

Social Networking for EPCRecruitment

Dave Tuttle
Director, Digital Strategy
TMP Worldwide



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agenda

Social Networking for Recruiting

- Show of hands
- What is a social network?
- Why social networking is important
- Best practice approach
- Key social platform overviews

Employer Branding **Website Development**
Search Engine Optimization **Metrics & Measurement**
Campaign Management **Search Engine Marketing**



Social Networking for Recruiting

why is it important?

<p><extra bold>Employer Branding <p><bold>Website Development
Search Engine Optimization <p><complete>Metrics & Measurement
<p><sound>Campaign Management <p><effective>Search Engine Marketing

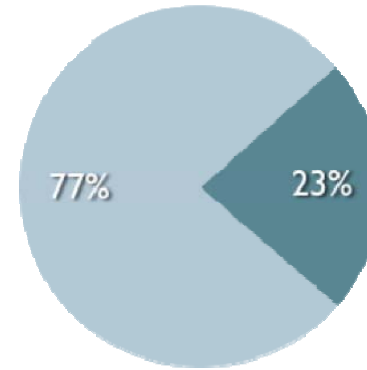


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Job boards – both major and niche – reach just 23% of the total internet audience and these numbers are in decline

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



Internet Overall
vs.
Top Job Boards

Major Job Boards

Pros:

- Efficient
- Brand (active seekers)

Cons:

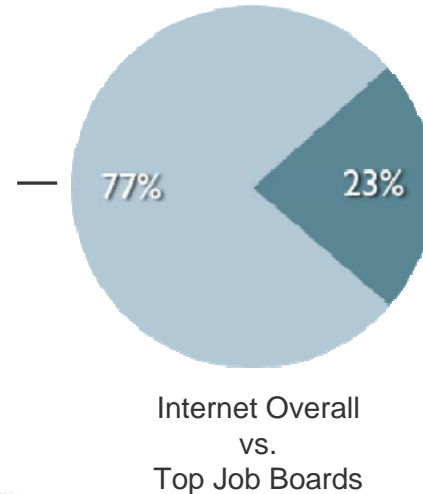
- Only active seekers
- Losing share

Niche Job Boards



Leveraging 100% of the Internet

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



Major Job Boards

Pros:

- Efficient
- Brand (active seekers)

Cons:

