Cullins, saying that you are looking for ‘a job’ isn’t clear enough. “People won’t take that seriously,” she says. “If you clearly define what you want and what you can do and ask your network to actively help you, you will get lead or pushed in the right direction.”

2. Give help first. “When someone asks if you know of a good mechanic or if they paid too much to the plumber, help them out. Be sincere and helpful. Refer your social media contacts to others and they will reciprocate,” Cullins says.

3. Consistent branding.

“There are a plethora of candidates and job seekers I see that have one profile on Facebook that says ‘restauranteur’, another one on LinkedIn that says ‘social media marketer’ and yet a third on Twitter that says ‘food blogger.’ Who are you?” Llames says. “Create a consistent, clear and precise brand across all the social networks and on your résumé so hiring managers and companies know what you do and that you’re an expert in your industry.”

4. Protect yourself.

More often than not, employers will do a search for you before or after an interview, in a search engine or on a social network.

“To avoid giving away too much information, keep your profiles private. Only accept Facebook friend requests from people you know and while keeping your LinkedIn profile public is recommended, you can chose to publish on certain aspects of your public profile on LinkedIn,” Llames says. “Avoid those summer beer guzzling Facebook profile shots; your profile picture is always public.”

5. Be social!

“Social media is not just about blasting your opinion or your accomplishments to the world. Social media is an online party,” McKean says. “If you engage people in conversations, compliment them on their work, ask questions and acknowledge their expertise, they are more likely to respond.”

Ultimately, if you don’t have a presence on social media you look out dated and will get left behind. It is not a matter of passing people by, now it’s keeping up.

———————-

By Rachel Farrell,
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How to Promote Your Jobs Using Facebook

August 4, 2011

Did you know that Facebook has 750 million active users and of the active users, 50% of them log-on every day? Companies are beginning to take notice of this tremendous opportunity. In fact, 80% of companies are using social media for recruitment in one way or another*. But how do you best utilize this resource to promote your open jobs on Facebook without spending any budget dollars or adding new technology? Focus on the basics.

Let's start by taking a look at the Info section of your Facebook fan page. The Info section is where you can share basic company information like location, contact information and even an overview of your employment message. But it's important to differentiate your fan page from your career site for optimal engagement. How do you that? Put a social twist to it. Make the content a bit more transparent, with more of a friendly and social tone.

In the Info section you also can set the tone of how you want your Fans to communicate and collaborate with you on your page. In the description section, encourage them to start discussions, post to your wall, ask questions and share your open jobs with their friends. By encouraging open communication, you earn more opportunities to share your message and yes, your jobs!

The Info section also offers an area to include other website addresses. Use them! Here you should list easy to reach destinations. To promote your jobs, why not put a link to your OptiJob portal? Your portal was designed to be easy to read and navigate, not only for SEO purposes but for the ease of potential applicants; so naturally including a link to your OptiJob SEO portal would be the most effective way to promote all of your active and current jobs. Other suggested links to include are your Corporate LinkedIn profile, Twitter page, YouTube channel or even a company blog.

So now you have your page all set up, now what? We could all participate in numerous classes and read countless blog posts on ways to use Facebook in recruitment efforts and still not know all there is to know. It's an evolving tool that takes new shapes every day. So for the sake of today's topic we'll just focus on ways to promote your jobs on your page. Now, if you happen to have our Facebook Jobs Application, every once and while post a wall message drawing attention to your jobs application. The jobs application does it all for you. It lists all of your current openings, in an easy to read list with links to the specific job on your OptiJob portal. The share feature also offers the opportunity to share a position with maybe a friend, family member or even coworker. If you don't have the Facebook Jobs application, trickle in some of your open positions best suited for Facebook throughout your other messages. Just remember to include a link to the job. And for ease of navigation, we suggest using the OptiJob portal for this link so the URL is easy to read and applicants can go straight to the full job view without an additional click. Remember this, for every click you ask a user (applicant) to perform, the likelihood of them converting to a true applicant decreases by 25% a click.

These tips just skim the surface of what you can do with Facebook. Our Client Strategy team lives and breathes this stuff every day and is happy to offer more suggestions that are tailored to your specific needs. Next up…How to Use OptiJob and Your Twitter Page to Promote Your Jobs.

* Jobvite Social Recruitment Survey

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How To Pool Your Entire Team's Social Network Contacts For Referral Recruitment

hese days more and more businesses are looking to recruit top talent through social media and one of the best ways to do this is through referrals—reaching out to potential new employees via the social contacts of your current employees. TalentBin is a new service that claims to make referral recruitment easy, by compiling the contacts of everyone in your company into one pooled referral network.

How does it work? According to a demo video, "TalentBin lets your hiring managers and recruiters search across the entire pooled contacts of your team in search of high quality referral recruiting candidates." Basically, the HR team at your company creates a "talent bin" at TalentBin.com and then invites all of your team members to contribute their contacts. TalentBin pulls in the resumes of the Facebook, LinkedIn and Twitter contacts of everyone who contributes, creating one massive database of contacts that hiring staff can search across. When they find an outstanding potential new hire, they can work together with the colleague that knows them to reach out and start a conversation.

Pete Kazanjy, one of the co-founders of TalentBin, told me via email that, "One of the things that makes TalentBin interesting is that it uses all of the major social networks—LinkedIn, Twitter and Facebook. While most products like JobVite are aimed at broadcasting outwards, this is all about pulling that information into a searchable database. And while LinkedIn is focused on LinkedIn, and BranchOut is focused on Facebook, and, well, no one is focused on Twitter, we do all of them for a given organization."

Learn more about TalentBin in the demo video below and feel free to share your thoughts with us. Does your company recruit through social media? How would you feel about using TalentBin for referral recruiting?

Megan O'Neill is the resident web video enthusiast here at Social Times. Megan covers everything from the latest viral videos to online video news and tips, and has a passion for bizarre, original and revolutionary content and ideas.
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Inside USD :http://www.sandiego.edu/insideusd/?p=18743

Alumnus Gives Alumni Good Job Search Advice

Thursday, August 4, 2011

 Ken Schmitt posed a question Wednesday night to a group of eager job seekers to find where they were currently looking for opportunities: “How many are looking in San Diego? How many are thinking out of state? How many are interested in getting a job internationally?”

A few hands went up in the air each time, but one unidentified voice offered an all-of-the above alternative: “I’ll take anything I can get.”

The answer seemed valid when Schmitt’s PowerPoint presentation showed the national unemployment percentage at 9.1 percent and San Diego’s unemployed mark at 10.1 percent.

But Schmitt, a 1992 USD Economics graduate and the founder and president for online businesses TurningPoint Executive Search and StartingPoint Careers, focused on the positive. In the hour he spoke to the 40-plus alumni at this USD Alumni Association event, “Job Search for Recent Graduates and Alumni Networking,” Schmitt (pictured) knew his audience.

“When I graduated there was a downturn then and it was a pretty tough time in San Diego,” he said. “I empathize with you.”

Schmitt then shared his story. He said two of his economics professors connected him to his initial post-college job. He went to work for Enterprise Rent-A-Car, paid his dues, and eventually moved into a management role where he opened two branches during a nearly six-year stint. He left and entered the recruiting business world in 1998. In May 2007, Schmitt started TurningPoint Executive Search and in 2010, added StartingPoint Careers, both of which he runs from home.

On Wednesday, his presentation, “Job Search for Graduates: Getting from Where I Am to Where I Want to Be,” was educational and motivational. Schmitt provided job market search tips, promoted social media tools, namely LinkedIn, and offered a few acronyms of advice — Career Action Plan (CAP), Drive, Niche, Accomplishments (DNA) and Focus + Attitude + Commitment = Tangible results (FACT) — that alumni should take to heart.

“I have to be more pro-active about what my plan is,” said Arika Wells, a 2002 graduate. She and a group of 2011 graduates —Maria Jones, Jocelyn Hinton, Jessica Ellis and Carolyn Gould — gathered at the post-event reception to network and provide support to one another.

A few attendees said they planned to take Schmitt’s advice to limit their weekly search for jobs online to no more than 25 hours and attend more networking events.

Schmitt’s emphasis on the importance of being on LinkedIn really hit home with the newest graduates, too.

“I didn’t think it was so widely used,” both Jones and Ellis said.

Wells, who does have an account, said she planned to go back online and make her profile “100 percent complete,” a tip that Schmitt shared because it helps move the LinkedIn user’s profile up higher in searches by potential employers.

Schmitt referenced a recent survey done by Jobvite.com that found that 89 percent of those polled — more than 800 U.S. human resource and recruiting professionals — planned to recruit through social media networks. Another statistic from this annual survey indicated that in the last six months, 73 percent of all social hires came through LinkedIn, far outdistancing Facebook and Twitter in that category.

LinkedIn, with more than 100 million users, is used by several of USD’s academic schools and the USD Alumni Association to give users a forum to ask questions, engage in conversations, connect with other USD students, staff and alumni, learn about USD events and post job openings.

In addition to Schmitt’s presentation, USD Career Services Director Linda Scales (pictured, left, with alumna Claudia Llamas) spent individual time with alumni to review resumes and make some suggestions.

“She highlighted a few things for me to change around on my resume and it was very helpful,” said Andres Garcia, a 2004 accounting graduate.

So, too, was this free alumni event, Garcia said. “The university offers a lot of different programs for alumni that don’t involve just coming back and asking you to write a check. This was a great event.”

JayPee Online : http://jaypeeonline.net/tips-tricks/howto-get-a-job-using-social-media/

HowTo: Get A Job Using Social Media

4 Aug 2011

Believe it or not, more and more employers are using social media to find talent. According to a survey by Jobvite, 80% of employers are using to support their recruitment efforts and the top 3 channels being used are LinkedIn, Facebook, and Twitter. Getting a job via social media is without doubt common as much as job seeking in online ads.

With its easy access, there will be more and more applicant flow in those channels. It will be more competitive. Now, the challenge is how to maximize your job search on social media to make sure you find all the possible jobs you are qualified in.

1. Search within social media

The magic word is “search”. But where to start? LinkedIn is an undisputed social media job search platform but other popular channels like Facebook and Twitter should never be left out of your search lists. LinkedIn’s Job section provides a list of jobs closely related to your LinkedIn profile which is based on your work history and connections.

In Facebook’s case, what you do is to search for company pages (you want to work with) and follow them. Some pages post vacancies on their wall or some have a dedicated jobs tab like one of TeleTech Pilipinas. If you are not aiming for a certain company and simply a job title, use the Facebook search function. Try searching for the keyword “jobs” on search and you’ll get useful links and pages.

For Twitter, simply follow a company or do the tweet search function. Some brands have a dedicated channel for recruitment but others integrate it to their main social media accounts.

2. Network with the recruiter

LinkedIn makes it easy for anyone to network with a hiring manager. If you already set up your profile with a profile picture, upload your email contacts. This is to start with a few set of networks in LinkedIn. See your immediate network if you can get introduced to a hiring manager. You can also search for a company and a position readily accessible in LinkedIn.

Also, join groups relevant to your industry and follow companies. They post career opportunities there as well.

3. Grow your online influence

Not all can be considered influencers – or the thought movers and conversational leaders – but everyone has influence. Most businesses operate online. Having a bigger network than your fellow applicants gives you a better chance. Why? It’s a skill. It’s not only the numbers. It’s what you do in the internet that manifests a soft skill of online influence. If you got more network and influence, especially when a job benefits from it (e.g. PR, marketing), it’s a given advantage. Klout.com can be a way of measuring your influence online.

Some employers even check out on your online profiles in Facebook, Twitter, Foursquare, blogs, etc. Just a name search on Google and they'll found out who you are and what you say online (as long as your profile is public).

4. Leverage Smartphone Job Apps

LinkUp found that 20% of jobseekers use their smartphones to look for a job. Apps like CareerBuilder, JobCompass, Monster, BusyBee and many more will help you find one customized and filtered to your needs. Also, utilize RSS or job alerts from your favorite job boards. You can't miss an opportunity on the go.

5. Start a social resume

Get attention by showing off your creativity skills using video, infographics, or slideshow presentations as an alternative/additional resume and upload them to video/presentation-sharing websites like Youtube and Slideshare.

You can start a website or a blog. Design its format and design. Put content relevant to your job like blog posts, multimedia, about yourself, and integrate your social networks. Don't forget to include a portfolio of your works and how they can contact you. Land a job by having your online profile easily shareable.
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12 Things You Need To Know About Getting A Job Through Social Media

Aug. 4, 2011, 5:24 PM

Two-thirds of US companies expect to increase hiring in the coming year, according to a recent survey by social recruitment software developer JobVite.

If you're hunting for one of those jobs, it's going to help to be on social networks. But make sure you keep them updated and professional -- nearly half of recruiters always try to track down your online profiles, according to JobVite.

We've compiled the most intriguing findings from JobVite's study and a few others about social media recruiting.

Click here to see the facts >

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12 Things You Need To Know About Getting A Job Through Social Media

Posted on August 4, 2011, 7:09 pm, by admin, under Business Insider.

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Over 80% of companies now use social media in their recruiting, and another 9% plan to start this year

Teacher Tips : http://www.beagoodteacher.info/2011/08/school-district-salaries%E2%80%9Capply-with-linkedin%E2%80%9D-might-be-pretty-huge/

School District Salaries,"Apply with LinkedIn" Might Be Pretty Huge

This week,It's basically a button companies can put on their websites to enable one-click job applications by potential candidates.

"We've put an incredible amount of effort to rethink the job application process from end-to-end to make it a one-click submit for any professional,"LinkedIn's Jonathan Seitel. "The first step was simple: put the functionality everywhere our members need it.Average Teacher Salaries. That means packaging it as a simple button that you can recognize anywhere across the web. We've made this simple enough to implement so both companies and developers can easily include it on their corporate websites."

, which also has a social recruiting solution that lets companies use LinkedIn for applications, conducted some surveys of job seekers,Become a Certified Teacher. customers, and HR people, and shared the following stats with us:

87% of U.S. companies use LinkedIn to recruit

Almost half (45%) of all recruiters said they ALWAYS look at candidate's social profiles

73% of all social hires on Jobvite come via LinkedIn
Another 29% occasionally search for the online profiles of candidates.
One in three job seekers have LinkedIn profiles
58% of companies compete for talent by sourcing passive candidates – who may not have a current resume

"LinkedIn's move will make the use of social profiles in job seeking and hiring even more popular – which could appeal to the 53% of the workforce that are open to a new job but not actively looking," a representative for Jobvite tells WebProNews.

Jobvite also provided the following infographic on "The State of Social Recruiting". Pretty interesting.

A recent study from Performics found that 59% of social networks consider LinkedIn to be their most important social network.Requirements to Become a Nurse. "Obviously, we have a lot of individuals out there looking for jobs, or they're looking to change jobs; and they're understanding that they need to embrace social networks like LinkedIn in order to help facilitate that search," Performics CEO Daina Middleton told WebProNews in:

Google+ has quickly proven itself to be a viable social network, and the Circles feature is pretty useful for professional contacts and keeping them separate from non-professional contacts. It will be quite interesting to see how Google+ impacts the newly public LinkedIn, particularly as it rolls out its business profiles

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How To Pool Your Entire Team's Social Network Contacts For Referral Recruitment – SocialTimes.com

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TriNet HR Blog : http://blog.trinet.com/2011/08/05/human-resources-goes-mobile-highlighting-top-hr-apps/

Human Resources Goes Mobile: Highlighting Top HR Apps

*Posted on August 5, 2011 by Lisa Rodriguez in **Mobile Apps***

Guest Post by Kyle Lagunas

About the Author: Kyle Lagunas is the HR Analyst at Software Advice. He blogs about technology and trends in human resources by day, and flexes his culinary muscles by night. You can find HR software reviews on the Software Advice website.

When leaving home or the office, what are the must-have items you would never go without? Wallet? Got it. Keys? Yup. Your workforce management application…? Today's anytime-anywhere mobile access is changing the way we do business. With the right apps, business owners can manage customer relations, access sales performance data, and even create presentations from their mobile devices. HR technology developers have jumped on the mobile bandwagon, and are working hard to bring new solutions for hiring, managing and tracking HR to the mobile SMB market.

Though many of the mobile HR tools currently on the market are focused on acquiring and managing talent, a new crop of applications allow business owners to dive into highly valuable data on the go. While some apps are available as standalone products on the Android Market or iTunes App Store, many SaaS providers have mobile versions of their web applications created specifically for use on mobile devices.

The mobile technology market is growing rapidly, and there are new solutions emerging all the time. But based on functionality, ease of use, and downright coolness, there are a few stand out.

Acquiring Talent

Kenexa 2x Mobile allows business owners to manage their hiring processes on the go. The application focuses on key hiring tasks so you can execute the most basic actions needed to move the hiring process along. This free app syncs with Kenexa's SaaS-based applicant tracking system, but users must have a Kenexa license.

Jobvite is an innovative candidate sourcing solution that has a lot of people talking. This application enables your employees to send job invitations (or Jobvites) to members of their networks on LinkedIn, Twitter and Facebook from just about anywhere. To plug in to this tool, though, you'll need a Jobvite subscription.

Managing Talent

Vortex's Mobile Manager Connect is a web-based workforce management tool that allows you to manage your operation's scheduling needs on the go. You can review, edit and approve time cards, violations and time off requests, all of which syncs with existing HR management and payroll systems. The app is free, but users need users Vortex Connect license to use it.

diversityDNA is a mobile diversity training app that offers insights into the impact cultural differences have on workplace conduct. Covering the basics of cultural diversity, this mini course illustrates best practices for communicating in the workplace. This simple, straightforward tool is a great start for business owners who are interested in enlightening their workforce. The best part? The app is free!

Rypple Feedback is a web-based application that turns performance reviews into a far more engaging experience. Leveraging social networking concepts for a more collaborative experience, Rypple makes it easy for you to recognize achievements and offer regular feedback to your employees. Rypple currently offers various subscription options from free to $9 per user per month.

Additional Resources

HR at Your Fingertips is an HR terms and concepts reference tool. Valuable for the layman and guru alike, this application is divided into three sections. The glossary covers 270+ key terms and concepts. The HR Laws section contains information on federal laws, including eligibility and compliance standards. The app also contains a beginner's guide for writing an employee handbook. This mobile app is currently available only for the iPhone or iPad.

HR Concepts' Mobile Benefits gives your employees the ability to tap into health benefit account information on their smart phones. Review claims and account balances, and submit new receipts by taking a picture with their mobile devices. Transmissions are encrypted and secure, and sensitive information is never stored on your mobile device. This straightforward tool takes employee self-service one step further.

What are some applications that are helping make your life easier?

Pure David : http://puredavid.com/2011/08/05/source-of-best-talent.aspx?ref=rss

Source of Best Talent

Posted by David Brensilber at 8/5/2011 3:09 PM
Categories: uncategorized
I was reading the Jobvite Social Recruiting Survey and I thought that this slide was interesting. I could quibble with the order but what is interesting to me is that the number source of traffic remains referrals and that social networks are so high. We will see how that develops over time

Web Traffic Power: http://webtrafficpower.com/?p=177

Led by LinkedIn, Social Recruiting Continues to Grow [Infographic]

As anyone who's hired or been hired for a job in the last few years knows, social media is now a standard fixture of the recruiting process. We're constantly seeing data come out showing that sites like LinkedIn, Twitter and Facebook play an increasingly common role in hiring, and the numbers are only getting bigger.

About 89% of U.S. companies use social media for recruiting, according to new report and infograhic from JobVite, a company that makes social recruitment software. As one would suspect, LinkedIn is the biggest among social networking sites when it comes to finding and hiring new employees, a trend that's sure to continue ask LinkedIn rolls out its one-click job application button for employers.

How successful is social recruiting? According to the survey, 64% of companies said they've hired through social media and 55% plan to invest even more in it this year.

Interestingly, while LinkedIn is used by the majority of companies for recruiting, the majority of jobseekers actually use Facebook when looking for a job, suggesting that people are relying on their immediate, non-professional network to find employment.

A Company of 1: http://jkalusa.wordpress.com/2011/08/07/linkedin-more-than-just-a-profile/

"LinkedIn – More Than Just a Profile"

Posted on August 7, 2011

"This post was originally written for the Technology Association of Georgia – Human Resources group", but thought I'd share it here at home, cause it's another career marketing tool that if used the right way, can lead to great things, and if not…well, read on.." (and no, I didn't start writing under a different name and picture…)… but hmmmm…

August 2, 2011

When I was asked to blog about this subject for TAG (Technology Association of Georgia – HR), I had to stop and think a bit, had to focus… I love social media, and from a professional standpoint, LinkedIn has got it going on! Of course it has its quirks, but by and large LI is THE place to begin building an online career portfolio. In one place, you can nearly access the entire professional world! I could easily wax on about so many areas, but the focus is on why LI is more than just a profile. So…

If you didn't already know it, LinkedIn has quickly become the online "place" to have your professional "face". And from humble beginnings in 2003 LI has grown to become the #1 way that recruiters look for hidden talent and for professionals to connect. For example, in October of 2009 there were only 50 million users. Fast forward to March 2011, and over 100 million people had established a profile. It has become the default "Facebook" for professionals. It's easy to understand why, according to a recent survey by Jobvite, nearly 50% of companies *always* check out candidate's online profile!

There are of course alternatives to LinkedIn, other sites with professional connections such as Spoke, XING etc., but these pale in comparison to the power of being first, or better yet, to be considered the defacto standard. Way "back in the day", companies were spending millions to try and make their websites into places that potential customers and candidates would come and meet us, check us out, learn about us, like us, stay with us…., 'cause you know it really was about us!!! Having lived through those exploratory and wonderfully evangelistic days as a marketer, we were all about inviting candidates to come and hang out with us. But the reality was they only wanted to engage when they needed something.

