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

Common focus

- Wikis
- Video sharing
- Social networks
- Blogs and personal pages
- Comments
- Community-of-interest sites

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?

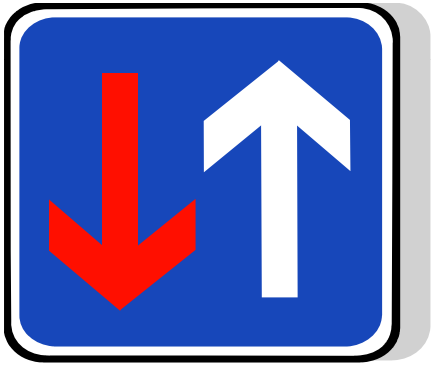
Top Websites

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
Go Search

article | discussion | edit this page | history

Log in / create account

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

United States Army

17. ^ U.S. Army Fact Files
18. ^ U.S. Army Fact Files
19. ^ U.S. Army Fact Files
37. ^ The 7 Army Values, verified 2007-01-05
38. ^ The United States Army | Organization

External links [edit]

- ARMY.MIL - Official Homepage of the United States Army
- GoArmy.com Official recruiting site
- America's Army Official Army Game Project site
- US Army Institute of Heraldry insignia list

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]

Example: CA Recruiting Roundtable

State Recruiters Roundtable Wiki

home

[redacted] account sign out

This free trial of Professional Edition is limited to 3 users or less. Click here to purchase Professional Edition.

VIEW EDIT

Create a page
Upload files
Buy Now!

FrontPage
Pages & Files
Settings
Help

Search Pages and Files

FrontPage

last edited by Bryan Baldwin 0 mins ago Page history

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

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).

SideBar

Links

Homepage

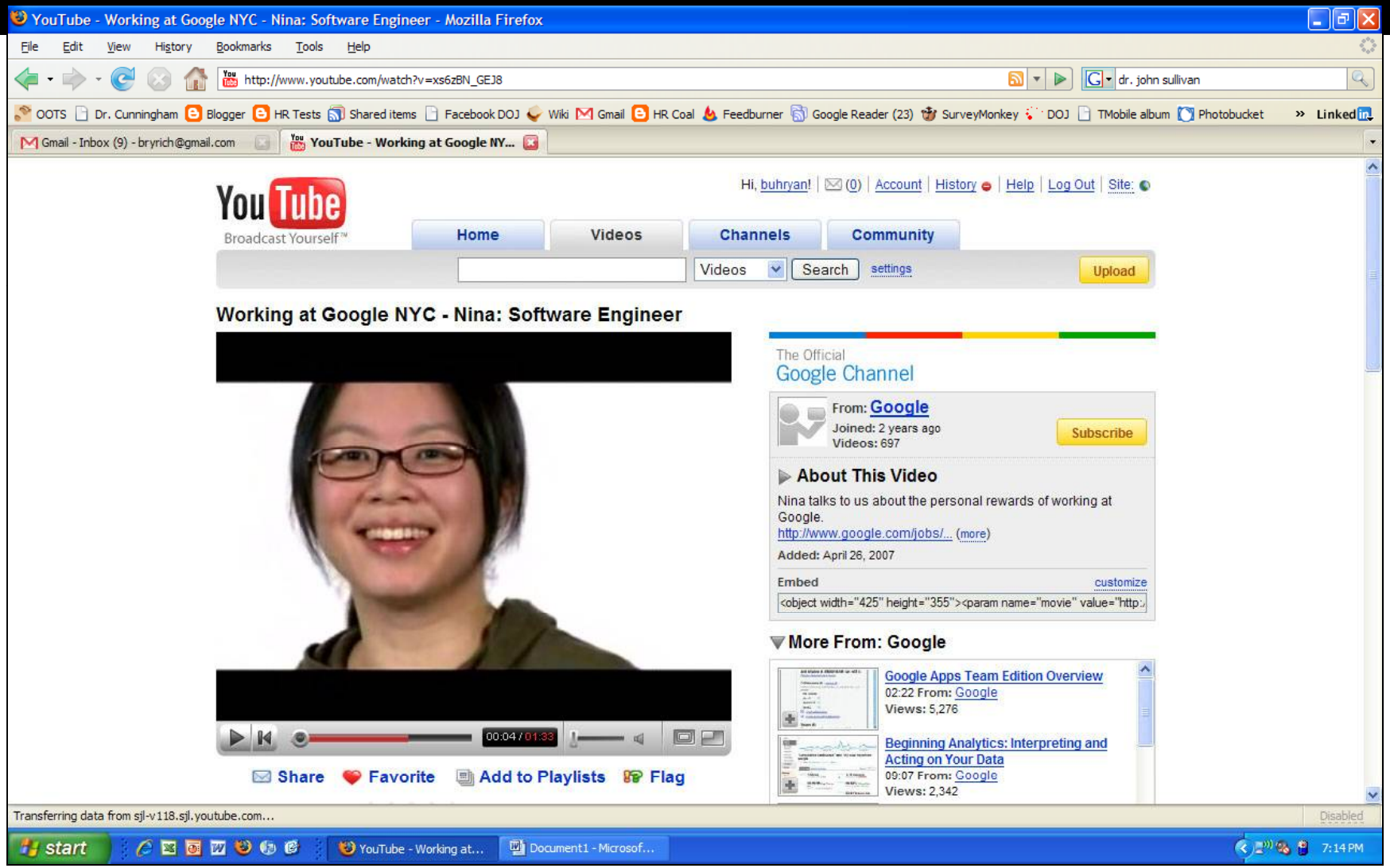
SRRT Members

Event calendar

Reference Guides

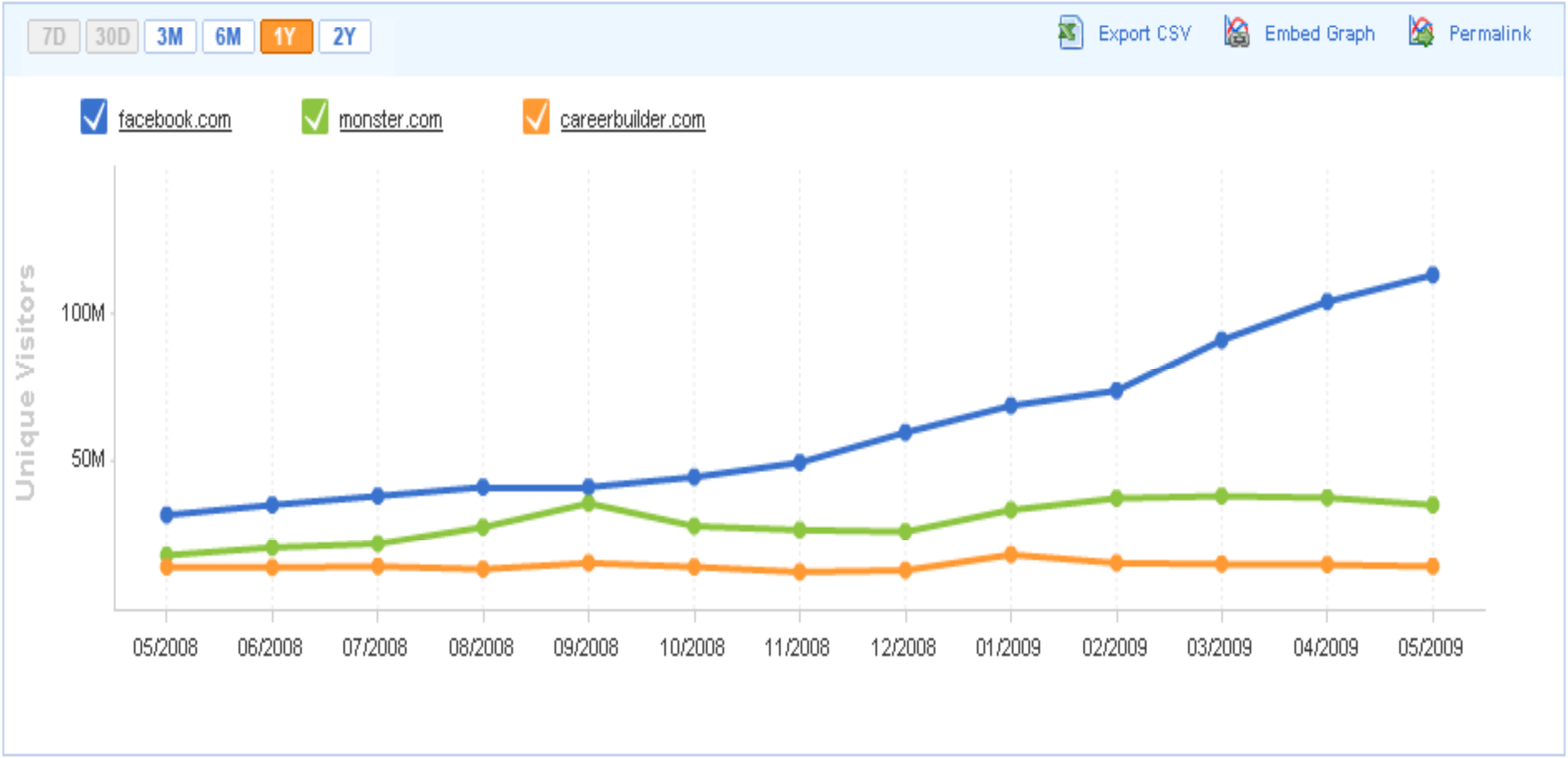
- What is it?
- Why would we want to use it?
  - Popularity
  - Multi-media
- How can we use it?
  - Create & distribute recruiting videos
  - Create a YouTube channel
  - Surf for comments

