 Recruiting Talent Using Web 2.0

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California Dept. of Justice
IPMA-HR/IPAC Joint Conference
September 14, 2009  Nashville, TN
Agenda

- The evolution of recruiting
- Web 2.0 and why we should be using it
- Top websites and how to use them
- Legal concerns and challenges to evolving
- Q&A
Traditional Recruiting

- Newspaper and other print ads
- Career fairs/events
- School career centers
- Printed promotional materials

These are all still important!
Modern Recruiting

- Static career portals
- Internet job boards
- Wikis
- Video sharing
- Social networks
- Blogs and personal pages
- Comments
- Community-of-interest sites
The term "Web 2.0" refers to a perceived second generation of web development and design, that aim to facilitate communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications; such as social-networking sites, video-sharing sites, wikis, blogs, and folksonomies.

Why we must evolve

- Looming retirements
- To meet our competition
- “Post and pray” won’t work
- If you haven’t been asked...
- Where are the candidates?
<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Google</td>
<td>Search engine</td>
</tr>
<tr>
<td>2</td>
<td>MSN</td>
<td>Search engine/content</td>
</tr>
<tr>
<td>3</td>
<td>Yahoo</td>
<td>Search engine/content</td>
</tr>
<tr>
<td>4</td>
<td>Live (now Bing)</td>
<td>Search engine</td>
</tr>
<tr>
<td>5</td>
<td>Facebook</td>
<td>Social networking</td>
</tr>
<tr>
<td>6</td>
<td>Wikipedia</td>
<td>User-generated content</td>
</tr>
<tr>
<td>7</td>
<td>YouTube</td>
<td>User-generated content</td>
</tr>
<tr>
<td>8</td>
<td>Microsoft.com</td>
<td>Corporate</td>
</tr>
<tr>
<td>9</td>
<td>MySpace</td>
<td>Social networking</td>
</tr>
<tr>
<td>10</td>
<td>eBay</td>
<td>User-generated content</td>
</tr>
</tbody>
</table>

Source: Quantcast, 07/06/09
Dominant Themes

Interactivity

Connectivity

What are you doing to engage your candidates?
Wiki(pedia)

- **What is a wiki?**
  - A **wiki** is software that allows users to collaboratively create, edit, link, and organize the content of a website, usually for reference material. Wikis are often used to create and power collaborative websites.

- **What is Wikipedia?** An online encyclopedia

- **How can we use this for recruiting?**
  - Own your Wikipedia page
  - Direct traffic from Wikipedia
  - Start your own wiki! (e.g., with pbworks)
United States Army

From Wikipedia, the free encyclopedia

(Redirected from U.S. Army)

The United States Army is the largest, and by some standards oldest, established branch of the armed forces of the United States and is one of seven uniformed services. Like all armies, it has the primary responsibility for land-based military operations.

The modern Army has its roots in the Continental Army which was formed on June 14, 1775, before the establishment of the United States, to meet the demands of the American Revolutionary War. Congress created the United States Army on June 14, 1784 after the end of the war to replace the disbanded Continental Army. The Army considers itself to be descended from the Continental Army, and thus dates its inception from the origins of that force.[1]

Control and operation of the Army is administered by the Department of the Army, one of the three service departments of the Department of Defense. The civilian head is the Secretary of the Army and the highest ranking military officer in the department is the Chief of Staff. As of August 31, 2017, the Regular Army reached a strength of 519,431 soldiers. It is the second largest component of the Department of Defense. The Army is responsible for land-based military operations through the United States Army Forces Command, the Army Reserve, and the National Guard.

External links

- ARMY MIL - Official Homepage of the United States Army
- GoArmy.com - Official recruiting site
- America's Army - Official Army Game Project site
- Army formations
- US Army Institute of Heraldry insignia list
- United States Army
- Military of the United States
- Uniformed services of the United States
- Ministry of Defence of the United States
Welcome to the SRRT Wiki!

The purpose of this webpage is to share information among California State recruiters. Feel free to edit the pages as you see fit, but be careful you don't delete content that someone else posted (unless it's for a good reason).
- What is it?
- Why would we want to use it?
  - Popularity
  - Multi-media
- How can we use it?
  - Create & distribute recruiting videos
  - Create a YouTube channel
  - Surf for comments
Example: Google

YouTube - Working at Google NYC - Nina: Software Engineer - Mozilla Firefox

Working at Google NYC - Nina: Software Engineer

The Official Google Channel

From: Google
Joined: 2 years ago
Videos: 697

About This Video
Nina talks to us about the personal rewards of working at Google.

