

The Flow Of Social Technology In Recruiting

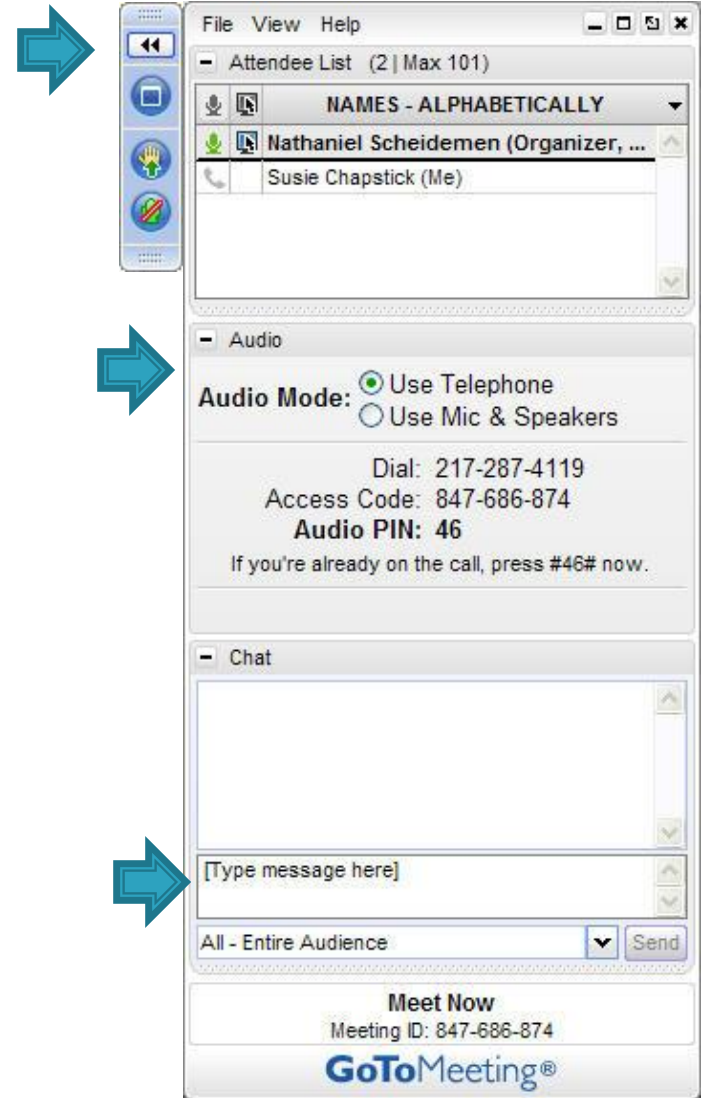
2012 Index of Social Technology in HR and Recruiting

Recruiting Trends Best Practice Series
Twitter hashtag:

[#recruittrends](#)

Tips for using your Control Panel

- Audio Mode
- How to ask a Question
- Grab Tab



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2012 Index of Social Technology in HR and Recruiting

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Presented by:



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Principal analyst for [HRxAnalysts](#)
Founder & Managing Editor of
The [HRExaminer](#) Online Magazine



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www.HRxAnalysts.com

The Flow of Social Technology

In HR and Recruiting

- John Sumser
 - Editor, HRExaminer
 - Principal Analyst, HRxAnalysts
 - Long Term Industry Veteran
- Works with Vendors and HR Departments
 - To develop strategy
 - To define requirements
 - To ask hard questions



- 110 pages
- 16 Types of Social Technology
- Fitting Technology into the Silos
- How Ideas Move in The HR Marketplace
- Risk, Reward and Investment Timing
- The Networks
- Do Referrals Work?
- The Industry and Its Key Players
- 70 Company and Software Reviews