- Only active seekers
- Losing share

Niche Job Boards



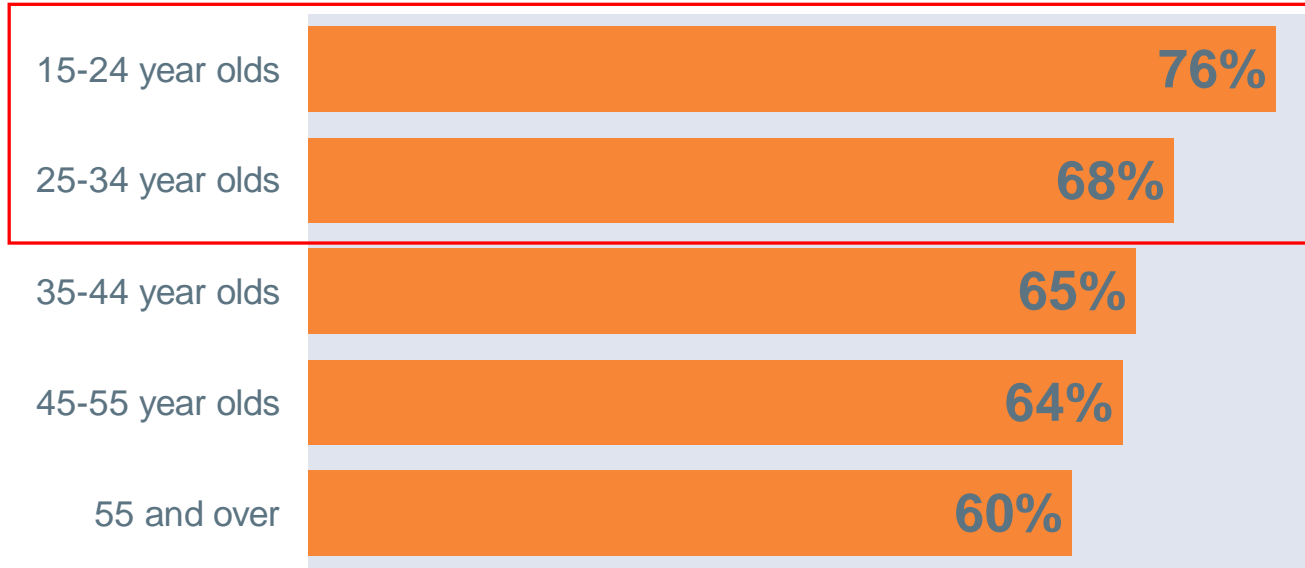
Digitizing Your Brand with Social Media

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



Social media popular targeted Demo

Worldwide social media reach



Source: comScore, June 2008

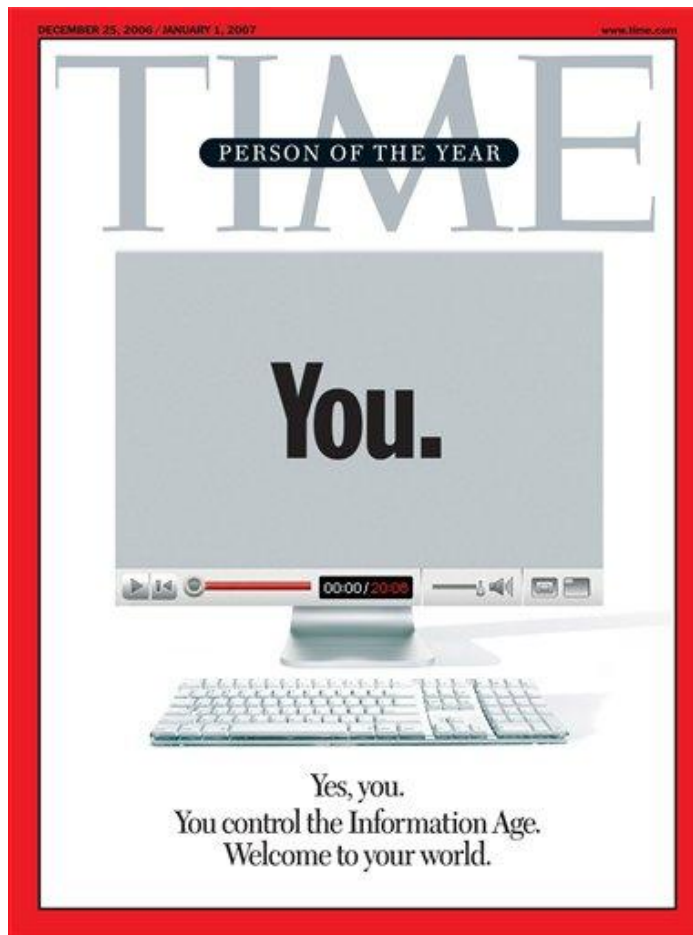


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But how did we get here?





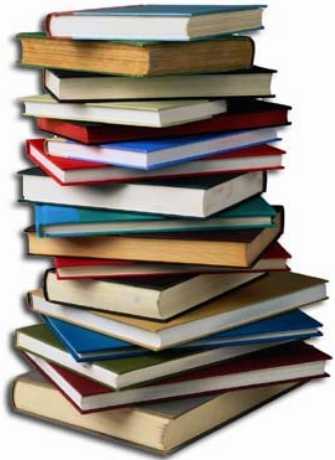




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Web 1.0



Web 2.0







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Social Networking by Definition

- “A **social network service** focuses on the building and verifying of
- online [social networks](#) for communities of people who share interests
- and activities, or who are interested in exploring the interests and
- activities of others, and which necessitates the use of [software](#).”
- “Most social network services are primarily web based and provide a
- collection of various ways for users to interact, such as
- [chat](#), [messaging](#), [email](#), [video](#), [voice chat](#), [file sharing](#), [blogging](#),
- [discussion groups](#), and so on.”

Source: Wikipedia



Social Network Rankings

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	3,312,898	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

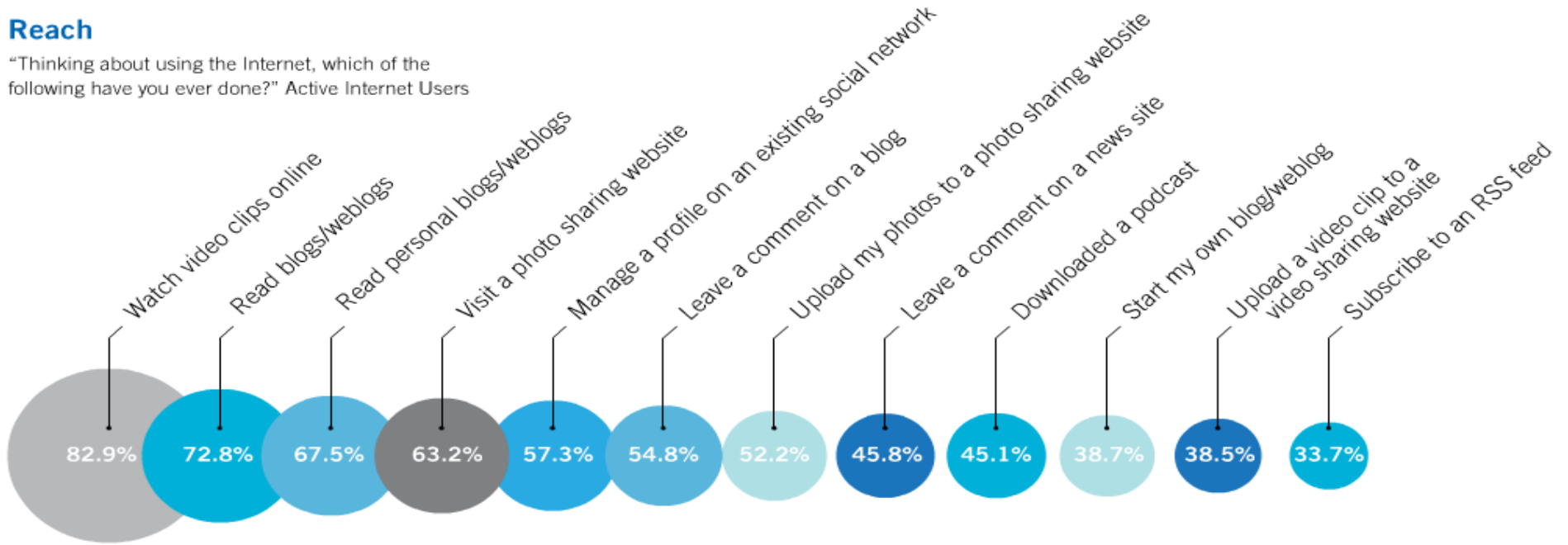
- 11% of online adults use Twitter or update their status online
- On Facebook, the fastest growing demographic is those 30 years old and older
- 85% of MySpace users are of voting age (18 or older)
- LinkedIn adds 1 million new users every 17 days