Added: April 26, 2007

More From: Google
Social Networking Websites
Some of the big players

**myspace.com**
- **Pro:** historically the most popular*
- **Con:**

**facebook**
- **Pro:** good place for college grads
- **Con:** can be challenging to use
- **Pro:** experienced professionals
- **Pro:** more accessible
- **Con:** not free

* Facebook is eclipsing
Recruiting 2.0

LinkedIn Search Results

1,497 results for “human resources”, 25 mi (40 km) 95814 US

Katrina "Katie" S. Hagen
Deputy Director, Workforce Development
Sacramento, California Area | Human Resources
136 connections | 1 recommendation
Current: Deputy Director at California Prison Health Care... more...
In Common: 1 shared connection

Shelley Langan
Technical Director, HR Practices at CPS Human Resource Services
Sacramento, California Area | Human Resources
7 connections
Current: Technical Director, Human Resource Practices at CPS... more...
In Common: 3 shared connections

Pam Dixon
Strategic Recruiter
Sacramento, California Area | Human Resources
267 connections | 17 recommendations
In Common: 2 shared connections

Jeff DeGroot (20000+)
Executive Recruiter, jeffdegroot@comcast.net Top linked MyLink500.com

Modify Your Search
Keywords: "human resources"
First Name:
Last Name:
Title:
Company:
Current & past
School:
Location: Located in or near
Country: United States
Postal Code: 95814
Lookup
Facebook Front Page

News Feed
- Bryan likes watching Elena laugh.
- Indis Vargas Rainell wants to do the U2 Thing and the Truth Thing her fb friends are doing, but - can we handle the truth?!
- Milli McHugh is feeling deeper.
- Casey Nave is missing someone?

Meghan Conard Cefala added new photos.

Mendocino 2/19 - 10 photos:
- Comment - Like

Catherine Luft commented on the note About my spouse by Kelli Smith.

Sarah Room and Cary Zul Mikel are new friends.

Annie Lende is attending Jubilee & NEUMOS :: March 9. - Comment - Like - RSVP to this even.

Dave Osie commented on Suzi Korn’s video.

Requests
- 3 friend suggestions
- 1 birthday request
- 4 friend requests
- 20 other requests

Updates
- 48 new updates

Applications
- Page Manager
- Photos
- Events
- Jobster Career Net...

People You May Know
- See All

Miguel Villarreal
- Add as Friend
- You and Miguel both went to University of California, Davis.

Jason Epstein
- Add as Friend

Karon Gibbs Springsstead
- Add as Friend

Invite Your Friends
- Invite friends to join Facebook.

Find Your Friends
- To find people you know who are already using Facebook, check out the Friend Finder.
Facebook Search Results

Displaying 1 - 10 out of 417 people results at Sacramento, CA for: human resources

- Kelly Koring
  - Networks: Gap

- Jennifer James Silver
  - Networks: Sacramento, CA

- Julie Ann Gardner Cathcart
  - Networks: Sacramento, CA

- Elisa Levy
  - Networks: Sacramento, CA
Facebook Profile

Bryan Baldwin wishes everyone a happy and safe 4th! \( \heartsuit \) \( \heartsuit \) an Saturday clear

Wall Info Photos

Basic Information
Networks: Sacramento, CA
Sex: Male
Birthday: September 9
Relationship Status: Married to Sarah Ream

Contact Information
Website: http://hrtests.blogspot.com
http://www.linkedin.com/profile/viewProf...

