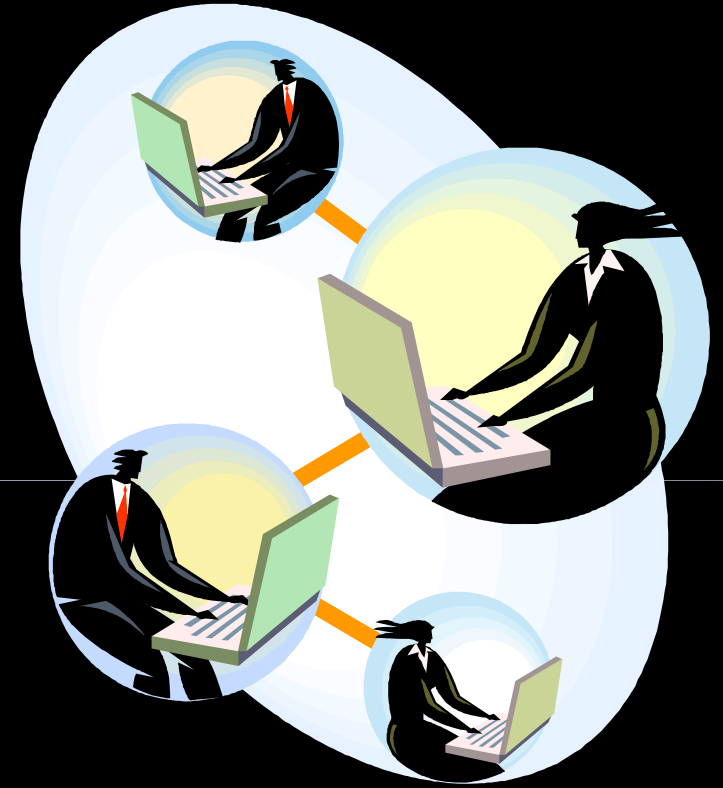


Recruiting Talent Using Web 2.0



Bryan Baldwin
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

Common focus

WEB 2.0

What is Web 2.0?

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.**

Source: Wikipedia

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?

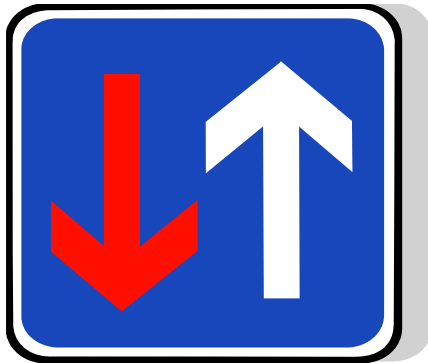
Top Websites

1. Google	Search engine
2. MSN	Search engine/content
3. Yahoo	Search engine/content
4. Live (now Bing)	Search engine
5. Facebook	Social networking
6. Wikipedia	User-generated content
7. YouTube	User-generated content
8. Microsoft.com	Corporate
9. MySpace	Social networking
10.eBay	User-generated content

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)

Example: U.S. Army



WIKIPEDIA
The Free Encyclopedia

navigation

- [Main Page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

interaction

- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
- [Donate to Wikipedia](#)
- [Help](#)

search

[Log in / create account](#)

article
discussion
edit this page
history

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 had 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, 2007](#), the [Regular Army](#) reported a strength of 519,471 soldiers.^[2] By the end of 2006, the Army



- 17. [^](#) [U.S. Army Fact Files](#) 37. [^](#) [The 7 Army Values](#) verified 2007-01-05
- 18. [^](#) [U.S. Army Fact Files](#) 38. [^](#) [The United States Army | Organization](#) [edit]
- 19. [^](#) [U.S. Army Fact Files](#)

External links

- [ARMY.MIL](#) [edit] - Official Homepage of the United States Army
- [GoArmy.com](#) [edit] Official recruiting site
- [America's Army](#) [edit] Official Army Game Project site
- [Army Formations](#) [edit]
- [US Army Institute of Heraldry insignia list](#) [edit]

v · d · e	United States Army	[show]
v · d · e	Military of the United States	[show]
v · d · e	Uniformed services of the United States	[show]
v · d · e	Major topics in the United States	[show]

Example: CA Recruiting Roundtable

State Recruiters Roundtable Wiki

home

! This free trial of Professional Edition is limited to 3 users or less. [Click here](#) to purchase Professional Edition.


VIEW EDIT

☆ FrontPage

last edited by Bryan Baldwin 0 mins ago [Page history](#)

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).



The Great Seal of the State of California, featuring a woman holding a torch and a grizzly bear, with the text 'THE GREAT SEAL OF THE STATE OF CALIFORNIA' and 'EUREKA'.

[brynich@gmail.com](#)
account sign out

- Create a page
- Upload files
- Buy Now!

