

Modern Technology: Maximizing Benefit and Minimizing Risk

Using Modern Technology for Recruitment
and Employee Engagement

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Background & Experience

- Over 20 years experience recruiting for engineering, construction and related positions
- Corporate Recruiter/Headhunter/Sales MGR
- LinkedIn LION
- Prominent blogger on topics related to recruiting, HR, training, and careers
- CPC Certified
- AGC Member

Objectives

- Define Web 2.0 and identify methods to utilize LinkedIn/ Social Media for the betterment of your corporation.
- Utilize methodology learned to improve recruiting and employee engagement.
- Expand on the varied mobile recruiting technology capabilities.

How many of you are using the Social Web?



What is Web 2.0?

Web 2.0 is a collection of technologies that allow users to interact with online content.

- LinkedIn
- Facebook
- Twitter

What is Web 2.0?

Centered on user experience, Web 2.0 allows for a variety of inventive and functional recruiting and employee engagement avenues.

Social Media and Employee Engagement

- ▶ Blogs and corporate social media pages are most effective
- ▶ Excellent form of communication in some cases BETTER than email
- ▶ Create more active employee participation and greater satisfaction
- ▶ Healthy ROI.
- ▶ Current employees can be our best marketing/advertising tool.



Benefits of Recruiting Through Social Media

- Attracts passive and other top quality candidates.
- Builds a more personal relationship.
- Improves corporate branding.
- Improves the candidate experience.
- Human contact element.
- Increases traffic to the corporate website.
- Reduces recruiting costs.



Drawbacks of Social Media Recruiting

- Legal/Ethical issues
 - Screening
 - Involvement
- Web 2.0 policy statement
- Personal vs. Professional
- ***Must be committed to it!***
- Employer resistance
- Part of total recruiting package




- Create a profile & start INVITING!
- InMails
- Groups - Industry Specific - Join!/Invite Senders
- Post Jobs/Search Jobs
- Company Pages/Contacts
- Search Tools - People/Jobs/Companies
- Blogs
- Slideshare Presentations
- Questions/Answers

Remember?



Mobile is not just a phone.

- It's text, email, video and web.



Why mobile?

- Freedom
- Anywhere / anytime access
- Mobile web is on nearly everything.
- Mobile phone usage outnumbers PC usage *four to one!*
- Mobile access greater than PC access

Mobile Recruiting

- Voice
- Text - SMS
- Web – corporate career site / blogs
- Search – Autosearch / Profler/ Indeed
- Social networking – LinkedIn, Facebook, Apps!
- Proximity marketing
- Mobile email
- Video / audio

Mobile Device Lineup

Smart phones...Laptops...Netbooks...Tablets / iPads

- Recruiting apps
- Construction apps
- QA / QC
- Safety apps
- Various field apps

Social Media / Mobile Technology

- The future is now.
- The future is mobile.
- How many tomorrows will come before you embrace the future?