Example: Google



Social Networking Websites

Online Patterns



Source: Compete.com

Some of the big players

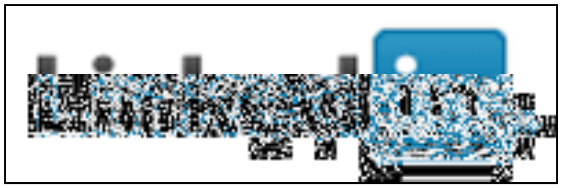
- Con:

Pro: historically the most popular*

Con:

Pro: good place for college grads

Con: can be challenging to use



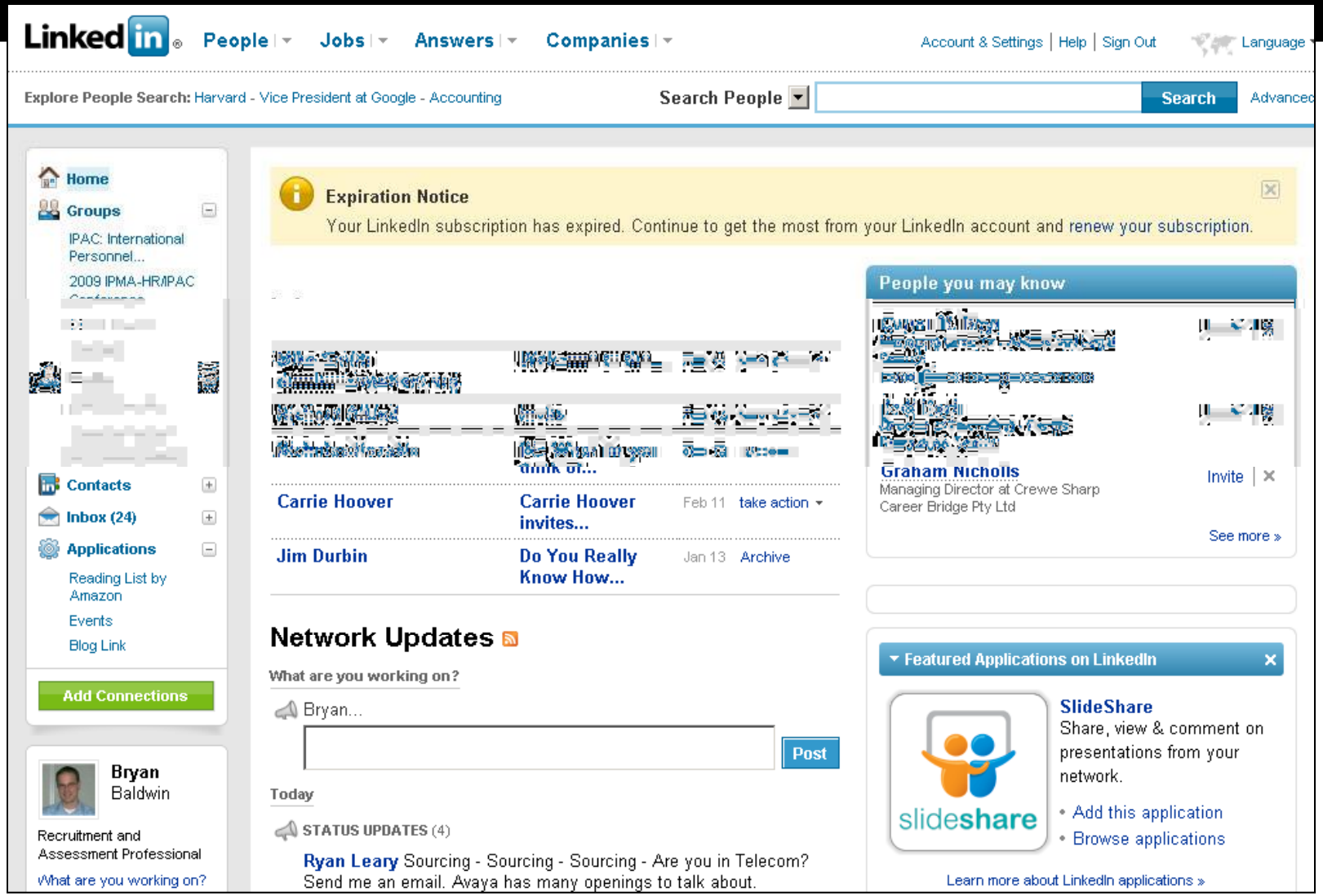
Pro: experienced professionals

Pro: more accessible

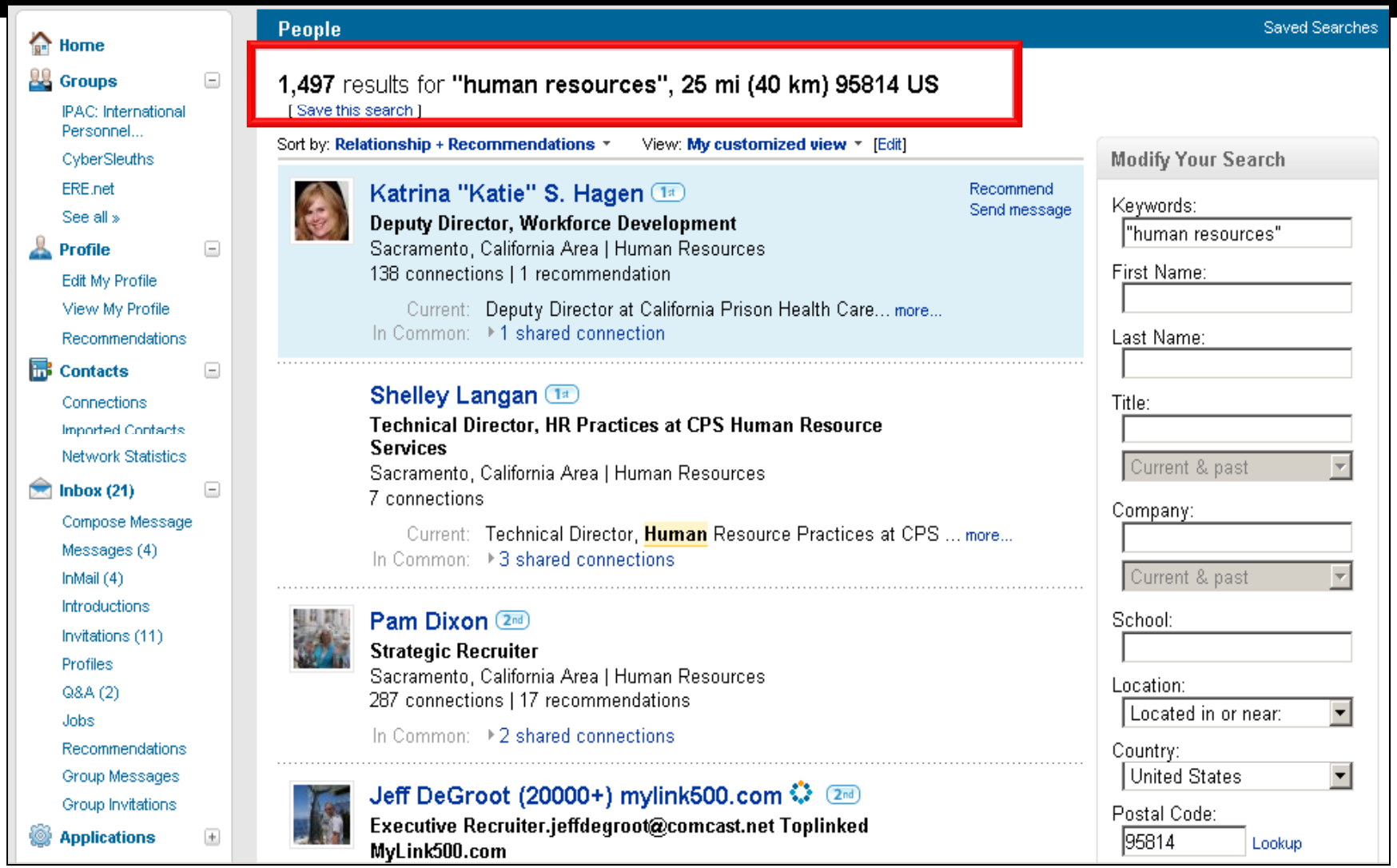
Con: not free

* Facebook is eclipsing

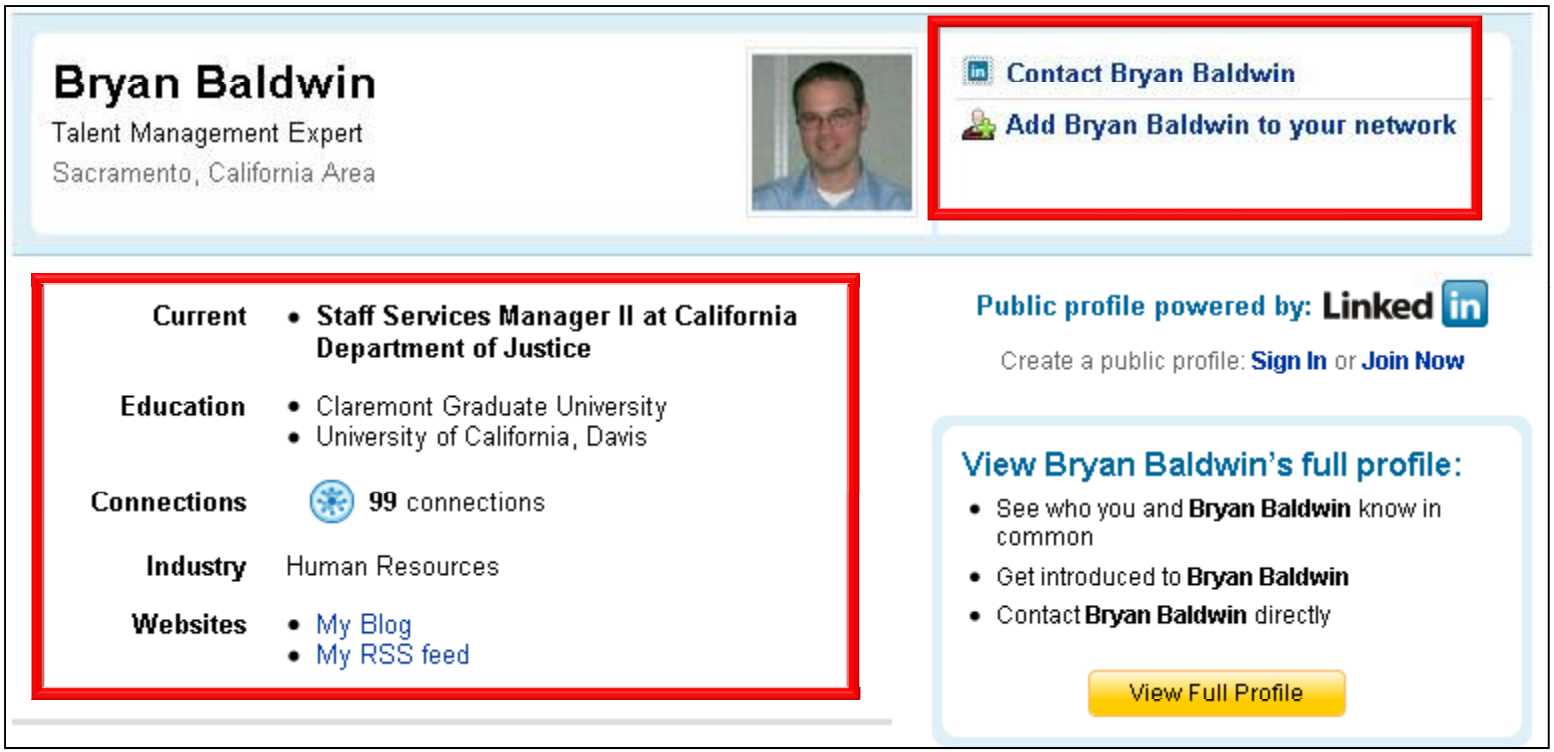
LinkedIn Frontpage

