Web 2.0 Recruiting

Executive Summary

Web 2.0 is a collection of technologies that allows users to interact with online content. This means Web surfers are no longer bound by the static experience of Web 1.0. These tools engage users by letting them participate in, control and guide their online visit. Some of the most popular Web 2.0 applications include: social networks, blogs, podcasts, and online video.

Widespread adoption of Web 2.0 in America indicates that Web users have become more sophisticated and desire a personalized experience.

- By 2012, the number of people reading blogs, at least once a month, is expected to grow to 145 million.
- The number of people who visit social networks at least once a month is projected to increase to 115 million by 2013.
- Podcast audience will increase 251% by 2012.
- Online video consumers will include 88% of Internet users by 2012.

Web 2.0 technologies can be adapted into an online recruitment campaign to grab and maintain the attention of active and passive candidates. As Web 2.0 is centered on user experiences, it allows for a variety of inventive and functional recruiting and branding avenues.

- 45% of organizations plan to increase the use of technologies that link to social networks, such as LinkedIn and Facebook, during the recruitment process.
- Organizations report the best recruitment results when using industry-specific networks and blogs.

As the competition for top talent heats up, utilizing emerging technologies can position your recruitment strategy at the top. Can you risk falling behind the competition?

For additional insight on how to leverage the exciting digital landscape to connect with top talent, please contact your nearest NAS office or visit www.nasinteractive.com.
Recruitment 2.0

What is Web 2.0?

Interaction is the next phase in the evolution of the World Wide Web. According to Wikipedia, Web 2.0 allows for greater creativity, information sharing and collaboration by users. Web 2.0 applications include: social networks, podcasts, blogs and online video, among others.

Widespread adoption of Web 2.0 technologies suggests that Web users have become more sophisticated and desire a personalized experience. As Web 2.0 is centered on user experiences, it allows for more inventive and functional communication avenues on career sites. Web 2.0 also emphasizes relationship building between the candidate and employment brand. Best-in-class organizations are 52% more likely to recruit using Web 2.0 technologies than laggard organizations. These organizations know that to attract top talent, they must meet job seekers’ expectations.

Web 2.0 technology can be adapted into your online recruitment campaign to grab and maintain the attention of active and passive job seekers by making candidates less likely to move on to another career site or posting. Advanced recruiting techniques allow employers to pin point, create a dialogue with and stay connected to job seekers within specific industries that possess preferred expertise.

Quick Profile of Internet Users

- As of 2009, there were 199.2 million Internet users.
- 55% of adult Americans have high-speed Internet connections at home.
- Research by Pew Internet found 72% adults go online on a daily basis.
- 34% of Internet users are always connected, using internet services away from the home.
- 18.8 million people used the Internet to search for a job in December 2008.
- 34% of active job seekers visit company websites to search and apply for jobs.
- 19% of people use a social networking site daily.
- Over 30% of social network users are college graduates.
Who’s Using Web2.0?

Although Generation Y appears to be more plugged in to Web 2.0 technologies than the rest of the population, social networks prevail as the most used Web 2.0 technology among all age groups. This is a sure-fire reason to update your recruiting practices immediately. Internet users are looking for a way to connect and expand their networks. Web 2.0 provides a way to spread your employment brand directly to your targeted audience.

![Web 2.0 Consumption by Generation]

**How Can I use Web 2.0 for Recruiting?**

Implementing Web 2.0 technologies can help employers keep up with Web savvy job seekers. Using Web 2.0 also can improve the employer brand by showing that a company is modern, exciting, and technology driven. It also helps candidates get acquainted with a company and its culture. As the competition for top talent heats up, focusing new technologies can position your recruitment strategy ahead of your competitors.

Talent is now recruiting you. Web 2.0 puts your company and recruitment practices under the microscope and offers a 360-degree view, thus, attracting the perfect candidate.

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Is Web 2.0 Recruiting Catching on in HR?

45% of organizations plan to increase the use of technologies that link to social networks, such as LinkedIn and Facebook, during the recruitment process.

Is Recruiting with Web 2.0 Effective?

Organizations report the best result when using industry specific networks and blogs.

Source: Doublestar

Effectiveness of Web 2.0 Recruiting Tools

Source: Doublestar
A Deeper Look at Web 2.0 Technologies

Blogs

A Blog (a contraction of the term Web log) is a Web site or page, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Blogs are considered to be the first generation of Web 2.0. They allow for user generated content, idea and opinion sharing.