- FrontPage
- Pages & Files
- Settings
- Help

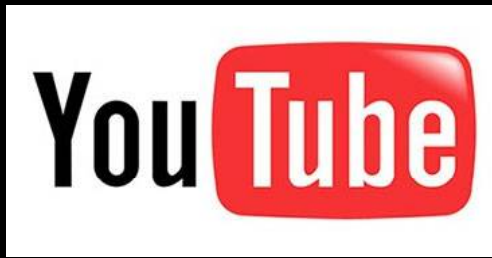
Search Pages and Files

- Send a link
- Put this page in a folder
- Add Tags
- Page Security

SideBar

Links

- [Homepage](#)
- [SRRT Members](#)
- [Event calendar](#)
- [Reference Guides](#)



- 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

The screenshot displays a Mozilla Firefox browser window with the YouTube website open. The browser's title bar reads "YouTube - Working at Google NYC - Nina: Software Engineer - Mozilla Firefox". The address bar shows the URL "http://www.youtube.com/watch?v=xs6zBN_GEJ8". The browser's menu bar includes "File", "Edit", "View", "History", "Bookmarks", "Tools", and "Help". The browser's toolbar shows various icons for navigation and search. The browser's status bar at the bottom shows the Windows start button and several open applications, including "YouTube - Working at..." and "Document1 - Microsof...".

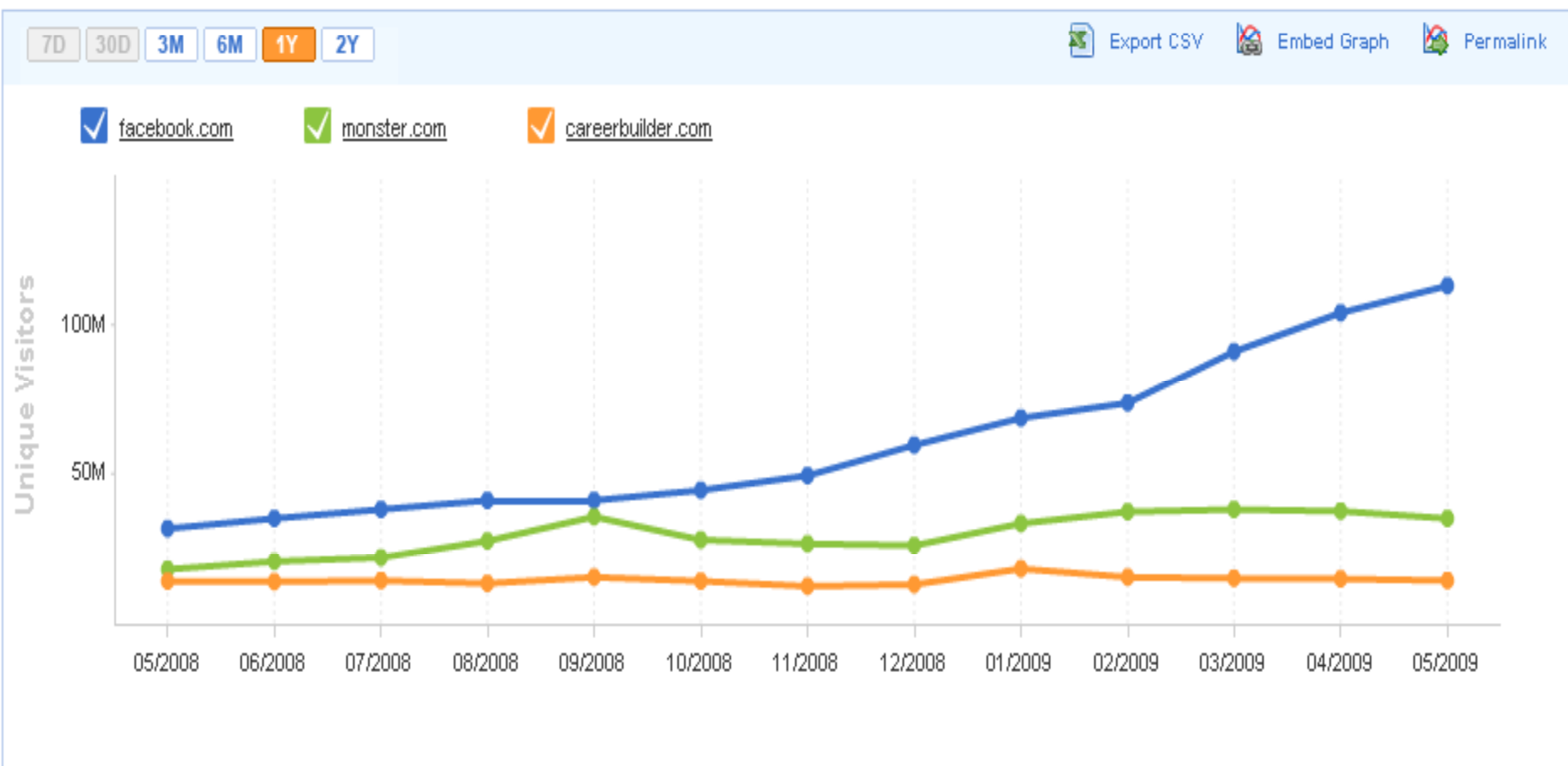
The YouTube page content includes the YouTube logo with the tagline "Broadcast Yourself™". The navigation menu has tabs for "Home", "Videos", "Channels", and "Community". The search bar is visible with a "Search" button and a "settings" link. The video title is "Working at Google NYC - Nina: Software Engineer". The video player shows a woman with glasses smiling. The video player controls include a play button, a progress bar, and a volume control. Below the video player are buttons for "Share", "Favorite", "Add to Playlists", and "Flag".