Education and Work
Grad School: Claremont Graduate University '97
M.A., Organizational Behavior
College: University of California, Davis '94
Psychology
High School: Henry M. Gunn High School '92
Employer: California Department of Justice
Position: Recruitment and Retention Manager
Time Period: October 2007 - Present
Location: Sacramento, CA
Description: Assist supervisors with finding qualified applicants. Promote the California DOJ as an employer of choice.
Renewer: Washington State Department of Personnel
Facebook Fan Page
MySpace Search Results

Recruiting 2.0
MySpace Page
Best Practices for Using Social Networks

- They sound great for sourcing, but it’s very time consuming
- Consider reason people are on the site (is it to get a job?)
- Best use:
  - Recruiters should join and complete a full profile
  - Encourage high performers to create profiles—drive those referrals
  - Drive people to your career site
  - Drive people to fan pages
  - Join lots of groups (expands communication)
  - (Possibly) job posting—LinkedIn has free postings in Groups and sub-groups
  - Beware of providing recommendations
Internal Social Networks

- What are they?
- Who uses them?
  - Accenture
  - Microsoft
  - Latham & Watkins
  - Dow Chemical
- Why use them?
  - Onboarding
  - Engagement
  - Knowledge sharing & idea generation
  - Retention
  - Talent inventory & management
  - Recruitment (including boomerangs)
  - Brand building

“ROI data is sketchy but as many top firms have said, “the cost of not incorporating private social networks within our corporate culture is unacceptable.”
- Gerry Crispin, CareerXroads
Ning Example 1

A space for personnel assessment professionals

IPAC (www.ipacweb.org) is the premier professional organization devoted to the research and practice of personnel selection.

Latest Activity

CONGRATULATIONS
You created the IPAC network. 2 minutes ago

ANNOUNCEMENT
IPAC now has blogs 4 minutes ago

ANNOUNCEMENT
IPAC now has forum 4 minutes ago

ANNOUNCEMENT
IPAC now has groups 4 minutes ago

ANNOUNCEMENT
IPAC now has events 4 minutes ago

About IPAC

Bryan Baldwin created this social network on Ning.

Create your own social network!
Ning Example 2

Welcome to RecruitingBlogs.com

Sign Up
or Sign In

An Hour With

Welcome to RecruitingBlogs.com

Sign Up
or Sign In

An Hour With

Supported by AVATURE

Anyone?
• Used by progressive employers (and CEOs) for years
  • Google, Adobe, Dell, General Motors, Delta
• Used to attract individuals based on content that interests the highly qualified
• Who reads blogs (in the U.S.)?
  • 32% of Internet users
  • 49% of online teens, 43% of Gen Yers
• Who has created a blog (in the U.S.)?
  • 11% of Internet users
  • 28% of online teens
**Is Now a Good Time?**

With budget cuts, layoffs, reorganizations, and associated turmoil, I’ve heard that some organizations are choosing to postpone or completely cut out long-standing leadership development efforts. For the last decade we’ve talked so much about succession planning, talent management, and employee development. Now, within a six month period, our twitch-speed attention spans have shifted to survival mode, forgoing many of the initiatives we’ve been saying are important.

I understand the need to live within our means—I do it daily with my own checkbook. Still, I can’t help but wonder what consequences public agencies will experience by losing focus on such important initiatives. Aren’t the veterans and baby boomers still going to retire (or at least leave the organization) in the relatively near future? Is anyone worried about the preparedness of the public sector workforce in terms of leadership capacity?

Your thoughts?

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**6 Responses to “Is Now a Good Time?”**
Micro-blogs

- Very limited text input
- 11% of online U.S. adults have used
- Can be used to source

But...a much better use:
- Get “followers”
- Refer to your site
Legal Considerations

- Don’t assume that what you see on a page was placed there by the owner.
- Make sure invite/hire decisions are not based on protected characteristics.
- Make all invite/hire decisions based on job-related qualifications.
- Document your invite/hire decisions.
- Train those that will be using these technologies.
- Consider centralizing their use (although this has downsides, like limiting profile generation).
# Online Patterns

