Social Networking for EPC Recruitment

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TMP Worldwide
Social Networking for Recruiting

- Show of hands
- What is a social network?
- Why social networking is important
- Best practice approach
- Key social platform overviews
why is it important?
Job boards – both major and niche – reach just 23% of the total internet audience and these numbers are in decline.

How do we reach the other 77% of Internet Audience?

**Major Job Boards**
- Pros:
  - Efficient
  - Brand (active seekers)
- Cons:
  - Only active seekers
  - Losing share

**Niche Job Boards**
Leveraging 100% of the Internet

By adding visibility for your company in the social media space, in the job aggregators, and, most importantly, the search engines, you can easily and cost effectively reach the other 77% of the internet audience.

Major Job Boards

Pros:
- Efficient
- Brand (active seekers)

Cons:
- Only active seekers
- Losing share

Niche Job Boards
Digitizing Your Brand with Social Media

- Resource commitment
- Understand your target audience
- Relevant social media tools and services
- Relevant and engaging content
- Prepare for audience participation
Social media popular targeted Demo

Worldwide social media reach

- 15-24 year olds: 76%
- 25-34 year olds: 68%
- 35-44 year olds: 65%
- 45-55 year olds: 64%
- 55 and over: 60%

Source: comScore, June 2008
But how did we get here?
You.

Yes, you.
You control the Information Age.
Welcome to your world.
Web 1.0

Web 2.0
Fondly Remembered
Web 1.0 (1989-2005)
Social Networking by Definition

“A social network service focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software.”

“Most social network services are primarily web based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on.”

11% of online adults use Twitter or update their status online.

On Facebook, the fastest growing demographic is those 30 years old and older.

85% of MySpace users are of voting age (18 or older).

LinkedIn adds 1 million new users every 17 days.
Social Activities

**Reach**

“Thinking about using the Internet, which of the following have you ever done?” Active Internet Users

- Watch video clips online: 82.9%
- Read blogs/weblogs: 72.8%
- Read personal blogs/weblogs: 67.5%
- Visit a photo sharing website: 63.2%
- Manage a profile on an existing social network: 57.3%
- Leave a comment on a blog: 54.8%
- Leave a comment on a news site: 52.2%
- Upload my photos to a photo sharing website: 45.8%
- Downloaded a podcast: 45.1%
- Start my own blog/weblog: 38.7%
- Upload a video clip to a video sharing website: 38.5%
- Subscribe to an RSS feed: 33.7%
Why Get Involved with Social Networking?

- Builds awareness of employment brand; showcases culture
- Opportunity to identify and build relationships with passive candidates
- Adds value to employment marketing strategy
- If done right, you can become a credible source of information
- Encourages employee participation and camaraderie
Why are social networks important?

| www.eMarketer.com

<table>
<thead>
<tr>
<th>Recommendations from people I know</th>
<th>Trust completely</th>
<th>Trust somewhat</th>
<th>Don't trust much</th>
<th>Don't trust at all</th>
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<td>34%</td>
<td>56%</td>
<td>9%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Brand Websites</td>
<td>13%</td>
<td>57%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Consumer opinions posted online</td>
<td>13%</td>
<td>57%</td>
<td>25%</td>
<td>5%</td>
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<tr>
<td>Editorial content such as a newspaper article</td>
<td>10%</td>
<td>59%</td>
<td>27%</td>
<td>4%</td>
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<tr>
<td>Brand sponsorships</td>
<td>9%</td>
<td>54%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Ads on TV</td>
<td>8%</td>
<td>53%</td>
<td>33%</td>
<td>6%</td>
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<tr>
<td>Ads in newspapers</td>
<td>7%</td>
<td>54%</td>
<td>34%</td>
<td>5%</td>
</tr>
<tr>
<td>Ads in magazines</td>
<td>6%</td>
<td>53%</td>
<td>36%</td>
<td>6%</td>
</tr>
<tr>
<td>Ads on radio</td>
<td>6%</td>
<td>49%</td>
<td>38%</td>
<td>7%</td>
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<tr>
<td>Billboards and other outdoor advertising</td>
<td>5%</td>
<td>49%</td>
<td>39%</td>
<td>6%</td>
</tr>
<tr>
<td>E-mails I signed up for</td>
<td>7%</td>
<td>48%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Ads before movies</td>
<td>5%</td>
<td>47%</td>
<td>41%</td>
<td>7%</td>
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<tr>
<td>Ads served in search engine results</td>
<td>4%</td>
<td>37%</td>
<td>48%</td>
<td>11%</td>
</tr>
<tr>
<td>Online video ads</td>
<td>3%</td>
<td>34%</td>
<td>51%</td>
<td>11%</td>
</tr>
<tr>
<td>Online banner ads</td>
<td>3%</td>
<td>30%</td>
<td>51%</td>
<td>16%</td>
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<tr>
<td>Text ads on mobile phones</td>
<td>2%</td>
<td>22%</td>
<td>47%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Social Networking