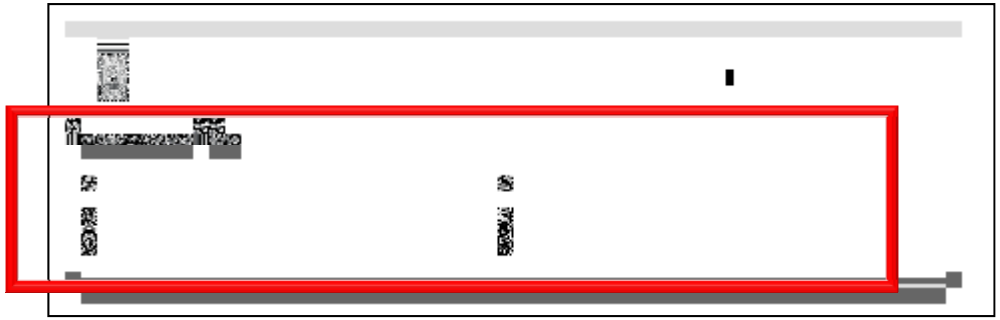


LinkedIn Search Results

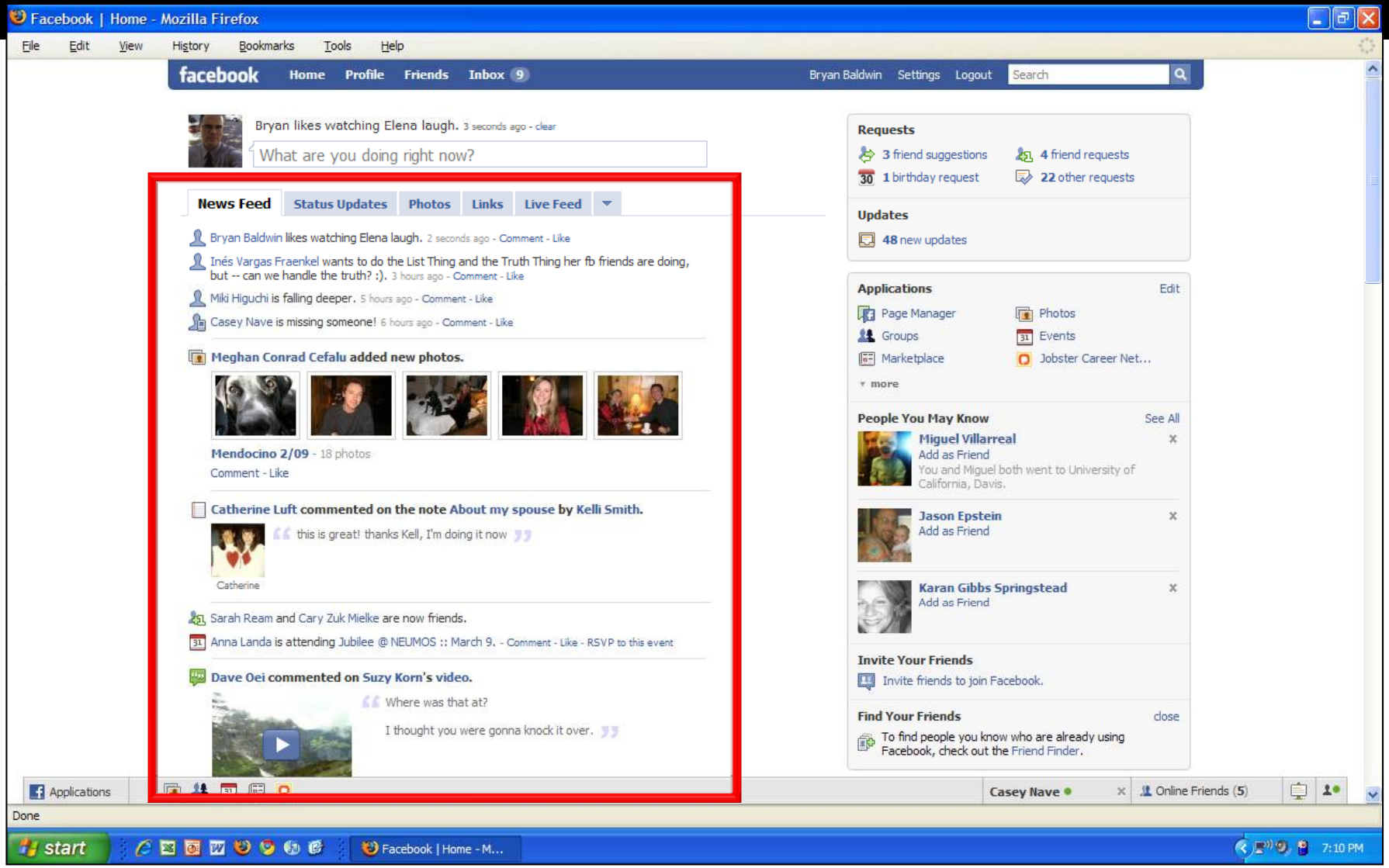


LinkedIn Profile

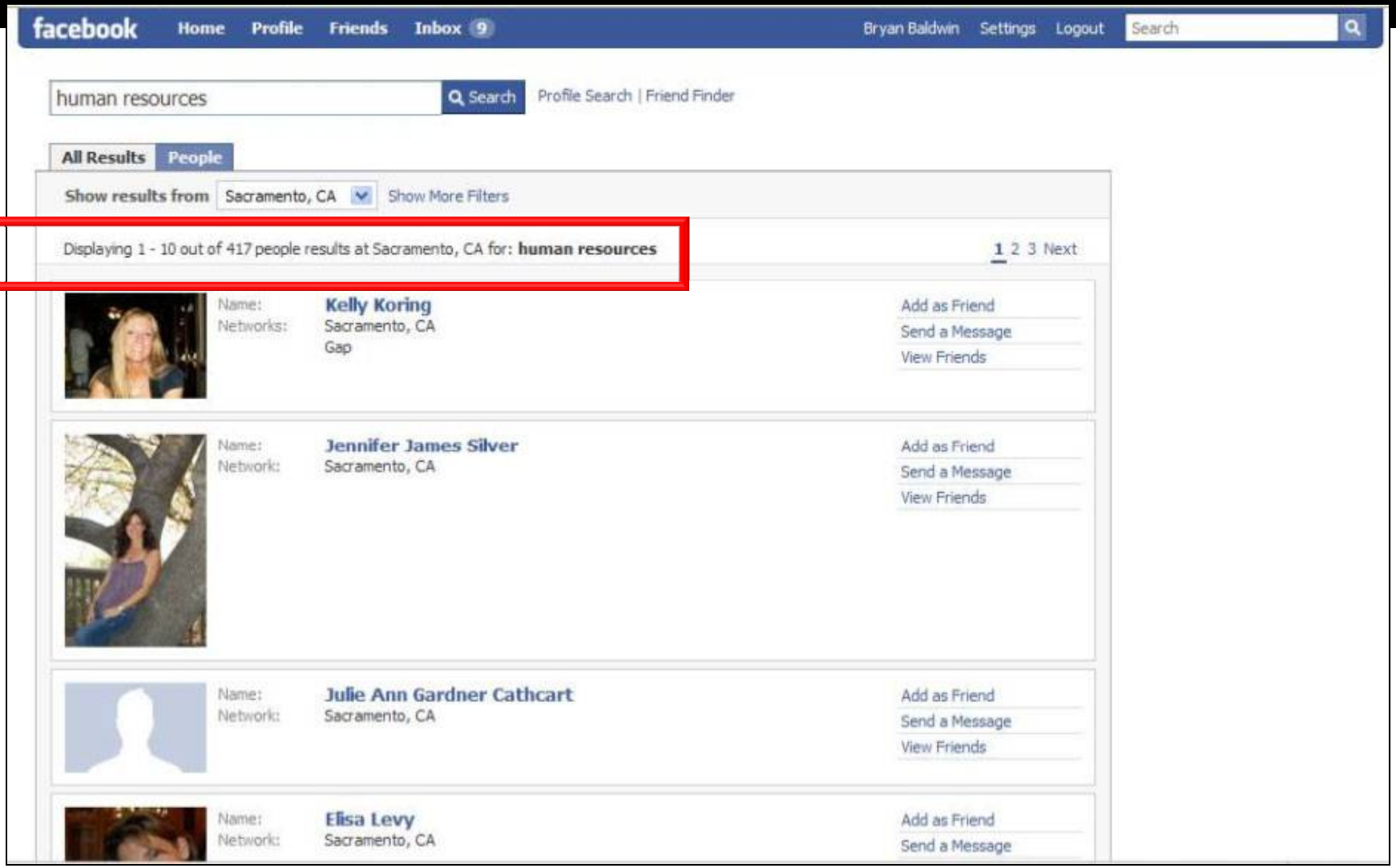




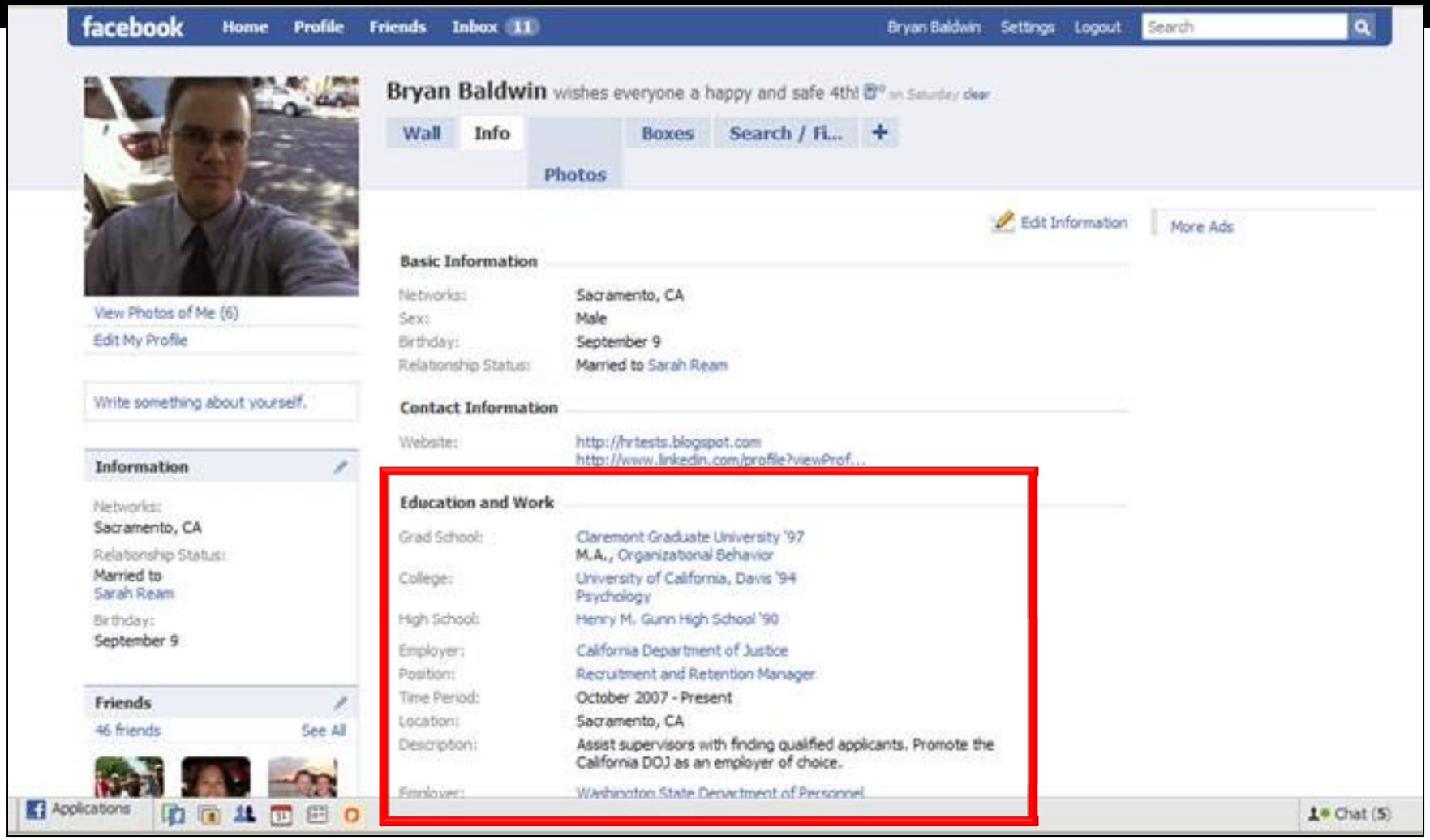
Facebook Front Page



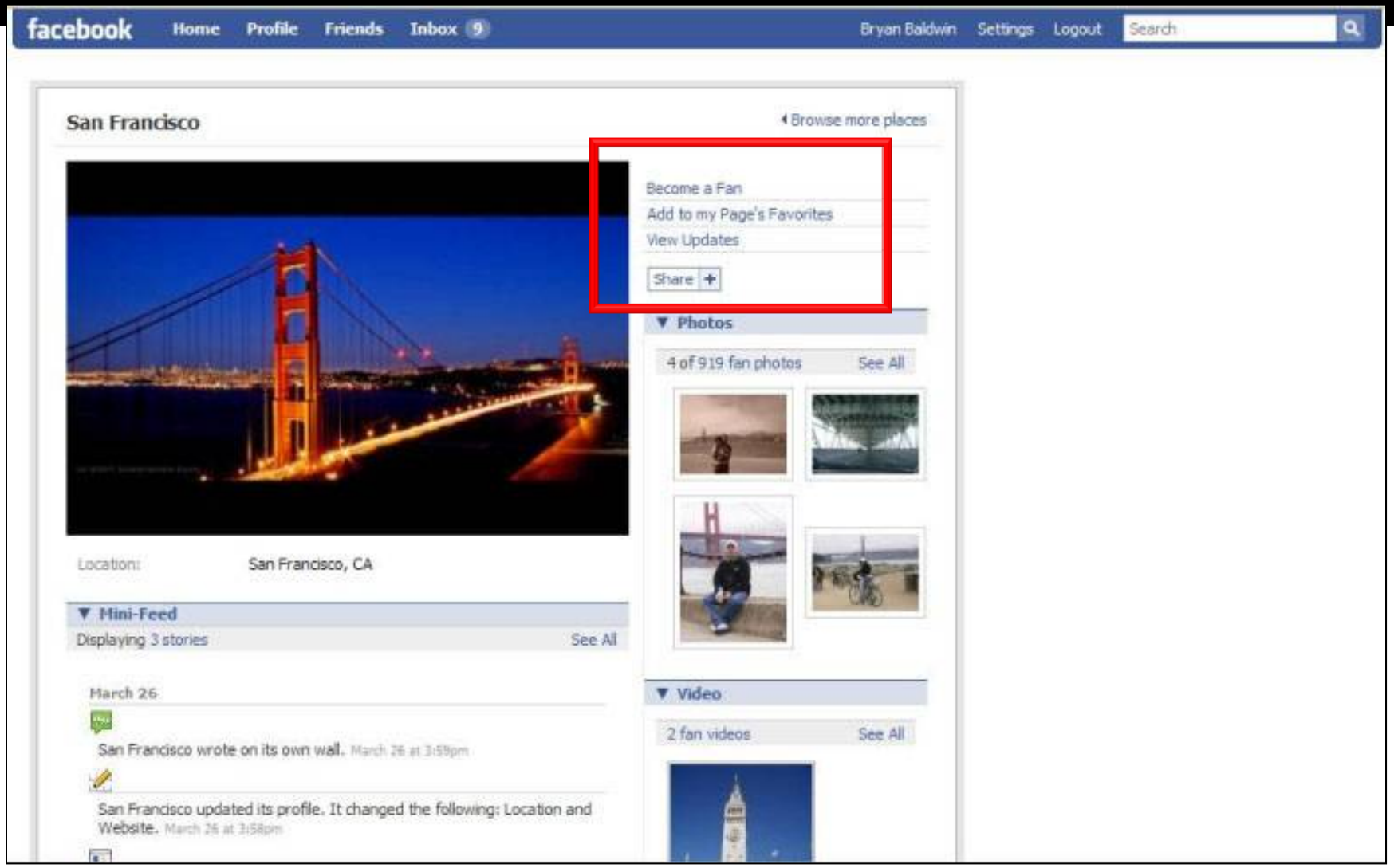