- \$595
- Order online <http://hrxanalysts.com>

TOWER OF LONDON



HOW IT USED TO BE

Bill-Saving Lock for Dial Phones

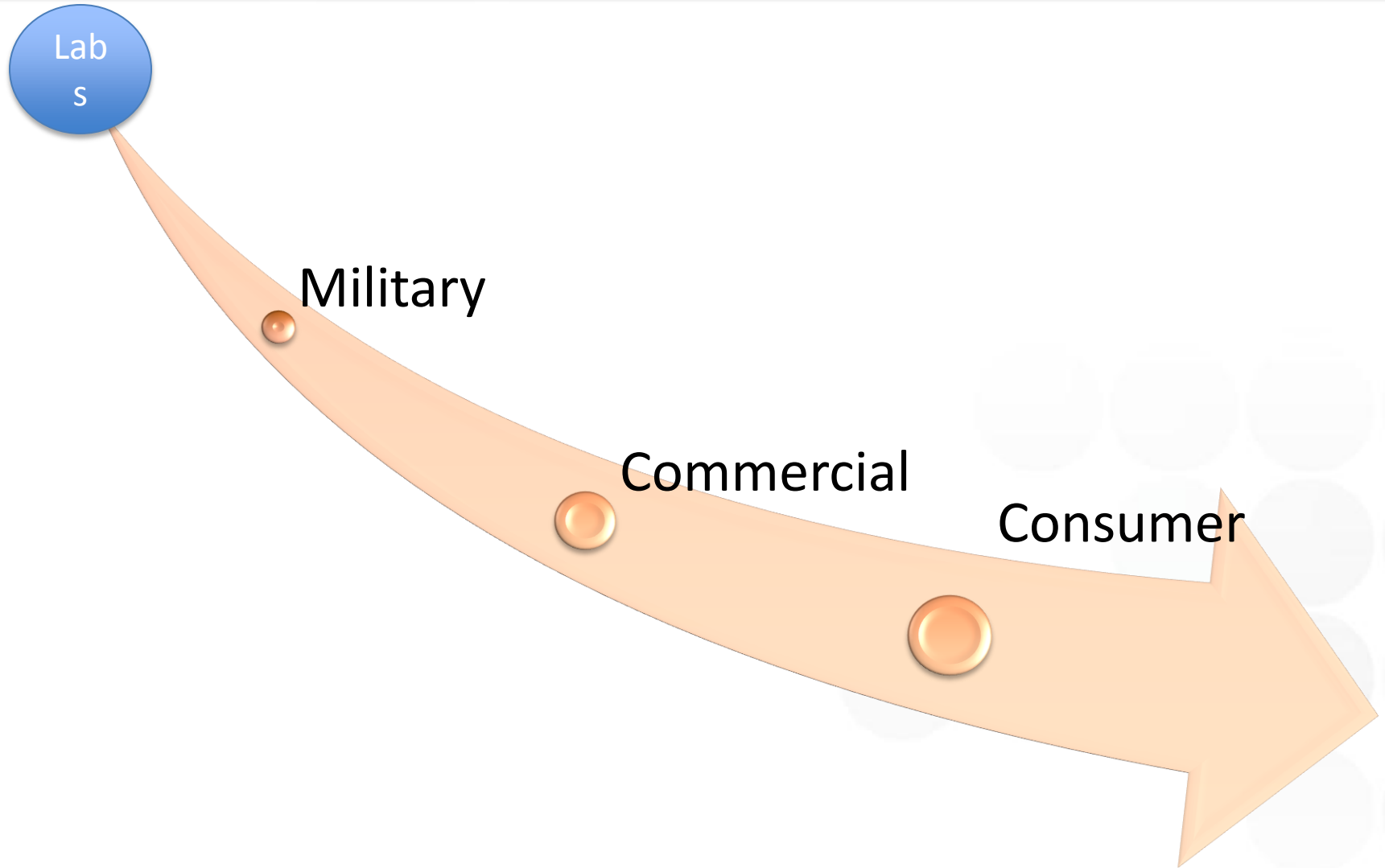
LONG distance and other expensive calls made over your telephone without your consent can be prevented by a dial lock now being marketed. The lock consists of a metal cover which fits snugly over the dial, and is equipped with a lock which holds it firmly in place, as illustrated in the accompanying photo. Key may be carried on ring.