So much better that LinkedIn created a way for all of us to connect, and be "out there" with our credentials, successes and questions to build a real community…..Alas, like all marketing tools, LI is open to misuse. Most people are only curious or half-heartedly create their profile, thinking that it's probably like M****** and C******, so I should put my profile up there, try

to link into anyone and everyone who maybe someday, could possibly help me and then wait for the hordes of companies and recruiters to tell me how much they love me.

For example, of the thousands of profiles I've personally looked at, it has become very tiresome to look at shoddily thrown together profiles with limited information, or in most cases way too much and many cases misleading or "amplified" information (I call that "vapor ware") all in the hopes of getting noticed by recruiters. Honestly, spam is too nice of a word for this but it is the only one that is fit for print.

Rather than doing what the masses are doing, I suggest listening to what a post on the LinkedIn blog says (found at LinkedIn Etiquette Blog). The discussion is focused on what not to do on your profile. One of the more appropriate suggestions is to not over promote yourself and your capabilities or experiences. *You may get found, but you may also get found out…. Save the fish tales for the lake…!*

Another of my long standing issues with other BIG job boards (and one that most "LinkedIn Gurus suggest) is that you are encouraged to proliferate your profile and resume with tons of keywords or tags in hopes of increasing your "search value" and to attract recruiters. SPAM, SPAM, SPAM….!

Of course it's a good idea to use #keywords and #metatags, even #hashtags, because *you can bring clarity to an extremely busy and crowded online world AND because it is one of the key ways you will be found!* BUT, if it is done carelessly and without thought, and you include keywords that don't apply even remotely to your experience, your focus, your career, your goal, your brand, then it is nothing more than a lot of words that end up making recruiters more frustrated and as a result UNLIKE you as a potential candidate.

Use LI with forethought, as an extension of your overall career marketing plan. Don't try to be everything to everyone. If you are in the office supply business and that's where the majority of your real experience is, focus on words that indicate what you are doing to advance the industry, or the company you work for, the key areas of your expertise. Put keywords in your profile that identify what your real ability to deliver value is. Who cares if you don't show up in a search for National Sales Director for ERP solutions? You might think it would be cool, but it's not what you really do….

For those that have heard me speak about treating your career as ***"A Company of 1"*** you know that I am passionate and particular about how you should go about marketing yourself and your career. Many marketers believe that if social media works, then BE EVERYWHERE!

I say NO…! (well, of course "it depends", if it really is your brand, then go for it…!) Use the ***right*** social media outlet and the right marketing tools for the task. Otherwise you only create noise. On LinkedIn your profile is your best or worst advertisement. Used wisely and appropriately, it can attract potential employers, even customers that you may never have connected to offline.

But be warned….. LinkedIn used wrongly can become a public embarrassment if you are called out in the wrong forum for tall tales… . In today's e-world, information travels faster than you can say "oops" can I take that back"? ("HELP ME MISTER WIZARD!!!)

Don't think of it as just a "profile". Think of it as your central place to build an electronic network…. And how do you build a network? **Give back, pay it forward, and create conversation** around your passion (which is hopefully, also your career). So many tools to use on LI, and it can be daunting I know. So start small.

Easy Ways to Make it More than Just a LinkedIn Profile

1) Think about what you want your career to be about (this is the only hard part)

2) Upload a picture that matches who you are professionally.

3) Make sure your current and most recent positions are accurate. Make sure the dates are right. SPELLCHECK! Think of direct and creative ways to "advertise" your successes.

4) Get connected! Not in a haphazard way that you "hope" will lead to a job offer, but in a way that puts you in an audience of people that are like you, that have similar professional pursuits.

5) Join Groups that you are interested in, involved, want to communicate with and then ENGAGE the group…. Add commentary, ask questions that really matter to you.

6) **Follow,** *Like,* **Comment,** *#hashtag,* **tweet** what others are talking about, posting, blogs etc….

7) Define yourself and your career by becoming known for being the go to place for information on your area of expertise.

8) Don't spend your life on LinkedIn, but visit regularly!

9) Above all, if getting involved isn't you, that's okay. At least build a strong billboard presence. (there's at least a .5 – 1.5% return) so who knows you may win the lottery.

LinkedIn is where professionals go to find and get to know other professionals in their industry, where recruiters go to find the unknown or undiscovered talent in a particular area or profession. It's where you can go and share professional experiences, knowledge and get involved with your professional community. But be authentic…don't be someone you are not, don't pretend to be something more than you are to get something. Better yet, decide how you want to give back to the community instead of viewing LinkedIn as a way to "get to" people and that will lead to a richer, more fulfilling career than you ever thought possible.

Look, *LinkedIn is not the "be-all end-all"* or Holy Grail of social media marketing, honestly ***nothing can ever replace a hard earned reputation for delivering results.*** Somehow, there are

still people who are highly successful sought after talent that don't have a LinkedIn profile, wouldn't know a "tweet" from a "honk", and don't know why they should be on Facebook.

They are ***players*** because ***they deliver*** and in their industry, in their circles, they are known for delivering results that drive business success. Still, LinkedIn is an excellent and forward thinking way of communicating you're ***"A Company of 1"*** brand, expanding your professional community, expanding your corporate reach and as leadership wunderkind Stephen Covey says, "expanding your circle of influence".

LinkedIn is much more than just a profile….. It's a living breathing representation of your professional life. To make it work at its best, it takes time and it takes involvement. They call it "social" for a reason. But it is only one of many very cool and useful tools and someday (think Moore's Law), LinkedIn will be surpassed by the next generation of connecting tools. But today, it is a key place to start your professional social networking. If you use it like one of the BIG boards and "post" your resume and "pray" that it gets found, then you are wasting your time. *It's not a static "profile" but a gateway to your professional portfolio that can lead to conversation, can connect you to people you never knew, it can lead to being "found", LinkedIn could lead you to your next great career move…..*

Fiily: http://mashable.com/2011/08/09/linkedin-profile-job-search/

HOW TO: Optimize Your LinkedIn Profile for the Job Hunt

Dan Finnigan is CEO of Jobvite, a SaaS platform for the social web that companies use to find and hire people. You can follow him on Twitter at @DanFinnigan and read his blog — the Jobvite Blog.

About 120 million people now use LinkedIn, and 1 million more join every week. But how many users have a professional profile that's actually attracting interest from hiring companies? Research my company has conducted shows that 87% of companies use LinkedIn for recruiting, so it's a good bet that your next employer will look for talent there.

But how easy are you to find? With all those millions of profiles available, recruiters use specific search terms and network connections to narrow the number of prospects. However, it's still worth taking the time to tune up your profile so that it pops. Furthermore, using the new "Apply with LinkedIn" plugin, you can also use link your profile to job applications on many company career sites.

Here are some tips to maximize the likelihood a recruiter with the perfect job contacts you first.

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1. Profile Headlines: Simple and Direct

The headline is one line of text that appears underneath your name and in search results. In your headline, avoid overused buzzwords or over-the-top phrases ("game changer" or "change agent" are two that come to mind).

Your headline doesn't have to include your job title, but it should be clear and concise. Use it to describe the qualities you can offer, and position yourself for relevant job opportunities without inflating your experience. There are even times when it's smart to downgrade a title. Say that you are a VP at a small company, but would happily consider a director title at a larger company — it may be strategic to leave out the "VP" title in your headline.

---

2. Summary and Experience: Keep Your Story Tight

People will scan your profile just as they do a news story. When I worked as a reporter, we used the inverted pyramid method to structure a story, making sure all the important facts were

stacked near the beginning. You too should answer the who, what, when, why and how in your profile summary section. Point to results and quantify your impact to render your record more concrete. If you've written a compelling summary, your audience will read on.

Underneath the summary is a section for specialties. This area frequently contains keywords used to make profiles findable. Optimize your profile for search engines (SEO), but not too much. The Google algorithm is too smart for keyword stuffing — and so are recruiters. If you include five lines of special skills in this section, chances are you won't be *great* at any of them.

Interest will wane further down the page, so spend your time making the top sections of your profile (summary and recent experience) the most substantial. Although in most cases, not every job you've held needs a detailed description.

3. Company Name: What Does It Do?

Recruiters and hiring managers search by industry terms as well as skills. If your employers haven't all been household names, describe those companies in a couple of words. That way, recruiters will know whether you're right for a job in fashion or social gaming, for example. If a former employer has been purchased since you left, and no longer exists, use the name of the acquiring company instead.

Briefly describe ways in which that company was successful: for instance, a market share leader in a $6 billion industry, the leading patent holder or the highest-rated for customer service. If you worked in a very large company, focus on your particular division or project to help readers understand your experience better.

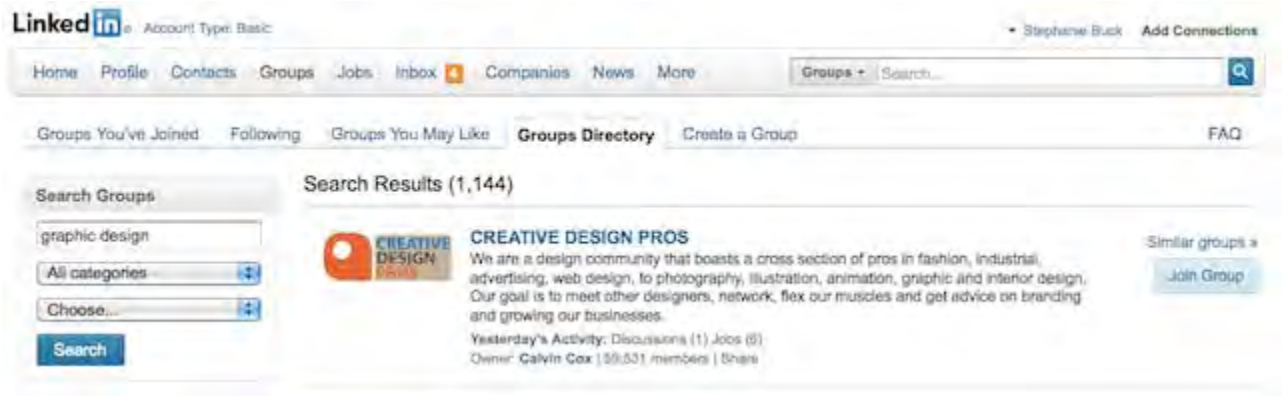
4. Recommendations: Don't Go Overboard

It's good to have a few meaningful recommendations, but employers take these with a grain of salt. Promote the most current or best recommendations and hide extras to prevent profile clutter.

Public positive recommendations are easy to obtain, not to mention often too generic to be very insightful. Hiring managers can easily follow up with the people who supplied those recommendations and see if their offline comments match what's online.

If you're early in your career, get one or two recommendations from professors, classmates or current colleagues. If experience as a summer lifeguard isn't relevant to your current job search, ask contacts to speak to your work ethic rather than your backstroke.

5. Connections and Groups: Say Yes and Say Something



It's an unspoken rule that people accept most connection requests on LinkedIn. Why? You may find out about an opportunity through those connections. And search results are sorted by the closest to furthest degrees of connection — so you'll be closer to the top of the pile when your connections perform searches.

To raise your visibility among your connections, share news about the industry or relevant companies. Then join a few professional groups that interest you. Recruiters often mine groups for prospects, and answering questions or participating in discussions shows your expertise and engagement.

Bonus Tip: Activity Settings

If you're worried what your current employer might think about all this activity, change your "activity broadcasts" setting before making profile updates so your current contacts don't see them in your feed. Too often I have heard people comment when they see someone has updated their LinkedIn profile, that "they must be looking for a job."

But positioning yourself for potential new opportunities shouldn't surprise any employer. When my company asked employers how long they expect new hires to stay, one-third answered two years or less. Make sure your LinkedIn profile is ready before you are.

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Jobvite Discovery Responses 002762



STYLING BY KEIKO TANAKA

Put Some Punch Into Your Career

Now is a good time to get back on the offensive with your career goals.

By **ELAINE POFELDT**

Photograph by **JASON HINDLEY**

IT'S PROBABLY SAFE TO come out from under your desk now. Over the past few years you may have found yourself in defensive mode, career-wise. But if you've survived, you're probably in the clear. As a whole, U.S. employers have been adding rather than subtracting jobs these past few months, according to the Bureau of Labor Statistics. And that means you can focus on your ambitions again and begin laying the groundwork for a promotion.

Just because the firings have slowed, however, doesn't mean that companies are hoisting people up the ladder. To get ahead today, "it's going to take an investment of extra work, extra enthusiasm, and extra energy," says Dan Finnigan, CEO of Jobvite, a social- →

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Jobvite Discovery Responses 002763

recruiting software. The four strategies that follow can help you move your career forward.

MAKE A LATERAL MOVE

Years ago a sideways job move was viewed as a demotion. Not so in today's less hierarchical offices. "Now it's about zigzagging your way to the top, vs. taking the elevator," says Sarah Hathorn of Illustra Consulting, a career advisory firm in Atlanta. A lateral move could help you advance, she says, if any of the following apply: A different job at the same level will help you round out your skills; there's no room for growth in your division; you're so entrenched that superiors see you only one way; or you want to move to a new job function (say, from marketing to sales).

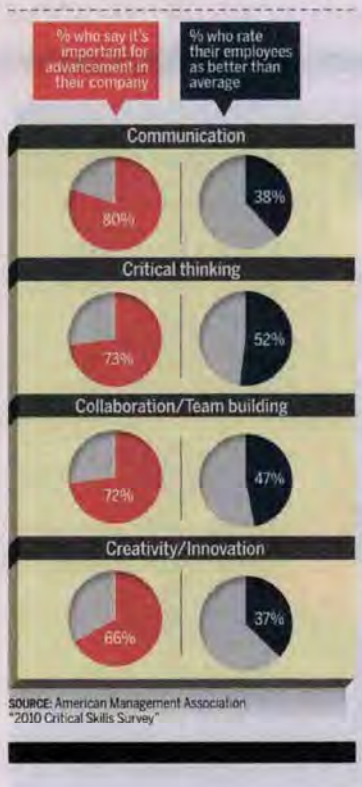
▶ **How to do it:** Review listings on the internal job site—looking particularly for posts at smaller divisions, where you might get more responsibility—and connect with your HR rep, who can act as an advocate. Also participate in companywide committees and activities to make contacts in your target department, says L.A. career coach David Couper. Cultivate their support by taking them to lunch and asking their advice. If you want to change functions entirely, get your boss's buy-in too—you'll need help making the case to others.

SOLVE THE BOSS'S PROBLEM

Success in today's workplace often hinges on delivering quantifiable results. But supervisors aren't always generous with the kind of assignments that will allow underlings to shine. "Bosses who are nervous about their own jobs hang on to projects they think are important," says Couper. Getting plum tasks, then, depends on your ability to manage up.

BUILD THE RIGHT SKILLS

Top managers are recognizing a talent gap when it comes to certain skills that they deem important. Filling the void can help you get ahead.



SOURCE: American Management Association "2010 Critical Skills Survey"

▶ **How to do it:** Pay attention to areas in which your manager is weak—or in which your department is facing a crisis that is stressing your boss out—and offer to relieve some of the burden, advises Hathorn. "Say, 'I know this project is due, and I'd love to learn this aspect of the business. Could I take on X or Y part?'" This shows that you're a self-starter and continual learner. Plus, if you do a good job, your boss will trust you with even better projects.

HONE YOUR SOFT SKILLS

At a senior level, technical knowledge alone won't get you ahead. Research recently published in the *Harvard Business Review* shows that success in C-suite jobs, such as chief technology officer and chief marketing officer, increasingly depends more on leadership skills and understanding of business fundamentals than on the technical skills and functional knowledge that mattered early in one's career. So work on the soft skill that will make a difference in your division.

▶ **How to do it:** First, sit down with your superior and say, "Be honest with me. What soft skills do you think I'm lacking or need to hone?" Think your boss isn't the type to tell? Recall where your last performance review showed deficiencies; also, solicit feedback from peers. In a recent American Management Association poll, executives said that being mentored is among the most effective ways to build soft skills; so look for someone who excels in the areas you do not, and flatter him or her by asking for coaching. Or take a class—your company may offer training on topics like public speaking or leadership—and, once completed, ask your boss if it has helped you to improve.

CAPITALIZE ON CHANGE

Whenever there's change at a company—whether a merger or acquisition, the arrival of consultants, or the departure of a boss or colleague—the instinct is to hide. Big mistake, says Hathorn. In times of transition, opportunities are created.

▶ **How to do it:** Look for ways to use the upheaval to recast your role. That may mean, for example, sharing your ideas with the visiting cost-cutting consultant or new division head, volunteering for duties held by a departing colleague, or offering to mentor employees in a company your firm is acquiring. If you stay invisible, it'll be easier for the new leadership to discount your contributions and cut your job. Says Finnigan: "If you're not moving up, you're slowly moving out." ■

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OKED | NETIQUETTE

Steer away from Facebook employment apps



Bridget Carey

bcarey@MiamiHerald.com

There's a new job-hunting fad creeping into Facebook pages. And it looks tacky.

You might have come across a Facebook app called BranchOut. There's also a lesser-known one called BeKnown, created by job site Monster.com. Both are designed to compete with LinkedIn, acting as a tool for job seekers and head hunters to connect through Facebook accounts. Users post their resume, give recommendations and see job postings.

All research points to this being a great new tool to embrace: Facebook is the largest social network, with more than 160 million U.S. users in June, according to Internet research company ComScore. With numbers like that, surely Facebook is efficient for finding a connection for that dream job. (If you were wondering, LinkedIn is No. 2 in the United States, with 33.9 million visitors in June.)

And social media is a must-do for job hunting these days: Some 89 percent of companies plan to recruit through social media this year, with 64 percent saying they actually hired through social networks in 2011, according to a July survey from online recruiting software provider Jobvite.

Problem is, you can unintentionally look like a social media imbecile using a Facebook app like BranchOut or BeKnown. Both apps treat connections like a game, awarding you with meaningless badges and ribbons for sending invites to friends. I was rewarded with being a Diamond Super Connector on BranchOut for doing absolutely nothing, but I was encouraged to level up to Double Diamond Ribbon by adding 15 friends.

That's right, you get points for harassing friends to join an app, polluting their newsfeed and wall with the app logo. (Farmville, anyone? A professional network shouldn't stoop to the same level as a Mafia Wars game for engagement.)

On BeKnown, I checked the option to not post that I joined, yet the app did so anyways, plastering its advertisement on my page. That's a big no-no if you didn't want your coworkers to suspect you are job hunting.

Those that spammed me with requests to join looked like they didn't understand how to use social media. Weren't we already connected on Facebook? So why do you want to connect inside an app? And isn't that what LinkedIn is for?

I won't dismiss BranchOut completely. One redeeming feature is how it presents an easy-to-read breakdown of large companies, and which of my friends once worked there. It also showed the friends-of-friends who could help introduce me. That can be a handy for finding that vital connection.

With headhunters using social media to recruit, don't put off keeping your LinkedIn profile pristine and updated. Last week LinkedIn introduced a new tool to apply for a job using the LinkedIn profile, so expect companies to take advantage of this quick application method.

Because of social media's growing importance for jobs, it's just as important to ensure your personal Facebook profile is protected and private. If you do want to use a Facebook app to find a job, use caution on what information you share, and don't spread the spam to earn points and badges. Your reputation will thank you.

Poked is a column about netiquette and social media. If you have a question or need advice, email bcarey@MiamiHerald.com.



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Gawking new hires online is risky

By Brian Sumers
Daily Journal Staff Writer

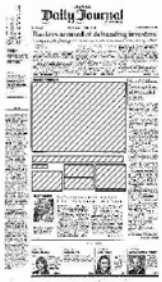
When hiring employees, companies hold the power. They can deny an applicant because he lacks experience. Or because she gets drunk on weekends. Or even because he wears brown shoes when the boss prefers black. But there are limits to what employers can use in hiring decisions: They can't discriminate based on protected classes — a slew of immutable characteristics, including gender, race, disability, religion, national origin and, in California and other states, sexual orientation.

For decades, hiring managers have considered personal questions about a candidate's health, religion or love life to be off limits. But technology is making the process trickier, giving bosses information their lawyers would never advise them to seek and that could get them into legal trouble. Through Google searches or social media websites like Twitter and Facebook, an employer can explore an applicant's vacation pictures, college extracurricular activities or cancer survivor blog.

"It's a two-edged sword," said Scott A. Freedman, a social media expert and partner at Morris Polich & Purdy LLP in Los Angeles. "You might find good stuff on them. You might also find something detrimental."

Freedman said employers should feel free to conduct online searches of applicants but need to be prepared to properly handle any unsolicited information.

"Let's say you find out they do a lot of stuff in gay rights," Freedman said. "Now all of a sudden it puts you in a possible dilemma. You decide not to hire them, and you are exposing yourself to a potential lawsuit."



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See Page 6 — ONLINE

Congress introduced protected classes when it passed the Civil Rights Act of 1964, covering discrimination by race, color, religion, sex and national origin. Congress and California have passed more robust protections since, including those based on disability and age. California is one of 15 states that protect sexual orientation and gender identity, making online searches even more complicated.

Although it is unclear how many employers research job candidates online, there are signs a significant number do so.

In an August survey of 541 recruiters by the Society for Human Resource Management, 18 percent of respondents said their company researched applicants on social media, like Twitter and Facebook.

Among respondents who said they don't use online searches, two-thirds said they worried they might uncover information about a candidate's protected class. About half said they feared they might research the wrong person, a problem that can arise when an applicant has a common name.

Jobvite, a Burlingame-based company that helps companies recruit through social media, asked a broader question about the search habits of 800 recruiters and found 45 percent said they always perform some sort of online search on candidates. Another 29 percent said they sometimes search.