Social Activities

Reach

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



Why Get Involved with Social Networking?

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



Why are social networks important?

Level of Trust in Advertising Tactics/Media According to Internet Users Worldwide, April 2009 (% of respondents)

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

Source: Nielsen Online, "Nielsen Global Online Consumer Survey," July 2009

105653

www.eMarketer.com

It's all about
TRUST

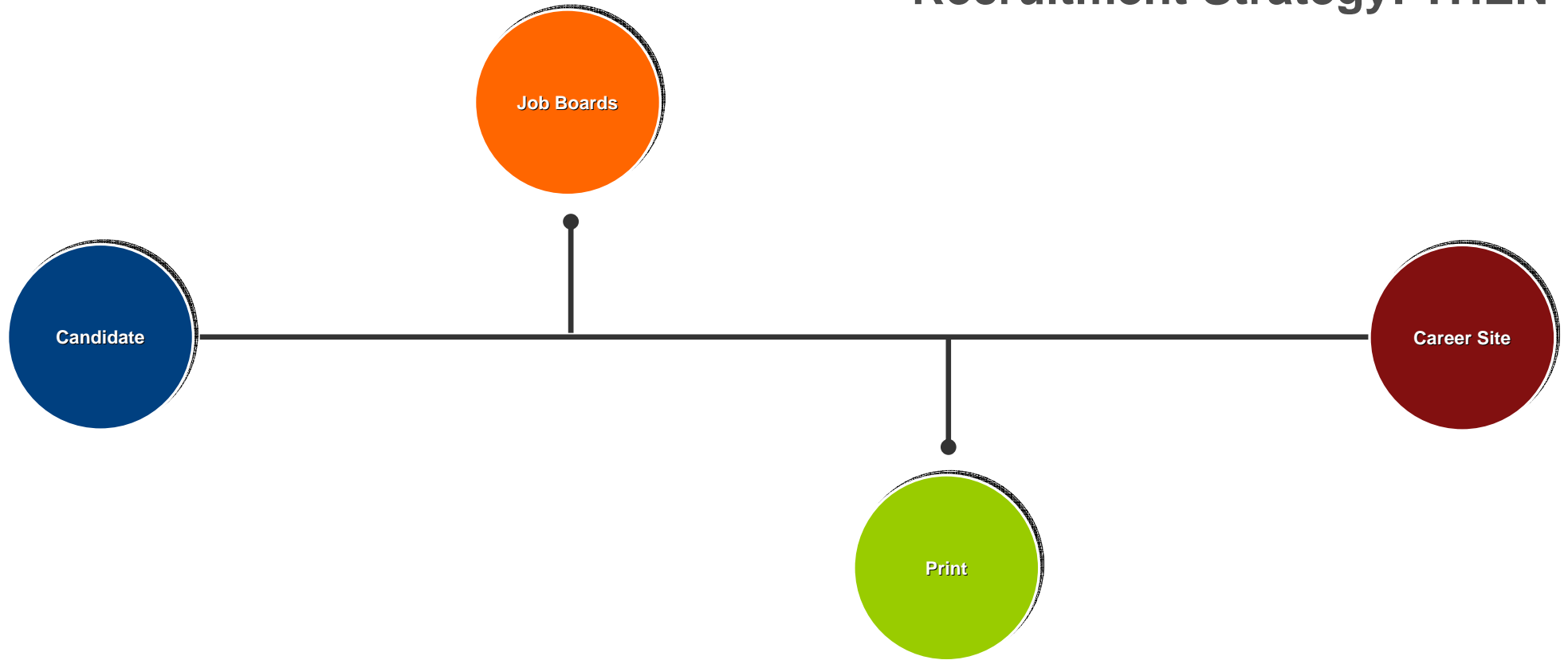


Social Networking

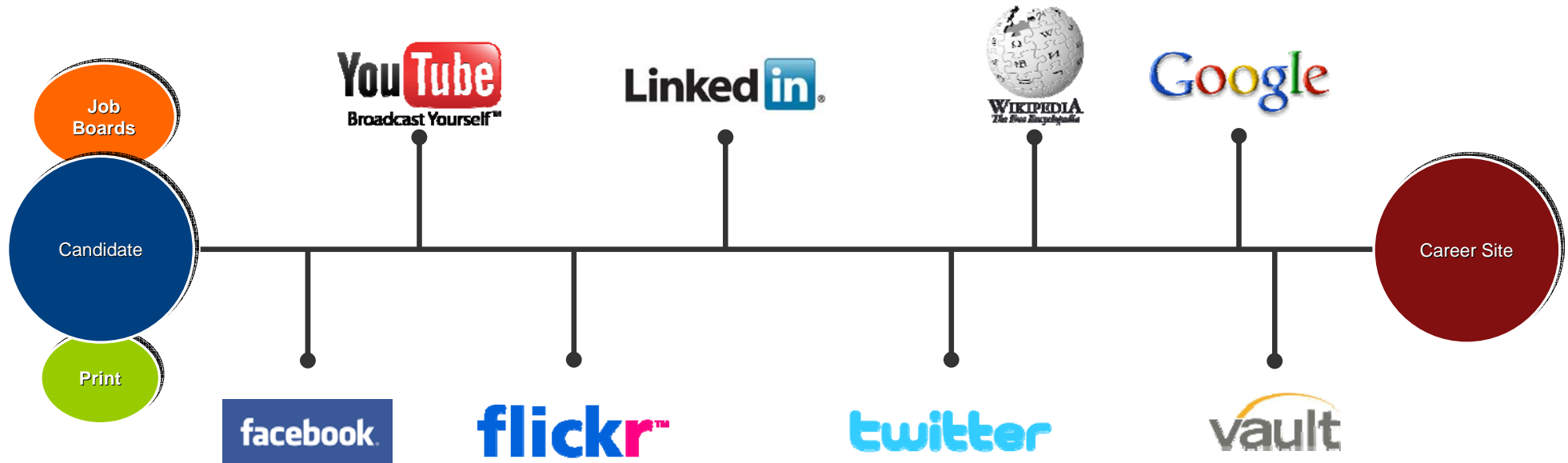
- Builds **Online Communities** of people who share interests and activities