On the right side of the page, there is a section for "The Official Google Channel" with a "Subscribe" button. Below this is an "About This Video" section with the text "Nina talks to us about the personal rewards of working at Google." and a link to "http://www.google.com/jobs!... (more)". There is also an "Embed" section with a "customize" link. At the bottom right, there is a "More From: Google" section with two video thumbnails: "Google Apps Team Edition Overview" (02:22 From: Google, Views: 5,276) and "Beginning Analytics: Interpreting and Acting on Your Data" (09:07 From: Google, Views: 2,342).

Social Networking Websites



Online Patterns



Source: Compete.com

Some of the big players



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

LinkedIn Frontpage

People | Jobs | Answers | Companies

[Account & Settings](#) | [Help](#) | [Sign Out](#) | [Language](#)

Explore People Search: Harvard - Vice President at Google - Accounting

Advanced

Home

Groups

- IPAC: International Personnel...
- 2009 IPMA-HR/IPAC Conference

Contacts

Inbox (24)

Applications

- Reading List by Amazon
- Events
- Blog Link

Add Connections

Bryan Baldwin

Recruitment and Assessment Professional

What are you working on?

Expiration Notice

Your LinkedIn subscription has expired. Continue to get the most from your LinkedIn account and renew your subscription.

People you may know

Carrie Hoover

Carrie Hoover invites...

Feb 11 [take action](#)

Jim Durbin

Do You Really Know How...

Jan 13 [Archive](#)

Network Updates

What are you working on?

Bryan...

Today

STATUS UPDATES (4)

Ryan Leary Sourcing - Sourcing - Sourcing - Are you in Telecom?
Send me an email. Avaya has many openings to talk about.

Graham Nicholls

Managing Director at Crewe Sharp Career Bridge Pty Ltd

[Invite](#) | [x](#)

[See more >](#)

Featured Applications on LinkedIn

SlideShare

Share, view & comment on presentations from your network.

- Add this application
- Browse applications

Learn more about LinkedIn applications >

LinkedIn Search Results

- Home
- Groups
 - IPAC: International Personnel...
 - CyberSleuths
 - ERE.net
 - See all »
- Profile
 - Edit My Profile
 - View My Profile
 - Recommendations
- Contacts
 - Connections
 - Imported Contacts
 - Network Statistics
- Inbox (21)
 - Compose Message
 - Messages (4)
 - InMail (4)
 - Introductions
 - Invitations (11)
 - Profiles
 - Q&A (2)
 - Jobs
 - Recommendations
 - Group Messages
 - Group Invitations
- Applications

People
Saved Searches

1,497 results for "human resources", 25 mi (40 km) 95814 US
[\[Save this search \]](#)

Sort by: **Relationship + Recommendations** ▾ View: **My customized view** ▾ [\[Edit\]](#)

Modify Your Search

Keywords:

First Name:

Last Name:

Title:

Company:

School:

Location:

Country:

Postal Code:
 [Lookup](#)

Katrina "Katie" S. Hagen 1st

Deputy Director, Workforce Development
 Sacramento, California Area | Human Resources
 138 connections | 1 recommendation

[Recommend](#)
[Send message](#)

Current: Deputy Director at California Prison Health Care... [more...](#)
 In Common: ▶ 1 shared connection

Shelley Langan 1st

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 2nd

Strategic Recruiter
 Sacramento, California Area | Human Resources
 287 connections | 17 recommendations

In Common: ▶ 2 shared connections

Jeff DeGroot (20000+) mylink500.com 2nd

Executive Recruiter.jeffdegroot@comcast.net Toplinked MyLink500.com

LinkedIn Profile

Bryan Baldwin

Talent Management Expert
Sacramento, California Area



Contact Bryan Baldwin

Add Bryan Baldwin to your network

Current • Staff Services Manager II at California Department of Justice

Education • Claremont Graduate University
• University of California, Davis

Connections 99 connections

Industry Human Resources

Websites • My Blog
• My RSS feed

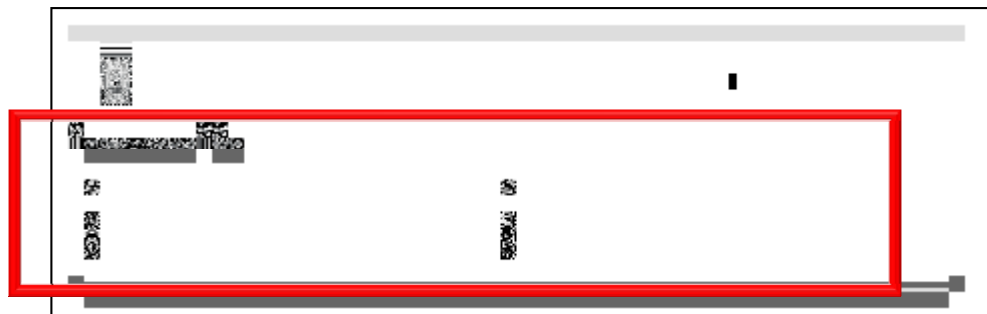
Public profile powered by: **LinkedIn**

Create a public profile: [Sign In](#) or [Join Now](#)

