

## Recruiting in the Web 2.0 World – Part 2

In an earlier article, we spoke about the one of key changes in recruitment today is the utilization of social media for advertising job opportunities. You can communicate a job opportunity very easily and quickly using social media and immediately upon posting, the resumes start to roll in. The world is racing forward very fast now, and recruitment is no exception.

In this article, we are going to provide you with some tips on advertising your job openings on social media sites. I am sure you have noticed that the job classified and careers sections of the local and national newspapers have really shrunk in size over the past few years. This started with the arrival of the two big job boards - Monster and Workopolis, and has continued as more and more social media sites have offered up opportunities for you to post your job, and in some cases, at no cost to you.

***So, if you have a job opening that you want to share, where do you start?*** Well, as in the past, it depends on the level and type of position as well as the location of the workplace. However, here are some options to consider:

- *If you are looking for a recent graduate*, you should look to the universities and colleges. You will first need to research the institutions in your geographic area to ensure that they offer the academic programs from which you are looking to hire. These postings are normally free, and can also be used if you are looking for coop students or interns. This may also be an option if you are looking for 1 – 2 years of experience as alumni often continue to search their university/college job board even after they graduate.
- *If you are looking for someone to fill an administrative, entry-level, unskilled or semi-skilled job*, you may want to consider craigslist or kijiji. Both of these sites include sections to advertise for jobs and can work well if you are trying to fill the position locally. And posting is free!
- *If you are looking for a professional*, check out the websites of the professional association of which your preferred candidates may be a member. Many of these associations offer job posting opportunities on their websites, usually for a fee. There are associations for virtually every type of profession (administrative, accounting, engineering, etc.)
- *Of course, we can't forget Linked In for professional opportunities!* Virtually anyone who is interested in professional job or business opportunities has a profile on Linked In. You can post a job on Linked In, can forward the opportunity to everyone in your Linked In network, can search for people on Linked In, and depending on the rules of the groups of which you are a member, you may be able to post the job to your groups as well. The job posting fee is reasonable and the other options are all free. You can also purchase enhanced packages from Linked In, for a defined period of time or on an ongoing basis,

that allow you to send messages to those outside your network, increase your search filters, etc.

- *If you want your opportunity advertised globally, you should consider using the national job boards such as Monster or Workopolis as well as Linked In.*
- *If your organization is providing goods or services to consumers (as opposed to business2business), you should consider developing a Facebook page for your business, and then you can share your opportunities on your Facebook page. You can also have a Facebook page for B2B however this social media site is more focused on consumers.*
- *You can share your job opportunity using Twitter as well. Send a tweet and provide the link to your job posting. The great thing about this is the ease with which your followers can re-tweet your message allowing your opportunity to get a wider distribution very quickly.*
- *Don't forget your own network! While those in your network may not be interested in your job opportunity, they may know someone who would be. So, be sure to email the job opportunity or link to the posting to your business and personal networks.*
- *Post on your own website. If someone is looking for work in your industry, there is a good chance they will frequent your organization's website as part of their search process. So, be sure to include a careers/jobs section on your website and post your job opportunity there as well. Even if you do not have any current opportunities, you can include a general statement on this page about your organization and the type of people/backgrounds you are interested in and provide a direct email to which an interested candidate may apply or inquire about opportunities at your organization.*
- *Lastly, do an internet search of other job boards within your industry and/or geographic area. There are always new job sites starting up which may provide you with the opportunity to share your job opening. Make sure you research the site and the target demographic to ensure that you are not advertising to the wrong market. You do not want to get inundated with resumes from unqualified applicants.*

Your objective is to encourage the largest number of qualified candidates to contact you. So, in advertising your job opening, first, you need to define your target market, identifying the social media sites and job boards that candidates qualified for your position may visit and then, share your opportunity with as wide a distribution as possible.