- **Fosters Trust** within communities
- **Creates a link** to these communities via Social Media Outlets
- Allows you to **share, communicate and inform**



Recruitment Strategy: THEN



Recruitment Strategy: NOW



For the purpose of EPC recruiting
we will focus on the 3 mainstream networks:





Why Facebook for EPC recruiting?

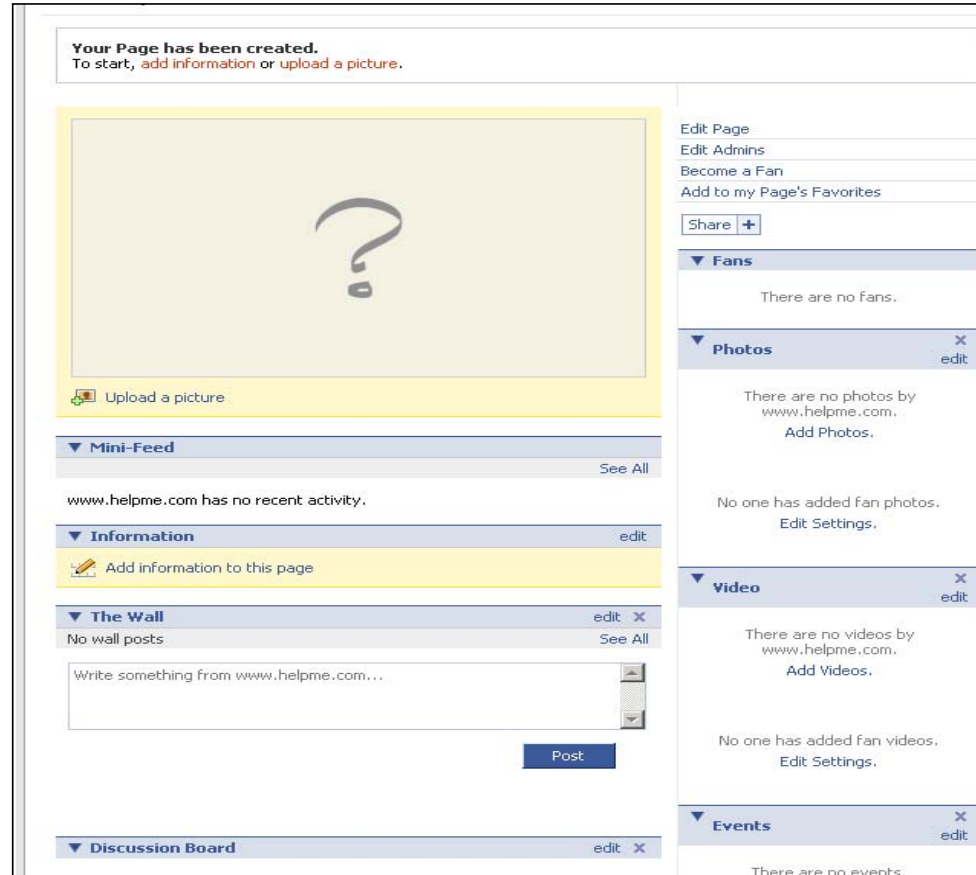
- Facebook has over 98 million profiles in the United States alone and over 400 million worldwide!
- Facebook reaches 55.9% of construction professionals on the internet with an average of 248 minutes spent onsite per month.
- Facebook reaches 62.1% of engineering professionals on the internet with an average of 193 minutes spent onsite per month