Facebook Search Results



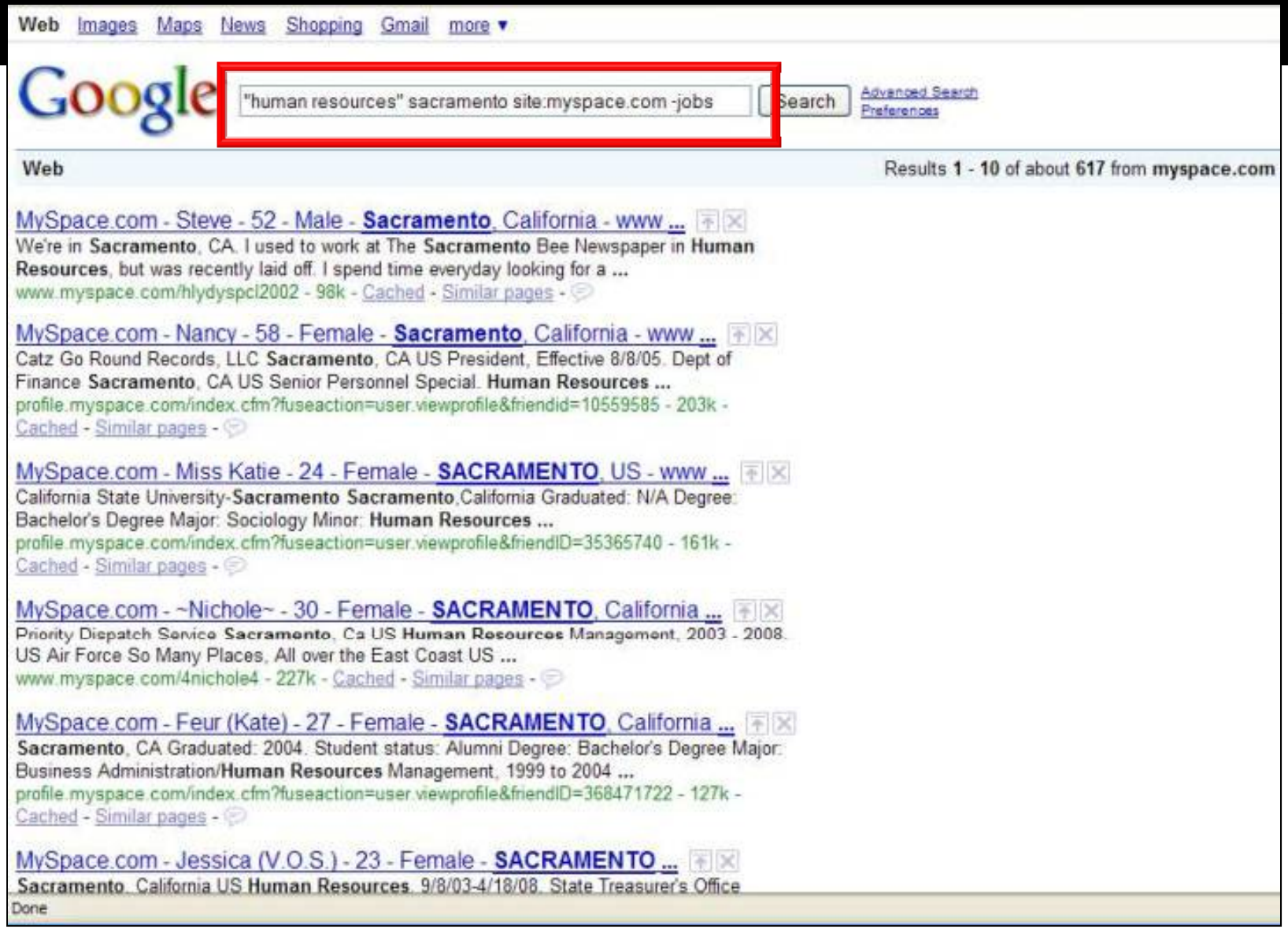
Facebook Profile



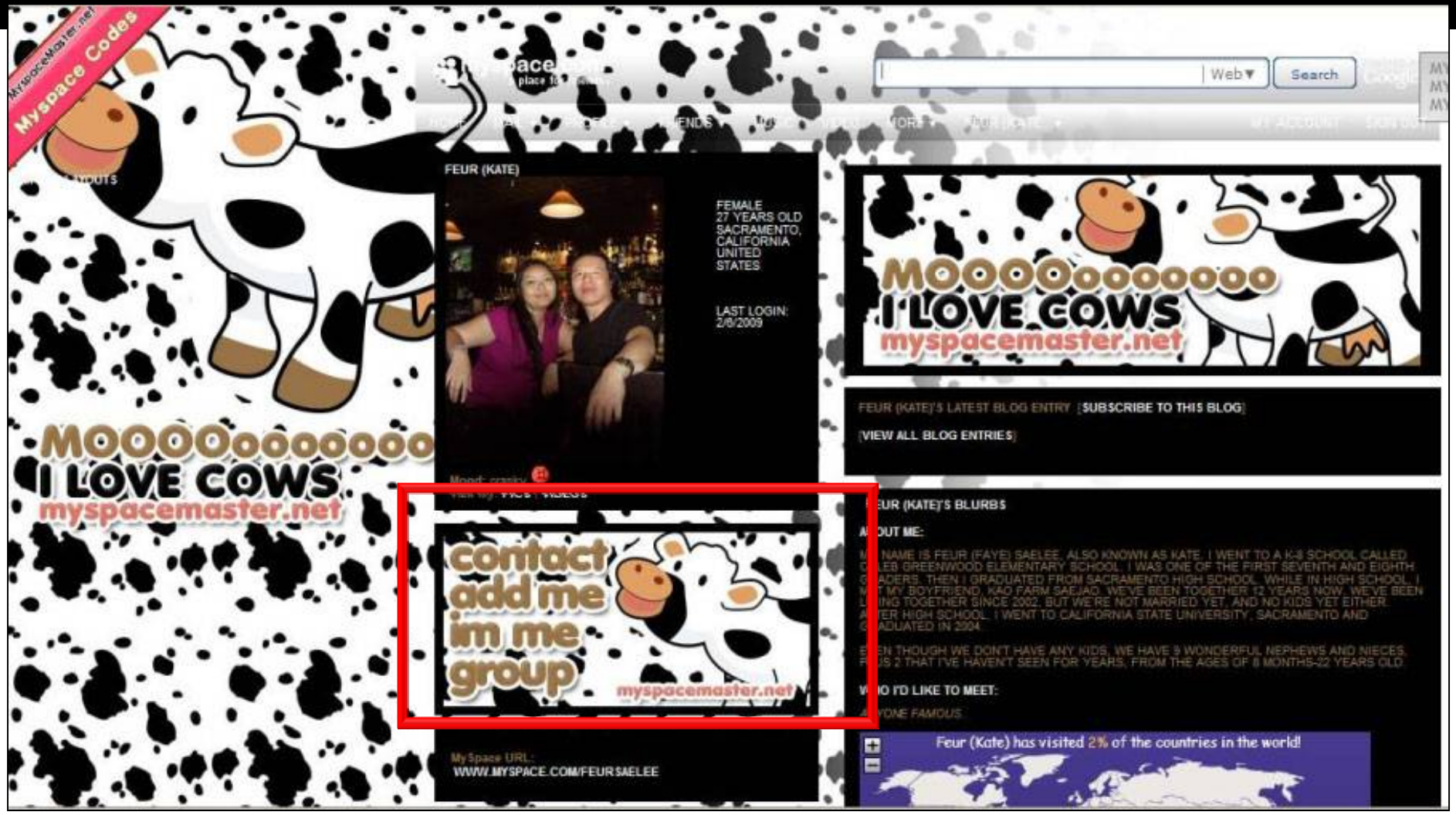
Facebook Fan Page



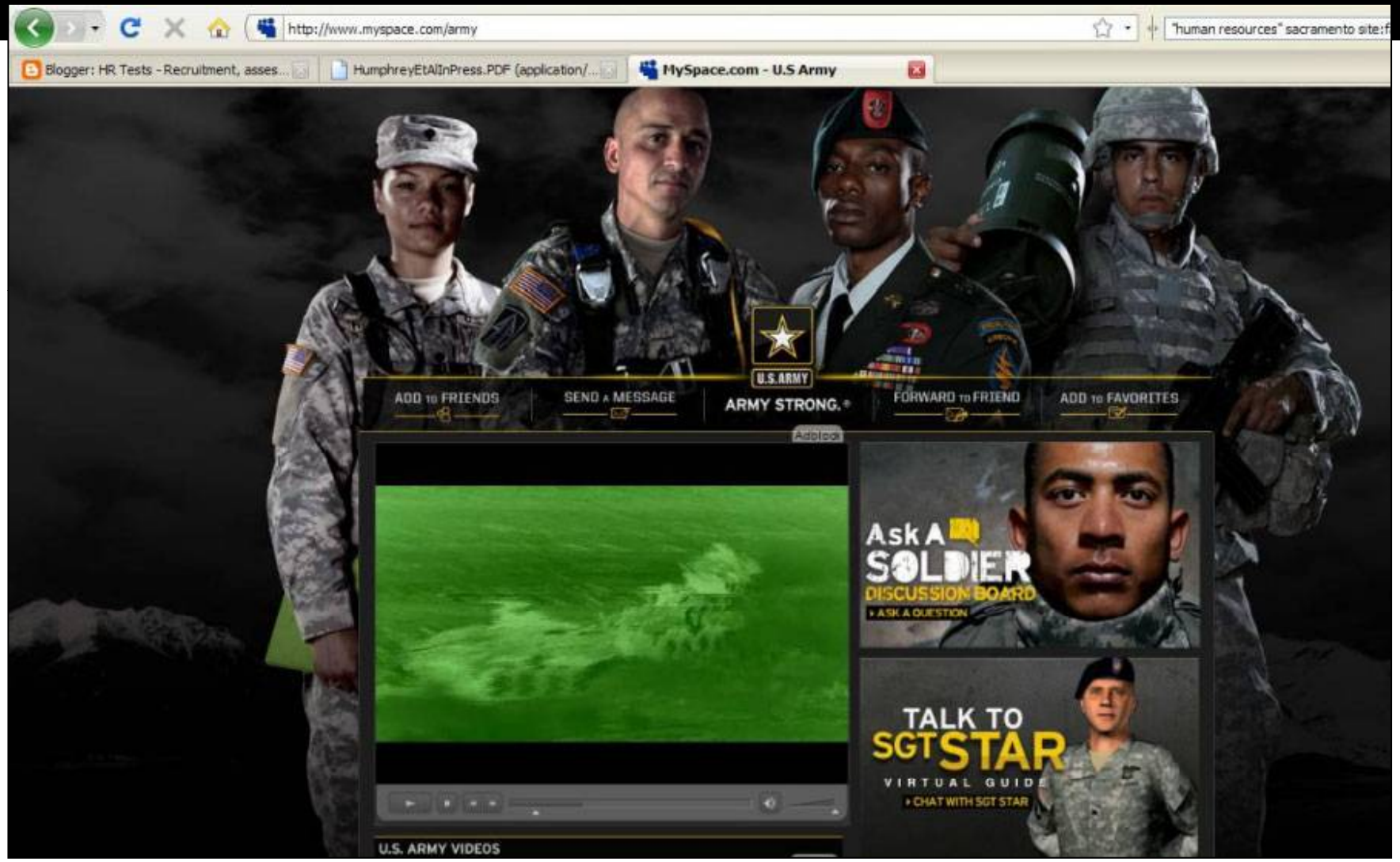
MySpace Search Results



MySpace Profile



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