Michelle Sherman, special counsel at Sheppard Mullin Richter & Hampton LLP in Los Angeles, said it's difficult to know how many companies cull online sources because recruiting managers rarely control the entire process. Sometimes applicants will meet with five or more managers during their visits — and not everyone reports back to human resources on their research.

"The biggest risk companies take is that they often don't know what their employees are doing," Sherman said. "Sometimes companies assume it's not happening, and it is happening."

Sherman, who has written extensively about social media in hiring, said she is conservative when advising employers. She recommends clients refrain from searching prospective workers until after they conduct an interview. And when they do search, Sherman asks them to assign only one person to do the work.

Sherman said the searcher could report to colleagues that the applicant likes baseball, drinks brandy and criticized his most recent co-workers on his Facebook wall. But the person would not include information about the candidate's health, religion, family or any other protected class.

Freedman said employers should document the reason every prospective employee didn't get the job. Then, if the candidate pursues legal action, the company will be ready.

"In the old days, you would just put an 'X' through them and move on," Freedman said. "Now you can't."

Natasha R. Chesler, who represents both workers and management for The Law Offices of Timothy B. McCaffrey Jr. in Los Angeles, said employees should be candid in their assessments when documenting hiring decisions. "I find a lot of people are very scared to be honest and say, 'I just didn't like the guy,'" she said. "They don't want to cop up to a personality conflict."

Tough to Prove

There are few cases of applicants successfully suing a prospective employer — and for good reason. Those cases are almost impossible to prove.

"Hiring cases are just difficult as is," said Jeffrey Winikow, a workers' rights attorney in Los Angeles. "There are so many reasons why people don't get hired."

A person can suspect he was passed over because of personal information he shared online, but proving it is not easy.

"Unless you have a smoking gun, it's going to be a really tough case," Freedman said. "The burden is on the plaintiff."

Proof might be written evidence a person was denied a job because of something he wrote online. Sherman said such evidence occasionally does turn up. "People put things in emails," she said.

When they do, documents turned up in discovery can put employers on the defensive.

In December 2010, a job candidate sued the University of Kentucky, saying he was denied a job there because of his evangelical Christian beliefs, which he had stated on his personal website. The plaintiff's lawyers uncovered an email in which a university employee expressed concern the candidate's religious beliefs could have a negative impact on the university. Kentucky settled the case for $125,000.

Sherman said companies should prepare for similar cases once the issue gains more attention. She cited a recent decision by a National Labor Relations Board administrative law judge who reinstated five workers after they were fired for complaining about their jobs on Facebook. Afterward, Sherman said companies became more concerned about their policies.

"The biggest shame about a lot of these social media cases is that people don't react until there's been a public decision," she said.

Weighing Risk

For all the added benefit of online information, Sherman said she wonders if it's worth the risk. For the past 20 years, she has helped make hiring decisions at her law firm — all without delving into the digital lives of candidates.

When researching candidates online, she said she looks only at LinkedIn, a professional networking website on which candidates tout their accomplishments.

"You have to recognize that sometimes there is a big difference between what people do on social media and what they do in the workplace," she said.

It's a sentiment echoed by Winikow, who says companies should consider the ethical ramifications of searches, in addition to the risk of litigation.

"To Google somebody because they applied to work as a cashier at the Gap — that seems to be inviting criticisms of hiring practices," he said. "It's not deadly in and of itself, but it seems to be indicating an intent to look for private information, even if it's in the public domain, about somebody's life that has nothing to do with the job requirements."

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Winikow said employers should also remember that protected classes can be more broad than they might expect. If a person posts pictures online of themself in a drunken state, it could mean they're an alcoholic instead of potentially irresponsible.

"It's too easy to make snap judgements based on what people put on social media," Winikow said. "The whole idea is to get beyond stereotypes."

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Facebook, Labor team up on jobs

By JIM PUZZANGHERA
Los Angeles Times

WASHINGTON — The Labor Department is hoping a popular new friend can help unemployed workers find jobs.

Labor Secretary Hilda Solis on Thursday announced a partnership with Facebook designed to connect the jobless with companies that are hiring. The Social Jobs Partnership will aggregate a variety of existing, but often little-known, job-search services on a new Facebook page in hopes of drawing more attention to them.

"Landing on this page can help Americans land good jobs," Solis said at a Washington news conference with representatives from Facebook, the National Association of Colleges and Employers, the National Association of State Workforce Agencies and the DirectEmployers Association.

The partnership, which Solis hopes to expand to Twitter, LinkedIn and other social-networking sites, will highlight job-placement resources to match those openings to some of the people who need work.

There are about 3 million job openings in the U.S., Solis said, and about 14 million unemployed people.

Among the services available to help match them up are 3,000 one-stop career centers nationwide, and online tools such as the Labor Department's My Skills My Future website, which allows people to see alternative careers for their skills and get information on educational opportunities and employers for those fields that are near them.

"Our data information and services are valuable only when people know about us," said Bonnie Elsey, president of the National Association of State Workforce Agencies, which represents public agencies that assist the unemployed, such as the California Employment Development Department. "Just think of the expanded audience we can reach with our partnership with Facebook. We can connect more job seekers with jobs."

Facebook's new page will be a one-stop shop for those looking for work, said Marne Levine, the company's vice president for global public policy.

"Think of this as a free, online job fair that can be accessed seven days a week, day or night," she said. "Our labor market is changing, and so should the tools that are used to find these jobs."

A survey this summer by recruiting site Jobvite of 800 U.S.-based human resources and recruitment professionals found that 64 percent hired through social networks this year, up from 58 percent in 2010.

"The social Web is changing the way that employers search for talent," said Bill Warren, executive director of the DirectEmployers Association, a nonprofit consortium of about 600 U.S. companies that focuses on recruitment and other human resources practices. "This initiative is going to make the recruiting process easier and more efficient for both employees and job seekers."

In addition to creating the Facebook page, Levine said the company would launch public service announcements on Facebook and the 10 states with the highest unemployment rates, a list led by Nevada and California.


BUSINESS

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Facebook page aids job seekers

Site joins Labor Department to help ease unemployment

BY JIM PUZZANGHERA
Los Angeles Times

WASHINGTON — The Labor Department is hoping a popular new friend can help unemployed workers find jobs.

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Vast numbers without work

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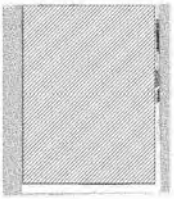
Does the Global Mobility Industry Have a Social Life?

Inside this Month:

International Assignments in the Age of Social Media

The Mysterious World of Payback Agreements

Linking Immigration and Prosperity



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Does the Global Mobility Industry Have a Social Life?

BY LYNNE TAYLOR

Taylor examines recent developments in social media amid the global mobility industry, finding evidence that business is beginning to rethink and transform its approach to the digital, social space.

When the media does its annual "look back at the year" exercise next month, it may well agree that 2011 was the year that businesses finally became aware of just how powerful and widespread social connectivity is around the world. "Social media" has been a mainstay in the news and the hot topic at a variety of trade shows, conferences, and events in 2011, but many companies in the global mobility industry are still not sure what it means, how it affects them, or what they should do about it. They may be vaguely aware that their customers, employees, vendors, or competitors are engaging in social media activities, but have no idea how to do the same thing—or if it's even necessary to do so.

The world of social media moves so fast it can seem overwhelming just to try and keep up. Use of social media sites and tools continues to grow at an astonishing pace: Facebook added 250 million users between September 2010 and September 2011; LinkedIn added 31 million members from March 2010 to March 2011. There is no question that the sheer numbers of users of social media sites and tools has demanded that businesses pay attention and figure out how to play in the social media arena. A look at the past recent history of social media, however, reveals that some companies have figured out how to "play" better than others. Lessons and strategies the global mobility industry can learn from companies in other industries may help it to continually evolve and develop its own "social life."

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Social Media in 2010

In April 2010, a *MOBILITY* article by Sheila Castellanos, CRP, and Angie Gilbreath, CRP, GMS, "Employee Mobility and the Social Media Experience," explained the difference between social media and social networking. The article described how social media sites like Facebook and LinkedIn worked. A survey taken by the authors explored how and whether employee mobility professionals were using social media sites and tools like Twitter and what they thought of them. It was generally agreed that while a few companies in the industry were using social media, the jury was still out about how effective it was from a business perspective, or even whether it was a trend that would continue or fade with the passage of time. Castellanos and Gilbreath concluded that their own use of social media was still about "building relationships" and sharing information.

In May 2010, Erik Qualman released the second of his amazing "Social Media Revolution" videos (*http://www.socialnomics.net/2010/05/05/social-media-revolution-2-refresh*), along with the sources for statistics about the record growth of social media. Among the statistics:

1. Fifty percent of the world's population is younger than 30 years old;
2. Ninety-six percent of the under-30 demographic have joined a social network;
3. If Facebook were a country, it would be the world's third-largest, ahead of the United States and second-only to China and India;
4. The second-largest search engine in the world is YouTube;



5. There are more than 200,000,000 blogs;
6. Thirty-four percent of bloggers post opinions about products and brands; and
7. The return on investment (ROI) of social media is that your business will still exist in five years.

In June 2010, Mashable (*www.mashable.com*), the "largest independent news source dedicated to covering digital culture, social media and technology" asked "what is social media?" of its readers in an attempt to get the top 10 responses. Ultimately, it had to expand the list to 20 because it had so many great answers. Those answers revolved around some key words including: "collaboration," "network," "conversation," "sharing," "relationships," "community," "self-expression," "unity," and "people." It should be noted that none of the readers offered a definition of social media within the context of how it could be or was used by business; rather, Mashable readers focused on the "social" in social media.

The May 2010 Worldwide ERC® National Relocation Conference and the October 2010 Global Workforce Symposium also had sessions dealing with the topic of social media. Overall, while there was interest in use of social media in 2010—and the global mobility industry displayed an interest, too—there was still a lot of confusion about how it could be used to "generate revenue." Mobility professionals continued to wonder how concepts like "relationships" and "sharing" could be translated to meet business objectives such as increasing sales or measuring ROI. The connection between what individuals did with their Facebook and YouTube accounts with their friends just didn't seem to have a lot of relevance for business. Many companies also banned—and continue to

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restrict—access to social media on company computers, regarding it as personal use of company resources on company time.

Those companies that tuned into the concepts of "relationships," "collaboration," and "community" early on, however, started to ask very different questions about social media use. Companies such as Intel, for example, began to deploy strategies and campaigns that stopped asking how they could profit from social media use and began asking how they could contribute in meaningful ways to the conversations people around the world were having about social issues. Intel was sharing in new and creative ways. Intel currently has almost 4 million people who have "liked" their Facebook page. Companies like Comcast began using social media sites to provide solutions for their customers and partners, engaging in discussions that resulted in faster response times to customer service issues. American Express focused on issues that individuals who were small business owners or entrepreneurs were having and brought them to the attention of the social community. American Express then used social media to engage others to support its own small business customers. American Express has more than 2.25 million people who have "liked" their Facebook page.

All of these companies use Facebook and/or LinkedIn to engage users and encourage conversations, and tools such as YouTube and Twitter to tell stories and continue dialogues. They have been successful because they have bought into two of Erik Qualman's "Social Media Revolution" opinions:

1. Social media isn't a fad, it's a fundamental shift in the way we communicate; and
2. Successful companies in social media act more like Dale Carnegie and less like "Mad Men:" listening first, selling second.

Social Media in 2011

Many viewers may have missed it, but sandwiched between the car and beer commercials shown during February 2011's Super Bowl were two "collaboration in the cloud" Chatter commercials by Salesforce.com. The media largely ignored them, and the general comments and reaction on the few media sites that reviewed Superbowl commercials was "what was that all about?" Salesforce.com customers had a very good idea what the commercials meant. Companies like Salesforce.com are taking the ideas of the Facebook "Wall" and Twitter "posts" and adapting them for business, allowing employees, customers, and partners to collaborate and share within the very applications they use every day to run their business operations. Salesforce.com's Chatter tool is an extension of social media and its use by individuals into the company itself, effectively creating a "social enterprise."

Social media has found a foothold in corporate human resources and mobility departments. This is not surprising, because HR professionals—many of whom are the employee relocation decision-makers in companies—have been leaders in the use of social media. A 2011

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Jobvite social recruitment survey (*http://recruiting.jobvite.com/resources/social-recruiting-survey.php*) found that 80 percent of companies use social media for recruiting and, of those, 95 percent are using LinkedIn.

This use by human resources professionals of third-party social media applications to recruit is not exactly creating a social enterprise internally. But it is giving rise to increased demand for integrating applications with a company's current system and the social media recruitment sites. This appears to be the natural "next step" in leveraging Facebook, LinkedIn, and YouTube site infrastructure.

In early July 2011, Facebook CEO Mark Zuckerberg discussed the future of social media in a prelude to announcing Facebook's partnership with Skype. His reasoning and analysis was predicated on the fact that Facebook and other sites have spent the last five years building the social infrastructure "platform," and that the amount of data shared online will increase exponentially every year now that this platform is in place globally.

Zuckerberg's analysis and predictions—and the growth of social media in general—has not been lost on the CEOs and CIOs of many of the world's largest corporations. Their interest in social media, and now "social enterprise" collaboration tools like Chatter, drove more than 40,000 people to Salesforce.com's annual trade show, Dreamforce, in early September 2011. Many of them went specifically to attend the social media sessions. In fact, the Dreamforce website header was "Welcome to the Social Enterprise," and links to the "Social Roadmap" and "CEOs on Chatter" were featured on the website landing page. This was unusual for a large, publicly-traded company, but indicative of where the future may be heading for many businesses—or at least the approximately 102,000 companies that are Salesforce.com customers.

LinkedIn discussion groups also have been forums for an increased amount of interest and posts about social media use in 2011. A discussion group called "Relocation and Social Media" was even formed in late 2010. Moderated by communications and social media strategist Paige Holden, CRP, group members from the relocation industry contribute valuable advice and insights, and share information about how they use social media.

LinkedIn groups, such as the Worldwide ERC® U.S. Domestic Relocation and Global Workforce Mobility groups, also are active contributors to the social media dialogue. Expat employees who have moved or are living internationally have been leaders in the use of social media. This also is not surprising, as social media tools often are used as a means to get information about new living environments and to connect with friends or family left behind when employees are on assignments. The 2011 "Global Professionals on the Move" study by the Hydrogen Group released this year revealed

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that 71 percent of professionals working abroad use social media to communicate and stay in touch.

The 200,000,000 blogs that Internet search engines like Technorati track do not currently include a lot of mobility industry sites. While there are several exceptions, the employee mobility industry in general is still not seeing an increased use of blogs to communicate information and ideas. As Castellanos and Gillbreath pointed out in their article, blogging was not popular among the particular respondents of their survey. This is probably because of the time, resources, and commitment that must be devoted to maintaining and creating good, relevant content for a blog site.

Blogging is an interesting exercise in any case. While Internet visitors want specific, to-the-point information when they search the web—and a relocation blog is the forum to provide longer, detailed information—popular blogs often relate only remotely to the subject matter in which the company is an expert. Instead, creative, well-written, interesting and often humorous content will keep blog fans returning. A good example of this is Laurie Reuttimann's "The Cynical Girl" (*http://thecynicalgirl.com*). Reuttimann is an expert and consultant in the human resources field, but her off-beat, refreshing writing keeps other human resources professionals, social media specialists, and general fans of great writing coming back every day to read and comment on her posts. Employee mobility professionals may find many of their contacts or customers on Reuttimann's blog!

Taking a Page from the Social Media Playbook

There is no doubt that the Internet and social media levels the playing field for companies. On the web, a small, "mom-and-pop" business can create the same kind of effective logo, brand, and marketing presence that any *Fortune* 500 company can create. The difference is the amount of time and resources companies must spend to manage and maintain their social media strategies. Judging by the questions that have been posted in the past year on LinkedIn discussion groups by national and global mobility professionals, there is substantial interest about what others in the industry are doing in this regard. Group members are curious about driving increased website traffic, getting more people to "like" their Facebook pages, what marketing strategies are "working," and measuring the performance of a social media program.

It's interesting to note that social media infographics that present information about social media use for other industries, such as real estate (which can be relocation-related) and the airlines, focus on what tools are being used, what tools customers want, and how companies are allocating resources internally to social media. The emphasis seems to be less on what the end result is going to be in terms of the bottom line, and more about the process. This is consistent with the examples

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used previously showing how Intel, Comcast, and American Express use their Facebook or other site pages to engage their customers or enhance the visitor experience.

In traditional marketing theory, these approaches represent the difference between "push" versus "pull" marketing. Push marketing is less effective in the world of social media. It involves using various activities to get your message in front of your target client. The push marketer is usually in control of the message, the medium, and the logistics of the message. Contrast this to pull marketing. Pull marketing activities encourage your target client to seek you out and find out if you have something of value to offer them. Pull marketing is about developing relationships that attract a target client to your company. Pull marketing is a natural fit for social media. Remember those key words that Mashable readers described in their top 20 responses in answer to the question "what is social media?" Providing something of value by communicating, sharing, and networking engenders trust and draws fans in the social media space. Clients will then want to "pull" you into their world, where they are in control.

While this kind of thinking seems counterintuitive in the business world, it is actually the companies who understand and have embraced it that have the most success using social media. This also holds true for the standard corporate approach to use of social media in the workplace. Two years ago, a study by Robert Half Technology revealed that 54 percent of companies restrict the use of Facebook, Twitter, and other social media sites in the workplace. In August 2011, Robert Half Financial released another study revealing that 67 percent of financial executives are concerned about finding talented employees, and 56 percent are concerned about retaining them. Remember those statistics about 50 percent of the world's population being younger than 30 and 96 percent of them are using social media? Blocking access to social media at work—instead of identifying ways to harness and leverage its use—seems counter-productive for businesses in light of these numbers.

This is why corporate leaders are taking a hard look at the tools being developed to turn their companies into "social enterprises." The maturity of the social media infrastructure that Facebook's Zuckerberg talked about in July, and the widespread use and deployment of mobile devices like smartphones and tablets, also are driving this phenomenon. Santa Clara University (SCU) business professor Terri Griffith discusses this in her book, "The Plugged In Manager," and in several videos produced this year by the SCU business school highlighting companies who are using social media and networking tools proactively. One of these companies is Zappos, which is widely recognized as a leader in customer service.

Getting A Social Life

The lines continue to blur between individual and business use of social media. Social media has taken the traditional approach business has always had to sales and marketing and turned it upside down. While this is a hard concept to grasp initially, there is no reason the global mobility industry should be left behind as social media and social networking converge and explode in the future.

Currently, every aspect of the mobility industry appears to be using social media for different reasons. Does your company use social media to supplement the traditional or established ways it was communicating or getting work done before, or is it looking for a way to leverage the way it does business going forward?

No matter what the primary purpose, the key things to remember when using social media are the things that make businesses in other industries successful:

1. Take your marketing hats off, and put your social hats on.
2. Think like a friend or family member and demonstrate through your use of social media that you care about others and want them to have fun or engage with you.
3. Provide something of value and don't expect anything in return.
4. Remember that human beings are social creatures and are going to need to seek ways to connect and interact with each other both personally and professionally.
5. Keep in mind that social media "is not a big chess move, it is a series of small moves that add up over time!"

By being flexible, creative, and innovative—and keeping a sense of humor!—companies in the global mobility industry have the capacity to set the standard for having a successful social life.

Lynne Taylor is the chief administrative officer at RSI Relo Inc., Vista, CA. She can be reached at +1 760 597 6146 or e-mail lynne.taylor@rsirelo.com

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EXHIBIT M

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
Cancellation No. 92/050,828
Registration No. 3,103,253

----------x

JOBDIVA, INC.,

Petitioner/
Counterclaim Defendant,

v.

JOBVITE, INC.,

Respondent/
Counterclaim Plaintiff.

----------x

October 15, 2013
10:17 a.m.

Testimony deposition of DIYA OBEID, held at the offices of Greenberg Traurig, LLP, 200 Park Avenue, New York, New York, pursuant to notice, before Cary N. Bigelow, Court Reporter, a Notary Public of the State of New York.

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Obeid - cross

(Recess taken.)

CROSS-EXAMINATION

BY MR. GREENSTEIN:

Q. Good morning, Mr. Obeid. My name is Neil Greenstein and I represent JobVite here. We met earlier today.

You mentioned in your testimony earlier that JobDiva is a sister company to Axelon.

Can you describe to me what you meant by a sister company?

A. Axelon and JobDiva are owned both by myself and my family.

Q. Does Axelon actually own directly any of JobDiva?

A. No. The shares are owned by the individual members of the family.

Q. Are any of the shares of JobDiva owned by Axelon?

A. No.

Q. Are any of the Axelon shares owned by JobDiva?

A. No.

Q. Who specifically in the family owns the shares of Axelon?

Obeid - cross

MR. SCHLOSS: Objection.

There is no issue in the case that goes to ownership of other entities.

Where are you going with this?

Off the record for a second.

(Discussion off the record.)

BY MR. GREENSTEIN:

Q. You can answer.

A. The shares of Axelon now 100 percent are in my wife's name.

Q. And the shares of JobDiva are owned by whom?

A. They are actually owned, both of them are owned by all of us because to my knowledge I am married to her, she is a member of the family, so whether the shares are in her name or my name, we all own both companies.

Q. Okay. I understand your claim of understanding there, but as far as the people to whom the shares are registered --

A. Thank you.

Q. -- as I understand your earlier testimony, the Axelon shares are registered to your wife?

A. Yes.

Q. And to whom are the JobDiva shares registered?

A. 80 percent of them are registered to a trust fund whose beneficiaries are my children and 20 percent are registered to me.