12,640 people

- who live in the **United States**
- who live within 50 miles of **Houston, TX**
- age **18** and older
- who like **engineering, engineer or construction**



Challenge



Facebook.com

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

Profile Page Includes:

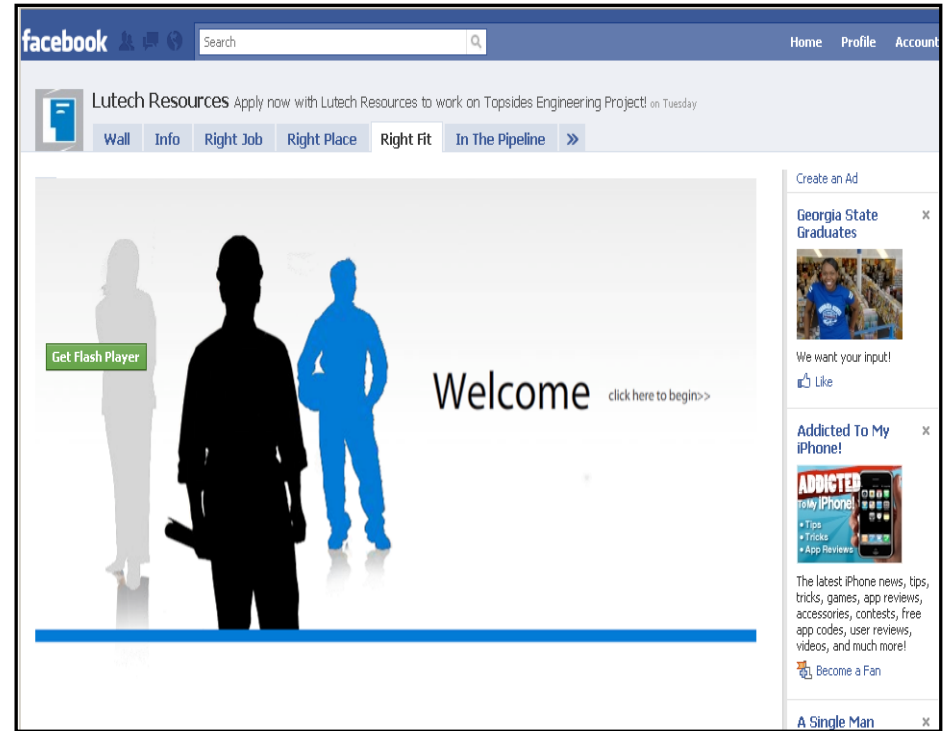
Basic content

Photos and video provided by client

Recommendations on 3rd party applications

Custom features (Polls, etc.)


TMP maintenance and monitoring



Company/Fan Page

facebook

Verizon Wireless Careers



**you've got ambition,
drive and aspirations.
we've got a lot in common!**


Gladys, Verizon Wireless

Careers For Everything You Are
www.verizonwireless.com/careers
Verizon Wireless is an equal opportunity employer, m/f/d/v.


Become a Fan
[View Updates](#)
[Share](#) +

VZW Testimonials
[> click here for testimonials](#)


Byron




Shakonna



Karen



HopeLine


About Us

OVERVIEW:

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

MISSION:

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

OPPORTUNITIES:

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

[APPLY NOW!](#)



Company/Fan Page

facebook

facebook

HomeProfileFriendsInbox

David TuttleSettingsLogoutSearch

HP Careers – Americas Students and Graduates

Become a Fan

WallInfoBoxesPhotosVideoEvents>>

Want to Touch the Future?



Want to Touch the Future?

Our Touch the Future contest features a challenge from each HP region. We want you to look at what's been done and find a way to do it better. We want you to solve problems and dream up Big Ideas. And then we want you to film your innovation for the chance to win a TouchSmart PC or Mini PC and an interview with HP leaders.

For details and to enter, go to hp.com/go/future.

STRETCH. STRIVE. SUCCEED.

Where will your passion lead you?



Where will your passion lead you?

hp.com/go/jobs

STRETCH. STRIVE. SUCCEED.

Events

4 upcoming eventsSee All

LatCareers Diversity Job Fair

Little Rock, AR

Tomorrow, January 12 at 8:00am

Stanford Computer Forum Career...

Stanford University

Wednesday, January 13 at 10:00am

Cal Poly SLO Winter Career Fair

San Luis Obispo, CA

Thursday, January 21 at 10:00am

Cal Poly Society of Women Engi...

San Luis Obispo, CA

Thursday, January 21 at 6:00pm

Photos

2 of 6 albumsSee All

2009 Boise Intern Service Project

Created about 5 months ago

HP Pictures

Created about 6 months ago

Video

2 of 7 videosSee All



Create an Ad

AnalystJobs.

AnalystJobs.

Does your client Analysts? Analysts? Analysts? get your job req the quality cand are looking for.

Become a F

South Unive Atlanta

South Unive

With our flexible accelerated program can earn your M as 1 year. Learn strong academic

Like

Got an iPhone

Got an iPhone

If you got an iPhone SmartSync is a n utility for you! C

Like


More Ads



Company/Fan Page

facebook


Glimpse your future.



hp.com/go/jobs
STRETCH. STRIVE. SUCCEED.