Blogger Demographics

Average Age: 37.6
Race/Ethnicity: majority are non-Hispanic White
Average Annual Income: $55,189
Education: 14.3 years
Source: eMarketer.com

eMarketer, a leading source of market research and trends, estimates that in the U.S. alone, there are 28 million bloggers in 2009. By 2012, the number of people reading blogs, at least once a month, is expected to grow to 145 million- that is 67% of the internet population in the U.S.

Although blogs have only recently been adopted into the mainstream, blogging is not a new idea. Half of bloggers are on their second blog, and 59% have been blogging for more than two years. Because blogs have entered main stream media, they are gaining a reputation for containing reliable information.

Perceptions about Blogs

Source: Techoranti, State of the Blogosphere

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Recruiting with Blogs

In recruiting, blogs are a means for employers to build their employer brand, unearth passive candidates, expand their talent pool, and gain insights not apparent in resumes and job interviews.

Blog readers and content producers pay attention to information that interests them both professionally and personally. This factor allows for targeting of candidates with specific knowledge for those hard-to-fill positions.

Employers can comb blogs for knowledgeable professionals. Blogs can highlight creative abilities and commentary skills and also allow for direct contact with qualified candidates. This direct conversational outlet creates a personal feel to the recruitment process. Blogs can also provide greater social media and search engine exposure for corporations and can create trust in a company’s recruitment brand.

Human resources can also enable a recruitment blog. Employers can post company updates, employee profiles, events and hot positions. A recruitment blog can become the place for job seekers to find information and get a feel for your company. Creating an off-site URL for this type of blog is great for those “on-the-job” blog surfers.

How Do I Get Job Seekers to Visit my Blog?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>List blog on Techoranti</td>
<td>83%</td>
</tr>
<tr>
<td>Comment on other blogs</td>
<td>77%</td>
</tr>
<tr>
<td>List blog on Google</td>
<td>73%</td>
</tr>
<tr>
<td>Tag blog posts</td>
<td>68%</td>
</tr>
<tr>
<td>Link to other blogs</td>
<td>64%</td>
</tr>
<tr>
<td>Participate in blogroll</td>
<td>54%</td>
</tr>
<tr>
<td>Get listed on blog directory</td>
<td>52%</td>
</tr>
<tr>
<td>Produce content for other blogs/sites</td>
<td>25%</td>
</tr>
<tr>
<td>Pay for online advertising</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Techoranti, State of the Blogosphere
Online Networking

Many companies are successfully using social media and marketing strategies to understand and engage their audiences more deeply.

Online networks are virtual communities based upon shared interests and activities that place emphasis on relationship building. Although online networks began as a way for college students to connect, they are now regularly used by all. There are various ways to interact with peers and colleagues, including messaging, blogging, video, and forums. There are also many types of online networks, from classmate finders to industry- and occupation-specific areas.

Demographics of Social Networks

| Age: 57% of people age 25-34 have a profile on a SNS |
| Race/Ethnicity: majority are Hispanic & African American |
| Average Annual Income: 83% make up to $49,999 annually |
| Education: 41% have some college education |

Source: Pew Internet & American Life Project December 2008

Although there are various types of online networks available for people to join, hobby-oriented (48%) and social networks (41%) take the lead in the number of members. Professional networks follow closely with 33%. All types of online networks have experienced rapid growth in membership. The number of people who visit social networks at least once a month is projected to increase to 115 million by 2013.\(^\text{xi}\)

How are adults using online networks?

Source: eMarketer
Networking 2.0. The days of blind resume searching and generalized branding messages are over. It is all about who you know, and who they know. The two most important online networks for recruiting are Facebook and LinkedIn. These online networks provide very different types of user engagement. Facebook is used to connect classmates and old friends, while LinkedIn is purely for professional use.

Facebook began as a way for college students to connect to one another. Today, the social networking site is commonly used to link students, co-workers, friends and people living in the same communities. Also, it’s audience of older users is growing.

Users can create profiles, post photos and list personal interests. They can also exchange public messages, leave comments, join groups, and become fans of businesses and causes.

Quick Facts

- 70 million registered users
- 6th most visited website in the world with 1.1 billion visitors per month
- The largest segment is the college crowd, making up 40.8% of all members
- Fastest growing segment are 25 and older, doubling every six months
- Over 55,000 regional, work-related, collegiate and high school networks

Source: Green Dot Interactive 2008

Recruiting with Facebook

Because of the viral nature of Facebook, your message can spread quickly through candidates and their networks. Facebook has an ever expanding variety of cutting-edge opportunities to expose companies to candidates and recruit. Facebook provides the opportunity to market to passive job seekers and recent graduates while offering insight into candidates personalities.