• Builds **Online Communities** of people who share interests and activities

• **Fosters Trust** within communities

• **Creates a link** to these communities via Social Media Outlets

• Allows you to **share, communicate and inform**
Recruitment Strategy: THEN

- Candidate
- Job Boards
- Print
- Career Site
For the purpose of EPC recruiting we will focus on the 3 mainstream networks:

- Facebook
- LinkedIn
- YouTube
Why Facebook for EPC recruiting?

• Facebook has over 98 million profiles in the United States alone and over 400 million worldwide!

• Facebook reaches 55.9% of construction professionals on the internet with an average of 248 minutes spent onsite per month.

• Facebook reaches 62.1% of engineering professionals on the internet with an average of 193 minutes spent onsite per month.

12,640 people
- who live in the United States
- who live within 50 miles of Houston, TX
- age 18 and older
- who like engineering, engineer or construction
Challenge
Facebook.com

- A corporate Facebook profile page is a platform for:
  - Candidate engagement
  - Dialogue and conversation
  - Relationship building,
  - Brand awareness and cultural identity

Profile Page Includes:

Basic content
Photos and video provided by client
Recommendations on 3rd party applications
Custom features (Polls, etc.)
TMP maintenance and monitoring
About Us

OVERVIEW:

Providing millions with cutting-edge wireless services and the most reliable network is something we're very proud of and it's all thanks to our talented team, working hard, each and every day.

MISSION:

This page is your one-stop for information about everything VZW — learn about internship and job opportunities, how to apply, what it's like to work with us, and more. You'll even find testimonials from current employees.

OPPORTUNITIES:

We've got internships and full-time opportunities for your career path, including Retail, Customer Service, IT, Engineering, Finance, and Marketing. Whatever your direction, this is where you'll find information on all the amazing opportunities to work and evolve with an innovative industry leader — Verizon Wireless. Plus, we provide Total Rewards — our comprehensive compensation and benefits package — to make the experience that much more worthwhile.

APPLY NOW!
Company/Fan Page
Glimpse your future.

What makes us different?

Internships | Sustainability | Diversity

Who we hire

Student discount program
Relevant Content = Engagement
Work With Me

Work with Matt at TMP Worldwide View all jobs

Interactive Strategist - New York, NY, US


Learn more about TMP Worldwide

Matt, have you connected with your friends and colleagues at TMP Worldwide?
Why LinkedIn for EPC recruiting?

- LinkedIn has over 60 million profiles in the United States alone…
- There are over 1,702,000 construction professionals on LinkedIn
- There are over 1,022,000 engineering professionals on LinkedIn
LinkedIn

- LinkedIn is one of the largest professional online networks allowing users to collect and connect to important professional contacts online. Users promote themselves and their achievements and gain access to new people (employment leads, career opportunities, etc.).

- LinkedIn is one of the fastest growing sites on the internet.
  - Over 2 million people join **each** month
  - 85% of LinkedIn members are interested in new employment opportunities
  - Gaining access to new people (sales leads, career opportunities, etc.)
Company profiles

P&G

Procter & Gamble is a Consumer Goods company that has one of the largest and strongest portfolios of branded products, including Persil, Tide, Ariel, Always, Pantene, Bounty, Pringles, Crest, Old Spice, Head & Shoulders, Pampers, Crest, ActiClean and Olay. We're innovation-driven and values-led.