Q. Has that always been the registration of JobDiva?

A. No.

Q. When did it change?

A. I don't remember the exact date.

Q. Approximately?

A. I really don't remember. I mean, five years ago, seven years ago? I could be off by years.

Q. Has there only been one change in ownership?

A. Yes, my recollection, yes, one change.

Q. How were the shares owned previously?

A. JobDiva's shares were registered previously all to me.

Q. With respect to the shares of Axelon were they always registered to your wife?

A. No.

Q. How many times have those shares changed ownership?

A. Twice, changed registration twice.

Q. Do you know approximately when that registration was changed?

A. The first time the registration changed in the mid-2000s, probably in the 2004 to 2006 time frame and then the registration of ownership changed again a couple of years later.

Q. The Axelon shares as they were originally registered, who were they originally registered to?

A. To me 100 percent.

Q. And then in the mid-2000s, you say approximately 2004 to 2006, how did it change at that time?

A. 51 percent of the registration was going to my wife and I retained 49 percent.

Q. And you said there was a second change in approximately 2007 or so?

A. Or '08, yes.

Q. And how did it change at that time?

A. A hundred percent became registered to my wife.

Q. You indicated that you are actually paid by Axelon?

A. The payroll for me and everyone is payroll through Axelon.

Q. Does JobDiva then reimburse Axelon for that payroll?

A. Yes, and the management -- they call it -- the accountants call it the management fee.

Q. How long has that been happening?

A. From the inception of JobDiva.

Q. Is there a written management agreement between JobDiva and Axelon?

A. I believe there is something the accountants -- yeah, I believe there is, whatever the accountants and the lawyers are supposed to do they are doing. I am not --

Q. Has Axelon itself ever used the JobDiva name or JobDiva domain?

A. Axelon is a client of JobDiva, they don't use it to run its business, no, use the name or domain in its own branding, no.

Q. It's never done that?

A. No, never.

Q. So JobDiva has authorized Axelon as a

client to use JobDiva?

A. Yes. Axelon is one of the clients.

Q. Has Axelon ever authorized JobDiva to use the name?

A. No, not in any different way from any other client using, you know, whose name might be referred to in JobDiva.

Q. Has Axelon itself ever been the owner or registrant of the JobDiva domain name?

A. I believe yes, we might have when we first registered the name because we were reserving domain names at that time and JobDiva might not have, I think, I believe, was not incorporated, this was in the 2000-2001 time frame, so it had to be registered under, you know, in the ownership of an entity I own, so I did register it probably with Algomod as an owner of the domain name, yes, we have to reserve it not because Axelon is trying to have a subsidiary, but to reserve the name.

Q. And while Axelon or Algomod owned the JobDiva domain name were any of the JobDiva services actually posted on the JobDiva domain name?

A. No. I know that for a fact because JobDiva was not offering any services to anybody when it first registered the domain name.

Q. Did Axelon or Algomod ever offer JobDiva type services under the JobDiva name?

A. No, never.

Q. Would it be accurate to say, then, that Axelon or Algomod -- if I make reference to Axelon but we are talking about the time frame it was Algomod, we understand that was the same company; correct?

A. Yes.

Q. Was it actually the same company that just changed its name?

A. Yes.

Q. Okay.

So if I do make a reference to Axelon in a time period when it was a different name, we are talking about the same company?

A. Yes.

Q. I just want to make sure we are not confusing anything there.

Did Axelon ever license or give any authorization to JobDiva to use the JobDiva name?

Obeid - cross

MR. SCHLOSS: Objection, calls for a legal conclusion.

Q. You can answer if you understand it.

MR. SCHLOSS: If you understand what license means.

A. The formation of JobDiva, the incorporation of JobDiva and the JobDiva legal aspect of business was handled by lawyers, including lawyers from this law firm, so I am speculating if I were to say --

MR. SCHLOSS: Don't speculate.

A. -- so they did whatever they had to do.

Q. We are not asking you to speculate.

While I understand you may not know the legal meaning of license, do you know if Axelon ever entered into any kind of agreement authorizing JobDiva to offer recruiting services?

A. Yes, certainly it did, because Axelon is owned by me and I formed, I had Axelon register the name for the purpose of starting a business called JobDiva, so certainly there was there an explicit and an implicit implication that we're starting a new business called JobDiva and that name was reserved for that new business.

Q. So as I understand, then, Axelon got the domain name and the trademark for this new entity to be formed, JobDiva?

A. For this new entity, yes.

Q. And that was the reason that Axelon filed for the domain name?

A. That's the only reason it filed for the domain name for a new entity.

Q. What about the trademark, was that for the same reason?

A. Yes.

Q. Just to reserve it for this other entity?

A. Yes.

Q. You mentioned that the JobDiva name was created by a person at your company who was both, I think you said left-brained and right-brained?

A. Yes.

Q. What is his name?

A. His legal name, I believe is Hong Meng, H-o-n-g M-e-n-g, and his nickname is Howard Meng.

Q. Howard Meng?

A. Yes.

Q. What did you mean when you said that

Mr. Meng is both left-brained and right-brained?

A. He was a programmer, so he developed algorithms which I assume are the work of a left brain, that's what behavioral scientists tell us. Meanwhile, he was a creative person, so he was very imaginative and he was into art and design and literature, so he came up with the name JobDiva, and in that respect he exercised mostly his right brain. I am not a behavioral scientist, but that's, you know, what I know about this subject.

Q. Did you talk with Mr. Meng about what steps he went through to come up with the name?

A. What steps he went through to come up with the name?

Q. Yes.

A. No, no.

Q. Did you have any understanding of the meaning or significance of the term "diva" at the time that he came up with the name?

A. I think so, yeah.

Q. What was your understanding?

A. Whatever the common lay understanding of the name "diva" as it translates in the

English language, as it translates in the public, as we know references to diva, to singers, to artists, to outspoken people, to open people, to famous people to openers, to pleasantries.

Q. So it was intended to encompass all of those definitions?

A. It is meant to be a pleasant term, an attractive term to be utilized as a reference to the system and the product and the company we were forming.

Q. Was it intended to focus on any music aspect of the JobDiva business?

A. No.

Q. Does JobDiva have any music clients?

A. No.

Music clients? We have several hundred clients, I don't know the exact detail of every one, but there is no special focus on music.

Q. Are you aware of any music clients of JobDiva?

A. Not offhand, no.

Q. Is it fair to say that JobDiva doesn't focus or emphasize any clients in the music industry?

Obeid - cross

A. Yes, it's fair to say.

Q. Does JobDiva have any particular advertising or promotion that it does to the music industry?

A. No.

Q. No specific marketing to music?

A. Nothing specific, no.

Q. Does it have a specific marketing to the entertainment industry as a whole?

A. No.

Q. Are you aware of whether JobVite focuses on the music industry?

A. No.

Q. Are you aware of whether JobVite focuses on the entertainment industry?

A. No.

Q. Are you aware of whether JobVite has any music clients?

A. No. I never investigated these things, I never looked into them, they are irrelevant.

Q. I am just asking about your awareness right now.

Are you aware of whether JobVite has any entertainment clients?

Obeid - cross

MR. SCHLOSS: Asked and answered.

A. No.

Q. Are you aware of any meaning of the term "Vite" in JobVite?

A. No.

Q. Are you aware of any meaning of the term "vite" generally?

A. No. I never looked it up and I don't believe it is a full English word.

Q. Are you aware of whether or not it is a word in another language?

A. No.

Q. So, as far as you know, the term "vite" is just a contrived term?

A. Yes, if you asked me about it, yes.

Q. Have you ever heard that the term "vite" came from the concept of invite as in a job invite?

A. I was never lectured to or educated on that, no.

Q. So you have not heard that?

A. No.

Q. Do you presently have another proceeding in front of the Patent and Trademark

Office involving the Dova trademark?

A. Yes.

Q. What was the reason that you brought that?

MR. SCHLOSS: Objection to the extent that it calls for attorney-client privileged communication.

Q. I am not asking you for the advice from your counsel, I am asking for what business reason you brought that opposition.

MR. SCHLOSS: If you can think of your answer from a business perspective, then you can answer, but don't discuss anything that you discussed with lawyers.

A. I think it's a term that's -- that I can tell you is mostly a contrived term because we looked into how, you know, they actually have a phrase --

MR. SCHLOSS: Just answer the question he asked. He asked you what's your business reason for bringing that opposition.

A. Because it's a confusing term with Diva, with JobDiva.

Q. Again, without revealing your

attorney's advice, what's the reason you believe that it's confusing?

A. It shares letters and it shares pronunciation and likeness to the Diva in JobDiva.

Q. Do you know how the Dova term was developed?

A. No except that --

MR. SCHLOSS: That's enough.

Q. Do you have an understanding as to how the Dova term was developed?

A. It's the initials of a phrase they have on the Web site, that's all I know.

Q. Do you know what that phrase is?

A. Offhand all I remember is the D is for database, the O is for online and I think the V-A is for vacancies.

Q. Do you believe that the Dova mark is similar to Diva or JobDiva or both?

A. The part that was concerning to us is the Diva part.

Q. Why was that?

A. Like any layman, you hear Diva/Dova, they have a great resemblance to each other.

Q. Is the Diva portion of the mark important to your company?

A. Well, the mark is important, it is critical to the company and every piece of it is important and critical to the company, so it's not whether it's Diva or that it's the A, the V, the I, the O, the D, it is all important, so any occasion to confuse the reader, the listener, is critical to us, so I don't put more importance on one piece than the other.

Q. I believe you testified earlier that the reason that you chose JobDiva included that it had a nice ring, an open sound, a cheerful sound, and you also indicated that Job had some significance.

A. The descriptive statements you said are correct, but the reference to what you said was incorrect, so it wasn't only that reason, there are many reasons, one of which you didn't state. For instance, one of the reasons was because it was an available URL; another reason was because it implied jobs, it had to do with jobs, it had to do with employment and recruitment, so the other things we listed are among the

characteristics that make JobDiva appealing, but they are not the reason.

Q. So as I understand what I have listed are some of the factors, but there were other factors?

A. Yeah.

Q. And those other factors included, I think you just said, the fact that JobDiva makes reference to jobs, employment, and recruiting?

A. Among others.

Q. Is it the Job portion of the mark that does that or Diva?

A. Certainly the Job part of it.

Q. In your view does the Diva portion of the mark, does that direct people to jobs or employment or recruiting?

A. I would assume it does, yes.

Q. Why is that?

A. Because of the Job part and it's somehow an attractive term altogether.

Q. Does the term Diva alone without Job in your view direct people to jobs, employment or recruiting?

A. You know, this is an opinion that we're

talking about.

I think if you walked down the street and you don't know who is offering the word diva and they mention diva on its own it's not going to present jobs, no.

Q. But certainly in your view the combination of job and diva does convey to people jobs, employment or recruiting?

A. I hope so.

Q. I notice that you have applied to register or you have registered other diva marks.

Is that true?

A. Yes.

Q. And what was the reason for doing that?

MR. SCHLOSS: Objection to the extent that it calls for attorney-client communication.

Q. Again, I'm not asking you for advice from your attorney.

Did you have any business reason for applying to register these other Diva marks?

A. Yes, there are subproducts within our service which needed names and this was the reason we picked some of these names that have

Diva in them.

Q. Why did you choose to use the Diva name in conjunction with the subproducts rather than the Job name?

A. Good question. I don't know. I had advisers who advised me to use Diva. There was no -- I don't know that there is --

MR. SCHLOSS: Objection.

We are talking about legal advice, that's privileged.

(Respondent's Exhibit 1, one-page printout from PTO TESS Web site showing various trademark applications and registrations owned by JobDiva, marked for identification, as of this date.)

Q. You have been handed Respondent's Exhibit 1 and this is a printout of some records from the Patent and Trademark Office showing the various trademark applications and registrations owned by JobDiva.

Does this list look familiar to you?

A. Yes.

Q. In looking at this list do you believe this list to be a complete list of all of the

Obeid - cross

Diva marks owned by JobDiva?

A. No, no.

Q. What additional ones do you believe are --

A. There are several that I can immediately think of, there are several that are not here.

Picking up from your earlier question, in time we realized that something like DivaMobile and Diva-Mail might not be as reflective of our name as something like JobDiva Mobile or JobDiva Mail, so new subproducts we started using JobDiva in the new subproducts, so we have something like JobDiva Outlook today.

Q. JobDiva what?

A. JobDiva Outlook, it's a product that collaborates JobDiva with Outlook.

I believe we use JobDiva Gmail because we are integrating with Gmail, and we do have above Outlook and Gmail the R registered because those names are registered for other businesses, so we started embedding the full JobDiva term in the new acronyms or the new phrases we were using in the business, some of which we would send to

the office to trademark, some of which an administrator will file a trademark for.

Q. Are there any others?

You mentioned JobDiva Outlook and JobDiva Gmail.

A. I believe there are more, but offhand I can't think of them here. I'm not in the front office of JobDiva, I'm more in the back, so I cannot recite. Given time, I would be able to come back to this.

Q. You are not sure whether JobDiva Outlook and JobDiva Gmail have been registered?

A. Right, yeah, but they are being used by us and if I remember correctly, as advised by the lawyers is once you --

MR. SCHLOSS: Wait, wait, we are not talking about advice from attorneys, that is not appropriate.

Q. And you indicated you are using the circle R at this time on JobDiva Outlook?

A. Yes, yes.

Q. And also on JobDiva Gmail?

A. Yes.

Q. And what's the reason that you're doing

that?

A. Because the terms "Outlook" and "Gmail" are registered to other services.

Q. So you are using the circle R where? You mentioned for Outlook and Gmail --

A. I think we use it -- we are advised to use it for JobDiva too.

Q. What I am looking for is where you are actually using it.

Are you using it after the phrase "JobDiva Outlook" and after the phrase "JobDiva Gmail"?

A. Yes, over Outlook and over Gmail, yes.

Q. When you say over, what do you mean?

A. It is kind of an exponent that resides over a number.

Q. So it would be on the right-hand side after the term "Outlook" and on the right-hand side after the term "Gmail"?

A. I believe so, yes, that's my recollection, yes.

Q. Are there any other trademarks that your company uses or has applied to register which include the term "diva," whether it's diva

with other words, JobDiva, or otherwise uses the term "diva"?

A. There could be, but I don't remember now. From the list in front of me of 11, I think we have more registered, I believe.

Q. But as you sit here today you can't remember any others?

A. No, because this was done over the 10- or 11-year period and it's not something I go in and review constantly or have personal inventory of.

Q. When did you first start using the JobDiva Outlook trademark?

A. Within the past three years.

Q. And when did you start using the JobDiva Gmail trademark?

A. Also in the past probably couple of years.

Q. Was that after the opposition with Dova?

A. Yeah, it was after the opposition, but it has no relationship to it.

Q. Did you start using the JobDiva Outlook mark and the JobDiva Gmail mark after the

opposition or cancelation with JobVite?

A. Yes, chronologically, yes, but not due to it.

Q. Let's go to item number 1 in this list on Exhibit 1.

A. Yes.

Q. You have "JobDiva Powerful Staffing Tools Diva Feeds Reqs."

Do you see that?

A. Yes.

Q. Is there a meaning or significance to Diva Feeds Reqs?

A. Yes.

Q. Can you tell me what that is?

A. We created a mascot for JobDiva which some people, not much by any design, people started referring to as Diva and also it has another nickname Dude, so it has two nicknames, Diva and Dude as a mascot.

Q. D-u-d-e?

A. D-u-d-e, yes.

And then part of the mascot exercise, the mascot, which is a character, a human-like character, has a little dog accompanying him and

the dog got the name Reqs, R-e-q-s, so the natural thing is to say Diva, the human, is feeding the dog, okay, so this is a human feeds dog; right?

Meanwhile, in our case, because JobDiva is such a strong recruiting product that comes up with great candidates and great staff and great resources it feeds Reqs as requirements or openings or requisitions for people.

Q. So the Diva mascot then is intended to represent JobDiva?

A. It's intended to be a mascot. I'm not a marketing guy.

Do mascots represent a product?

They do.

I'm not the head of marketing, but yes, he is the mascot of the product.

Q. What was the reason you sought to apply to register that first item?

MR. GREENSTEIN: Let me withdraw that question.

This will be Respondent's Exhibit 2.

(Respondent's Exhibit 2, two-page printout from PTO TESS Web site re serial

number 85170041, marked for identification, as of this date.)

Q. You will see from Respondent's Exhibit 1, item number 1 it has serial number 85170041.

A. Yes.

Q. Respondent's Exhibit number 2 is a printout of the details from the Patent and Trademark Office Web site also of serial number 85170041.

A. I don't see it, but I assume, I will believe what you are saying.

Q. If you look about five items from the bottom it says "serial number."

A. Oh, okay, now I see it.

Q. And you see that serial number matches up with the serial number on item 1 on Exhibit 1?

A. Yes.

Q. Is this a trademark that you recall seeking to register?

A. Yeah, yeah. I mean, this is -- I am very familiar with this --

MR. SCHLOSS: Just answer his question.

Q. And the taller woman in that logo or visual trademark, is that intended to be the

mascot Diva?

A. That character is intended to be the mascot Diva, right.

Q. And the character that looks like a dog, is that intended to be the character of Reqs?

A. Yes.

Q. Do you know who came up with this design for this trademark?

A. Our marketing department, in-house marketing.

Q. In-house?

A. Yes.

Q. Who works in your in-house marketing department?

A. A guy by the name of Frank Scozzofava.

MR. SCHLOSS: I think he needs the spelling.

A. I think it is S-c-o-z-z-o-f-a-v-a.

Q. Are you aware of the color logo of what is used by the company corresponding to the logo shown on Exhibit 2?

MR. SCHLOSS: Objection, vague and ambiguous.

Obeid - cross

What color logo are we talking about?

MR. GREENSTEIN: I will withdraw that question.

Q. With respect to the logo that is shown in Respondent's Exhibit number 2 are you aware of whether or not that's used in color by the company?

A. I believe there were colors, yes.

Q. Have you seen the colors?

A. I've seen this picture, so I must have seen the colors, yes.

Q. I understand.

We have a black-and-white copy here, so I am trying to paint the picture of how this actually looks on the brochures in the marketplace.

If you go he to page 2 of Respondent's Exhibit 2 there is a section that is referred to as the description of the mark.

A. Yes.

Q. I will read a couple of lines from that. It starts off "The colors blue, black, yellow, gray and white is/are claimed as a feature of the mark. The mark consists of the

word 'JobDiva' with 'Job' in the color blue and 'Diva' in black," and then it goes on.

Can you tell me why JobDiva was displayed in two different colors, in blue and black?

A. I won't even make the slightest attempt to describe why my necktie today is red and my shirt is blue, I don't have a clue. There was no rhyme or reason.

They look nice, don't they?

I like that, at least for me.

Q. Let me ask you this, then.

Was the fact that you used one color for Job and a different color for Diva intended to distinguish those two portions of the mark from one another?

A. They -- no. They look pretty. It was an esthetic look, it had no business implication.

Q. What's the reason, then, that you didn't use one color for "Jo" and a different color for "bDiva"?

A. Not much different from the reason that there are three or two stripes of blue or one type of blue on my necktie.

Obeid - cross

MR. SCHLOSS: He said it was for esthetic reasons and that's it.

Q. And you don't believe that using one color for Job and a different color for Diva places any type of emphasis on one word versus the other?

A. This was never in our thought process.

Q. And you don't believe that using one color for Job and a different color for Diva --

MR. SCHLOSS: Asked and answered.

MR. GREENSTEIN: I haven't finished my question.

Q. And you don't believe that using one color for Job and a different color for Diva gives prominence to the fact that those are two different portions of the word?

A. They might in the eye of a third party, but in the initial design of the name and the colors this was not discussed, this was not in our thought process.

Q. But you acknowledge that a third party may well recognize that these are two different words?

A. They might recognize anything, they

might recognize the wheel of a car. I don't know.

Q. Is this a trademark, the one shown in Respondent's Exhibit number 2, that is still used by the company?

A. Yes.

Q. For how long has it been used?

A. Ever since -- I mean, the whole trademark, this whole image has been used since around the time this is filed. It makes sense it says around 2010 or probably a little earlier, might be earlier.

(Respondent's Exhibit 3, two-page printout from PTO TESS Web site re serial number 85169872, marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit number 3.

Does the trademark shown on the first page of that exhibit look familiar to you?

A. Yes.

Q. Can you tell me what that is?

A. Again, it is Diva or Dude standing beside Reqs and the statement is saying that you have Reqs, my name is Diva, my name is Reqs, when

you have Diva you have Reqs, that's the concept, so when you have this character the character comes with the dog or the dog with the character.

Q. The language at the bottom that says "When you have Diva you have Reqs," what does that mean?

A. Again, Diva is the nickname of the mascot which stands for the product JobDiva, so what the marketing message here is that when you do have JobDiva you have -- you are then able to get requirements and openings from your clients.

If you remember, the earlier message was you have Reqs is being fed by Diva, now this message is an earlier message and ironically it makes sense, it was filed a day earlier, this is saying that before you even have Reqs to feed him, if you have Diva, which stands for JobDiva in this context here, then you have requirements from your client.

One of the features in JobDiva is the synchronization with clients' procurement portals, as we said earlier, the procurement online portal, so JobDiva, once you have JobDiva, the synchronization of JobDiva gets you those

requirements from your client portals into your own database so you end up with the requirements, otherwise it's a tedious manual data entry process to copy the requirements from the portal into your applicant tracking system and the JobDiva applicant tracking system does this for you electronically, so once you have JobDiva you will have openings in your database that you can work on and fulfill, so that's the implicit message behind this advertisement which was registered as a trademark.