What makes us different?


Internships | Sustainability | Diversity



What makes us different?


Tony Prophet NSBE Video Message
8:17 Added about 8 months ago

Cool links



ThinkTalk TV


Who we hire



Who we hire

We're always looking for business and technology grads who want to make an impact. If that sounds like you, start your breakthrough [here](#).

Student discount program



Student discount program



Relevant Content = Engagement

FAQ

1. I don't have a degree – I'm still in college – is there anything at VZW for me?
2. I keep hearing the terms "internship" and "co-op" – what's the difference?
3. How often are interns and co-ops paid?
4. I'm just about to graduate

▼ Polls

Share +

1. OK, you work for the most successful team in wireless – what's your dream gig?

- ☐ Running my own store
- ☐ Joining the corporate team
- ☐ I'm not sure but I know VZW is right for me!!

Finish

View Results

▼ Events

6 upcoming events See All

CTJobs.com Job Fair
Meriden, CT
Tomorrow, September 16 at 10:00am

Integrated Recruiting Consulta...
Lombard, IL
Wednesday, September 24 at 10:00am


Diversity Job Fairs
New York, NY
Wednesday, September 24 at 10:00am

CareerBuilder Career Fair
New York, NY
Wednesday, October 15 at 10:00am


Job Expo Career Fair
Melville, NY
Saturday, October 18 at 10:00am

SacJobs.com Career Fair
Sacramento, CA
Tuesday, October 28 at 11:00am

▼ YouTube Video Box



Verizon Wireless Surprises Customer
Posted July 31 2:18am

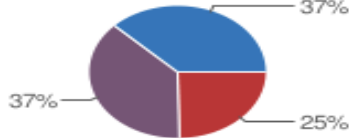


Verizon Wireless Technicians Brave Colorado Mountain Storm
Posted August 26 2:24pm

Previous Poll Results

Poll Results

1. OK, you work for the most successful team in wireless – what's your dream gig?



Option	Percentage
Running my own store	37%
Joining the corporate team	37%
I'm not sure but I know VZW is right for me!!	25%

- ☒ Running my own store
- ☒ Joining the corporate team
- ☒ I'm not sure but I know VZW is right for me!!



Work With Me

Work With Me™

Work with Matt at TMP WorldwideView all jobs

Interactive Strategist - New York, NY, USView Details

Director Business Development-Healthcare - New York, NY, USView Details

Learn more about TMP Worldwide

Matt, have you **connected** with your friends and colleagues at TMP Worldwide?

Matt Lamphear

Wall Info Photos Boxes +

Update Status Share Link Add Photos Add Video Write Note

What are you doing right now?

Nov 8 Thomas Delorme tagged Matt in 2 photos. 1:33pm Tagged in: Rib Friday at TMP

Nov 7 Ricky Au tagged Matt in a photo. 1:17pm Tagged in: Rib Friday at TMP

Sep 19 Matt wrote on Katie Ferguson McNally's wall. 6:15pm

Sep 11 Matt is now friends with Katie Ferguson McNally. 8:29am - Comment

Aug 18 Project Manager 1:47pm Source: apps.new.facebook.com Check out this job opening at TMP Worldwide. I think you would be a good match for it. Add Comment - Share

Aug 12 Matt is now friends with Angela Gomez Florie. 10:20pm - Comment

Jul 22 Matt is now friends with Missy Elam, Andra Jones, Cindy Lofgren, Lindsay Danner, Tammy Garney and 4 others. 9:22am - Comment

Jul 8 Matt is now friends with Matt Mroczka, Kristin Weber, James Patrick Ferreira and Christine Collins. 9:45pm - Comment

Jun 26 Matt is now friends with Jeff Barger, Scott Saunders, Ken Novak, Jill Horwitz, John Wolfhert and 2 others. 3:33pm - Comment

Jun 20 Ricky Au tagged Matt in a photo. 4:30pm Tagged in: Boston

Information

No basic information shown.

Friends

67 friends See All


Angela Gomez Florie Andra Jones Sylvia Hendrix Kuck Dustin Naughton Amy Rubin Kevin McCarthy

Work With Me™

Work with Matt at TMP WorldwideView all jobs

Interactive Strategist - New York, NY, USView Details

Director Business Development-Healthcare - New York, NY, USView Details

Learn more about TMP Worldwide

Matt, have you **connected** with your friends and colleagues at TMP Worldwide?

Posted Items





Why LinkedIn for EPC recruiting?

- LinkedIn has over 60 million profiles in the United States alone...
- There are over 1,702,00 construction professionals on LinkedIn
- There are over 1,022,00 engineering professionals on LinkedIn



LinkedIn

- LinkedIn is one of the largest professional online networks allowing users to collect and connect to important professional contacts online. Users promote themselves and their achievements and gain access to new people (employment leads, career opportunities, etc.).
- LinkedIn is one of the fastest growing sites on the internet.
- Over 2 million people join **each** month
- 85% of LinkedIn members are interested in new employment opportunities
- Gaining access to new people (sales leads, career opportunities, etc.)