View Bryan Baldwin's full profile:

- See who you and **Bryan Baldwin** know in common
- Get introduced to **Bryan Baldwin**
- Contact **Bryan Baldwin** directly

View Full Profile



Facebook Front Page

The screenshot shows the Facebook front page in a Mozilla Firefox browser window. The browser's address bar displays "Facebook | Home - Mozilla Firefox". The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox 9), and the user's name "Bryan Baldwin" with links for Settings and Logout. A search bar is also present.

The main content area is divided into several sections:

- News Feed:** This section is highlighted with a red box. It contains a search bar with the text "What are you doing right now?". Below the search bar are tabs for "News Feed", "Status Updates", "Photos", "Links", and "Live Feed". The feed itself shows several posts:
 - Bryan Baldwin likes watching Elena laugh. 3 seconds ago - clear
 - Bryan Baldwin likes watching Elena laugh. 2 seconds ago - Comment - Like
 - Inés Vargas Fraenkel wants to do the List Thing and the Truth Thing her fb friends are doing, but -- can we handle the truth? ;). 3 hours ago - Comment - Like
 - Miki Higuchi is falling deeper. 5 hours ago - Comment - Like
 - Casey Nave is missing someone! 6 hours ago - Comment - Like
 - Meghan Conrad Cefalu added new photos. A gallery of five photos is shown, with the caption "Mendocino 2/09 - 18 photos" and "Comment - Like".
 - Catherine Luft commented on the note About my spouse by Kelli Smith. The comment reads: "this is great! thanks Kell, I'm doing it now".
 - Sarah Ream and Cary Zuk Mielke are now friends.
 - Anna Landa is attending Jubilee @ NEUMOS :: March 9. - Comment - Like - RSVP to this event
 - Dave Oei commented on Suzy Korn's video. The comment reads: "Where was that at? I thought you were gonna knock it over."
- Requests:** Shows 3 friend suggestions, 4 friend requests, 1 birthday request, and 22 other requests.
- Updates:** Shows 48 new updates.
- Applications:** Lists Page Manager, Photos, Groups, Events, Marketplace, and Jobster Career Net... with a "more" link.
- People You May Know:** Lists Miguel Villarreal, Jason Epstein, and Karan Gibbs Springstead, each with an "Add as Friend" button.
- Invite Your Friends:** A button to "Invite friends to join Facebook."
- Find Your Friends:** A link to "Find people you know who are already using Facebook, check out the Friend Finder."

The bottom of the browser window shows the Windows taskbar with the Start button, several application icons, and the system tray displaying the time as 7:10 PM.

Facebook Search Results





facebook Home Profile Friends Inbox 9 Bryan Baldwin Settings Logout Search

human resources Search Profile Search | Friend Finder

All Results People

Show results from Sacramento, CA Show More Filters

Displaying 1 - 10 out of 417 people results at Sacramento, CA for: **human resources** 1 2 3 Next

	Name: Kelly Koring Networks: Sacramento, CA Gap	Add as Friend Send a Message View Friends
	Name: Jennifer James Silver Networks: Sacramento, CA	Add as Friend Send a Message View Friends
	Name: Julie Ann Gardner Cathcart Networks: Sacramento, CA	Add as Friend Send a Message View Friends
	Name: Elisa Levy Networks: Sacramento, CA	Add as Friend Send a Message

Facebook Profile

facebook Home Profile Friends Inbox 11 Bryan Baldwin Settings Logout Search

Bryan Baldwin wishes everyone a happy and safe 4th on Saturday dear

Wall Info **Boxes** Search / fl... +

Photos

Edit Information More Ads

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 '90
 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.
 Employer: Washington State Department of Personnel

View Photos of Me (6)
 Edit My Profile

Write something about yourself.

Information

Networks: Sacramento, CA
 Relationship Status: Married to Sarah Ream
 Birthday: September 9

Friends
 46 friends [See All](#)

Applications Chat (5)

Facebook Fan Page

facebook Home Profile Friends Inbox 9 Bryan Baldwin Settings Logout Search

San Francisco [Browse more places](#)

[Become a Fan](#)
[Add to my Page's Favorites](#)
[View Updates](#)
[Share](#) +

▼ Photos
4 of 919 fan photos [See All](#)

▼ Video
2 fan videos [See All](#)

Location: San Francisco, CA

▼ Mini-Feed
Displaying 3 stories [See All](#)

March 26

San Francisco wrote on its own wall. March 26 at 3:59pm




San Francisco updated its profile. It changed the following: Location and Website. March 26 at 3:58pm




