

TRENDS IN ONLINE RECRUITMENT

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TO ATTRACT TOP TALENT



THOMSON REUTERS

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Online video is quickly being adopted as a measurable, cost-effective tool

With 75% of Internet users in the U.S. alone expected to consume online video in 2008,¹ companies are increasingly integrating online video into their recruiting strategies to deliver a richer, more engaging experience to their audiences. The results are campaigns that generate increased retention, are more targeted and provide measurable outcomes.

As recruiters look for ways to deliver consistent messages to top talent and promote action, rich video content is a cost-effective tool with proven measures of success. A recent study conducted over a 3-month period by Thomson Reuters found that traffic to client Web sites with multimedia (such as online video) increased by 97% compared to a traffic increase of only 13% for static sites. And research has shown that response rates tend to be higher than other formats—40% of viewers will visit a Web site referenced in an online video.²

Online video is used to give life to a company's culture and values

Video also allows recruiters to convey qualitative attributes of a company—key differentiators that are lost in traditional job postings. Limiting a candidate's insight into a company to job requirements and salary information alone is akin to marketing a product on basic features and cost. Online video gives the brand a pulse and allows the opportunity to convey a company's strengths, values and culture. And once the content is in the audience's hands, the results could be viral. Candidates in their twenties have been called "the most contagious carriers in the spread of online video"³ and social media is providing the network through which key messages can be delivered exponentially.

Recruiters are leveraging social media to learn more about candidates

Today recruiters have access to more information about prospective hires than ever before. With the number of social network users surpassing 100 million, odds are a quick search of Facebook or MySpace will turn up much more than a few bullets about a candidate's favorite hobbies (for better or

worse). Especially in younger generations where personal profiles act as memoirs in progress, social networks and user-generated content sites such as blogs and YouTube make a mountain of information just a Google search away.

Online video is used to provide a richer experience to candidates visiting the corporate Web site

According to a recent survey, a company's Web site refers more new hires than any source other than referrals.⁴ Think about how you can offer candidates greater insight into your corporate culture and give life to an otherwise static job posting or career site. Offer your employees the opportunity to share how great their work experience has been. Have a unique work environment or a fantastic benefit program? Get the people whom it affects most to tell the story.

Deutsche Bank, which has been recognized as having the best corporate career Web site for the second consecutive year,⁵ offers easy access to a large archive of well-produced videos in its "Meet Our People" section that spotlights diversity in the company's global workforce through employee interviews.⁶ Shell Oil Company, which placed 24th in the survey, has posted over forty employee profiles on its career page. The richness of media and breadth of content provide a user experience that surpasses that of competitors and give Deutsche Bank and Shell a competitive advantage.

From the Peace Corps to Goldman Sachs, companies are creating compelling online video content—company overviews, employee profiles, career and interviewing advice—that engages viewers, gives life to their corporate culture and makes the corporate career page not just a source of information, but a destination for candidates. Better yet, many online job boards are offering companies the ability to integrate these videos into listings and sites such as CareerTV which specializes in hosting corporate recruiting and career-oriented videos.

Over 80% of US office workers have accessed social or professional networks from work, with 63% making it a daily habit.

¹ ComScore, September, 2007

² Online Publishers Association, March 2006

³ Pew Internet & American Life Project Tracking Survey, February 15 – March 7, 2007.

⁴ CareerXroads, 2008.

⁵ Potentialpark Communications, 2008

⁶ <http://www.db.com/careers>

⁷ Needleman, Sarah E., "Recruiting 2.0: Web advances change the landscape"

Increased workplace usage of social media leading to use of Web 2.0 to target candidates

To break through the clutter of the Internet's 50,000 job boards,⁷ many recruiters are adopting a "go where they are" strategy, distributing video content directly to candidates through top social media destinations. Some organizations have even created their own YouTube channel where they post recruiting and other corporate videos. To illustrate how successful these can be, Cisco's recruitment video has been viewed nearly 26,000 times on YouTube while the United States Marine Corps has attracted more than 347,000. The cost to distribute each: zero.

And it's not just new graduates who are being targeted through social media. It has been discovered that over 80% of US office workers have accessed social or professional networks from work, with 63% making it a daily habit.⁸ Hoping to leverage this surge in interest and activity, Heidrick & Struggles, a leading executive search firm, recently developed a Facebook-like network targeting C-level executives. A main component of the site is online video presentations developed by both employers and candidates. While it's too early to gauge the success of the site, it marks the first time a major recruiter has begun to integrate Web 2.0 into their business strategy.⁹

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⁸ Clearswift, December 2007

⁹ Crockett, Roger O., "A Facebook for the Seven-figure Set," March 3, 2008.