Companies BETA

Companies Home | Add Company | FAQ

KBR

Last edited by Senior Manager IPS/IT

KBR is a leading global engineering, construction and services company supporting the energy, hydrocarbon, government services and civil infrastructure sectors. The company is a leader in many of the growing end-markets it serves, particularly gas monetization, having designed and constructed, alone or with joint venture partners, more than half of the world's operating... [see more](#)

2nd

Deanna Cannon

Planner/Scheduler

through Jason Reese

2nd

Tony Montalvo

Project Manager

through Mindy Ronick, Jennifer (Mallett) Bird

Swaine Skeen

Senior Project Manager

Bob Potter

Ice Plant Operator

Joe Anzalone

Sr. Principal Planner/Scheduler

See more »

Related Companies

Parent Company

- ROZA

Subsidiaries

- MW Kellogg
- Allstates Technical Services

Career path for KBR employees

before:

- Halliburton
- US Army

after:

- Chevron
- Halliburton

KBR employees are most connected to:

- BE&K
- Willbros
- Halliburton
- Global Industries

See more »

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Company profiles



- Home
- Groups
- Profile
- Contacts
- Inbox (3)
- Applications
- Add Connections



Matt Mroczka

Director, Digital Strategy at TMP Worldwide

Matt My article on Job Optimization on TMP Worldwide's EDGE: <http://www.tmp.com/a...> 3 months ago [Update] 1 comment

Your profile is 90% complete [Edit]

Companies

Companies Home | Add Company | FAQ

P&G

Last edited by Associate Manager



Procter & Gamble is a Consumer Goods company: it has one of the largest and strongest portfolios of trusted brands, including Pampers, Tide, Ariel, Always, Pantene, Bounty, Pringles, Charmin, Downy, Iams, Crest, Actonel and Olay. We're innovation-driven and values-led.

Specialties

Marketing, Innovation, Supply Chain

Current Employees (500+ total, 1 in your network)

Scott Read, Senior Talent Supply Manager through **Tim Milewski**, **Ken Novak**

Jane Wecker, ABM Herbal Essences/Head & Shoulders

Julia Hill, Marketing Assistant

Camelia Tartza, Finance analyst

Rowena Clayton, Design

[See more »](#)

Related Companies

Parent Company

• **Procter & Gamble**

Career path for P&G employees

before:

• **US Navy**

after:

• **Hewlett-Packard**

• **Johnson &...**

[See more »](#)

Key Statistics

Top Locations

- **Cincinnati Area** (500+)
- **Geneva Area, Switzerland** (262)
- **Greater Boston Area** (210)



HQ Region	Cincinnati Area
Industry	Consumer Goods
Type	Public Company
Status	Operating
Company Size	138,000 employees
Founded	1837
Website	http://www.pg.com/en_USA...

Common Job Titles	Manager	9%
	Brand Manager	5%
	Director	4%

Recent Promotions and Changes

Lino Soares, Trade Marketing Manager was Sales Manager - this month

Keteleer Bram, Market Planning Department Manager BENELUX was Market Planning Department Manager BELUX - 2 months ago

Abhishek Sule, Key account manager was Summer internship - 2 months ago

Joycelyn Johnson, Central Bounty Brand QA Leader was Global Baby Care Quality Assurance Leader - 3 months ago

Venkata Kishore Thota, Flex Developer was SAP Webdynpro Developer - last month

Popular Profiles

Adrian Wells, Marketing Manager

Laston Charriez, marketing director

Peter Clay, VP & General Manager

Sumeet Vohra, Marketing Director

Martin Lolan, IT MANAGER

News

News about P&G

Taking a Gamble

From: MarketWatch | September 10, 2009

P&G Celebrates Successful Completion of Three Life-Saving Commitments by Launching the 'Live, Learn and Thrive Partnership Awards' During the 2009 Clinton Global Initiative
From: Earthtimes.org | September 24, 2009

Stock Information

PG: NYSE



Last(4:00 PM EDT) \$57.91

Change Today ▼ -0.25 (-0.43%)

Market Cap \$169.0B

Price/Earnings(TTM) 16.2x

CNBC [More info](#)

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Interactive Data Quotes delayed 15 minutes for NASDAQ, 20 minutes for NYSE and AMEX. Market Data provided by Interactive Data. [Terms & Conditions](#). Powered and implemented by [Interactive Data Managed Solutions](#)