## Top Websites

<table>
<thead>
<tr>
<th>Web Site</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>rank</td>
<td>%</td>
<td>rank</td>
<td>%</td>
<td>rank</td>
</tr>
<tr>
<td>Facebook</td>
<td>1</td>
<td>15.7</td>
<td>2</td>
<td>11.5</td>
<td>2</td>
</tr>
<tr>
<td>Google</td>
<td>2</td>
<td>13.9</td>
<td>3</td>
<td>5.6</td>
<td>5</td>
</tr>
<tr>
<td>Yahoo</td>
<td>3</td>
<td>4.0</td>
<td>6</td>
<td>2.2</td>
<td>9</td>
</tr>
<tr>
<td>MySpace</td>
<td>4</td>
<td>3.2</td>
<td>1</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>YouTube</td>
<td>5</td>
<td>2.5</td>
<td>4</td>
<td>5.1</td>
<td>3</td>
</tr>
<tr>
<td>LiveJournal</td>
<td>6</td>
<td>2.5</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>ESPN</td>
<td>7</td>
<td>2.2</td>
<td>5</td>
<td>3.3</td>
<td>8</td>
</tr>
<tr>
<td>eBay</td>
<td>8</td>
<td>2.2</td>
<td>10</td>
<td>1.3</td>
<td>6</td>
</tr>
<tr>
<td>Amazon</td>
<td>9</td>
<td>1.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>CNN</td>
<td>10</td>
<td>1.5</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Anderson Analytics GenX2Z 2009 US College Student Report
## Online Patterns

How often, if at all, do you use the following social networking websites?

<table>
<thead>
<tr>
<th>(Top-2-box, at least once a week)</th>
<th>Female</th>
<th>Male</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>74.3%</td>
<td>68.0%</td>
<td>71.2%</td>
</tr>
<tr>
<td>MySpace</td>
<td>38.3%</td>
<td>24.4%</td>
<td>31.6%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4.3%</td>
<td>6.8%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Xanga</td>
<td>4.7%</td>
<td>5.6%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Orkut</td>
<td>2.8%</td>
<td>6.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Friendster</td>
<td>2.6%</td>
<td>5.4%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Hi5</td>
<td>2.4%</td>
<td>4.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Bebo</td>
<td>1.5%</td>
<td>4.6%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Source: Anderson Analytics GenX2Z 2009 US College Student Report
Online Patterns

- Internet users between the ages of 35-54 now account for 40.6% of the MySpace visitor base
- 62% of YouTube users are 35 or older
- Average age of LinkedIn user: 41

But...

- 67% of 18-32 year olds use social networking sites; 20% of 45-54 olds do and 9% of 55-63 year olds do
- 57% of online adults 25-34 have a social network profile, while only 19% of 45-54 year olds do
WHOS ON FACEBOOK?
As Facebook attracts an older audience, college-age users make up a smaller share of the social networking Web site. A look at U.S. membership:

PERCENT OF TOTAL USERS BY AGE GROUP

<table>
<thead>
<tr>
<th>Age Group</th>
<th>October 2007</th>
<th>June 2008</th>
<th>January 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 17 or younger</td>
<td>0.8%</td>
<td>1.2%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>3.4%</td>
<td>7%</td>
<td>*0.1%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>14.2%</td>
<td>16.5%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>19.1%</td>
<td>21.1%</td>
<td>40.8%</td>
</tr>
<tr>
<td>Age 55 and older</td>
<td>*0.7%</td>
<td>*0.3%</td>
<td>26.7%</td>
</tr>
<tr>
<td>(*) Age unknown</td>
<td>*3.4%</td>
<td>*0.3%</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL: 19,951,900
JUNE 2008: 26,481,100
JAN. 2009: 42,089,200

TOTAL U.S. USERS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Membership Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 17 or younger</td>
<td>29.6%</td>
</tr>
<tr>
<td>Age 18-24</td>
<td>20.6%</td>
</tr>
<tr>
<td>Age 25-34</td>
<td>101.5%</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>276.4%</td>
</tr>
<tr>
<td>Age 55 and older</td>
<td>194.3%</td>
</tr>
</tbody>
</table>

MEMBERSHIP GROWTH JUNE '08 TO JAN. '09

Sources: iStrategyLabs; Bee research by LAUREL ROSENHALL
NAM NGUYEN nnguyen@sacbee.com
The Challenges of Evolving

- **Expect resistance** from folks who are not familiar with this technology (esp. MySpace)
- **Expect these sites to be blocked** by your network security—but don’t let that stop you!
- Finding passives **takes more time**.
- You have to be **interesting**.
- Consider that your employees **may have already established organizational social networks**!
- **Have a plan.** Check out:

Get In The Pool

Like this.

And this.

But not like this.
Staying Current

How can I keep up on everything?

Blogs/Discussions:
www.ere.net
www.collegerecruiter.com/weblog

Webcasts:
www.hr.com
www.humancapitalinstitute.org
Recruiting 2.0
Questions?