

The impact of social networks on (e-)recruitment activities

*Combining the power of internet and
social networks in the war for talents*

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Recruitment market/trends



HIRERS

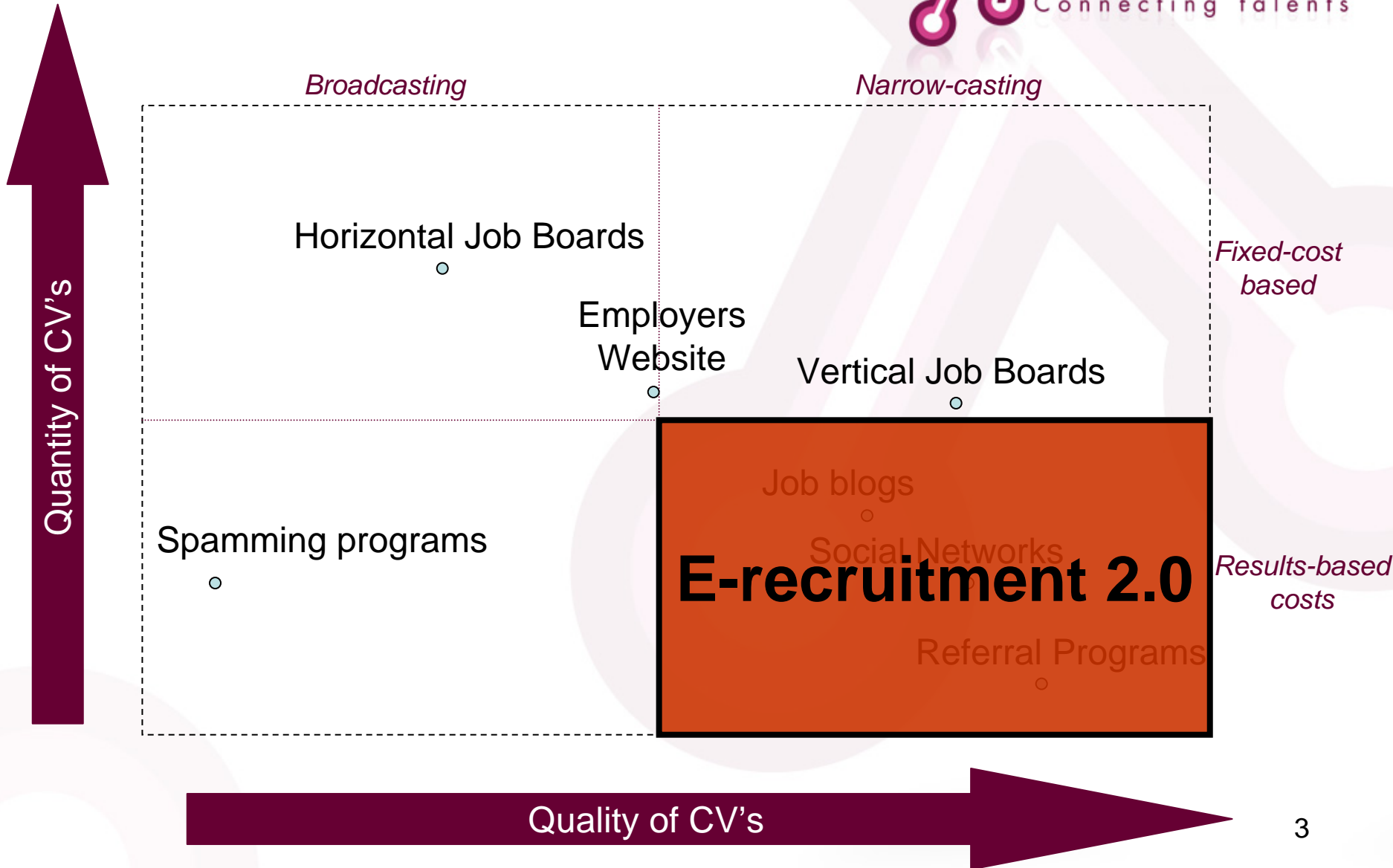
- ❑ 85% of companies report recruiting difficulties
- ❑ Qualified profiles demand > Qualified profiles offer
- ❑ « Fight » within same Databases
- ❑ Active job seekers not always best candidates
- ❑ Need for CV Quality vs. CV Quantity
- ❑ Changing demographics will require new sourcing methods in order to reach a larger audience
- ❑ Business speed requires short recruitment delays

CANDIDATES

- ❑ 65%+ wanting to change job (Bizz 02/07)
- ❑ 26% middle managers found job via internet
- ❑ 40% middle managers found job *via via* (referral)
- ❑ Power to the people (web 2.0)
- ❑ More than 60% of people already made referrals, of which 25% were successful - about 90% of these people were never compensated

TIME FOR INNOVATIVE SOURCING METHODS !

E-Recruitment channels



E-recruitment 2.0



- Professional social networks



- Fun-tinted social networks



- Referral-based networking



V² - Visibility & Virality



- Xpertize has developed a **widget** that allows anyone to publish jobs posted by clients on Xpertize on their own website and blogs (1st level connectors in case of hiring)
- The ultimate goal is to reach **passive candidates** either directly or indirectly through their friends at a moment and at a place where the purpose of their visit is all but related to job search
- At the same time, people get a financial to **sponsor their own friends** to join, which results in a sensible leverage effect (reward on each successful recommendation made by the people they have invited to join)

Open Social Networks



« Write once, Run everywhere ! »

Two best examples:

- Facebook (Xpertize application to be launched in May)
- Google's Open Social (MySpace, Orkut, LinkedIn, ...)