Specialties
- Marketing, Innovation, Supply Chain

Current Employees (500+ total, 1 in your network)
- Scott Head, Senior Talent Supply Manager, through Tim Milford, Ken Nenak
- Jane Weckler, ADM Herbal Essentials Head & Shoulders
- Julia Hill, Marketing Assistant
- Camelia Tarzai, Finance Analyst
- Renessa Clayton, Design

New hires
- Mahesh Krishnamachari, SAP NetWeaver Consultant - SAP, 9 months ago
- Velodmyr Shpykou, Intern - SAP, 3 months ago
- Jackie Villareal, Project Controller - Investcorp, 4 months ago
- Nicole Starling, Assistant Brand Manager - COVERGIRL

Recent Promotions and Changes

- Lisa Source, Trade Marketing Manager, was Sales Manager - 3 months ago
- Keteadra Brown, Market Planning Department Manager, was Market Planning Department Manager - 2 months ago
- Nilesh Patel, Key Account Manager, was Summer Internship - 4 months ago
- Jooyen Johnson, Global Bind Brand Manager - Global Traffic Assurance Leader - 3 months ago
- Vedanta Pandit, Flex Developer, was SAP WebSphere Developer - last month

Popular Profiles
- Adrian Wells, Marketing Manager
- Latast Charrier, Marketing Director
- Peter Clay, VP & General Manager
- Sunny Vohra, Marketing Director
- Martin Loke, IT Manager

Stock Information

- P&G (NYSE: PGG)
- Dividend: $0.4944
- Market Cap: $185.32B
- Price/Earnings (P/E): 16.2x

This LinkedIn Company Profile was created by LinkedIn and is about P&G. This page is not endorsed or affiliated with P&G. For questions regarding LinkedIn Company Profiles, contact us.
The *Silver Level Company Page* will allow you to add corporate/recruitment events, news, video, Podcasts, etc. as well as target content based on candidate profiles.

Also includes Polls (fun or market research), Recruiter Profiles (let candidates learn more about who they are talking to) and Employee Profiles (day in the life).
Why YouTube for EPC recruiting?

- YouTube has over 100 million unique monthly visitors
- YouTube reaches 40% of construction professionals on the internet
- YouTube reaches 35% of engineering professionals on the internet
- Over 41% of all online videos are watched on YouTube. No other media even commands more than 4%! 
YouTube Branded Channel

On your channel page, other YouTube users can see your public videos, favorite videos, bulletins and subscribers. Your channel page also displays several links that let other people connect with you (and your brand) by sending you a message, sharing your channel with friends or adding comments to your channel.

Targeted:

• YouTube visitors are 70% more likely to be job seekers than the average Internet user.

Engaged:

• YouTube visitors who plan to change jobs in the next 12 months spend 27 min (avg) on the site each usage day.
• That’s more than 3x the time they spend on any job board.

Source: comScore PlanMetrix,
YouTube Channel: Build Your Following

- Brand channels provide a number of features that **are not available on standard user channels**:
  - A channel page banner image at the top of brand channel.
  - Additional images provide additional branding opportunities on the watch page.
  - The featured video plays automatically when users visit your channel page.
  - Includes extensive site measurements on page views, comments, and subscribers.
Branded Career Channel: Verizon
Contests

Deloitte Film Festival - Iron Man

Star Rating: 4.8 / 5 based on 18 ratings

Views: 11,109

Votes: Up: 1185 Down: 854

Statistics & Data

Video Responses (0)

Text Comments (1) Options

Sign In to post a Comment

dunc0ffin3 (2 years ago)

I really liked this one. Well done guys. :) Looked like it could have been a Nike commercial.
Let’s not forget Twitter....
What is Twitter?

- Twitter is a Social Networking and Micro-Blogging site that allows subscribers to send text-based posts that are up to 140 characters in length, called Tweets.
- Tweets are used to succinctly update contacts on what you are doing.
- Much like MySpace or Facebook, other Twitters subscribe to your page to receive your Tweets.
- Subscribers can receive updates via the Twitter Website, Instant Messaging, Text Messaging, RSS Feeds, Email or through applications such as Twitterific and Facebook.
Twitter Custom Page

Custom Branded Background

What are you doing? Section for your updates and job feed

Get updates from the people you follow on your Twitter home page

Search

Whom you are following and who is following you
Q & A
Thank You!