Q. And this trademark shown in Respondent's Exhibit number 3, is this a trademark that you authorized the company to use?

A. Yes.

Q. And you authorized the filing of this application?

A. Yes.

(Respondent's Exhibit 4, two-page printout from PTO TESS Web site re serial number 85169378, marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit number 4 and you will see

Obeid - cross

that, again, this corresponds to item number 3 on Respondent's Exhibit number 1, serial number 85169378, and this is for the trademark "Diva Feeds Reqs."

Is this a trademark that is used by JobDiva?

A. Yes.

Q. And is this one that you authorized to be filed as a trademark application?

A. Yes.

Q. You personally authorized that?

A. Yes.

Q. I'm not asking if you signed the application, but I'm asking you if you authorized that.

A. Yes, yes.

(Respondent's Exhibit 5, two-page printout from PTO TESS Web site re serial number 85163795, marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit 5 and you will see again this corresponds to item number 4 on Respondent's Exhibit number 1, being serial number 85163795.

Obeid - cross

This is for the trademark "When You Have Diva...You Have Reqs."

Is this a trademark that is currently used by JobDiva?

A. Yes.

Q. And I apologize, I know you are sort of anticipating my question, but we do need to have the full question out since this comes out as a booklet later, so it's more understandable to the judges.

Is this a trademark that you authorized to be filed at the Patent and Trademark Office?

A. Yes.

(Respondent's Exhibit 6, two-page printout from PTO TESS Web site re serial number 77889530, marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit number 6, which you will see corresponds to item number 7 on Respondent's Exhibit number 1 under serial number 77889530.

A. Yes.

Q. Do you recognize that trademark DivaMobile?

A. Yes.

Q. Can you tell me what that trademark is used for by JobDiva?

A. It's used for a portal that one can access, a user of JobDiva can access from their smartphone.

Q. Is this an application on a phone?

A. It's a subproduct of JobDiva.

Q. Is this an application that's available on smartphone application stores such as the iPhone store or the Google Play store?

A. Yes. At the time of the filing this application was accessible through a browser on the smartphone.

Q. Is it currently available through the app stores?

A. Currently there is a similar product available through the iPhone store and Gmail, the JobDiva product.

Q. When you say a similar product, is that a product that bears the DivaMobile name?

A. I think the apps that are stored in the iPhone and the Android are called JobDiva Mobile.

Q. When did the apps come out that were

for the iPhone?

A. Within the past year, in 2013.

Q. What was the reason you chose to name the apps in the app store JobDiva Mobile rather than DivaMobile?

A. Good question.

It's the very same reason that we chose, at some point we stopped naming new subproducts Diva without JobDiva in them and that reason is because we found ourselves paying a lot of money to do these filings, it is very expensive to go chasing Diva something when we already have the JobDiva trademark registered and are already known as JobDiva, so there came a point in time when we filed, if JobDiva is part of the phrase or the name we don't have to register it and we don't have to incur expenses to chase trademarking those names that don't have the full spelled out JobDiva in them.

Q. Wouldn't it have been the same if you just registered Diva?

A. It would have been the same if I registered Diva, but please note then I would have to register Diva, but, for instance, when I

have JobDiva Mobile, I don't have to register JobDiva Mobile because it has JobDiva in it, it has JobDiva in it, and I am already registered nationally and globally, so I have a global registration for JobDiva, so if I pick a name around JobDiva -- and this only came when the bills from the lawyers started piling up for all these international registrations and then we realized that it's a nice nickname, as I told you, to refer to the Dude as Diva and to start registering the word "Diva" because it is easier to pronounce, but really from a trademark point of view and having someone infringe on us, to protect ourselves, without incurring registering all of the trademarks, the best thing is to use the spelled-out name JobDiva in these new branding subproducts and that's why -- you see this list stops somewhere and you probably are not seeing the other ones and now I am recalling back, it is because we didn't have to register them really, we felt they have the full spelled-out JobDiva in them, so you don't have to register.

Q. And you felt that it was cheaper to

change your marketing than to just register the term "Diva"?

A. Please note that I don't own the registration for the term "Diva," I never owned it.

Q. Does somebody else own that?

A. Yeah. I don't know who owns it, it's not even -- it didn't even occur to us to register Diva because we felt Diva is in everything, you know, like you have the chocolate store around the corner Godiva, so it didn't even occur to us, but if I would say DivaMobile, right, and if you go online to look for the URL you might find it available, and that's what happened, we didn't register DivaMobile, but on the other hand it's another URL we own and it is now the full phrase, but on the other hand it became chasing so many registrations which is going to be very expensive and that's why it started as JobDiva, we had JobDiva on everything, somebody became creative, they said, let's have a mascot, give them a nickname like Diva and Dude, we started registering that, but then we stopped doing it later because it became too expensive.

Obeid - cross

Q. And the changeover to go from DivaMobile to JobDiva Mobile I believe you indicated was earlier this year?

A. No, that's a misrepresentation of what I said.

At no point in time we rebranded something which we called one way or the other. JobDiva is JobDiva and JobDiva was never as the product and the service referred by us as Diva.

Diva was a nickname to a mascot which by itself, if you think the layman think the mascot represents, that's how we thought of it, it's a mascot, it's a nickname to a mascot.

None of our products that were named DivaMobile became called JobDiva Mobile, no. We used Diva intermittently for a short period of time for certain subproducts and certain trademarks which really represent advertisement, Diva Feeds Reqs does not stand for the product, this is an advertisement, and DivaMobile, it is a product, and Diva name is a subproduct, and those continue to this day to carry those names, they don't stand for JobDiva.

Now, frequently in the case of

DivaMobile, the DivaMobile was a reference to the Web-browsed version of the application on the smartphone. Now we deliver JobDiva Mobile, which is an app registered in the iPhone and the Apple Store and the Android.

Q. Is the DivaMobile browser version still available?

A. It is still available, yeah.

Q. Did you authorize the filing of the DivaMobile trademark application?

A. Yes.

Q. And you authorized the use of DivaMobile as a trademark by the company?

A. Yes.

(Respondent's Exhibit 7, two-page printout from PTO TESS Web site re serial number 77643324, marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit 7.

This is the detail of the Diva-Mail trademark, you will see that this corresponds on Respondent's Exhibit number 1 to item 10, which is under serial number 77643324.

Does that look familiar to you?

A. Yes.

Q. On what kinds of products was the Diva-Mail trademark used?

A. Again, this is a subproduct of JobDiva which enables the user to access via exchange mail and other mail servers from within the JobDiva application.

Q. Is this still in use?

A. It is still active, yes.

Q. It is still available to your customers?

A. It's still available though it's not as commonly used as JobDiva Outlook and JobDiva Gmail which are the more robust subproducts.

Q. And you authorized the use of Diva-Mail by JobDiva?

A. Yes, as a reference to that subproduct of JobDiva.

(Respondent's Exhibit 8, two-page printout from PTO TESS Web site re serial number 77088921, marked for identification, as of this date.)

Q. You have been handed what's been marked

Respondent's Exhibit number 8.

Do you recognize that trademark?

A. Yes.

Q. And what is that?

A. CalcuDiva.

Q. What is that used for?

A. It is used for a calculator which is a subproduct within JobDiva in which a user can calculate the margin on the deals that they are making.

Q. You will see that Respondent's Exhibit number 8 is the full printout of item number 11 on Respondent's Exhibit 1, again serial number 77088921.

Is this still in use by JobDiva?

A. Yes.

Q. And for how long has it been in use?

A. Since around the time I see here '07, that's probably approximately how long.

Q. Do you also have a CalcuJobDiva trademark or just CalcuDiva?

A. No, we did not have any other calculator, this was the only calculator. We never rename trademarks, so all of the ones that

we spoke about earlier were kept carrying their names including this one.

Q. And you authorized the filing of this trademark application?

A. Yes.

Please note that most of these names are currently used by customers which are already customers of JobDiva; not most of them, actually, all of them.

MR. SCHLOSS: Wait for a question. You answered the question.

Off the record for a moment.

(Recess taken.)

(Respondent's Exhibit 9, two-page printout from PTO TESS Web site re trademark JobDiva Powerful Staffing Tools, marked for identification, as of this date.)

BY MR. GREENSTEIN:

Q. You have been handed what has been marked as Respondent's Exhibit 9.

Do you recognize that?

A. Yes.

Q. What is the trademark shown in that exhibit?

A. JobDiva Powerful Staffing Tools.

Q. Is that one of JobDiva, Inc.'s trademarks?

A. Yes.

Q. When did it start using that particular format?

A. This is the JobDiva part since inception, the Powerful Staffing Tools has been around for a long time and I don't recall exactly, but at least earlier than online, let's put it this way.

Q. When you were describing the JobDiva logo in your direct testimony when Mr. Schloss was asking you a question, were you referring, when you referred to the JobDiva logo as the mark shown in Exhibit 9?

MR. SCHLOSS: Objection, ambiguous. They have multiple logos and I believe he was describing the graphical portion, not all of the words incorporated here in this iteration, but you can answer which logo you were describing.

A. I usually, when you say to me logo, I refer to the JobDiva without the "Powerful

Staffing Tools."

Q. The JobDiva shown in Exhibit 9 but without the "Powerful Staffing Tools" phrase?

A. Yes, I think of that as the logo.

Q. So with the "I" almost being like a pole and the resume on top of the "I"?

A. Yes, with the star.

Q. And again, I see the description of the mark on page 2 of Exhibit 9 makes a reference to JobDiva with "Job" in the color blue and the word "Diva" in black?

A. Yes.

Q. And on page 1 you can see, on the black-and-white copy you can see where it is shaded, the word "Job" and the word "Diva"?

A. Mm-hm.

Q. Again, is that color difference part of what you referred to as the JobDiva logo?

A. Not really.

When I see it personally, I see it irrespective of the color. There are prominent colors which we use which are the black, the blue and a kind of wool color, a yellow color you might call it, but also there have been one or

two occasions where because of the media we have to put things in, we couldn't adhere verbatim to the colors.

Q. Would it be fair to say that the logo encompasses at least two different colors, one color on the word "Job" and one color on the word "Diva" whether it be blue or black or other colors?

A. That's a philosophical question I can't answer. We know ourselves as JobDiva and there are common colors we use, so it depends on what we define logo to be.

Q. I'm defining it to be your use of the term "logo" on the direct testimony an hour or so ago when Mr. Schloss was asking you questions.

A. Let me put it this way: If the full color here is blue and black and, again, as I said --

MR. SCHLOSS: Hold on. The question he asked you -- well, let's read back the question.

(Record read.)

A. I'm assuming there are colors in it and these are the colors.

Obeid - cross

Q. How many different colors are used by JobDiva in the JobDiva logo?

A. I don't know, I don't know, but the majority of the time, 90 percent of the time the colors that are stated here accurately reflect what we use for the logo.

Q. That 90 percent of the time you referred to is in one color for "Job" and a different color for "Diva"?

A. Yes, apparently, yes.

Q. Turn to page 2 of Respondent's Exhibit number 9.

A. Yes.

Q. The fifth item down has a heading of "Disclaimer."

A. The fifth heading "Disclaimer," yes.

Q. That states that no claim is made to the exclusive right to use "job" and "staffing tools" apart from the mark as shown.

Can you tell me why you were not claiming any rights to use the term "job"?

MR. SCHLOSS: Objection, calls for a local conclusion.

A. You really need to ask Janet Shih

Obeid - cross

Hajek, she is the one that --

Q. You don't have any reason why you --

MR. SCHLOSS: It's a legal question, it calls for --

Q. Do you understand the question?

A. No, I do understand it.

Are we claiming here that we have exclusive use of the word "job"?

No.

This is, I think, what she is saying, the lawyer is saying we are not claiming exclusive use of the word "job."

Q. So as I understand, JobDiva is not claiming any exclusive right to use the term "job"?

A. Absolutely not, we're not claiming the exclusive use of the word "job." Job exists in tons of acronyms, terms, marketing material out there, other logos and other things.

Q. Are those in the recruiting and job fields?

A. Some of them are, yeah.

Q. Do you recall any specifically?

MR. SCHLOSS: You don't have to

speculate.

Q. If you recall any.

If you don't recall any --

A. I would be glad to provide you with lists. We come across things all the time.

Q. As you sit here today, can you think of any?

A. I forgot what I had for dinner last night.

MR. SCHLOSS: You don't have to look them up.

Q. If you have them on your phone you can look them up.

MR. SCHLOSS: No, we are not looking things up, just whatever you recall.

Q. Do you have any of the names of those other companies on your phone?

A. Well, Job Circle, for instance, is one of them, Job Circle is a job board.

Q. Job Circle?

A. Job Circle.

Q. Where are they located?

A. They are global -- they are national here in the U.S.

Q. Any others?

A. Yes, there are a few others, I know there are a few others. For instance, there was HotJobs, you know, that was -- Yahoo owned HotJobs.

There was Jobscience, there is currently an applicant tracking system called Jobscience.

That's what comes to mind.

Q. You said there is an applicant tracking system for Jobscience --

A. It is called Jobscience.

Q. Is that company competitive with JobDiva?

A. Yes.

Q. Was HotJobs competitive with JobDiva?

A. No.

Q. Why not?

A. Because they are a job board, they are not an applicant tracking system.

Q. How about Job Circle, was that competitive?

A. No, it was a job board.

Q. The types of customers who use your product are companies; correct?

A. Correct.

Q. Do individual job applicants use your service?

A. Yes, they use it to apply to jobs for these companies, yes.

Q. Those individual job applicants, when they use JobDiva to apply to companies, do they see the JobDiva trademark?

A. Some of them do, not all of them, but some of them do.

Q. Some of them do, okay.

How would a person who is using the JobDiva product understand the difference between your product and a job board?

A. I assume by looking at the job description and the functionality that's available to them.

Q. Do you have any kind of advertising or marketing materials to distinguish yourself from being different from job boards?

A. We didn't have to because we are not confused by a job board within the trade. There is no necessity to go out, it's almost like saying, Oh, I am not a legal application or I am

not a -- we are in a different -- we cater to a -- we have different products that cater to different businesses.

The job boards traditionally are portals that invite applicants to aggregate a pool of jobs for employees, so the applicants also store their resumes in the job board and become accessible to all of the clients of the job board.

Now, we have overlapping applicant tracking systems in general, JobDiva included, have overlapping functionalities. Applicants apply to jobs in JobDiva and store their resumes, but they don't store it for JobDiva's use or for all of the clients' use, they use it to store that only in the database of the individual client of JobDiva to whom they apply, to whose job they apply, so it is overlapping spaces, it is like saying we are all in the food business where one is a deli, one is a supermarket and one is a vendor on the street and one is a restaurant, so we are not confused with a job board.

The description of JobDiva on the Web

Obeid - cross

site, the product, the exhibits we looked at earlier describes very succinctly what we are.

Q. You mentioned Jobscience has an applicant tracking system?

A. Yes, I believe they are an applicant tracking system.

Q. Have you ever objected to Jobscience's use of its trademark?

A. No, we didn't.

Q. Why not?

A. We didn't believe that their name, the look, the sound, the letters used have confused with our name.

Q. But you believe that JobDiva and JobVite do?

A. Yes. However you pronounce, yes. I don't just believe, I was taught by experience the confusion.

Q. So you believe, based upon the information that you had --

A. By experience --

Q. -- that JobVite to JobDiva, those are too close?

A. Yes, and I demonstrated it to your

client.

Q. But JobDiva and Jobscience are not close?

A. It has not been demonstrated to me that there is any confusion between the two.

(Respondent's Exhibit 10, 11-page list of various trademark applications or registrations from the Patent and Trademark Office, marked for identification, as of this date.)

Q. You have been handed what has been marked Respondent's Exhibit number 10. This is a list of various trademark applications or registrations from the Patent and Trademark Office of terms that have the word "job" in them, some of the terms, not all.

I would ask you to take a look through that list and tell me if you would have objected to any of the companies in that list for the use of their name or trademark that includes the term "job."

A. I know the two I have objected to and they are JobVite and Dova, so this might require me quite some time to read in detail what's here.

I can tell you with assurance I didn't object to anyone else so far, we didn't bump into anyone else so far that created confusion.

Q. So you have not objected even informally to any of the --

A. No.

Q. Let me finish the question.

You have not objected informally to any of the companies that are on this list?

A. No, and one of the reasons is because some of them or most of them I am looking at didn't come to my attention.

There might be something down the road that we might object to if they come to my attention or they create confusion, but I have not come across anything here -- and I'm sifting through them -- that causes me to object.

Q. I would ask you to go through this list to see if there are any in there which you find objectionable.

MR. SCHLOSS: I am going to object to the extent you are talking about legal conclusions, you are asking him --

MR. GREENSTEIN: I'm not asking for a

legal analysis. From a business standpoint.

A. I will look through them, but I will tell you one thing, regardless of my opinion today of whether they are objectionable or not it doesn't matter, because I tell you one thing, I would not object to them the way I did not object day one I saw the word "JobVite," I did not object day one when I saw the word "JobVite" for two reasons; one, I was not at the time 100 percent certain that the two created confusion for me and, two, I wasn't certain they would be around for a while, so we really raised our objection when confusion started happening and at the same time we noticed that this is a company that plans to be there, and that's when we approached them with an objection.

So for me I would not probably bring a legal case against anybody here. I mean, I will look through this, I'm looking here at Jobs Dubai.com, Jobs Labor Systems, the Scranton Times -- there is nothing resembling, if you would like, JobDiva, at least from a glance.

I suppose -- I'm looking at the "Mark" column; right?

Obeid - cross

First Jobs, Solar Jobs, Greenjobs -- there's nothing here.

So there has to be multiple criteria, I have to believe it's a look-alike which I believe and sound or sound-alike, and I have to have seen confusion and, as I told you, on our radar there is no confusion with anything other than Dova and JobVite and I'm looking through the list here.

If you want me to do a guess, I will say --

MR. SCHLOSS: Don't guess.

Q. I don't want you to guess, but I want you to look through and see if you found any that are objectionable, and I am not asking whether you actually brought a lawsuit, because sometimes you will just contact them and --

MR. SCHLOSS: Typically, there's attorney contact in there and typically if there's something that comes up the company would consult with us or with other counsel, so to that extent he has already testified that the company -- he has told you who he has objected to and I think beyond that I am going to object.

Obeid - cross

Q. To the extent that there is a reference in here that you have discussed with an attorney, you can just identify that and not testify about it.

MR. SCHLOSS: This is a hypothetical question, so --

MR. GREENSTEIN: It's not hypothetical in the sense these are actual registrations.

A. I am looking through them, I am looking at column 2, I am looking through them.

I don't see anything that I suspect, and I am three pages away.

I don't see anything so far that I can guess to be an objection, I don't see anything so far.

No, I don't see anything.

Q. You've gone through all 11 pages?

A. Yes.

Q. I have for you here if you want or if you feel you need the details behind each of the applications and registrations shown on this Exhibit number 10, but if you don't need them, you know, it's a fairly thick stack and I don't think we need to mark those up.

Obeid - cross

If you can give a verbal answer rather than nod of the head --

A. I don't have a need to look at them, no. I --

Q. So from a business perspective none of these applications or registrations that are listed in this Exhibit number 10 you consider to be problematic?

A. No, currently, no.

(Respondent's Exhibit 11, one-page document headed "Trademark Assignment," marked for identification, as of this date.)

Q. You have been handed what's been marked Respondent's Exhibit number 11.

Do you recognize that document?

A. Well, I recognize my handwriting here, though it's not -- portions of it is erased at the bottom.

Let me read to see whether I recall what's written here that I signed.

Q. That's okay. Take your time.

A. I am confused of who is assignor and who is assignee, but go ahead, I might be able to answer the questions you have.

Q. In response to your inquiry I would point out in the first paragraph it defines Algomod Technologies as assignor and in the second paragraph it defines JobDiva, Inc. as the assignee.

Does that help your confusion?

A. Yes.

Q. Do you recall signing this document?

A. I recall, if I understand the spirit of it correctly, that something pertaining to JobDiva Algomod had registered and now that right is transferred to JobDiva, Inc. The spirit of it, yes, it's the spirit of what we had tried to do at the time because at the time, again, for JobDiva, the term, we needed to rush and register it and trademark it before we had a business because we were about to start the business, and the vehicle to do this registration is our corporate entity called Algomod Technologies and that's what we registered it through.

Q. So Algomod Technologies was the company, as you testified earlier, that applied to register the JobDiva trademark for this new company that was about to be formed?

A. Right, if I remember correctly, yes.

Q. Your understanding of this document is this is the transfer of that trademark from Algomod to JobDiva, Inc.?

A. Yes, that's what I'm reading.

Lawyers can interpret it better than I do, but yeah.

Q. That is your signature at the bottom; right?

A. That's my signature upon the advice of the lawyer at the time who explained to me what I am reading, so remember now I don't have a legal advice to explain to me again what I am reading. I must have signed it and agreed to it, so --

Q. And you understood it at the time?

A. At the time, yes. Usually, traditionally I don't sign things that I don't understand, yes.

Q. Do you know approximately when you signed this?

A. Do I recall from memory?

No.

Q. There's a handwritten date on the document which I believe is in your handwriting;

correct?

A. Yes.

Q. Can you read that date?

A. No, I don't recognize -- I see the 11, November 1, but I can't see the year.

Is this 11/1/01?

It could be 11/1/01.

Q. I couldn't read it either.

You will note at the bottom of this document that this was actually recorded on November 3rd of 2004.