The most basic way people connect on Facebook is through newsfeeds. This is the first page members are taken to upon log-in and provides friend updates and news stories. Facebook allows for members to become “fans” of company profile pages and receive company updates right on their news feed page. This action keeps interested parties up to date on the latest news and happenings of their favorite companies.
Creating a sponsored page on Facebook lets candidates can engage an employment brand by viewing specific details of employment value propositions and employee testimonials. Here, companies can expose their culture through photos and blogs.

Employers can post career events and provide links to open jobs. They can also highlight career paths so that viewers can see and evaluate the appeal of the company.

Facebook also offers pay per click advertising options. With pay-per-click advertising, there is no worry about spending the extra time and money on a marketing strategy. Ads only reach people who are looking for exactly what you have to offer and payment is made only when a viewer clicks the link to a website and expresses a serious interest in a company.

LinkedIn is an online network intended for working professionals and represents over 150 industries. LinkedIn has become the center of the Web for networking with colleagues, sourcing potential clients, creating new business prospects and exploring new employment opportunities.

Quick Facts

- 25 million active users
- 7.9 million visitors per month
- 76% have at least a four-year college degree
- 300,000+ recruiters are registered

Source: Green Dot Interactive 2008

Registered users can create a profile that highlights professional accomplishments and add to their professional networks. These networks consist of direct connections, connections’ connections, and the people they know, linking thousands of qualified professionals.
Recruiting with LinkedIn

Online networks put in place technology that allows employers to maintain relationships with individuals with whom they have infrequent contact. LinkedIn allows employers to explore a professional social network where people want to engage for business purposes only. LinkedIn provides a few distinct products for employers:

- **Recruiter and general sponsored in mail**
  In mails are personalized contact messages that are sent out to targeted users.

- **The ability to post jobs**
  LinkedIn provides a special Job Postings section where employers can post career opportunities.

- **Company pages**
  Today, company pages are fairly standardized and contain text about a company and links to related companies. Soon, company pages will include the ability to have employee spotlights, testimonials and employer profiles. Videos and industry polls can be included as well. Companies will have the capability to set up as many as five or six different unique company page experiences depending on who the user coming to look at the page is. For example, when a LinkedIn professional, such as an engineer, connects with a company page, he or she will view targeted information. This selective messaging can include employee spotlights, online video and employer profiles.

- **General advertising**
  Using LinkedIn’s highly accurate profile-based targeting technology, marketers can now reach specific audiences of influential, affluent, and ambitious professionals across hundreds of high-quality, brand-name publisher sites.

Their recruiting products enable HR staff to take the typical resume search experience to the next level. Since the candidate pool is not limited to only those who have uploaded a resume, LinkedIn has a very large network of professionals to dig through. Employers have access to everyone who has an account.

Search tools can be tailored by radius and distance and search alerts can be set up to automatically search, so skills can be pin pointed.
Podcasting

*Podcasting is all about reaching small groups with content that is niche-specific to your targeted audience.*

Podcasts are audio files that users can download onto their computer or personal mP3 player from the Internet. Since podcasts are pre-recorded, users can listen at their leisure, which ensures complete engagement.

**Podcast Demographics**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>majority are 19-29</td>
</tr>
<tr>
<td>Gender</td>
<td>majority are male</td>
</tr>
<tr>
<td>Average Annual Income</td>
<td>majority earn $75,000+</td>
</tr>
<tr>
<td>Education</td>
<td>23% are college grads or higher</td>
</tr>
</tbody>
</table>

Source: eMarketer.com

Podcast adoption is growing exponentially. eMarketer predicts that there will be 65 million podcast listeners by 2012. This is a 251% increase in podcast audience. In addition, 25 million of those listeners will be active at least once a week.

**Recruiting with Podcasts**

Podcasting, or as we call it in the recruitment world, jobcasting, can help build your employment brand. Jobcasts typically consist of interviews with HR professionals or current employees and give insight into company culture and attitudes, as well as highlighting opportunities. Jobcasts are a simple way to get your message across, and because listeners download jobcasts of their own accord, they are enthusiastic about hearing your message and it will maintain their total attention.