Ning

yammer

"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

selectminds

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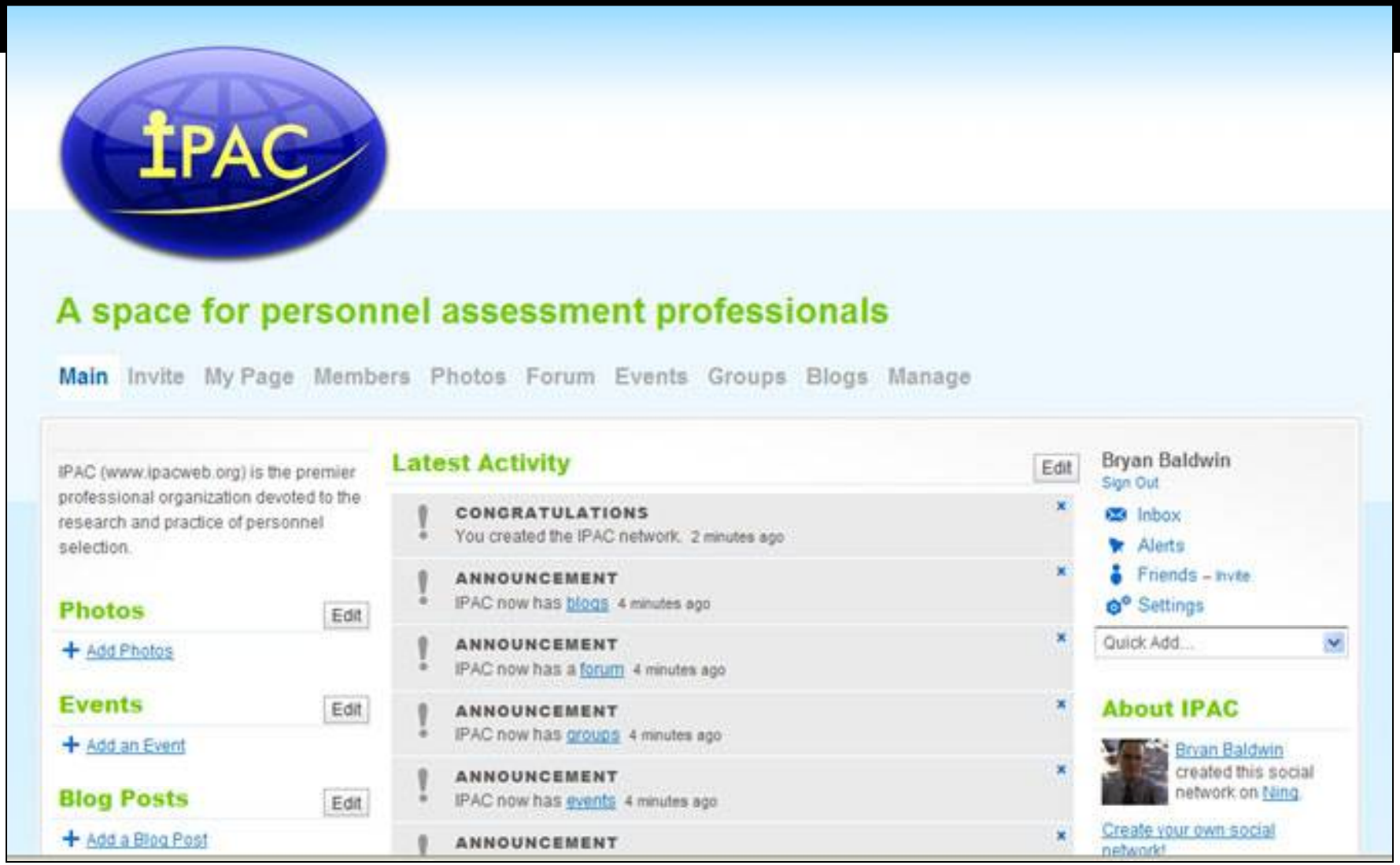
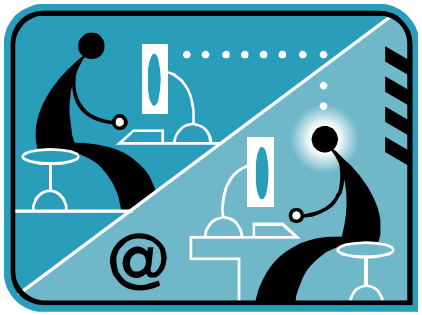
Ning Example 1