A. Okay.

Q. Does that help to refresh your recollection as to whether this was signed in '01 or in '04?

A. No, no, because the spirit of the document goes back to '99. I mean, if I had seen here '99, I would have said, yeah, this is probably '99 because we -- the JobDiva business from inception is supposed to be a different business and there are business reasons why it's supposed to be a different business because JobDiva back then and today, back then and today uses Axelon or Algomod as a client and some

companies, some of whom are competitors to Axelon and Algomod, so by definition it was supposed to be a separate business, otherwise you can't be an entity like Algomod having a client, direct client who is servicing you, so by definition, so the spirit of this is from the very beginning by design, so I can't -- I see when this was recorded somewhere, but I can't tell the handwritten date, it looks to me like -- it looks to anybody whatever they want to interpret.

Q. But that date is in your handwriting, you are just not able to read it right now?

A. Yeah. I mean, similar to the way half of my signature is not scanned or copied properly, if you notice.

Q. And you don't have a recollection as to approximately when that was signed?

A. No.

Q. At the time you made this assignment or assigned this assignment from Algomod to JobDiva do you know if any money was paid for the purpose of that assignment?

A. I don't recall the exact money allotted or might have paid for this assignment, though

there were monies paid between the two entities in lieu of management fees and services.

Q. Was there any money paid for the trademark assignment?

A. I don't remember this.

Q. You don't have any recollection of whether or not money was paid?

A. No, no.

Q. Do you know if any valuation was done of the JobDiva trademark at the time of the assignment?

A. No. I know that we did no valuation, I mean, we never went and said let's register the trademark, let's see how much it's valued, I don't recall personally doing an evaluation of how much it is worth in valuations of trademarks.

Q. Is there anybody else at your company who would know how much was paid?

A. No, because they wouldn't know this detail. This document itself most likely was seen only by me, you know, we did not have -- the other people involved in JobDiva from '99 until late '03 were the developers, the programmers.

Q. Just to make sure that I understand

this, there wasn't any money paid specifically for the trademark --

MR. SCHLOSS: Objection, misstates the testimony.

MR. GREENSTEIN: Let me finish the question.

A. I did not say there was no money paid for this specifically. I am saying I don't recall.

Q. Okay. Let me ask the question, let me finish the question. I know your counsel wouldn't even let me finish the question.

A. Yes, yes.

Q. As I understand, you are not aware of any money specifically being paid for this trademark assignment, but you are aware of money that was being paid as a management fee from JobDiva to Algomod?

A. And other items. The companies paid each other for rent, for instance, for utilities, for services because they shared common offices, for accounting services.

The accountants try to track as much as they can between the two entities.

Q. Were there allocations of amounts for utilities, rent, accounting services and items of that type as to how much JobDiva was to pay Algomod?

A. Some of them were, yes.

Q. Which ones were allocated?

A. I don't recall each of them in detail, but the most significant one, the largest amount is the management fee, the salaries of people and their benefits.

Please note both entities are owned by me, they are Subchapter S and they are filed from within my own corporation, so there is a very good reason that even such figures, if they did exist, as recent as a month ago I don't recall what they are because they are insignificant to me from a business standpoint.

MR. GREENSTEIN: I will move to strike that as being nonresponsive.

Q. Were there any amounts that were allocated other than the management fee, specifically allocated as a dollar amount?

MR. SCHLOSS: Objection, asked and answered. He told you he doesn't remember

what was allocated specifically, but that there were monies paid between the entities.

A. I don't recall exactly.

Q. Are there any records of those allocations?

A. There might be, but I don't recall.

Q. Who is responsible for the maintenance of the financial records of JobDiva?

A. We have an outside accounting firm.

Q. Was that outside accountant in place from 2001 on?

A. Yes.

Q. The same accountant?

A. Yes.

Q. What is his name?

A. Rosenblatt & Radezky -- Rosenblatt Radezky & Pepper, sorry.

Q. And where are they located?

A. They are here in Manhattan.

Q. Again, I apologize sometimes on the words -- your accent is what, Middle Eastern?

A. Lebanese combined with Brooklyn, they are adopting my accent in Brooklyn now.

Q. How long have you been in Brooklyn?

A. I have been in Brooklyn, I was in Brooklyn, I started the accent and then I moved to the city.

Q. Your accent was significant enough that in Brooklyn that they started to adopt it; huh?

A. They actually held a day in which they -- it's the Lebanese heritage day for immigrants who came from Lebanon, and it's a day recognized by the Brooklynites, so being the first county I resided in when I first came to the U.S., I have good memories of the place and fondness of the place, and this is way before the Lebanese community became a large Lebanese community in Brooklyn.

Q. You testified earlier that there were companies that JobDiva contacted which said that they had already seen your product.

Do you remember the names of any of those companies?

A. Unfortunately we didn't do detailed recording of that, no.

Q. Do you remember the names of any of those companies?

A. No.

Q. Was there anybody else in your company that experienced that?

A. Yes.

Q. And who was that?

A. Justin McCloskey.

Q. And when did he experience that?

A. Last year, he was at the conference.

Q. At the ERE conference?

A. No. In November he was at a conference in Las Vegas and his experience came when he visited some people in the recruitment/staffing space at another conference in Las Vegas where JobVite was exhibiting.

Q. Did he make any notes of --

A. He called me immediately and said that this product --

MR. GREENSTEIN: I move to strike as being nonresponsive.

Q. Do you know if he made any notes?

A. I'm not sure if he -- I don't know if he made notes.

Q. Okay.

Is that your only awareness of Mr. McCloskey's experience where somebody told --

Obeid - cross

A. Of his awareness, yes.
Q. Anybody else at JobDiva who had an awareness?
A. Yes.
Q. Who was that?
A. Jack Shein.
Q. Jack Shein?
A. Yes.
Q. And did Mr. Shein make any notes of any experience?
A. He might have, but I don't -- I'm not aware of that.
Q. You are not aware of any notes?
A. Right.
Q. Did anybody else at JobDiva have any experience?
A. An employee called Mark Davis.
Q. Mark Davis?
A. Davis.
Q. And did he make any notes?
A. I'm not aware.
Q. You have not seen any notes from him?
A. No.
Q. Anybody else?

A. I will give you several names, but I am not aware when did they and what did they see.

Q. Okay.

So let me ask you this: Did any of these people who claimed that they contacted people to show the product and were told they had already seen the product make any notes of their experience?

A. They might have, but I am not aware --

Q. You are not aware of any?

A. -- of those notes and any record today.

Q. With respect to your experience, putting aside for now what you described earlier at the ERE conference, did you have other experiences where somebody said that they had already seen your product when you wanted to display the product?

A. I did have such experiences.

Q. And how many such experiences?

A. They are not continuous, they come in spirts, I can't account for them how many, the number.

Q. Starting from the present and going back, when was your most recent experience?

A. My personal experience was the one in April.

Q. At the ERE?

A. At ERE.

Q. Go back to the one immediately before that.

A. I don't recall.

Q. You don't recall when it was?

A. No.

Q. Do you recall who it was with?

A. No.

Q. Let's go to the experience before that. Do you recall when that occurred?

A. I don't recall the exact instances. It's almost like asking me when did I last see a commercial for Coca-Cola. I don't recall, I don't know. This is not something of the level --

Q. So you don't recall?

A. Right, I don't recall. This is a known, this is something we had experienced --

Q. Do you recall who it was with?

A. It's usually managers, staffers --

Q. Do you recall who the --

A. No, specific people, no.

Q. Do you recall any specific experiences other than the ERE conference?

A. Yeah. There were experiences that were, again, through online demos that we were doing for people, discussions in other conferences with prospective people.

Q. With respect to the specific experiences that you remember do you recall any of the specific companies involved?

A. No.

Q. Do you recall any of the names of the specific people involved?

A. No, no.

Q. It just didn't rise to the level of being enough of a concern?

A. No, it was of concern, but please note I am not a walking lawyer nor am I trying to want to do anybody any harm in any way. I really thought this can be resolved much earlier than we are at today --

MR. GREENSTEIN: I'll move to strike, it was a yes or no question.

Q. Let's talk now about the ERE conference

Obeid - cross

with Ms. Joyce Kennedy.

Could you tell me -- I believe you may have testified to this, but approximately when was the ERE conference?

A. In April of 2013.

Q. When did you first meet Ms. Kennedy?

A. When I met her at the conference, my recollection is this was the first time I am meeting here. I might have met her earlier, but my recollection was this was the first time.

Q. The first time you recall meeting her was at the ERE conference?

A. At the ERE conference, yes.

Q. Do you know in what capacity Ms. Kennedy was attending the ERE conference?

A. Very rapidly in the introduction I learned, yes, that she is a columnist, a writer.

Q. And you say you learned that in the introduction.

Did she tell you that?

A. Yes.

Q. The introduction that you had with Ms. Kennedy, what day of the conference was that on?

A. Oh, that I don't remember.
Q. How many days did the conference take?
A. Two or three days.
Q. And you don't remember --
A. I don't remember, no.
Q. Was it during the early part of the conference, do you recall?
A. That I don't remember.
Q. Do you recall if it was towards the later part of the conference?
A. I attend conferences every year and I have so many responsibilities, we fly in, if you ask me which city we flew in I don't remember, it's all blanks, so I don't know.
Q. Did you make any notes of the conference?
A. No.
Q. Did you make any notes of your meeting with Ms. Kennedy?
A. I communicated with the lawyer, yes.
Q. Did you make any notes?
A. No.
Q. You indicated that when you first met with Ms. Kennedy she introduced herself as being

a columnist; correct?

A. A writer, yes, a columnist, specialist in the space or something.

Q. Were you introduced by another person?

A. No.

Q. How did the introduction come about?

A. She came over to the Simply Hired booth where I was standing with Jonathan and another lady and she started a conversation with us.

Q. And you were at that time, I believe you testified, at the Simply Hired booth as well?

A. Yes.

Q. Were you standing behind the booth or in the front of the booth?

A. The booth, there was no distinct border to the booth, so almost the three of us were standing in front of the display and the monitor.

Q. Were you wearing a badge?

A. I was wearing a badge.

Q. What did the badge say?

A. I don't recall the exact detail of what it says, but in most of these badges there is usually our name and our employer's name, which is JobDiva, and in my case Diya Obeid, which is

my name.

Q. And you indicated that you were introduced by the Simply Hired person called Jonathan?

A. To whom?

Q. To Ms. Kennedy.

A. No. She came in and introduced herself to the three of us. He did not introduce her.

Q. Did she just introduce herself or did she make some other comment when she introduced herself?

A. There was some small talk going on, chitchat talk, nothing that I -- other than the JobVite-JobDiva confusion, nothing that I attempted to retain in memory or was of significance for me later to remember.

Q. Did you introduce yourself to her?

A. Yes, because -- this was not in the context of an introduction but in the context of trying to identify that I am not a Simply Hired person, I said I am Diya Obeid from JobDiva.

Q. Did she immediately make a comment about your introduction?

A. Yes. She said "I have seen your

product."

Q. Then what did you say?

A. I said "Oh."

I don't recall how I reacted, but what I do recall is that she went on to almost say, like, you don't have to sell me on it because I have seen it, I am familiar with it, it's a product that dwells on the social network aspect of things and I remember --

Q. You don't recall what you said to her?

A. No. I remember trying -- I don't recall the words, but I'm trying to question whether our people did a good job and explained to her --

Q. Let me go through that step by step.

After she said "I have seen your product," what did you say to her?

A. I was interested in knowing what's her reaction about it, especially because she is a writer, so I tried to learn from her how much she knows because this is somebody who is going to write.

Q. So you asked her for her reaction to your product?

A. I remember inquiring further, yes.

Q. What did she say in response?

A. That's when she started telling me that she is very familiar with the product and its social network differentiators and I remember --

Q. Hang on. I'm taking it one step at a time, please. Just answer the question.

So you asked her for her reaction to the product and she said it was a social networking product?

A. Not it is social networking, she said that it has a lot of social networking differentiators or it dwells on the social networking aspect of its capabilities.

Q. And what did you say?

A. I wanted to know -- I questioned her whether my people did a good job on demo-ing the real distinguishing differentiators, which were -- which in our case, among many things, are the search capabilities and the synchronization capabilities.

Q. And what did she say?

A. She went back to say that she recognized us as a social network differentiating

company, and please note from the onset of her comments about social networking this is a moment of confusion because we are like --

Q. I'm asking what she said, not your interpretation right now, but what she said.

So you said she went back to the social networking aspect of the program?

A. Right.

Q. And what did you say?

A. That's when I noticed she is referring to JobVite, so I repeated JobDiva, I said "I'm JobDiva, by the way. Are you sure you saw JobDiva?"

Q. What did she say?

A. She came back and said "Yes, yes, I spoke to your people."

Q. And then what did you say?

A. The short talk ended shortly afterwards. Nothing. I don't remember what was said beyond that. There were two witnesses.

Q. And who were these two witnesses?

A. One of them is a Simply Hired employee at the time by the first name Jonathan and another one is another Simply Hired lady whose

name I did not get.

Q. How do you know that she didn't see your product?

A. I sprinted back to my booth, because people like her are very critical for our business, they will write and they advise and people consult with them, so educating them, to me, is extremely important, so I sprinted back to our booth and asked whether a Ms. Kennedy came by and saw a demo to the three salespeople and a manager of theirs and none of them remembered seeing her or talking to her.

Q. And what made you think she was referring to JobVite?

A. Because at some point in time one of the other people brought up the name JobVite and she said "Yeah, yeah, yeah, it's his product."

Q. What other people?

A. Jonathan or the lady.

Q. And who is that lady?

A. Another Simply Hired employee.

Remember I don't remember the exact words exchanged; however, JobVite, before she parted the booth, there was clarity that she was

referring to JobVite when I'm JobDiva.

Q. When you say there was clarity, what do you mean?

A. Either came from her or from the other people.

Q. What do you mean by clarity?

A. We all agreed that she was confused between JobDiva and JobVite.

Q. When you say we, who was that?

A. The two other people standing, Jonathan and the lady with him, the Simply Hired employee.

Q. You are saying the Simply Hired people --

A. Heard, right.

Q. -- believed that Ms. Kennedy was referring to JobVite?

A. Yes.

Q. And did Ms. Kennedy acknowledge that?

A. I believe she did acknowledge that -- yes, she did acknowledge JobVite, but Ms. Kennedy walked away, and I am not sure whether she acknowledged or not and I don't believe she acknowledged that I am not JobVite, that's what she -- Ms. Kennedy stated that she has seen

JobVite, but she walked away and kept on insisting that I am JobVite when I'm telling her I'm JobDiva.

Q. Okay. I am just trying to figure this out now.

So she's saying -- Ms. Kennedy believed that you were from JobVite rather --

A. JobVite upon my introduction of myself that I am JobDiva.

Q. Do you know if Ms. Kennedy was aware of JobDiva at any time prior to the conference?

A. This is a guess. She did not tell me.

MR. SCHLOSS: Don't guess.

A. She did not tell me whether she --

Q. She was not aware?

A. No.

Q. And as I understand your testimony, she never came over to your booth; correct?

A. Up until that incident and up until I walked over to the booth, to my knowledge, she had not come up to that point to the booth. She might have come in the second day or at a later hour, but up to that incident she had not come to the booth.

Q. Were you there the whole time?

A. No.

Q. Who from your office was there afterwards?

A. There are several people who usually circulate, they include Jack Shein, Peter Cronin, Ed Berkowitz --

Q. Did any of your employees tell you if Ms. Kennedy came to the booth after you left?

A. I didn't inquire, I don't remember inquiring.

Q. Do you know if Ms. Kennedy ever saw your product?

A. I don't know.

Q. Did the trade show have a list of the vendors?

A. Yes.

Q. Do you know if Ms. Kennedy was reviewing that list as she came into the Simply Hired booth?

A. I don't know whether she -- she read what she was looking at or what she was handed.

Q. You didn't see her review that?

A. I don't recall seeing her reviewing, no.

Obeid - cross

Q. Have you had any contact with Ms. Kennedy after the conference?

A. No.

Q. Did anybody at JobDiva try to show Ms. Kennedy your product?

A. No. We usually avoid demonstrating the product a great deal to consultants and writers such as Ms. Kennedy.

Q. Why?

A. Because we have a technology that changes the paradigm, so companies that adopt our product go through organizational changes and through structural changes within the company and through changes in their work flow and processes.

The media and consultants such as Ms. Kennedy usually would like to write about existing paradigms so that their publications can connect with the people, so if somebody is coming with a change, coming with innovation and invention, they usually are not friendly to us, so we usually do not attempt to go and flaunt our services in their face.

We are very conscious of what they write, we are very tuned into what they write and

say and very cautious about what they say and we recognize that they are very important and critical to -- in our space, however, we don't go, you know, trying to promote ourselves to them.

Q. It sounds like you almost try to avoid the writers?

A. Yes.

This is -- Clayton Christensen in his book "The Innovator's Dilemma" advises companies, innovators like us to do, to take precautions, one of which is what's written in the media, so this is a marketing policy.

Q. Do you know if Ms. Kennedy has ever written about the JobDiva product?

A. No.

Q. You are not aware that she has?

A. No.

Q. Do you know of she has ever written about the JobVite product?

A. No.

Q. Have you ever looked to see if she has?

A. No, but I am aware that at that moment when she was speaking to me she was more

knowledgeable of JobVite than JobDiva.

Q. But have you ever searched to see if she has written about it?

A. No.

Q. Do you know what recruiting products she has written about?

A. No.

Q. Do you know if she has written about any recruiting products?

A. No.

Q. Do you know if Ms. Kennedy recommends any recruiting products?

A. No. At the moment I suspect that she might, but that is suspecting.

Q. But that's just a guess?

A. It's a guess based on, funny enough, her last name. In this space of recruitment there was a business called Kennedy Information Systems which morphed, changed names and became today known as Recruiting Trends.

Q. So that's just a guess?

A. And it was owned by a father and funny enough he had a daughter who was a partner and at the time, you know, my suspicion, even through

today I think she probably has a relationship to them, yeah.

Q. But this is all based upon the surname of Kennedy?

A. Yes, surname of Kennedy, her association with the product, her being a consultant in the space is based on the way she introduced herself to us.

Q. So you are not aware if she has ever recommended a JobDiva product?

A. No.

Q. Are you aware of whether she has ever recommended the JobVite product?

A. No.

Q. Are you aware of whether or not she has ever evaluated either the JobDiva product or JobVite product?

A. I know she wouldn't have evaluated JobDiva.

Q. And you would know that because --

A. Because they would -- she would reach out to us, so I know no such person reached out to us.

Q. And do you know if she has ever

evaluated the JobVite product?

A. Not beyond the words she said in the booth.

Q. Do you know what her reasons were for attending the conference?

A. That's a question to her.

Q. I'm only asking if you know. If you don't know, that's fine.

A. I don't know.

Q. Do you know -- are you aware of whether or not she wrote any articles about the conference?

A. No, I am not aware.

Q. Did she indicate to you that she was going to write some articles about the conference?

A. Only implicitly when she said she's a writer and a consultant and she writes a column.

Q. But she never indicated whether she was going to write about --

A. No. Sorry.

Q. Did she indicate whether she was going to write about any of the vendors at that conference?

A. No.

Q. Did she indicate to you if she was interested in purchasing the JobDiva product?

A. No.

Q. Did she indicate to you if she was interested in purchasing the JobVite product?

A. No.

Q. And when I say product, I understand that some of these may be run more like a service.

A. Service, yes.

Q. But you understand that we're talking about the same thing, whether buying the product or the service?

A. Yes.

Q. I just wanted to make sure you weren't distinguishing between that.

A. No, they are the same.

MR. GREENSTEIN: Let's take a short break.

(Recess taken.)

BY MR. GREENSTEIN:

Q. I believe you testified that you go to a lot of trade shows; is that correct?

A. Five to six per year, about.

Q. And do you know about how many people attend these various trade shows?

A. A few hundred.

Q. At each one?

A. At each one.

Q. And for how many years have you been going to the trade shows?

A. Since '03 and before in the context of Axelon.

Q. But since '03 as JobDiva?

A. As JobDiva, that's when we started selling.

Q. So you've gone to 50 or 60 trade shows?

A. Very many, yes.

Q. I'm sorry?

A. Yes.

Q. Other than this lady Ms. Kennedy have you had any situations at any of the trade shows where somebody has, in your mind, confused JobVite and JobDiva?

A. Not in my mind, but they did confuse JobVite and JobDiva, yes.

Q. And approximately how many people?

A. I don't have an exact count.

Q. And this was at the trade shows?

A. Yes.

Q. And you don't have any of the names of those people either?

A. No, nor did I make an attempt to collect their names.

Q. So of these 50 or 60 trade shows that you went to it's only Ms. Kennedy that you have any details on about her alleged confusion?

A. Yes, especially that Ms. Kennedy's incident was witnessed by two other people. I don't recall the other incidents being witnessed by anybody.

Q. The other incidents were just incidents that you believe occurred?

A. That I remember occurred, I know they occurred.

Q. When you were testifying earlier, I believe it was on direct exam, you mentioned that Algomod stood for something?

A. Algorithmic modeling.

Q. And what was the reason that the company was changed from Algomod to Axelon?

A. Just for the sound of things.

Q. In your testimony you referred to a CRM system?

A. Yes.

Q. Is CRM an acronym for anything?

A. Yes.

Q. And what is that acronym?

A. Contact relationship management.

Q. That's a fairly common term in the industry; correct?

A. Yes.

Q. Can you identify any sales that you lost as a result of this alleged confusion?

A. No, not in the same way I do not recall why sales were lost because of other confusions or other matters. We don't walk around, we don't quantify why sales were lost, especially when there are -- you know, it cannot be documented easily.

Q. When you make a sale of a product is it important to you to have direct personal contact with the potential purchaser?

A. Ultimately, yes. The sale is not done electronically, there is a personal contact, yes.

Q. Looking at Respondent's Exhibit number 11, when you transferred the trademark from Algomod Technologies to JobDiva did you enter any income on your personal tax return as a result of that transfer?