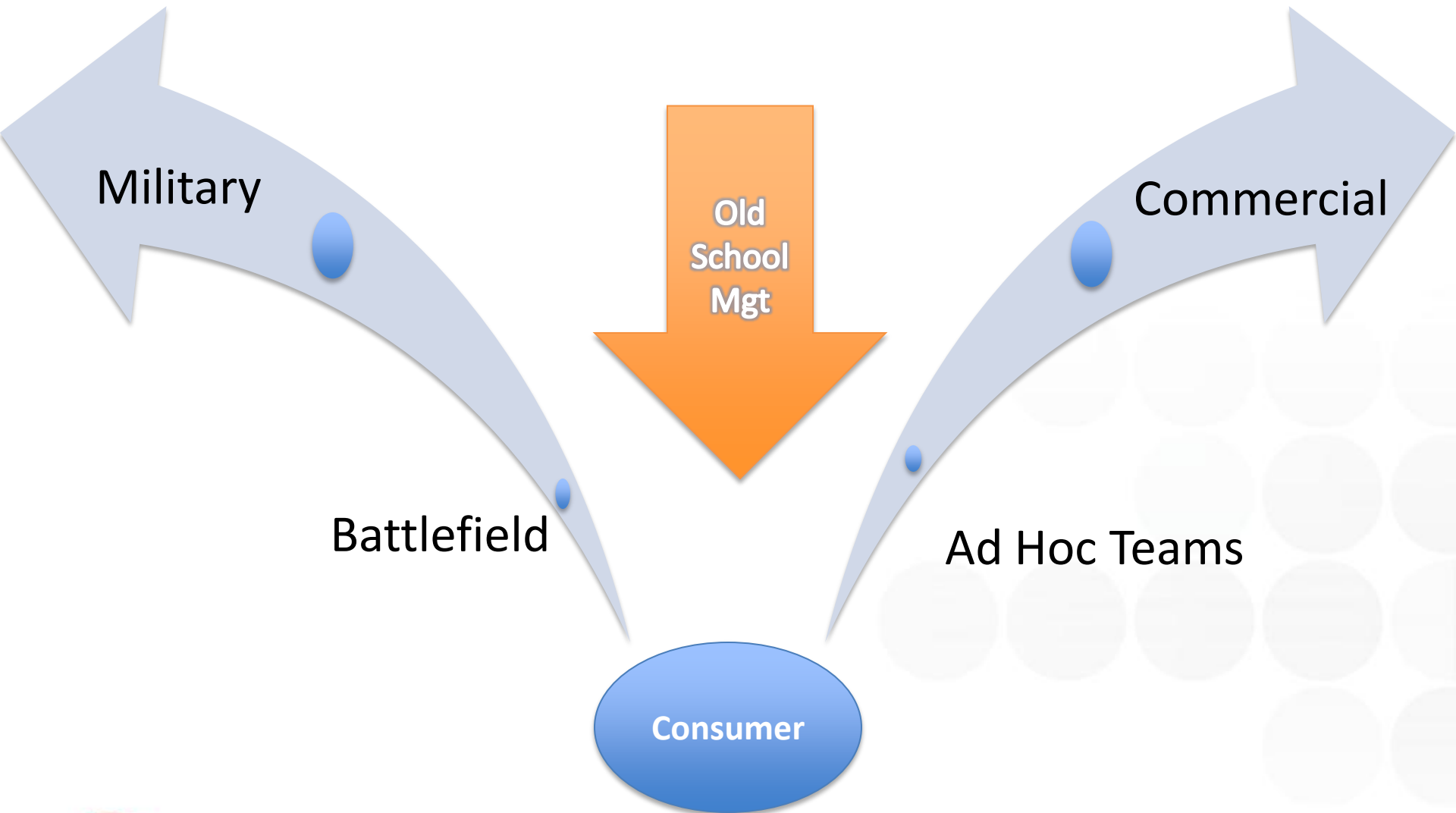
Cover is locked over phone to prevent unauthorized calls.