Ning Example 2

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



Random Post: Dr. Samuel Johnson & Annual Performance Reviews

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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?"

Search

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
- John Lavelle
- Marnie E. Green
- Steve A. Harman
- Tina Chiappetta

RECENT POSTS

- Best social network for HR pros?
- Are you a Feedbacker or a Judger?

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EGO
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MEANS BUSINESS
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Micro-blogs

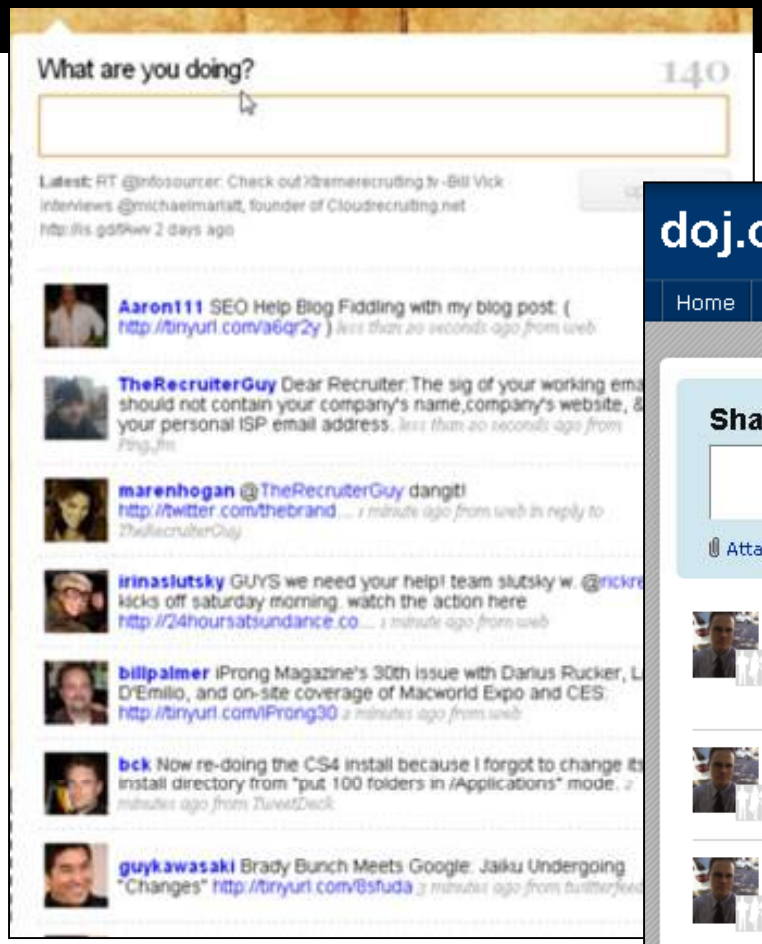
- Very limited text input
- 11% of online U.S. adults have used
- Can be used to source

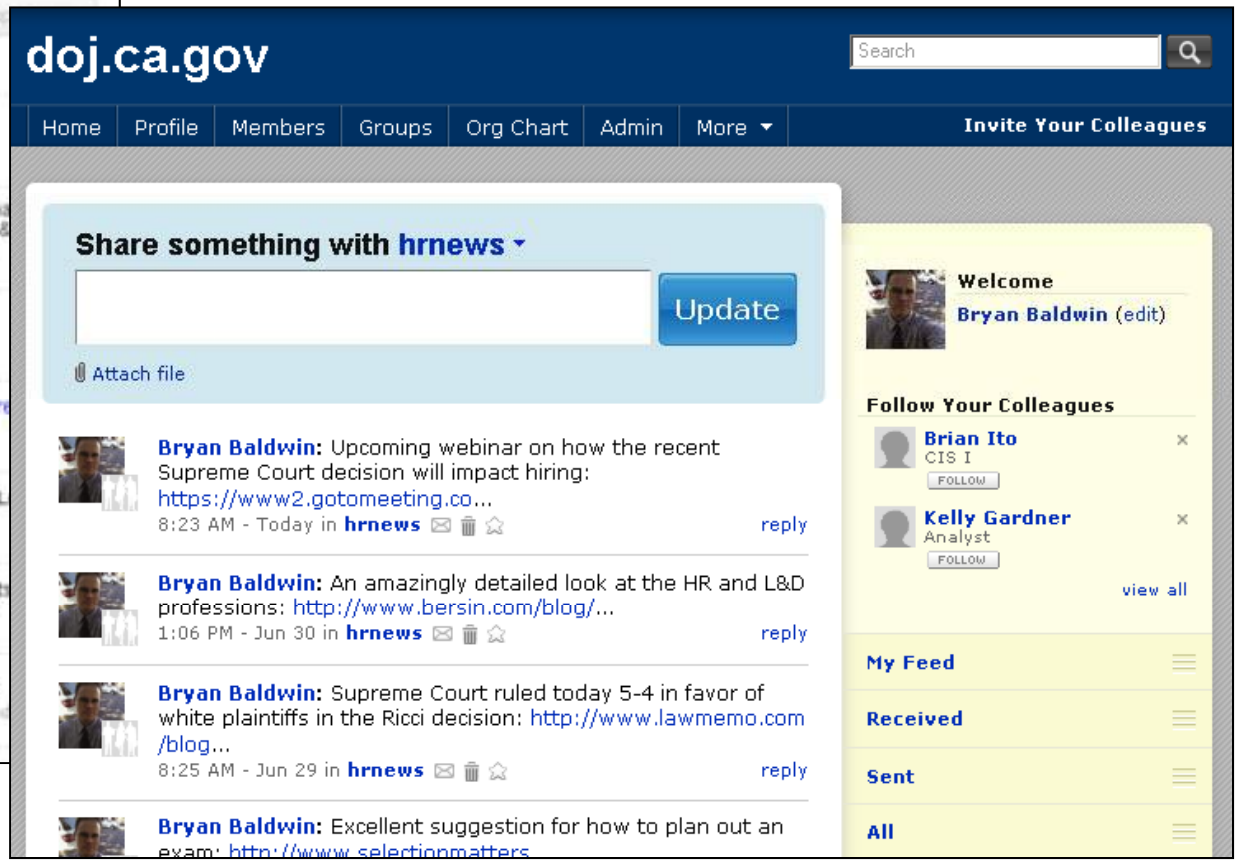
But…a much better use:

- Get “followers”
- Refer to your site

34

Twitter v. Yammer





Yammer Org Chart

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

	2008		2007		2006		2005	
Web Site	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%

