

# POINT OF VIEW: WEB 2.0 SOCIAL NETWORKING

## WHAT IS WEB 2.0?

Web 2.0 is about ‘communicating,’ not ‘advertising’...

It describes any site, service or technology that promotes sharing, dialogue, connection and collaboration – not just of information, but of insights, experiences and opinions.

Web 2.0 content is predominantly generated by users – and has broken out of the destination site into its own sites.

Additional content examples:

pod/vodcasts, blogs, wikis, flickr, tagging, RSS feeds, de.licio.us, Facebook, MySpace, LinkedIn, YouTube, etc.

Web 2.0 is about connecting people and distributing information in new and efficient ways.

## SOCIAL NETWORK IMMERSION

While media can place your message within a social networking environment, this approach can be thought of as the equivalent of placing a billboard on the side of a bus. Social networking requires immersion and communication.

An effective social networking strategy delves deeper than a simple advertisement. If executed correctly your recruiters can be on that very bus, sitting next to a potential candidate, having a one-on-one conversation.

## RECRUITER/TRAINING TACTICS

As described in the analogy above, to achieve the best results recruiters must immerse themselves into targeted networks and participate. Treating social networks as a standard source of hire will not work because many companies fail to realize that in order to develop a social networking strategy they must first agree to be “social.” To be successful a recruiter needs to actively participate within the community and develop a personal relationship with prospective candidates.

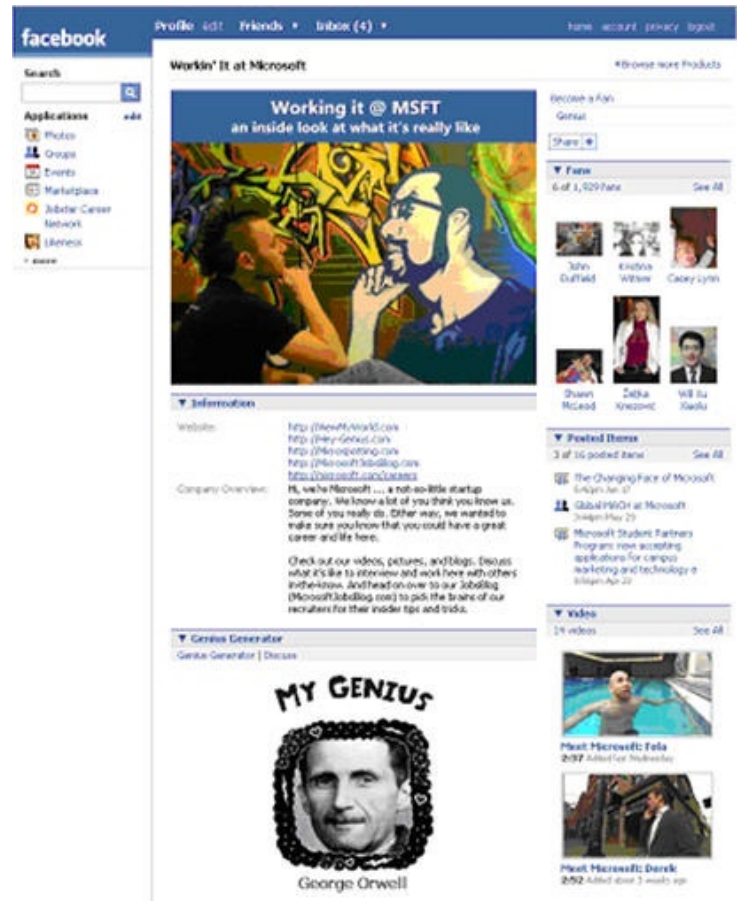
Keep in mind that every social network community needs to be approached differently. Sites such as LinkedIn are business/networking focused and immediate contact regarding professional opportunities is commonplace. If used appropriately a recruiter can further personalize their recruiting efforts by referencing a specific shared connection. Communities such as Facebook and MySpace require a somewhat more “destination-oriented” strategy for successful employment marketing.

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## “DESTINATION-ORIENTED” EMPLOYMENT MARKETING

While sites such as LinkedIn allow users to build profiles and develop “connections,” other communities require organizations to develop more in-depth strategies to successfully market employment opportunities. To develop a successful destination any organization needs to first understand the community structure, user behavior and the expectations of users they aim to connect with. There is a clear distinction between “reaching” and candidates and “connecting” with them. Communities provide a means of developing a relationship versus the “reach” that a media plan may provide. Simply interacting within the community relegates a certain set of rules. For instance content must be authentic, and personal and updated regularly and questions need to be addressed on a regular basis. Developing a successful community requires work, as recruiting practices that have been in place for years will often need to be modified.

One excellent example of successful employment marketing on Facebook is the following page developed by Microsoft to assist with their recruiting efforts: <http://www.facebook.com/pages/Workin-It-at-Microsoft/9298666412?ref=s>



Note: You'll need to set up a Facebook account if you don't have one. What better way to educate yourself?

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## HOW TO GET STARTED

As sites such as Facebook, MySpace and LinkedIn are increasingly being used for recruitment purposes, employers need to outline a specific strategy to promote their job openings and corporate culture, and to provide direct access to recruiters and even current employees.

Candidates are already using these tools to learn about your organization and to network with your employees and alumni with similar interests.

Developing and defining a strategic social networking presence serves as a means of complimenting existing conversations and ensuring that your organization is able to actively participate in and influence conversations.

Typically there are no media-related costs to setting up a presence on any social network. Please contact JWT INSIDE to discuss developing a strategic approach to social networking and how it can fit into your overall communications strategy.

**ABOUT US:** JWT INSIDE helps organizations advance employee engagement through comprehensive advertising, marketing and employee communications services. Measurement tools, consulting resources and strategic approaches are employed to put the right people in the right jobs and keep the workforce engaged. The agency has 12 offices and 9 satellite locations across North America and internationally. It is a subsidiary of JWT, the largest advertising agency in the United States and the third largest full-service network in the world. Its parent company is WPP (NASDAQ:WPPGY). Visit [www.jwtinside.com](http://www.jwtinside.com) for more information.