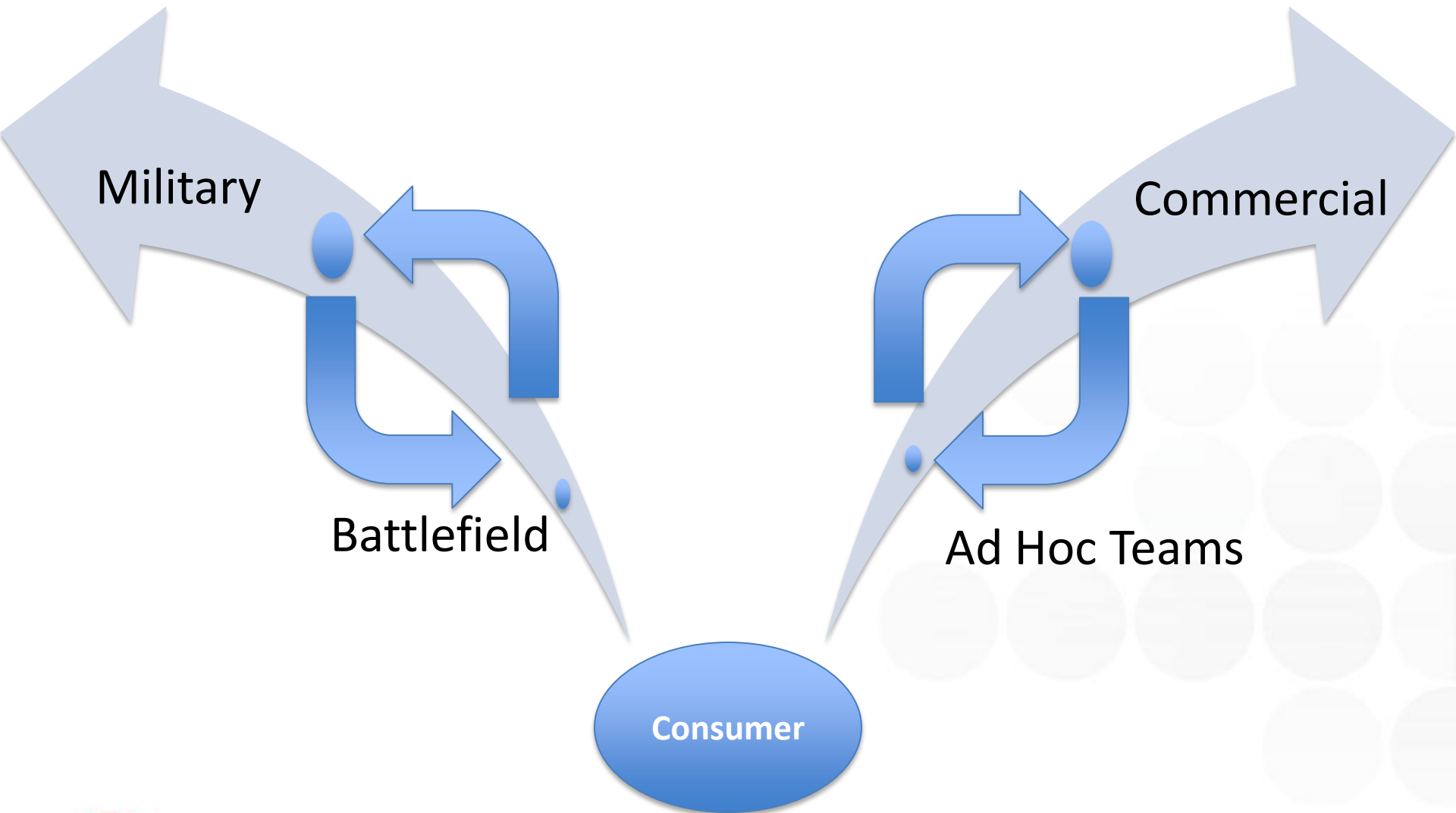
HOW TECHNOLOGY USED TO MOVE



HOW TECHNOLOGY MOVES NOW



HOW TECHNOLOGY WILL MOVE



SYMPTOMS

- Old Style Processes for SaaS Acquisitions
- Fits and Starts Social Media
- Contagious Evangelism
- Premature Talk About ROI
- New Business Forms
- Torrent of Absolutes
- Old Ways Not Gone (They Should Be)

SO?