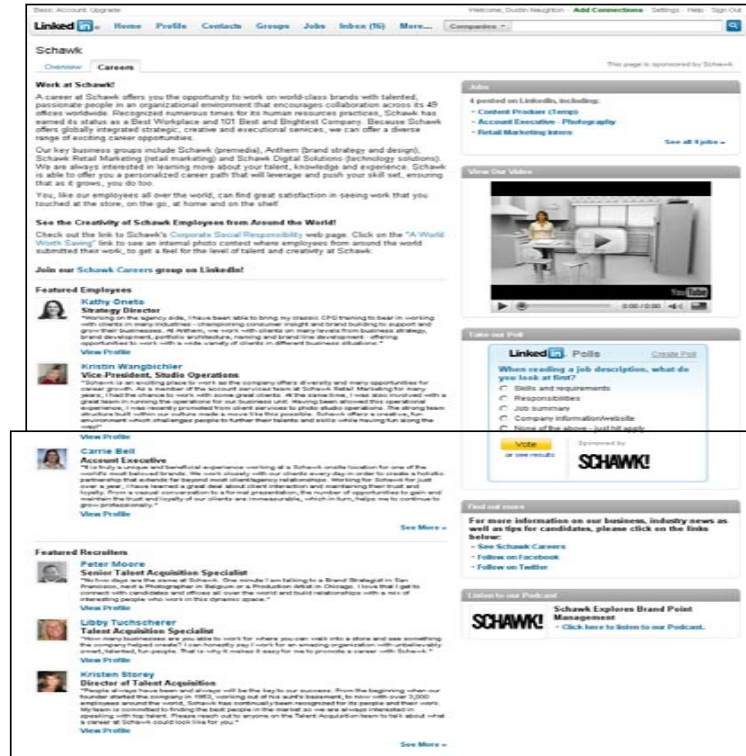
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LinkedIn Company Page

The *Silver Level Company Page* will allow you to add corporate/recruitment events, news, video, Podcasts, etc. as well as target content based on candidate profiles.

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





Why YouTube for EPC recruiting?

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



YouTube Branded Channel

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

Targeted:

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

Engaged:

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

Source: comScore PlanMetricx,



YouTube Channel: Build Your Following

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



Branded Career Channel: Verizon



YouTube Broadcast Yourself™

Home Videos Channels Shows

Create Account or Sign In

Subscriptions History Upload

VZW video tour
Careers For Everything You Are
www.vzwrlp.com

Verizon Wireless

Verizon Wireless Careers Page
VZWCareers's Channel

Subscribe

All Uploads Favorites

VZW battle of the bands

0:00 / 2:33

Info Comments Favorite Share Playlists Flag

VZW Battle of the Bands: Open for Gym Class Heroes
From: VZWCareers | October 07, 2009 | 5,270 views

This is it: your band's chance to open for Gym Class Heroes! Post a video response of your band rocking an original tune here. You could find yourself sharing the stage with Gym Class Heroes. Bright lights, loud guitars, screaming fans! A band's dream come true. The deadline is February 25, 2010. What are you waiting for?

7 ratings ★★★★★

... (more info)

Uploads (6)

- VZW Battle of the Bands: Open for Gym Class Heroes**
5,270 views - 3 months ago
- Tip 1: Believe in Yourself - Collen**
111 views - 1 month ago
- Tip 2: Put Your Heart In It! - Trey**
62 views - 1 month ago

see all

Favorites (13)

- Use LinkedIn In your job search - job seeker tips - gusatlant11** - 366 views
- How to Monitor Your Online Reputation**
jimstroud - 304 views
- Using social networks for job search**
sid221181 - 340 views

see all



Branded Career Channel: P&G



YouTube Broadcast Yourself™ Home Videos Channels Shows Create Account or Sign In Subscriptions History Upload

Experience P&G experienceP&Gnow's Channel Subscribe All Uploads Playlists

P&G
WE HIRE
THE PERSON
NOT THE POSITION

Stevi Gable
FASHION DESIGNER

0:17 / 2:38

Info Comments Favorite Share Playlists Flag

Stevi - Fashion Guru; Associate Manager 2 ratings ★★★★★
From: experienceP&Gnow | July 10, 2009 | 250 views
Whats the dress code at P&G? Well, if Stevi had her way, probably a lot more elegant, contemporary, cropped, breathable, flowing, or couture. An award-winning, full-fledged fashion designer, hear why Stevi is just as excited about the future of baby care as she is about her latest creation. And, no, it has nothing to do with fiercer diapers. ... [more info]
[View comments, related videos, and more](#)

Uploads (35)

- P&G Generations of Innovation**
203 views · 1 day ago
- P&G Hiring Process**
278 views · 2 weeks ago
- U.S. Engineering Recruiting 2009**
178 views · 2 weeks ago

[see all](#)

Our People (18)

- Tamia - Community Activist; HR Manager**
experienc... · 109 views
- Stevi - Fashion Guru; Associate Manager**
experienc... · 250 views
- Stefanija - Wheelchair Fencing Coach; HR**
experienc... · 1,510 views

[see all](#)

P&G Focus on Sustainability... (13)


- P&G Social Sustainability Video**
experienc... · 1,353 views

[see all](#)

Charmin Biff







Contests



Broadcast Yourself™ [Home](#) [Videos](#) [Channels](#) [Shows](#) [Create Account](#) or [Sign In](#) [Subscriptions](#) [History](#)

Deloitte Film Festival - Iron Man



0:41 / 1:24   

★ ★ ★ ★ ★ 19 ratings 11,109 views

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[MySpace](#) [Facebook](#) [Twitter](#) [\(more share options\)](#)

[Statistics & Data](#)

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duncofilms (2 years ago)

I really liked this one. Well done guys. :) Looked like it could have been a Nike commercial.



DeloitteFilmFest
September 14, 2007
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Deloitte Film Festival - Behind the Scenes



Let's not forget Twitter....



What is Twitter?

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



Twitter Custom Page

Custom
Branded
Background

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

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



Search

Whom you are
following and
who is
following you



Q & A



Thank You!