MySpace Search Results




Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼




Google [Advanced Search](#)
[Preferences](#)




Web Results 1 - 10 of about 617 from myspace.com



[MySpace.com - Steve - 52 - Male - Sacramento, California - www ...](#)  
 We're in Sacramento, CA. I used to work at The Sacramento Bee Newspaper in Human Resources, but was recently laid off. I spend time everyday looking for a ...
[www.myspace.com/hlydyspci2002](#) - 98k - [Cached](#) - [Similar pages](#) - 

[MySpace.com - Nancy - 58 - Female - Sacramento, California - www ...](#)  
 Catz Go Round Records, LLC Sacramento, CA US President, Effective 8/8/05. Dept of Finance Sacramento, CA US Senior Personnel Special. Human Resources ...
[profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=10559585](#) - 203k - [Cached](#) - [Similar pages](#) - 

[MySpace.com - Miss Katie - 24 - Female - SACRAMENTO, US - www ...](#)  
 California State University-Sacramento Sacramento, California Graduated: N/A Degree: Bachelor's Degree Major: Sociology Minor: Human Resources ...
[profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=35365740](#) - 161k - [Cached](#) - [Similar pages](#) - 

[MySpace.com - ~Nichole~ - 30 - Female - SACRAMENTO, California ...](#)  
 Priority Dispatch Service Sacramento, Ca US Human Resources Management, 2003 - 2008. US Air Force So Many Places, All over the East Coast US ...
[www.myspace.com/4nichole4](#) - 227k - [Cached](#) - [Similar pages](#) - 

[MySpace.com - Feur \(Kate\) - 27 - Female - SACRAMENTO, California ...](#)  
 Sacramento, CA Graduated: 2004. Student status: Alumni Degree: Bachelor's Degree Major: Business Administration/Human Resources Management, 1999 to 2004 ...
[profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendID=368471722](#) - 127k - [Cached](#) - [Similar pages](#) - 

[MySpace.com - Jessica \(V.O.S.\) - 23 - Female - SACRAMENTO ...](#)  
 Sacramento, California US Human Resources. 9/8/03-4/18/08. State Treasurer's Office

Done

MySpace Profile

MySpace Codes

FEUR (KATE)

FEMALE
27 YEARS OLD
SACRAMENTO, CALIFORNIA, UNITED STATES

LAST LOGIN: 2/8/2009

MOOOOOOOOOOOOOOOOOOO
I LOVE COWS
myspacemaster.net

FEUR (KATE)'S LATEST BLOG ENTRY [SUBSCRIBE TO THIS BLOG]
[VIEW ALL BLOG ENTRIES]

FEUR (KATE)'S BLURBS

ABOUT ME:
MY NAME IS FEUR (FAYE) SAELEE, ALSO KNOWN AS KATE. I WENT TO A K-8 SCHOOL CALLED COLEB GREENWOOD ELEMENTARY SCHOOL. I WAS ONE OF THE FIRST SEVENTH AND EIGHTH GRADERS. THEN I GRADUATED FROM SACRAMENTO HIGH SCHOOL. WHILE IN HIGH SCHOOL, I MET MY BOYFRIEND, KAO FARM SAEJAO. WE'VE BEEN TOGETHER 12 YEARS NOW. WE'VE BEEN LIVING TOGETHER SINCE 2002, BUT WE'RE NOT MARRIED YET, AND NO KIDS YET EITHER. AFTER HIGH SCHOOL, I WENT TO CALIFORNIA STATE UNIVERSITY, SACRAMENTO AND GRADUATED IN 2004.

WHEN THOUGH WE DON'T HAVE ANY KIDS, WE HAVE 3 WONDERFUL NEPHEWS AND NIECES, PLUS 2 THAT I'VE HAVEN'T SEEN FOR YEARS, FROM THE AGES OF 8 MONTHS-22 YEARS OLD.

WHO I'D LIKE TO MEET:
ANYONE FAMOUS.

MySpace URL:
WWW.MYSPACE.COM/FEURSAELEE

Feur (Kate) has visited 2% of the countries in the world!

contact add me im me group
myspacemaster.net

MySpace Page

The screenshot shows a web browser window with the address bar displaying <http://www.myspace.com/army>. The browser's tab bar includes a tab for "Blogger: HR Tests - Recruitment, asses..." and another for "HumphreyEtAlInPress.PDF (application/...)". The main content area features a large image of four U.S. Army soldiers in various uniforms. Below the image is a navigation bar with the following options: "ADD TO FRIENDS", "SEND A MESSAGE", "ARMY STRONG.®", "FORWARD TO FRIEND", and "ADD TO FAVORITES". A central "U.S. ARMY" logo with a star is also present. Below the navigation bar, there are three main interactive sections: a video player on the left showing a green abstract background with the label "U.S. ARMY VIDEOS" at the bottom; a "Ask A SOLDIER DISCUSSION BOARD" section on the right featuring a close-up of a soldier's face and the text "ASK A QUESTION"; and a "TALK TO SGT STAR VIRTUAL GUIDE" section on the right featuring a soldier in uniform and the text "CHAT WITH SGT STAR".

