

# From MySpace to My Workplace

Using Social Media Campaigns and Web 2.0 for Recruitment & Employee Engagement

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Associated General Contractors of America  
2009 HR Professionals Training & Development Conference  
October 28, 2009



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*Safety is our attitude for life*

## Ron Kubitz, Recruiting Manager



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## Background & Experience

- Over 20 Years Experience Recruiting for Engineering and Construction
- Headhunter
- Recruiting & Sales Manager
- Corporate Recruiter
- LinkedIn LION
- Prominent Blogger on Topics Related to Recruiting, HR, Training, and Careers

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## Objectives

- Define Web 2.0 and Identify Methods to Utilize Web 2.0 to Attract Passive and Other Quality Construction and Engineering Talent
- Create **Enthusiasm** and **Familiarity** with the Many Facets of **Social Networking**
- Identify “**Good and the Bad**” of Social Networking



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## Objectives

- Improve Corporate Branding Using Web 2.0
- Illuminate the Candidate Experience and Increase Employee Engagement Using the Social Web
- Utilize Methodology Learned to Improve Recruiting, Marketing, and Employee Engagement **While Spending Less** than at Present




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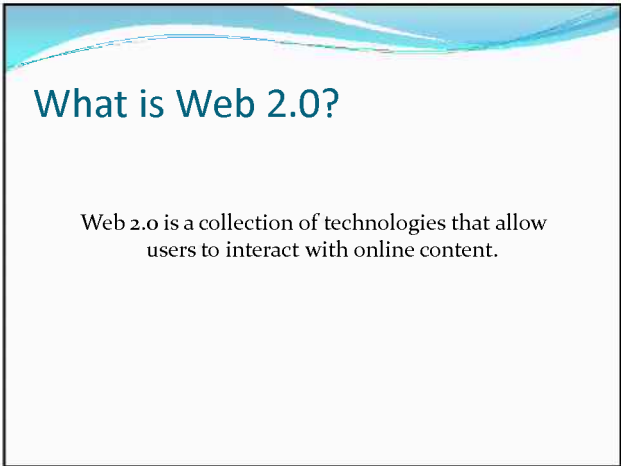
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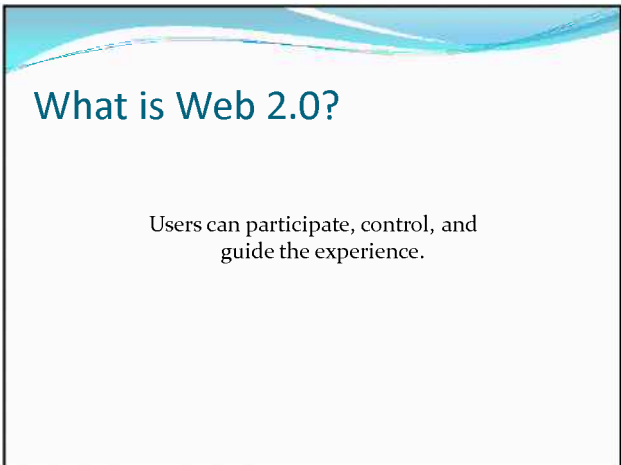
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## What is Web 2.0?

Web 2.0 is comprised of:

- Social Networks
  - Blogs
  - Podcasts
- Online Video

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## What is Web 2.0?

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

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## The Numbers

- By 2012, the **number** of people regularly reading blogs is expected to grow to **145 million**\*.
- The **number** of people who visit social networks regularly is projected to increase to **115 million** by **2013**\*.
- Podcast audience is expected to increase **251%** by **2012**\*.

\*Source: E-Marketer

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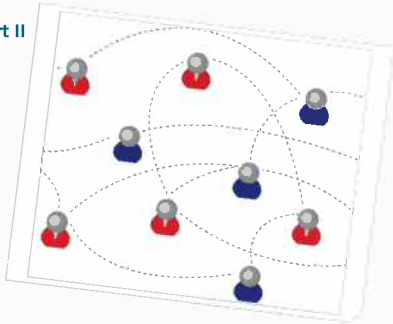
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### The Numbers – Part II

45% of organizations plan to increase the use of social networking technologies such as LinkedIn, Twitter, and Facebook\*.

59% of baby boomers, 71% of generation Xers, and 85% of generation Y utilize social networking\*.