There many different ways to have your jobcast found by potential candidates:

- Feature downloads on your corporate website
- Be listed on a podcast directory site
- Have podcast links available in your RSS/News Feeds
- Tag your podcast on your HR blog; search engines should pick up on recent posts
- Utilize banner advertising on niche industry sites
- Offer automatic periodic downloads from your company
Online Video

“As online video viewing continues to grow as a primary source of entertainment, it will create many new opportunities for content providers and advertisers alike to reach engaged, influential audiences.” –Steve Mitgang; CEO of Veoh Networks

Online video is a sequence of streamed images and audio that is available without download. Recruiting videos are not lengthy and should provide an insider’s look by visually highlighting attractive features of your company.

eMarketer projects that by 2012, the online video audience will include 88% of the Internet population, or 190 million people. Approximately 63% of households have watched streamed video through a browser in 2008, up from 32% in ’07.

**Online Video Demographics**

![Bar chart showing online video demographics](chart.png)

Source: eMarketer

About 80% of the online population streams video at least once a month. Comscore found that light and medium online video users skew toward women viewers; however, heavy users are predominately male. How do video consumers use online video? The majority send and receive video links with friends and family.

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How Video Users Engage

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receive Video Links</td>
<td>75%</td>
<td>75%</td>
<td>75%</td>
<td>76%</td>
<td>77%</td>
<td>71%</td>
</tr>
<tr>
<td>Send Video Links to Others</td>
<td>57</td>
<td>59</td>
<td>54</td>
<td>67</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>Watch Video With Others</td>
<td>57</td>
<td>58</td>
<td>57</td>
<td>79</td>
<td>58</td>
<td>34</td>
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<tr>
<td>Rate Video</td>
<td>13</td>
<td>15</td>
<td>10</td>
<td>23</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Post Comments About Video</td>
<td>13</td>
<td>15</td>
<td>10</td>
<td>25</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Upload Video</td>
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<td>16</td>
<td>9</td>
<td>20</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Post Video Links Online</td>
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<td>12</td>
<td>9</td>
<td>22</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Pay for Video</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>10</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project 2007

Recruiting with Online Video

If a picture is worth a thousand words, then a moving picture is worth 100 million more. Many of America’s top employers use online videos to distribute their employment brand message. Employer videos give candidates a virtual look at a company’s culture and environment. Videos can be placed on a corporate career page, social networking sites, news sites or they can be embedded in a blog. This is a powerful recruitment tool and can keep employers from all industries one step ahead of their competition.

Best-in-class corporations are using online video in many different ways. Videos can feature realistic job previews, commentary from current employees and virtual tours. Some companies are even accepting video resumes from candidates. Online video enables job seekers and employers to interact in a new and effective way.

Videos should be placed in a single area of a website so candidates do not have to search for one that grabs them, potentially causing lost interest in your site. Videos can also be placed on video search engines or databases, such as YouTube under the company name.

Additional Web 2.0 Recruitment Opportunities

Interactive chats: Gives candidates the opportunity to find out more about a company and ask specific questions. This feature will help candidates to know if they are a good fit right off the bat and can save time for both the employer and job seeker. By chatting with candidates, employers can lead them in the right direction and toward a best-fit career path within the organization.

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Allowing applicant follow up: One of the biggest gripes of online job seekers is that they are not kept informed of the status of their application. This feeling of being disconnected can be side stepped by providing real-time updates on application status to candidates. This can be done through personalized applicant log-in pages or through email updates.

Advanced search options of openings: This level of functionality in your career site can seriously help weed out unqualified applicants and relieve job seeker frustration by pinpointing location, job function, experience and salary.

Candidate feedback: Providing surveys and polls can further engage job seekers by providing them a chance to express their feelings on the search process. This can also assist employers through gaining additional insight into interests and knowledge of individual candidates.

RSS Feeds: Sending general and recruitment news straight to the in-box of active and passive candidates specifically targets individuals interested in your company.

Conclusion

Candidates, both passive and active, expect more than your average mundane website, career center or job posting. Candidates want companies to create excitement, convey that they are looking for the best and are willing to put resources in place to obtain them. Job seekers desire to know that companies are talking to them directly and want to see their personal attributes reflected in the recruitment process. These personalized, direct and exciting messages target specific candidate pools and result in both greater success and less time to fill.

Web 2.0 generates a whole new type of word-of-mouth influencers, therefore, creating a network of informed candidates. Candidates have the technology available to make informed decisions about employment opportunities increasing the odds of achieving optimum candidate to opportunity fit.

Whether you like it or not, the recruitment game has changed again. Will you keep up?