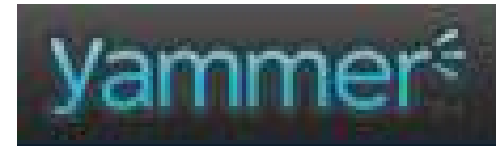
Best Practices for Using Social Networks

- 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


 The logo for Ning, featuring the word "Ning" in a green, serif font.


 The logo for Yammer, featuring the word "Yammer" in a blue, sans-serif font with a stylized 'e' on a dark background.

"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


 The logo for selectminds, featuring a stylized orange and grey icon followed by the word "selectminds" in a lowercase, sans-serif font.

Ning Example 1



A space for personnel assessment professionals

[Main](#)
[Invite](#)
[My Page](#)
[Members](#)
[Photos](#)
[Forum](#)
[Events](#)
[Groups](#)
[Blogs](#)
[Manage](#)

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

Photos

Edit

+ [Add Photos](#)

Events

Edit

+ [Add an Event](#)

Blog Posts

Edit

+ [Add a Blog Post](#)

Latest Activity

Edit

CONGRATULATIONS
 You created the IPAC network. 2 minutes ago

ANNOUNCEMENT
 IPAC now has [blogs](#) 4 minutes ago

ANNOUNCEMENT
 IPAC now has a [forum](#) 4 minutes ago

ANNOUNCEMENT
 IPAC now has [groups](#) 4 minutes ago

ANNOUNCEMENT
 IPAC now has [events](#) 4 minutes ago

ANNOUNCEMENT

Bryan Baldwin

Sign Out

[Inbox](#)

[Alerts](#)

[Friends - invite](#)

[Settings](#)

Quick Add...

About IPAC



[Bryan Baldwin](#) created this social network on [Ning](#).

[Create your own social network!](#)

Ning Example 2



Main My Page Members Events Groups Blogs Jobs Videos Photos Advertise Forum Chat

get your message here in 150 characters or less

Forum



[Virtual Recruiting – 20 Postions To Fill By June – \\$1.2M In Fees To Share! 40% Placment Fee](#)

7 Replies

Started by George Vasu in [Recruiting 101](#). Last reply by Jerry Albright 14 minutes ago.



[ATS or CRM with Integrated Locations Map??](#) 1 Reply

Started by Leigh McKiernon in [Recruiting 101](#). Last reply by Jessica Meher - Akken 19 minutes ago.



[Three "Personality Profile" questions...](#)

Latest Activity



[Jennifer LaVigne](#) and [Allison Sherwood](#) are now friends · 1 minute ago



[Quanny Higgins](#), [Basheer](#) and 2 other members joined a group

5 minutes ago



[Selling Your Own Business](#)

A place to discuss issues surrounding the sale of your own (or the purchase of another's) business.



[Jerry Albright](#) replied to the discussion ["Virtual Recruiting – 20 Postions To Fill By June – \\$1.2M In Fees To Share! 40% Placment Fee"](#)

14 minutes ago

" Good morning George. I was hoping to find a few answers to the questions we asked yesterday.....but it looks like you haven't had the time to clarify your post for us. Hopefully you can shed a little light on the service you

Welcome to RecruitingBlogs.com

[Sign Up](#) or [Sign In](#)

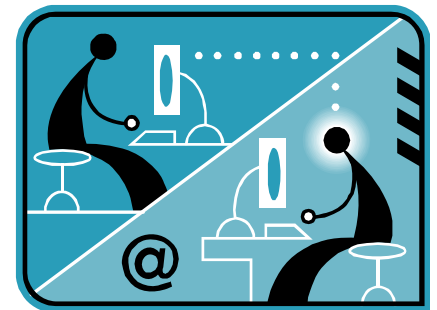
An Hour With



Advertising

Blogs

- 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



Human Resources In Government

International Public Management Association for Human Resources

[Home](#)
[About](#)
[Archives](#)

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?



6 Responses to "Is Now a Good Time?"



IPMA-HR is an organization that represents the interests of human resource professionals at the Federal, State and Local levels of government. Our goal is to provide information and assistance to help HR professionals increase their job performance and overall agency function by providing cost effective products, services and educational opportunities.

AUTHORS

-  [Joe Lunt](#)
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-  [Marnie E. Green](#)
-  [Steve A. Harman](#)
-  [Tina Chiappetta](#)



RECENT POSTS

-  [Best social network for HR pros?](#)
-  [Are you a Feedbacker or a Judger?](#)

our heart

i am



@15



DREAMBIG



BUILDING A GLOBAL NETWORK, ONE RELATIONSHIP AT A TIME.

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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




Twitter


v.