19 Million people used the internet and searched for a job in January 2009\*.



\*Source: Doublestar

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### The Numbers – Part III

- 47% of respondents are dissatisfied with job board performance.
- 41% of respondents feel that job boards are no longer an effective method to find quality candidates.
- 81% of respondents feel social networking internet sources should be a major part of their recruitment strategy.
- 51% of respondents are dissatisfied with their current social networking strategy.
- 85% of respondents do not have an effective strategy for finding candidates on blogs.
- Social media strategy is **MORE** cost effective than job board strategy **AND** also follows the shifting utilization of these sites by job seekers – **becoming the mainstream.**

\*Recruitment Genome Project 2009

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### Improve Corporate Branding by Utilizing Social Media



- Be clear about target audience.
- Explore varied social media platforms to find target audience.
- Explore both general and industry specific sites.
- Blogging can enable you to position your firm as a leader.
- Think BEFORE You Post! Respect copyright and share links rather than content.
- PARTICIPATION IS KEY.
- Update.
- Drive traffic to other corporate sites.

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## Social Media and Employee Engagement

- ▶ Fosters employee productivity
- ▶ Blogs and corporate social media pages are most effective
- ▶ Excellent form of communication in some cases BETTER than e-mail
- ▶ Create more active employee participation and greater satisfaction
- ▶ Healthy ROI




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## Social Media and Employee Engagement

Not using social media opens up the risk of not engaging KEY employee demographic groups either of those presently employed or those being recruited.

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## Benefits of Recruiting Through the 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 Corporate Website
- Reduces Recruiting Costs
- Increases Employee Engagement




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### 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

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### Social Media Recruiting Starfish

\*Source: Robert Scoble

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### My Favorites

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### Quick Facts

- ▶ 25 Million Active Users
- ▶ 7.9 Million Visitors per Month
- ▶ 76% Have at Least a 4-Year College Degree
- ▶ 300,000+ Recruiters are Registered

\*Source: Green Dot Interactive 2008

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Facebook began as a way for college students to connect to one another. Today, the social networking site is commonly used to link students, co-workers, friends, and people living in the same communities.

Its audience of older users is growing. Users can create profiles, post photos, and list personal interests. They can also exchange public messages, leave comments, join groups, and become fans of businesses and causes.

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### Quick Facts

- ▶ 70 million registered users
- ▶ 6th most visited website in the world with 1.1 billion visitors per month
- ▶ Largest segment is the college crowd, making up 40.8% of all members
- ▶ Fastest growing segment are 25 and older, doubling every six months
- ▶ Over 55,000 regional, work related, collegiate, and high school networks



\*Source: Green Dot Interactive 2008

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- ▶ Grew 1,382% Year-Over-Year in February 2009
- ▶ 10 Million Unique Visitors per Month and Growing
- ▶ #2 Fastest Growing Business Networking Enterprise Behind 

\*Source: Information Week Research Survey

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- ▶ Get Followed
- ▶ Follow
- ▶ Search for a Candidate
- ▶ Post Jobs / Update Jobs

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SEARCH & SOURCE!  
(MORE)

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- Excellent for Recent College Graduates
  - Interns
- Blue Collar Employees

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### Dangers (Legal) of Social Networking

**Businesses Need to:**

- Assess the benefit of using social networking group sites **AND** also create a policy on Web 2.0 usage.
- Create policy/ground rules on personal postings on both corporate sites and personal sites.
- Introduce the policy.
- Observe professional standards and ethics when mining for talent.
- Review laws on discrimination.
- Create a hacking strategy.
- Consult an attorney.

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**In Conclusion:**

- In a forum where 200+ million people can be reached each month, social networking is an efficient, cost effective and limitless tool for attracting passive and other quality construction and engineering talent.

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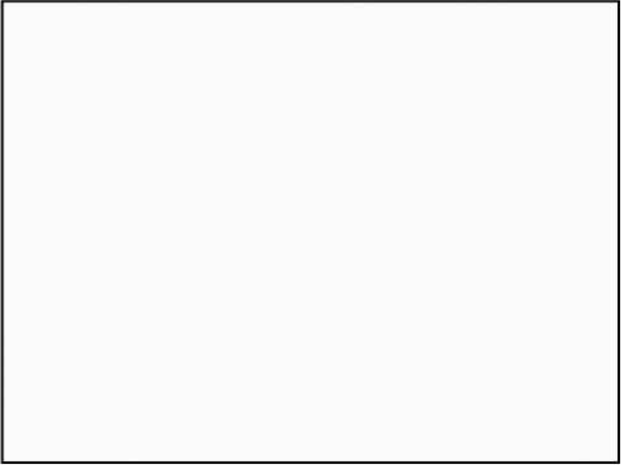
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