

Web 2.0 Terms

Blog: A web-based journal created by single or multiple writers. Blogs allow for interactive feedback and comments from readers.

Wiki: A website created by a group of collaborative users. Wikis are constantly updated and edited by select users, keeping it fresh and up-to-date with the latest information.

Instant Messaging (IM): Real-time communication between two or more people.

Podcast: An audio file distributed over the internet. Podcasts can be downloaded onto portable media devices, for playback anywhere, anytime.

RSS (Real Simple Syndication): Allows subscribers to receive automatic updates whenever new website content is available.

Search Engine: Retrieves information based upon specified keywords, i.e. Google, Yahoo, and Ask.com.

SEO (Search Engine Optimization): The process of increasing the website traffic produced from search engines.

Social Network Services (i.e. Facebook, MySpace, Ning): Web based services that allow users to create online communities based upon shared interests and activities. They provide different methods for interaction including messaging, email, blogs, video, and discussion groups.

BERNARD **HODES** GROUP

Web 2.0 Recruiting

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Social Media

1. "Social" sites used to build/maintain _____ and _____ and to attract and source talent.

Web 2.0

2. Term coined in 2004 that meant to encompass everything in the _____ web.

What's News

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

4. Build A Strategy

Assess _____

Strategize _____

Implement _____

Monitor and Repeat _____

Notes:

Why are Web 2.0 Tools Important for Recruiters?

Many of the new social media tools can be leveraged by recruiters in order to aid in their recruitment efforts and gain a competitive advantage. For recruiters, Web 2.0 means an evolution in the way that information is transferred across the internet, a new virtual world where candidates are now more than ever, in control.

Understanding Web 2.0 can aid recruiters in providing these job seekers with the ultimate candidate experience and offer opportunities to engage them in completely new ways.

Recruitment Blogs: Recruitment blogs are a great way to interact with candidates and provide them with a sense of a company's culture and work. Different companies can use recruitment blogs to fit their specific needs; whether to promote their brand or provide candidates with in-depth look into the jobs they may be applying for. Regardless, recruitment blogs add an element of humanity to the hiring process and allow recruiters to find candidates that are qualified and that fit within their company's culture.

Podcasts: Another great tool that recruiters can utilize to engage candidates. By incorporating podcasts into your Career Center, candidates can easily and quickly gain a vast amount of information about your company, culture, and work. Whether it's an audio or video clip of an interview, company facilities, people, or daily work tasks, offering information in this way allows candidates to experience your company, brand, and culture in a very real way.

Ning: Largest number of social networks on the internet, featuring pages that are completely customizable and on a programmable platform. Sites like Ning offer recruiters the opportunity to create or become part of a large online community. Recruiters can not only search for passive candidates via these communities but should also join them to network and share best practices with fellow HR professionals.

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