A. I wouldn't remember or know, I don't remember.

Q. So you don't know if you entered any income on your tax return as a result --

A. No, this is all --

Q. Let me finish the question.

-- as a result of the transfer of the trademark.

A. I don't recall what the accountants did.

Q. Do you recall discussing with your accountants the need to enter any income on your personal tax return?

A. No, I recall discussing with the accountants and the lawyers the business and the transactions we are doing, that we are creating a new entity and we are leveraging assets from Algomod which would be paid back to Algomod if need to be from a legal and a taxation standpoint of view, so there is always enormous transparency

between us and our accountants, but I don't recall what the accountants then decided to put on paper and what really happened.

MR. GREENSTEIN: I have no further questions.

Your witness.

MR. SCHLOSS: Let's take a two-minute break.

(Recess taken.)

MR. GREENSTEIN: We are now going into redirect examination. We just had a break where Mr. Schloss met with his client and we are ready to proceed.

REDIRECT EXAMINATION

BY MR. SCHLOSS:

Q. Mr. Obeid, just a couple of quick follow-up questions that I had.

Earlier during your cross-examination by Mr. Greenstein you were asked about a number of trademark applications.

Do you recall that?

A. Yes.

Q. And when Mr. Greenstein was asking you about some of those applications he asked you

C E R T I F I C A T E

STATE OF NEW YORK)
: ss.
COUNTY OF NEW YORK)

I, CARY N. BIGELOW, Court Reporter, a Notary Public within and for the State of New York, do hereby certify:

That DIYA OBEID, the witness whose testimony is hereinbefore set forth, was duly sworn by me and that such testimony given by the witness was taken down stenographically by me and then transcribed.

I further certify that I am not related to any of the parties to this action by blood or marriage, and that I am in no way interested in the outcome of this matter.

IN WITNESS WHEREOF, I have hereunto set my hand this 18th day of October, 2013.

CARY N. BIGELOW, RPR

---------- I N D E X ----------

WITNESS	DIRECT	CROSS	REDIRECT	RECROSS
DIYA OBEID	3	35	130, 134	133, 136

---------- EXHIBITS ----------

Obeid Exhibit 1, documents bearing production Nos. DIVA 0009 through DIVA 0013	12
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Obeid Exhibit 3, document bearing production No. DIVA 0102	21
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11 Records(s) found (This page: 1 ~ 11)

Current Search: **S1: (jobdiva)[OW]** docs: 11 occ: 11

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	85170041		JOBDIVA POWERFUL STAFFING TOOLS DIVA FEEDS REQS	TSDR	LIVE
2	85169872		JOBDIVA POWERFUL STAFFING TOOLS WHEN YOU HAVE DIVA . . . YOU HAVE REQS HELLO MY NAME IS DIVA HELLO MY NAME IS REQS	TSDR	LIVE
3	85169378		DIVA FEEDS REQS	TSDR	LIVE
4	85163795	3989090	WHEN YOU HAVE DIVA . . . YOU HAVE REQS!	TSDR	LIVE
5	78454470	3013235	JOBDIVA	TSDR	LIVE
6	78151468	2851917	JOBDIVA	TSDR	LIVE
7	77889530		DIVAMOBILE	TSDR	LIVE
8	77729601	3770274	PEOPLE ARE TALKING	TSDR	LIVE
9	77703419	3748705	JOBDIVA POWERFUL STAFFING TOOLS	TSDR	LIVE
10	77643324	3657356	DIVA-MAIL	TSDR	LIVE
11	77088921	3296916	CALCUDIVA	TSDR	LIVE

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Word Mark	JOBDIVA POWERFUL STAFFING TOOLS DIVA FEEDS REQS
Goods and Services	IC 035. US 100 101 102. G & S: Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.10 - Stars, three or more; Three or more stars 01.01.13 - Stars - multiple stars with five points 02.05.05 - Boys; Children, boy(s) 02.05.24 - Stylized children, including children depicted in caricature form 03.01.08 - Dogs; Puppies 03.01.24 - Stylized cats, dogs, wolves, foxes, bears, lions, tigers 20.03.01 - Paper with furled, fringed or scalloped edges 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved 27.03.01 - Geometric figures forming letters, numerals or punctuation
Serial Number	85170041
Filing Date	November 5, 2010
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	April 19, 2011

Owner	(APPLICANT) **JobDiva** Inc. CORPORATION DELAWARE 44 Wall Street New York NEW YORK 10021
Attorney of Record	Daniel I. Schloss
Prior Registrations	2851917;3013235;3748705;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JOB" AND "STAFFING TOOLS" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) blue, black, yellow, gray and white is/are claimed as a feature of the mark. The mark consists of the word "JOBDIVA" with "JOB" in the color blue and "DIVA" in black; the "I" is striped in the colors black and white and has a piece of white paper outlined in black with a yellow star outlined in black in place of the dot above the letter "I"; the wording "POWERFUL STAFFING TOOLS" in black is beneath the word "JOBDIVA"; to the right of the "JOBDIVA" word is a three dimensional animated depiction of a boy in white and gray with black dot eyes surrounded by black ovals and a half smile; at the top left of the boy's chest is a yellow star outlined in black; the bottom portion of the boy's shirt is in dark gray with two black horizontal curved lines; near the bottom of the boy's shirt is a name tag in the colors blue and white with the words "HELLO MY NAME IS" in black letters located in the blue portion of the name tag and the word "DIVA" in black letters in the white portion of the name tag; the boy's pants are blue and his shoes are white and gray; the boy is feeding a blue and white bone to a three dimensional animated depiction of a dog on its hind legs in white and gray with floppy ears and black dot eyes surrounded by black ovals and a half smile; the dog is wearing a blue and white collar with name tag displaying the words "HELLO MY NAME IS" in black letters located in the blue portion of the name tag and the word "REQS" in black letters located in the white portion of the nametag; the dog is wearing a white shirt with a yellow star outlined in black and 5 vertical curved black lines; beneath the boy and dog is the wording "DIVA FEEDS REQS" in black.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Word Mark	JOBDIVA POWERFUL STAFFING TOOLS WHEN YOU HAVE DIVA . . . YOU HAVE REQS HELLO MY NAME IS DIVA HELLO MY NAME IS REQS
Goods and Services	IC 035. US 100 101 102. G & S: Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.13 - Stars - multiple stars with five points 02.05.05 - Boys; Children, boy(s) 02.05.24 - Stylized children, including children depicted in caricature form 03.01.08 - Dogs; Puppies 03.01.24 - Stylized cats, dogs, wolves, foxes, bears, lions, tigers 20.03.01 - Paper with furled, fringed or scalloped edges 20.03.06 - Address labels; Hang tags; Identification tags; Labels; Tags (paper) 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s) 26.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved 27.03.01 - Geometric figures forming letters, numerals or punctuation
Serial Number	85169872
Filing Date	November 4, 2010
Current Basis	1B
Original Filing Basis	1B

Published for Opposition	April 19, 2011
Owner	(APPLICANT) **JobDiva** Inc. CORPORATION DELAWARE 44 Wall Street New York NEW YORK 10021
Attorney of Record	Daniel I. Schloss
Prior Registrations	2851917;3013235;3748705;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JOB" AND "STAFFING TOOLS" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) blue, black, yellow, gray, and white is/are claimed as a feature of the mark. The mark consists of the word "JOBDIVA" with "JOB" in the color blue and "DIVA" in black; the "I" is striped in the colors black and white and has a piece of white paper outlined in black with a yellow star outlined in black in place of the dot above the letter "I"; the wording "POWERFUL STAFFING TOOLS" in black is beneath the word "JOBDIVA"; to the right of the "JOBDIVA" word is a three dimensional animated depiction of a boy in white and gray with black dot eyes surrounded by black ovals and a half smile; the boy's left hand is lifted up and the right hand is tilted down; on the boy's chest is a yellow star outlined in black with five horizontal curved black lines below the star; near the bottom of the boy's shirt is a name tag in the colors blue and white with the words "HELLO MY NAME IS" in black letters located in the blue portion of the name tag and the word "DIVA" in black letters in the white portion of the name tag; the boy's pants are blue and his shoes are white and gray; to the left of the boy is a three dimensional animated depiction of a dog in white and gray with floppy ears and black dot eyes surrounded by black ovals and a half smile; the dog is wearing a blue and white collar with name tag displaying the words "HELLO MY NAME IS" in black letters located in the blue portion of the name tag and the word "REQS" in black letters located in the white portion of the nametag; on the dog's body is a partially displayed yellow star outlined in black and 5 vertical curved black lines; beneath the boy and dog is the wording "WHEN YOU HAVE DIVA...YOU HAVE REQS" in black.
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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DIVA FEEDS REQS

Word Mark	DIVA FEEDS REQS
Goods and Services	IC 035. US 100 101 102. G & S: Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85169378
Filing Date	November 4, 2010
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	April 12, 2011
Owner	(APPLICANT) **JobDiva** Inc. CORPORATION DELAWARE 44 Wall Steet New York NEW YORK 10021
Attorney of Record	Daniel I. Schloss
Prior Registrations	2851917;3013235;3748705;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL

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WHEN YOU HAVE DIVA . . .
YOU HAVE REQS!

Word Mark	WHEN YOU HAVE DIVA . . . YOU HAVE REQS!
Goods and Services	IC 035. US 100 101 102. G & S: Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information. FIRST USE: 20091000. FIRST USE IN COMMERCE: 20091000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85163795
Filing Date	October 28, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 19, 2011
Registration Number	3989090
Registration Date	July 5, 2011
Owner	(REGISTRANT) **JobDiva** Inc. CORPORATION DELAWARE 116 John Street, 14th Floor New York NEW YORK 10038
Attorney of Record	Janet Shih Hajek

Prior Registrations	2851917;3013235;3748705;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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DIVAMOBILE

Word Mark	DIVAMOBILE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: computer software allowing users to access, download and modify personnel placement, recruitment, employment hiring and staffing information and data that is stored in a database; computer software allowing users to access, download and modify personnel placement, recruitment, employment hiring and staffing information and data that is stored in a database using a mobile device. FIRST USE: 20090900. FIRST USE IN COMMERCE: 20090900
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77889530
Filing Date	December 9, 2009
Current Basis	1A
Original Filing Basis	1A
Owner	(APPLICANT) **JobDiva**, Inc. CORPORATION DELAWARE 116 John Street, 14th Floor New York NEW YORK 10038
Attorney of Record	Daniel I. Schloss
Prior Registrations	2851917;3296916;3657356;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL

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DIVA-MAIL

Word Mark	DIVA-MAIL
Goods and Services	IC 038. US 100 101 104. G & S: Providing e-mail notifications, alerts, instant messaging services and e-mail services regarding employment hiring, recruitment, placement, staffing and career networking matters. FIRST USE: 20070329. FIRST USE IN COMMERCE: 20070329
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
Serial Number	77643324
Filing Date	January 5, 2009
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 5, 2009
Registration Number	3657356
Registration Date	July 21, 2009

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Owner	(REGISTRANT) **JobDiva**, Inc. CORPORATION DELAWARE 116 John Street, 14th Floor New York NEW YORK 10038
Attorney of Record	Janet Shih Hajek
Prior Registrations	2851917;3013235;3296916
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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CALCUDIVA

Word Mark	CALCUDIVA
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer software used in the calculation and estimation of employee and personnel salaries, billing and pay rates, benefits and withholdings, employee overhead costs, and profit margins and spreads, and instruction manuals sold together as a unit. FIRST USE: 20061206. FIRST USE IN COMMERCE: 20061206
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77088921
Filing Date	January 23, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 10, 2007
Registration Number	3296916
Registration Date	September 25, 2007
Owner	(REGISTRANT) **JobDiva**, Inc. CORPORATION DELAWARE 116 John Street, 14th Floor New York NEW YORK 10038

Attorney of Record	Daniel I. Schloss
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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JOBDIVA
Powerful Staffing Tools

Word Mark	JOBDIVA POWERFUL STAFFING TOOLS
Goods and Services	IC 035. US 100 101 102. G & S: Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information. FIRST USE: 20071100. FIRST USE IN COMMERCE: 20071100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.03 - Star - a single star with five points 20.03.01 - Paper with furled, fringed or scalloped edges 20.03.09 - Pads, Writing; Paper, note; Paper, stacks of sheets; Tablets, paper 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal
Trademark Search Facility Classification Code	ART-20.03 Paper goods; documents SHAPES-ASTRO Astronomical shapes consisting of celestial bodies, globes and geographical maps SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-MISC Miscellaneous shaped designs
Serial Number	77703419
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Current Basis	1A
Original Filing Basis	1A
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Registration Date	February 16, 2010
Owner	(REGISTRANT) **JobDiva** Inc. CORPORATION DELAWARE 116 John Street, 14th Floor New York NEW YORK 10038
Attorney of Record	Janet Shih Hajek
Prior Registrations	2851917;3013235;3296916
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JOB" AND "STAFFING TOOLS" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) Blue, black, white and yellow is/are claimed as a feature of the mark. The mark consists of the word "JOBDIVA" with "JOB" in the color blue and "DIVA" in black; the "I" is striped in the colors black and white and has a piece of white paper outlined in black with a yellow star outlined in black in place of the "dot" above the letter "I"; the wording "POWERFUL STAFFING TOOLS" in black is beneath the word "JOBDIVA".
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | BROWSE DICT | SEARCH OG | TOP | HELP | PREV LIST | CURR LIST | NEXT LIST
FIRST DOC | PREV DOC | NEXT DOC | LAST DOC

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Reg/App #	Mark	Owner	Cl 35	Status
85/170,041	JOBDIVA POWERFUL STAFFING TOOLS DIVA FEEDS REQS	JobDiva, Inc.	Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information	Allowed
85/169,872	JOBDIVA POWERFUL STAFFING TOOLS WHEN YOU HAVE DIVA ... YOU HAVE REQS HELLO MY NAME IS DIVA HELLO MY NAME IS REQS	JobDiva, Inc.	Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information	Allowed
3,748,705	JOBDIVA POWERFUL STAFFING TOOLS	JobDiva, Inc.	Personnel placement and recruitment services; computer services, namely, providing databases featuring recruitment and employment information, employment advertising, career information and resume creation information	Registered
85/371,739	FIRST JOB	Eyal Grayevsky	Employment hiring, recruiting, placement, staffing and career networking services	Allowed
4,149,517	JOB OFF	Gopal Sachedva	Providing an online searchable database featuring classified ad listings and employment opportunities; Providing an online searchable database featuring employment opportunities; Providing an online searchable database featuring employment opportunities and content about employment; Providing employment information; Providing online employment information in the field of employment related subject matter, recruitment, careers, job resources and listings, resumes, applications, interviewing, continuing education and career advancement opportunities, and general job searching advice and job market news. Providing an online portal for submitting and posting of resumes and posting of job openings by employers. Employment hiring, recruiting, interviewing, placement, staffing, and career networking services; consulting services in the field of human resources; Administration, management, implementation and coordination of human resources; Remote management of human resources and employment.	Registered
4,203,567	MEDICAL DREAM JOB	Jonathan Binanay	Providing an on-line searchable database featuring employment opportunities; Providing employment information	Registered
85/241,399	DOCTORCPR.COM RESUSCITATE YOUR CAREER JOBS AND CLASSIFIEDS FOR HEALTH CARE PROFESSIONALS	DoctorCPR.com LLC	Providing classified ad listings and employment opportunity listings for health care professionals	Allowed
4,180,460	JOB GIRAFFE REACH HIGHER	Miss Paige, LTD.	Temporary and permanent personnel staffing services	Registered
77/964,492	DOLLARS FOR JOBS	Goodwill Industries of Greater Detroit non-profit corporation	Charitable services, namely, providing career information, career placement and employment counseling services for those living in poverty in the area of preparing for, obtaining, maintaining, and advancing in employment opportunities	Allowed
4,127,753	OUT TO WORK LGBT JOB FAIR	Greenwich Village Chamber of Commerce, Inc.	Organizing and conducting job fairs	Registered

4,093,407	ENERGY FOR MISSOURI JOBS	American Coalition for Clean Coal Electricity	Promoting the use of coal to ensure a reliable and affordable supply of electricity and to meet our nation's growing demand for energy and stimulate the creation of jobs	Registered
4,093,382	ENERGY FOR PENNSYLVANIA JOBS	American Coalition for Clean Coal Electricity	Promoting the use of coal to ensure a reliable and affordable supply of electricity and to meet our nation's growing demand for energy and stimulate the creation of jobs	Registered
4,093,381	ENERGY FOR OHIO JOBS	American Coalition for Clean Coal Electricity	Promoting the use of coal to ensure a reliable and affordable supply of electricity and to meet our nation's growing demand for energy and stimulate the creation of jobs	Registered
4,079,173	JOB RAMP	Association for Supervision and Curriculum Development	providing on-line information in the fields of employment for employers and prospective employees, namely, recruitment, careers, job resources, job listings and resumes; providing on-line interactive employment counseling and recruitment services; providing on-line employment placement services, namely, resume matching services via a global computer network	Registered
4,073,870	JOB CURE	Intellisphere, LLC	Online computer services, namely, providing a website featuring information in the fields of employment opportunities and career placement; and providing an online searchable database featuring employment opportunities	Registered
4,072,260	UNIVERSAL JOB APPLICATION	1apply, LLC	Job and personnel placement	Registered
3,890,037	JOB ROOSTER	Job Rooster, LLC	Employment hiring, recruiting, placement, staffing and career networking services; Employment recruiting and staffing services provided via text messaging; Job and personnel placement; Job placement; Personnel placement and recruitment; Providing an employer with candidates or potential employees to fill temporary, contract and permanent positions; Providing employment information	Registered
4,030,051	JOC JOB ORDER CONTRACTING	The Gordian Group, Inc.	Business assistance services, namely, assisting in the procurement by others of engineering construction, facility repair and facility modernization	Registered
3,992,462	EJOBMATE.COM EFFORLESS JOB MATCHING	Steven J. Gronow	Job and personnel placement; Job placement; Providing a job-readiness and career-development website featuring information for collegiate athletes that have graduated or who are graduating; Providing employment counseling information on how to successfully transition jobs; Providing employment counseling information on how to successfully transition jobs for mature workers	Registered
3,981,144	JOB OF THE DAY	Jobing.com, LLC	providing information in the field of employment, namely, job postings	Registered
3,940,108	NOPAB PROTECTING AMERICAN JOBS	National Organization of Patriotic American Businesses, Inc.	Association services, namely, promoting the interests of workers, businesses and consumers in the field of creating and protecting jobs for Americans; Public advocacy to promote awareness of the importance of job creation and protection for Americans	Registered
3,889,956	5 MILLION GREEN JOBS	Jean D. William DBA GreenVesting, LLC	advertising services, namely, marketing, promotions, public and investor relations	Registered
3,873,058	GJM GREEN JOB MACHINE	David White ***Unknown*** Low Carbon Recruitment Ltd., The Innovation Center University of Exeter	Promoting the goods and services of others via a global computer network; personnel recruitment services provided on-line; on-line advertising of recruitment services, provision of an on-line recruitment portal, namely, providing an on-line searchable database featuring employment opportunities; email alert facilities provided via a website, namely, providing employment information	Registered

3,247,793	MY WORK PLAN JOB MANAGEMENT SOLUTION SESCOI WWW.SESCOI.COM	Sescoi International Societe Par Actions Simplifiee France	Management of computer files; direct mail advertising	Registered
3,232,554	T JOBS	Deutsche Telekom AG	Telephone directory assistance services; advertising services, namely, preparing and placing advertisements for others promoting the goods and services of others through printed advertising, printed directories, through encoded media, through the dissemination of promotional materials, through direct mail advertising, through electronic billboard advertising, preparing audio-visual presentations for use in advertising; business management services, namely, business appraisals, business auditing, providing business information, namely, preparing business reports and conducting business research, analysis and surveys, business management planning, business management consultation, business management supervision, conducting business networking for others; business management and consulting services, excluding agricultural business management and consulting services; providing information via the telephone and the global communication networks in the field of advertising and business marketing; rental of data processing equipment	Registered
3,076,434	GREAT NORTHEAST JOB FAIR	The Scranton Times, L.P., The Times Partner, LLC	Organizing and conducting employment fairs	Registered
3,215,476	LABOR SYSTEMS JOB CENTER	Labor Systems, Inc.	Temporary employment agency services	Registered
3,262,733	LABOR SYSTEMS JOB CENTER	Labor Systems, Inc.	Temporary employment agency services	Registered
3,215,359	JOBS IN DUBAI	Jobs in Dubai.com, Inc.	employment services, namely employment placement services; employment agency services, namely, resume forwarding services; online recruitment services; advisory and consultancy services relating to career placement; providing information regarding careers and employment by networking by way of a website on the Internet	Registered
3,182,063	JOBS IN DUBAI	Jobs in Dubai.com, Inc.	employment services, namely employment placement services; employment agency services; resume forwarding services; online recruitment services; advisory and consultancy services relating to careers; providing information regarding careers and employment by way of a website on the Internet	Registered
3,258,760	ED'S JOB LIST	Edward D. Greene	Job and personnel placement	Registered
3,233,471	POWER SALES JOBS	Carlton L. Powell	Consultancy of personnel recruitment; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Job and personnel placement; Job placement; Personnel placement and recruitment	Registered
3,218,071	BAC JOB NETWORK PUTTING MEMBERS TO WORK	International Union of Bricklayers and Allied Craftworkers	Employment placement and referral services	Registered
3,217,869	BAC JOB NETWORK	International Union of Bricklayers and Allied Craftworkers	Employment placement and referral services	Registered
3,393,305	ALA JOBLIST	American	on-line recruiting services, namely, providing searchable	Registered