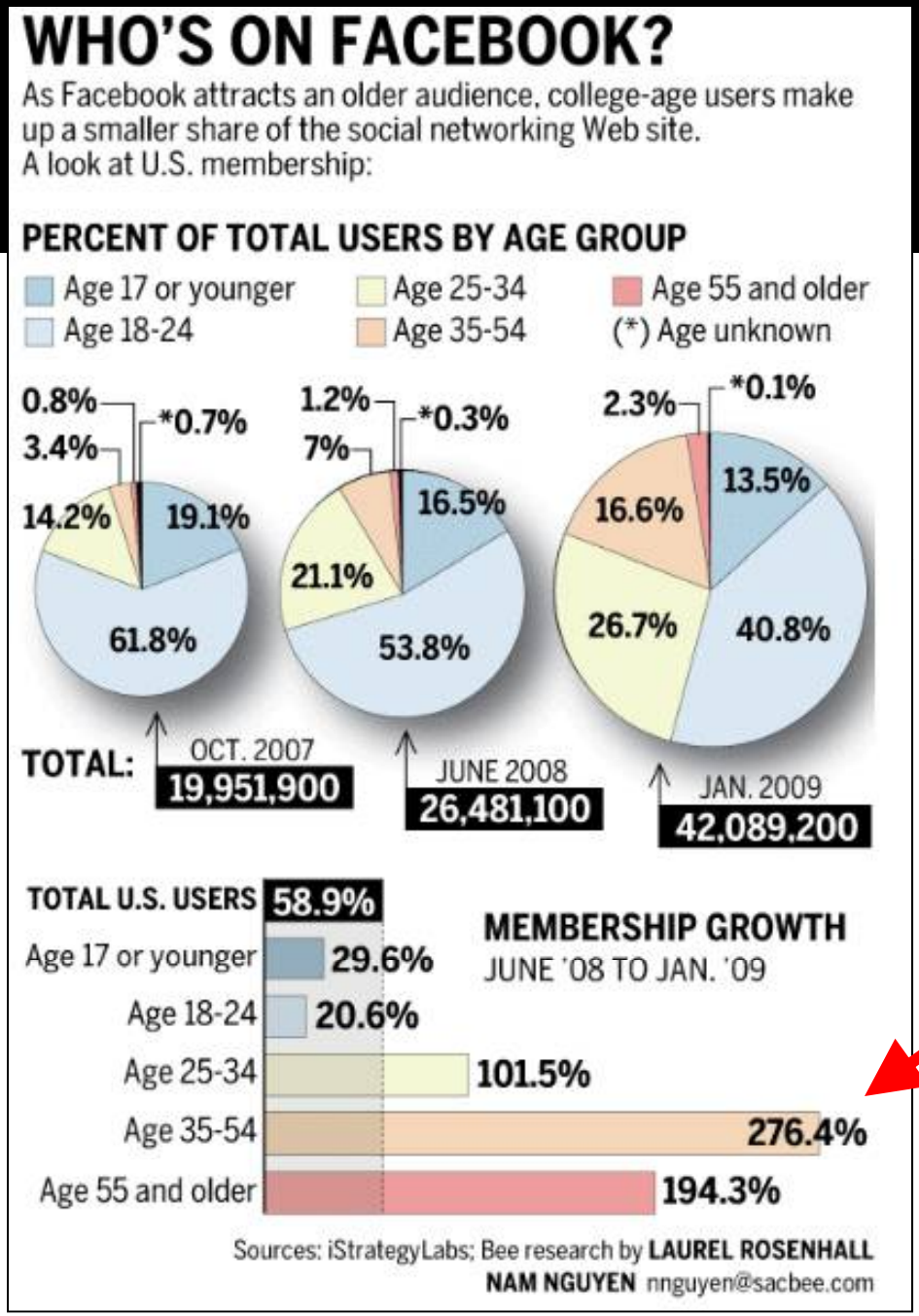
Source: Anderson Analytics GenX2Z 2009 US College Student Report

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


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 18-24
Age 25-34
Age 35-54
Age 55 and older
(*) Age unknown
0.8%
*0.7%
3.4%
14.2%
19.1%
61.8%
1.2%
*0.3%
7%
16.5%
21.1%
53.8%
2.3%
*0.1%
13.5%
16.6%
26.7%
40.8%
TOTAL:
OCT. 2007
19,951,900
JUNE 2008
26,481,100
JAN. 2009
42,089,200
TOTAL U.S. USERS 58.9%
Age 17 or younger 29.6%
Age 18-24 20.6%
Age 25-34 101.5%
Age 35-54 276.4%
Age 55 and older 194.3%
MEMBERSHIP GROWTH
JUNE '08 TO JAN. '09
Sources: iStrategyLabs; Bee research by LAUREL ROSENHALL
NAM NGUYEN nnguyen@sacbee.com

The Challenges of Evolving

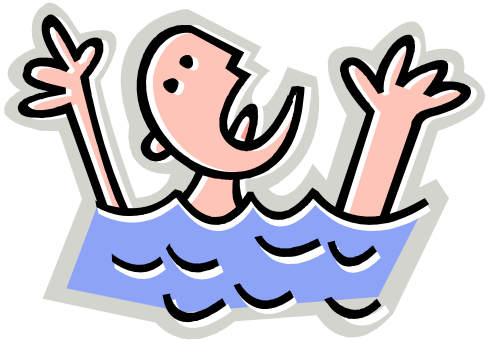
- Expect resistance from folks who are not familiar with this technology (esp. MySpace)
- Expect these sites to be blocked by your network security—but don't let that stop you!
- Finding passives takes more time.
- You have to be interesting.
- Consider that your employees may have already established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

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

Blogs/Discussions:

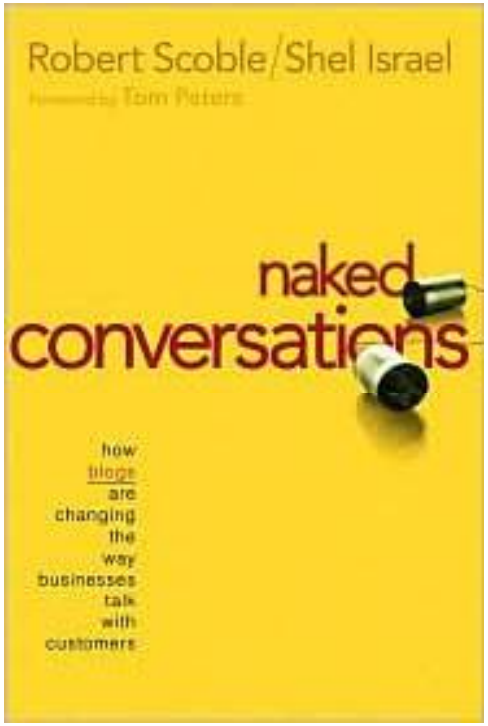
www.ere.net

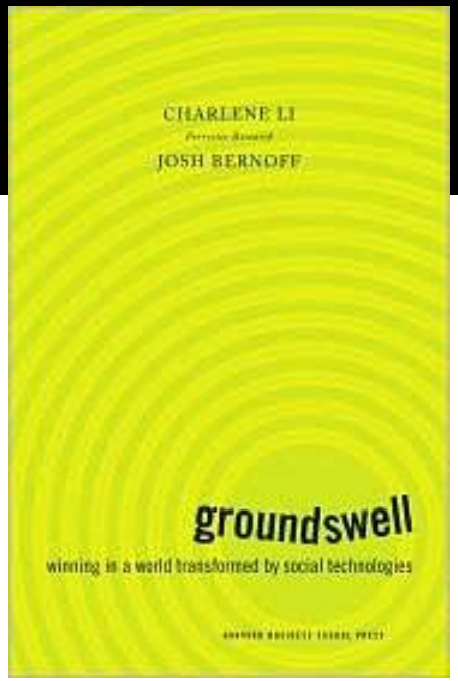
www.collegerecruiter.com/weblog

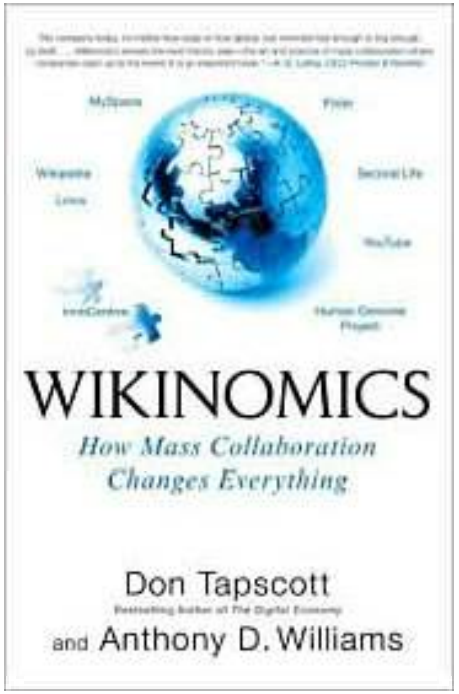
Webcasts:

www.hr.com

www.humancapitalinstitute.org


Robert Scoble/Shel Israel
naked conversations
how blogs are changing the way businesses talk with customers


CHARLENE LI
JOSH BERNOFF
groundswell
winning in a world transformed by social technologies


WIKINOMICS
How Mass Collaboration Changes Everything
Don Tapscott
and Anthony D. Williams

Questions?