Yammer


What are you doing? 140


Latest: RT @infosourcer: Check out Yammerrecruiting tv -Bill Vick interviews @michaelmarlatt, founder of Cloudrecruiting.net <http://its.gd9hw> 2 days ago


 **Aaron111** SEO Help Blog Fiddling with my blog post: (<http://tinyurl.com/a6qr2y>) *less than 20 seconds ago from web*


 **TheRecruiterGuy** Dear Recruiter: The sig of your working email should not contain your company's name, company's website, & your personal ISP email address. *less than 20 seconds ago from Ping.fm*

 **marenhogan** @TheRecruiterGuy dangit! <http://twitter.com/thebrand> ... *1 minute ago from web in reply to TheRecruiterGuy*

 **irinaslutsky** GUYS we need your help! team slutsky w. @rickr licks off saturday morning. watch the action here <http://24hoursatsundance.co> ... *1 minute ago from web*

 **billpalmer** iProng Magazine's 30th issue with Darius Rucker, L D'Emilio, and on-site coverage of Macworld Expo and CES. <http://tinyurl.com/iProng30> *2 minutes ago from web*

 **bck** Now re-doing the CS4 install because I forgot to change its install directory from "put 100 folders in Applications" mode. *2 minutes ago from TweetDeck*

 **guykawasaki** Brady Bunch Meets Google: Jaiku Undergoing "Changes" <http://tinyurl.com/8sfuda> *3 minutes ago from TwitterFeed*


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Share something with **hrnews** ▾


[Update](#)

📎 Attach file

 **Bryan Baldwin:** Upcoming webinar on how the recent Supreme Court decision will impact hiring: <https://www2.gotomeeting.co...> 8:23 AM - Today in **hrnews** reply


 **Bryan Baldwin:** An amazingly detailed look at the HR and L&D professions: <http://www.bersin.com/blog/...> 1:06 PM - Jun 30 in **hrnews** reply


 **Bryan Baldwin:** Supreme Court ruled today 5-4 in favor of white plaintiffs in the Ricci decision: <http://www.lawmemo.com/blog...> 8:25 AM - Jun 29 in **hrnews** reply

 **Bryan Baldwin:** Excellent suggestion for how to plan out an exam: <http://www.selectionmatters>

Welcome
Bryan Baldwin (edit)

Follow Your Colleagues

 **Brian Ito**
CIS I x
[FOLLOW](#)

 **Kelly Gardner**
Analyst x
[FOLLOW](#)

[view all](#)

My Feed ≡

Received ≡

Sent ≡

All ≡

Yammer Org Chart

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Invite Your Colleagues

Mary Sayre
Personnel Officer

+ Add Superior

Bryan Baldwin
Staff Services Manager II

Susan Jimenez
Staff Services Manager I

Terri Trejo
Staff Services Manager II

regena caton
TSU manager

+ Add Colleague

Christine Allison
Associate Personnel Ana...

Danielle Newman
Personnel Technician

Ellen Hickerson
APA

Jim Higgins
Bottle Washer

Mable Basquez
Associate Personnel Ana...

Melissa
Staff Services Analyst

Legal Considerations



Best Practices

- 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


Web Site	2008		2007		2006		2005	
	rank	%	rank	%	rank	%	rank	%
Facebook	1	15.7	1	12.2	2	11.5	2	8.2
Google	2	13.9	3	5.6	5	3.7	3	4.2
Yahoo	3	4.0	6	2.2	9	2	9	1.7
MySpace	4	3.2	2	6.8	1	13	4	3.6
YouTube	5	2.5	4	5.1	3	4.5	na	-
LiveJournal	6	2.5	-	-	-	-	-	-
ESPN	7	2.2	5	3.3	8	2	7	2.4
eBay	8	2.2	10	1.3	6	2.5	5	2.8
Amazon	9	1.8	-	-	-	-	-	-
CNN	10	1.5	-	-	-	-	-	-

Source: Anderson Analytics GenX2Z 2009 US College Student Report

Online Patterns

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

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

 significant higher at confidence level: 95%

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...