		Library Association	job postings and resume postings and career information primarily in the field of library and information science and technology and library service suppliers	
3,248,593	MILITARY JOB ZONE TARGETED HUMAN CAPITAL SOLUTIONS	Job Zone Network, Inc.	Consultancy of personnel recruitment; Dissemination of advertising for others via the Internet; Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Job and personnel placement; Job placement; On-line business directories featuring employment placement services; Personnel placement and recruitment; Providing career information via an online global computer network; Temporary employment agencies; Testing to determine employment skills	Registered
3,212,682	JOB SOURCE USA, LLC	Job Source USA, LLC	Employment agencies; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Temporary employment agencies	Registered
3,221,753	JOBS GONE WILD	Human Capitol Solutions, LLC	Sponsoring, organizing, and conducting job fairs	Registered
3,204,653	MAX JOB	Max Consulting Group, Inc.	Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Employment verification	Registered
3,211,936	MAX JOB	Max Consulting Group, Inc.	Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Employment verification	Registered
3,126,732	JOB EDGE	Harvest Info, Inc.	Providing career information via a global computer network	Registered
3,128,256	PET CARE JOB FAIR	Helen Woodward Animal Center	Organizing and conducting job fairs, namely, job fairs for positions associated with animal or pet rescue, lobbying for animals or pet welfare, animal related products and services, veterinary services, pet grooming, pet boarding, animal education, animal wildlife preservation, and domestic animal preservation	Registered
3,223,928	JOB CONNECTION	Goodwill Industries-Manasota, Inc.	Employment outplacement services	Registered
3,147,812	E911 JOBS	Raymond A. Komar	Providing an on-line computer database featuring recruitment, employment information and job listings in the public safety sector	Registered
3,424,105	JOB 1 AMERICA	Rumpf Corporation	Employment placement and personnel services, namely, recruiting, placing, coordinating and supervising personnel being provided to others under contract or long-term lease	Registered
3,175,002	PHAT JOB	American Cash Award, Inc.	Employment hiring, recruiting, placement, staffing and career networking services; Advertising services, namely providing a web site which features employment advertisements of others on a global computer network	Registered
3,573,899	JOB BID	Swallows, LLC	Providing on-line personnel recruitment and job search information services; employment services, namely, providing an interactive computer database featuring recruitment and employment information	Registered
3,325,635	PW JOB ZONE	Reed Elsevier Properties, Inc.	Providing online news and information relating to employment in the printing, publishing, and bookselling industries	Registered
3,749,259	THE JOB WHISPERER	Catherine B. Martin	Consulting services in the field of human resources development, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Consulting services in the field of human resources development, namely, utilizing technology for the promotion of employee retention, career growth and increased productivity for employees and employers; Employment hiring, recruiting, placement, staffing and career networking services; Promoting public	Registered

			interest in education, recognition, career advancement, and leadership for elite managers and executives in corporations and professional service firms; Providing a job-readiness and career-development website featuring information for collegiate athletes that have graduated or who are graduating; Providing career information	
4,103,471	PETRO STAFF INTERNATIONAL A JOBS ON EARTH COMPANY	Jobs On Earth, Inc. o/a Petro Staff International	Employment recruitment and placement, and payroll processing, administration and management services	Registered
4,074,636	IT'S A FUN PACED JOB	DD IP Holder, LLC	business management services, namely, providing advice and assistance in the field of employee recruitment; providing technical assistance in the recruitment of employees; providing an employee recruitment campaign; providing an employee recruitment website	Registered
3,698,083	PLENTY OF JOBS	Poj Media, Inc.	Providing on-line information in the fields of employment opportunities, career networking and personnel recruitment; providing on-line employment recruitment and placement services; providing on-line employment advertising, jobs listings, job search and career placement information resources; providing on-line resume creation and posting and resume transmittal and communication of responses thereto; providing an on-line interactive computer database, that offers the exchange of information between employers and candidates, via a global computer network	Registered
3,938,358	ABSOLUTE JOB MATCHES.COM	George Rosado	Job placement; Providing an on-line searchable database featuring employment opportunities	Registered
3,942,967	A MILLION JOBS FOR AMERICA	Maximus, Inc.	Employment services, namely, distribution of employment advertisements and announcements; job placement services; providing an on-line searchable database featuring employment opportunities; computer services, namely, providing online computer databases featuring recruitment and employment information, employment advertising, career information and resources, and resume preparation, via a global computer network	Registered
3,849,856	THE JOB COACHES	Ranum and Associates, LLC DBA The Job Coaches	Providing employment counseling information on how to successfully transition jobs; Resume preparation	Registered
3,805,101	CLEARED JOB FAIR	ClearedJobs.net	Organizing and conducting job fairs	Registered
3,899,014	THE JOB SEARCH EXPERTS	Eleanor Anne Sweet DBA The Remington Group	Business management consultation in the field of executive and leadership development; Career placement; Consulting services in the field of human resources development, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Consulting services in the field of human resources development, namely, utilizing technology for the promotion of employee retention, career growth and increased productivity for employees and employers; Employment agencies; Employment counseling and recruiting; Employment counseling in the fields of finding a job and job search advice; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Employment recruiting consultation; Employment staffing consultation services; Executive search and placement services; Job and personnel placement; Organizing and conducting job fairs; Personnel recruitment services and employment agencies; Promoting public interest in education, recognition, career advancement, and leadership for elite managers and executives in corporations and professional service firms; Providing an employer with candidates or potential employees to fill temporary, contract and permanent	Registered

			positions; Providing an on-line searchable database featuring classified ad listings and employment opportunities; Providing an on-line searchable database featuring employment opportunities; Providing an on-line searchable database featuring employment opportunities and content about employment; Providing an on-line searchable database featuring employment opportunities and content about employment relevant to people 50 years of age and older; Providing an on-line searchable database featuring employment opportunities and content about employment relevant to helping people find jobs ; Providing career information; Providing employment counseling information on how to successfully transition jobs. Providing employment counseling information on how to successfully transition jobs for mature workers; Providing employment counseling information on how to successfully transition jobs for people looking for new jobs; Providing employment information; Providing information on the topic of determining job satisfaction; Providing interactive sales assessment services via the telephone for measuring the skills and knowledge of field sales forces in real world selling situations; Providing networking opportunities for individuals seeking employment; Testing to determine employment skills; Testing, analysis and evaluation of the broad knowledge, experience and professional judgment of public relations professionals for purposes of career enhancement and advancement in the field of public relations; Vendor-on-premise services, namely, the administration of the employment process on-site, including resume review and checking, employment application acquisition, advertising for recruitment, conduct of interviews, and reference checking; Video production services in the field of employment recruiting; Work analysis to determine worker skill sets and other worker requirements.	
3,888,859	JOBS FREE FOR ALL	Altres, Inc.	Providing online information in the fields of personnel recruitment, employment information, job search information and listings; personnel management; providing interactive on-line searchable database featuring employment opportunities and candidate resumes; online employment agency services, namely, employment hiring, recruiting, placement, staffing and career networking services.	Registered
3,817,399	JOB MEDIAN	JobMedian.com	Providing a web site featuring information in the field of job placement that links online social networking websites together to facilitate job search	Registered
3,830,988	SOCIALSERVICE.COM THE SOCIAL SERVICE JOB SITE.	SocialService.com	Providing on-line placement services in the field of human resources, namely, recruitment, job listings, and resume matching services via a global computer network	Registered
3,815,937	CONSTRUCTION JOB NETWORK	Associated Builders and Contractors, Inc.	Employment staffing in the field of construction; job and personnel placement; online job placement service that connects construction management professionals with available job opportunities in the construction field	Registered
3,795,755	MY JOB SEARCH PILOT .COM BE SEEN, BE HEARD, BE HIRED	HR Pilots, LLC DBA My Job Search Pilot	Employment outplacement services	Registered
3,881,247	JOB CANNON	Communications Simulations, Inc.	Job and personnel placement; Job placement; Providing employment counseling information on how to successfully transition jobs for mature workers	Registered
3,787,136	WWW. SECURITY JOB MATCHER.COM	Howard Anderson	Providing a web site to match employees up with employers based on needs, by identifying questions relevant to both parties and each industry in-order to obtain a match	Registered

3,777,846	UNIONJOBS COM	Gary Cortes	Providing an online searchable computer database featuring union-related employment opportunities	Registered
3,780,683	AUTHENTIC JOBS	Authentic Jobs, Inc.	providing on-line information in the fields of employment, recruitment, careers, job resources, job listings and resumes; providing on-line interactive employment counseling and recruitment services; providing on-line employment placement services, namely, resume matching services via a global computer network	Registered
3,770,944	JOB SEARCH MADNESS	Eric Olsen	Providing an on-line searchable database featuring employment opportunities	Registered
3,805,857	DO JOBS ONLINE	American Osteopathic Association	Providing an on-line searchable database for employment opportunities	Registered
3,808,021	KENEXA PERSON-JOB FIT	Kenexa Corporation	Computer software for matching candidate characteristics to employment preferences	Registered
3,683,150	CHRISTIAN JOB LOCATOR	Precept Marketing Group, Inc.	Providing an on-line searchable [dababase] * database * featuring employment opportunities within the Christian education market	Registered
3,745,555	GREEN BUILDINGS JOBS	FlierWire, Inc. DBA ScheinMedia	Providing an on-line searchable database featuring classified ad listings, employment opportunities, and resumes of job-seeking employees	Registered
3,804,999	SOLAR JOBS USA PREMIER GLOBAL TECHNICAL STAFFING & JOB POSTING SERVICES FOR SOLAR RENEWABLE ENERGY PROFESSIONALS WWW.SOLARJOBSUSA.COM	Delia Caraway DBA Solar Jobs USA	Business management consultancy in the field of insourcing, namely, assisting businesses in the development of processes for the analysis and the implementation of the delegation of operations or jobs from production within a business to an internal entity that specializes in that operation; Job and personnel placement; Job placement; Organizing and conducting job fairs; Providing a job-readiness and career-development website featuring information for collegiate athletes that have graduated or who are graduating.	Registered
3,654,335	GREENJOBS NEW ENERGY- NEW PEOPLE	Peter Campbell Beadle	Consultancy of personnel recruitment; Employment counseling and recruiting; Employment recruiting consultation; Personnel placement and recruitment	Registered
3,835,832	BIG DAW GLOBAL JOB SEARCH	J&R Group Pty. Ltd	providing an online searchable database featuring classified ad listings and employment opportunities; providing an online searchable database featuring job resumes; providing an interactive website that facilitates the preparation of resumes; resume preparation; online tracking of a job applicant's recruitment cycle where the cycle comprises screening, interview, skill check, background check, reference check, job offer, offer response; providing space at a website for the advertisement of the goods and services of others	Registered
3,772,796	GREEN JOBS ALLIANCE	Environmental Career Center DBA Green Careers Center	Business services, namely, matching potential private investors with entrepreneurs needing funding; Career placement; Dissemination of advertising, scheduling and managing of training courses and programs for others via a global computer network; Employment hiring, recruiting, placement, staffing and career networking services; Job and personnel placement; Job placement; Labor exchanges; Organizing and conducting job fairs; Promoting the interests of people concerned with health, community and environmental sustainability issues; Providing career information; Providing information on the topic of determining job satisfaction; Testing to determine job competency.	Registered
3,791,942	JOBS CENTRAL	College Central Network, Inc.	Providing an on-line searchable database featuring classified ad listings and employment opportunities for college students and graduates.	Registered
3,720,750	DIVERSITY JOB	Daniel Ramos	Organizing and conducting job fairs	Registered

	FAIR AN EDUCATIONAL FOUNDATION NOT FOR PROFIT ORGANIZATION			
3,826,838	JOB CONNECT	Workforce Solutions	Career placement; Consulting services in the field of human resources development, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Consulting services in the field of human resources development, namely, utilizing technology for the promotion of employee retention, career growth and increased productivity for employees and employers; Employment agencies; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Employment recruiting consultation; Job and personnel placement; Job placement; Organizing and conducting job fairs; Providing an on-line searchable database featuring classified ad listings and employment opportunities; Providing an on-line searchable database featuring employment opportunities and content relevant to people 50 years of age and older; Providing career information; Providing information on the topic of determining job satisfaction; Testing to determine employment skills; Testing to determine job competency	Registered
3,803,820	MJR MY JOB REFERRALS	My Job Referrals, LLC	Personnel placement and personnel recruitment services via an on-line searchable database	Registered
3,656,827	JOBSBRIDGE	Valleyportals, Inc.	Employment hiring, recruiting, placement, staffing and career networking services; Employment staffing in the field of information technology.	Registered
3,575,698	SCIOTO RIDGE JOB NETWORKING GROUP	Scioto Ridge Job Networking Group, LLC	Employment hiring, recruiting, placement, staffing and career networking services	Registered
3,901,035	EXTREME JOBS	Sylvia Ann Hewlett	Providing consulting services and business research to employers and educational institutions in the field of employment issues	Registered
3,474,901	THINK JOBS	Think Resources, Inc.	Temporary, permanent and contract employment staffing services; providing an online computer database of job opportunity information; business services, namely, providing assistance in finding employment; counseling businesses, namely, business consulting regarding management, personnel retirement transition, appraisal, and succession	Registered
3,944,558	CUMULUSJOBS.COM- YOUR SOURCE FOR LOCAL JOBS	Cumulus Broadcasting, LLC	Advertising and personnel recruitment services	Registered
3,656,078	MEDIA JOBMARKET	Nielsen Business Media, Inc.	Providing online information in the fields of employment, recruitment, careers, personal issues related to careers and work life, job resources, job listings and resumes; providing online interactive employment counseling and recruitment services; providing online employment placement services, namely, resume matching services via a global computer network.	Registered
3,569,348	YOUNG JOBS	Young Jobs, Inc.	Providing online information in the fields of employment, recruitment, careers, personal issues related to careers and work life, job resources, job listings and resumes; providing online interactive employment counseling and recruitment services; providing online employment placement services, namely, resume matching services via a global computer network.	Registered
3,621,829	GREENJOBS NEW	Peter Campbell	Consultancy of personnel recruitment; Employment	Registered

	ENERGY- NEW PEOPLE	Beadle	counseling and recruiting; Employment recruiting consultation; Personnel placement and recruitment	
3,380,929	LIKE DATING FOR JOBS	Mingle, LLC	Online employment recruitment and placement services	Registered
3,578,479	LEOPARD JOB SEARCH	Leopard Solutions	Employment agency services, namely, gathering, maintaining and analyzing information about law firm jobs to facilitate legal job searching and recruiting by legal recruiting professionals, law firms and law schools; Providing information in the field of law firm job openings through an online database via a global computer network.	Registered
3,559,555	YUM YUM JOBS WHERE THE SERVICE INDUSTRY CONNECTS	Selena L. Peterson	Job and personnel placement	Registered
3,403,811	AMERICA'S JOB EXCHANGE	Navisite, Inc.	providing an on-line searchable database featuring job listings and resumes	Registered
3,447,149	RM JOBS	RM Jobs.com, Inc.	Advertising for jobs; employment hiring, recruiting, placement, staffing and career networking services	Registered
3,606,534	THE JOB SEARCH QUEEN	Joanne Meehl Meehl	Employment outplacement services.	Registered
3,380,463	INSTANT JOB SITE	Indeed, Inc.	Providing an on-line searchable database featuring classified ad listings and employment opportunities	Registered
3,351,101	JOB SPA EMPLOYEE ENGAGEMENT	Hit the Ground Running, LLC	Business consultation; Consulting services in the field of human resources development, namely for the promotion of employee retention, career growth, and increased productivity for employees and employers	Registered
3,392,591	THE JOB GAME!	The Transition Group, Inc.	On-line retail store services featuring pre-recorded audio compact discs and workbooks in the field of career counseling and career planning advice and strategies; providing career information via the Internet in the form of streaming audio and video slide shows	Registered
3,377,065	JOB SEARCH GUY	Susan A. Swenson	Consulting services in the field of human resources development, namely, for the promotion of employee retention, career growth, and increased productivity for employees and employers; Employment counseling and recruiting; Employment hiring, recruiting, placement, staffing and career networking services; Employment outplacement services; Testing to determine employment skills	Registered
3,494,520	JOB SYNC TECHNOLOGY	Kevin Romney	online job posting and removal services	Registered
3,346,391	JOB KEYWORDS	Kevin Romney	employment recruitment and placement services; employment referral services; employment hiring, recruiting, placement, staffing, and career networking services; providing an on-line searchable database featuring job listing and employment opportunities; employment referral services, namely, job and personnel placement; employment recruitment services; providing on-line information in the fields of employment hiring, job placement referrals, recruitment, staffing, career information, job placement resources, job listings, and resume preparation; on-line job placement services; on-line referral services in the nature of employment outplacement services relating to employment opportunities for job candidates; on-line referral services relating to candidates and job opportunities to others; and employment agency services for employers and job candidates.	Registered
3,337,944	JOB BROKERS	Job Brokers, Inc.	Providing temporary, permanent and contract specialty recruiting and employment placement services.	Registered
3,433,743	ASSESSMENT CENTER AUTO JOBS 1 2 3 4	Search and Assessment Services, Inc.	Job profiling services, namely, testing in the nature of personality job fitness assessments to determine job competency for the auto, truck, rv, and heavy duty industrial equipment industries	Registered

3,390,337	AUTO JOBS ASSESSMENT CENTER	Search and Assessment Services, Inc.	Job profiling services, namely, testing in the nature of personality job fitness assessments to determine job competency for the auto, truck, rv, and heavy duty industrial equipment industries	Registered
2,785,984	JOB 1 USA WE WILL	The Rumpf Corporation	Employment placement and personnel services, namely, recruiting, placing, coordinating and supervising personnel being provided to others under contract or long-term lease	Registered
2,857,362	JOB 1 USA	The Rumpf Corporation	Employment placement and personnel services, namely, recruiting, placing, coordinating and supervising personnel being provided to others under contract or long-term lease	Registered
2,614,857	JOB RESERVOIR	McGuire Environmental Consultants, Inc.	Providing job listings for the water and wastewater industry over a global computer network	Registered
2,604,242	TOOL TOWN HAND AND POWER TOOLS FOR EVERY JOB	Tool Town Hardware and Supply Co., Inc.	Retail hardware store services	Registered
2,599,250	JOB JAVELIN	Top Echelon Network, Inc.	Employment services, namely employment placement and job posting services via the Internet and Intranet	Registered
2,894,076	THE JOB DR COMPUTER & SOFTWARE RECRUITING	Roger T. Howland	Personnel placement and recruitment services in the field of computers and computer software	Registered
2,575,565	JOB DETECTIVE	Hospitality Careers Online, Inc.	Providing on-line information in the field of employment, namely notifying job seekers of employer job postings that meet the job seeker's criteria	Registered
2,737,343	JOB SCULPTING	Peregrine Partners, LLP	Personnel management consultation in the field of human resource management and development, namely, the assessment of the human resource needs of employers, the establishment and analysis of human resource management systems, and the assessment of the employment qualities and characteristics of individual employees	Registered
2,338,375	ASRT JOBBANK	American Society of Radiologic Technologists	Advertising services, namely, providing a global computer network and telephone based resource for medical imaging and radiation therapy employment	Registered
2,426,096	JOB	Just One Break, Inc.	Business consultation services, employment agency services, employment counseling and recruiting services, employee outplacement services, organizing and conducting job fairs and trade show exhibitions in the field of employment	Registered
2,075,062	LABOR SYSTEMS JOB CENTER	Labor Systems, Inc.	temporary employment placement services	Registered
2,275,684	JOB NAVIGATOR	Interesse International , Inc.	Providing on-line job placement and personnel recruitment services via a global computer network	Registered
2,205,772	THE JOB DR.	Roger T. Howland	Personnel placement and recruitment services in the field of computers and computer software	Registered
2,207,951	JOB SCAN	PDP, Inc.	analyzing statistical test results of potential job applicants for assessing the behavioral characteristics of these candidates for job placement and recruitment; data compilation in the field of test procedures used in assessing the behavioral characteristics of a candidate in connection with job placement and recruitment	Registered
1,793,846	JOB BANK USA	Job Bank USA, Inc.	job placement services	Registered
1,718,592	PERCEPTIONS OF JOB REQUIREMENTS	Birkman & Associates, Inc.	personnel management consultation services	Registered
1,299,842	JOB LINE	CDI Corporation	Employment Agency Services	Registered

1,258,814	NURSING JOB FAIR	Prime National Publishing Corporation	Promoting and Conducting Employment Recruiting Conventions for Nurses	Registered
1,213,413	JOB STORE	Alan Grandbois DBA The Job Store	Employment and Job Placement Services	Registered

algomod TECHNOLOGIES CORPORATION

116 John Street, 14th Floor
New York, NY 10038
Tel (212) 306-0100
Fax (212) 306-0191
www algomod com

TRADEMARK ASSIGNMENT

WHEREAS, ALGOMOD TECHNOLOGIES CORPORATION, a corporation organized under the laws of the State of New York, having a business address at 116 John Street, 14th Floor, New York, NY 10038 (hereinafter "Assignor"), is the owner of a United States service mark registration for JOBDIVA (Reg. No. 2,851,917);

WHEREAS, JOBDIVA INC., a corporation organized and existing under the laws of the State of Delaware, having a business address at 116 John Street, 14th Floor, New York, NY 10038 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the registration therefor, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, unto Assignee all right, title and interest in and to the said mark and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

ALGOMOD TECHNOLOGIES CORPORATION

Dated: 11/1/04

By: _____

Name: SYED BAID

Title: PRESIDENT

859591 v1

EXHIBIT 11
Respondent
10/15/13
PENGAD 800-631-6989