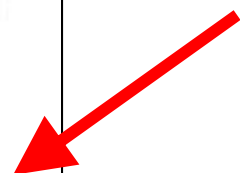
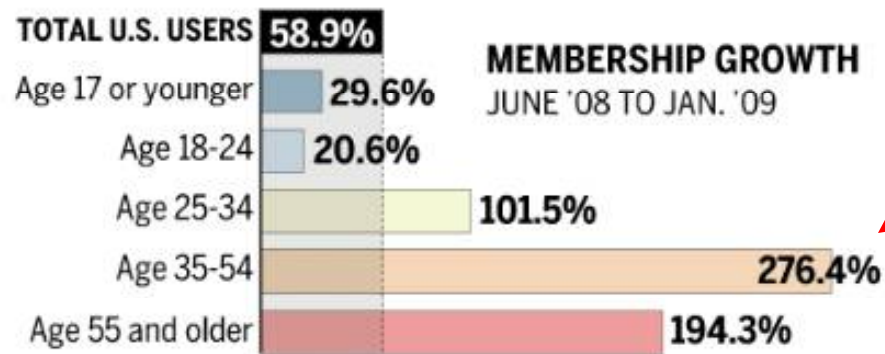
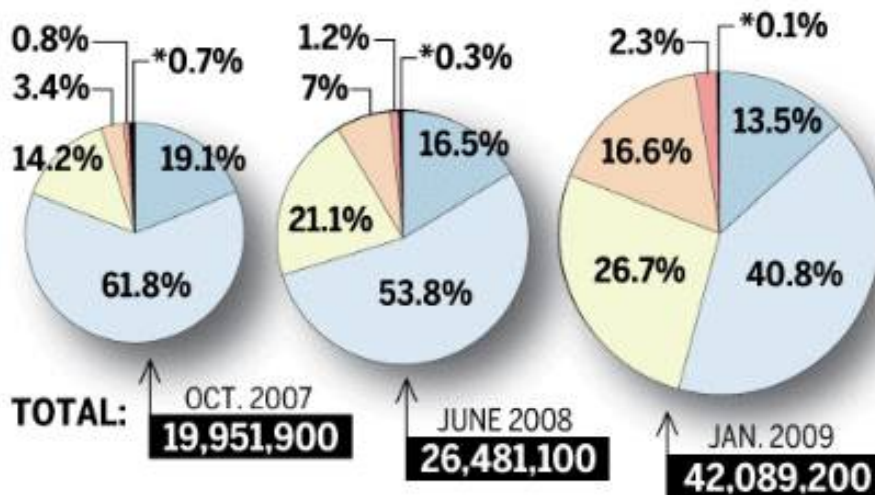
- 67% of 18-32 year olds use social networking sites; **20%** of 45-54 olds do and **9%** of 55-63 year olds do
- 57% of online adults 25-34 have a social network profile, while only **19%** of 45-54 year olds do

WHO'S 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

■ Age 17 or younger ■ Age 25-34 ■ Age 55 and older
■ Age 18-24 ■ Age 35-54 (*) Age unknown



Sources: iStrategyLabs; Bee research by **LAUREL ROSENHALL**
NAM NGUYEN nnguyen@sacbee.com

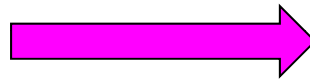
The Challenges of Evolving

- **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:

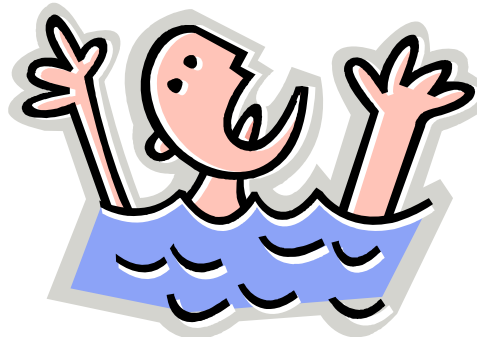
<http://blogs.forrester.com/charleneli/2007/12/the-post-method.html>

Get In The Pool

Like this.



And this.



But not like this.

Staying Current

*How can I
keep up on
everything?*



Blogs/Discussions:

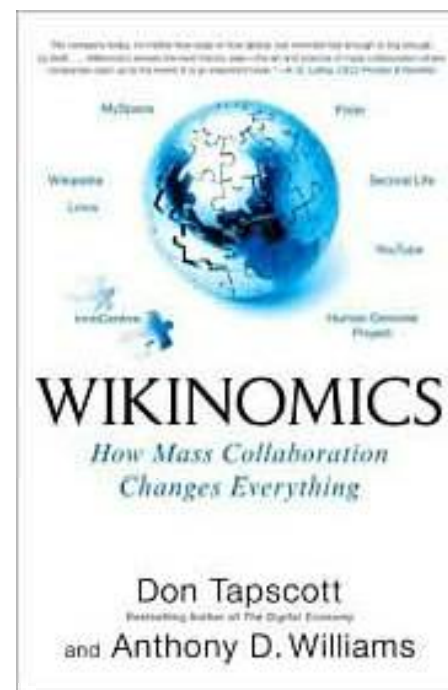
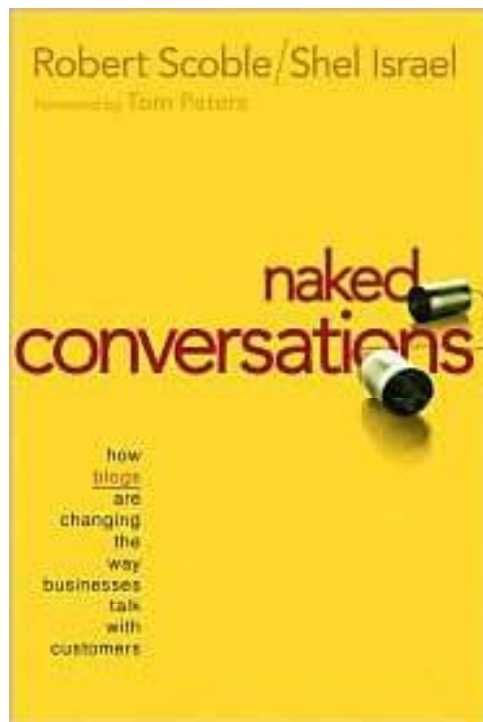
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www.collegerecruiter.com/weblog

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Questions?