- Clear Thinking Obscured By Reality Shift



16 SOCIAL TECHNOLOGIES

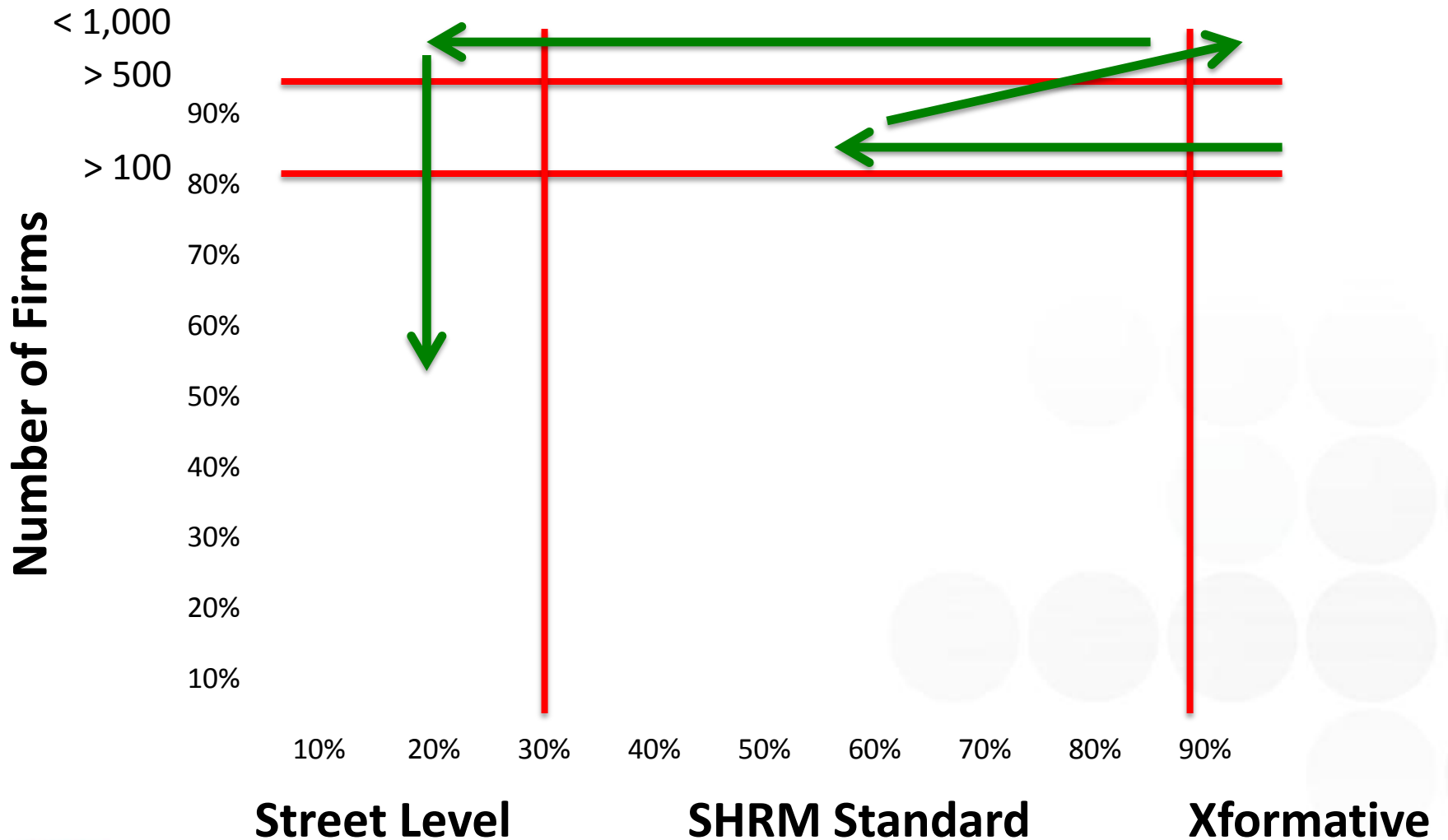
- **Short Messaging** (Twitter, Yammer, Facebook)
- **Network Development** (Twitter, LinkedIn, Facebook)
- **Network Visualization** (Social Network Analysis, LinkedIn)
- **Community Formation - Admin** (Facebook, LinkedIn, Twitter, Google, Ning)
- **Communications Targeting** (Salesforce, ConstantContact)
- **Public Ranking and Rating** (Yelp, Netflix, Amazon, Glassdoor)
- **Virtual Classrooms** (Webex, GoToMeeting, Blackboard)
- **Knowledge Assembly** (Wiki, Forums)
- **Knowledge Distribution** (Digg, Buzz, Facebook, Twitter, StumbleUpon, Delicious, RSS)
- **Video Creation and Distribution** (YouTube, VIMEO,)
- **Democratic Publishing** (Blogging, Ning, Fan Pages)
- **Knowledge Marking** (SEO, Tagging)
- **Real Time Video** (Skype, GoToMeeting, Webex)
- **Mobile Platforms** (Tablets, Smartphones)
- **Gaming** (Particularly multi player games like World of Warcraft)
- **Sensors** (Human Input, Mobile Phones, RFID)

WHERE THE TECHNOLOGIES FIT

The Integration Of Emerging Social Technologies And Key Talent Acquisition Stovepipes										
	Knowledge Management	Resume Acquisition	Job Ad Distribution	Background Checking	Network Leverage	Referral Marketing	List Management	Participative Community	Network Analysis	Feedback Loops
Messaging	X	X	X		X	X		X		X
Networking	X				X		X	X	X	
Visualization	X				X				X	X
Community Admin	X				X			X		X
Communications Targeting	X	X	X			X	X	X		
Public Ranking	X				X	X	X	X	X	X
Virtual Classrooms	X				X			X		X
Knowledge Assembly	X				X			X		X
Video Distribution	X		X		X	X		X		
Democratic Publishing	X	X	X		X	X		X		X
Knowledge Marking	X	X	X		X	X	X	X	X	X
Real Time Video	X		X	X	X					
Mobile	X	X	X	X	X	X	X	X	X	X
Gaming		X	X		X	X	X	X	X	X
Sensors	X		X		X	X	X	X	X	X

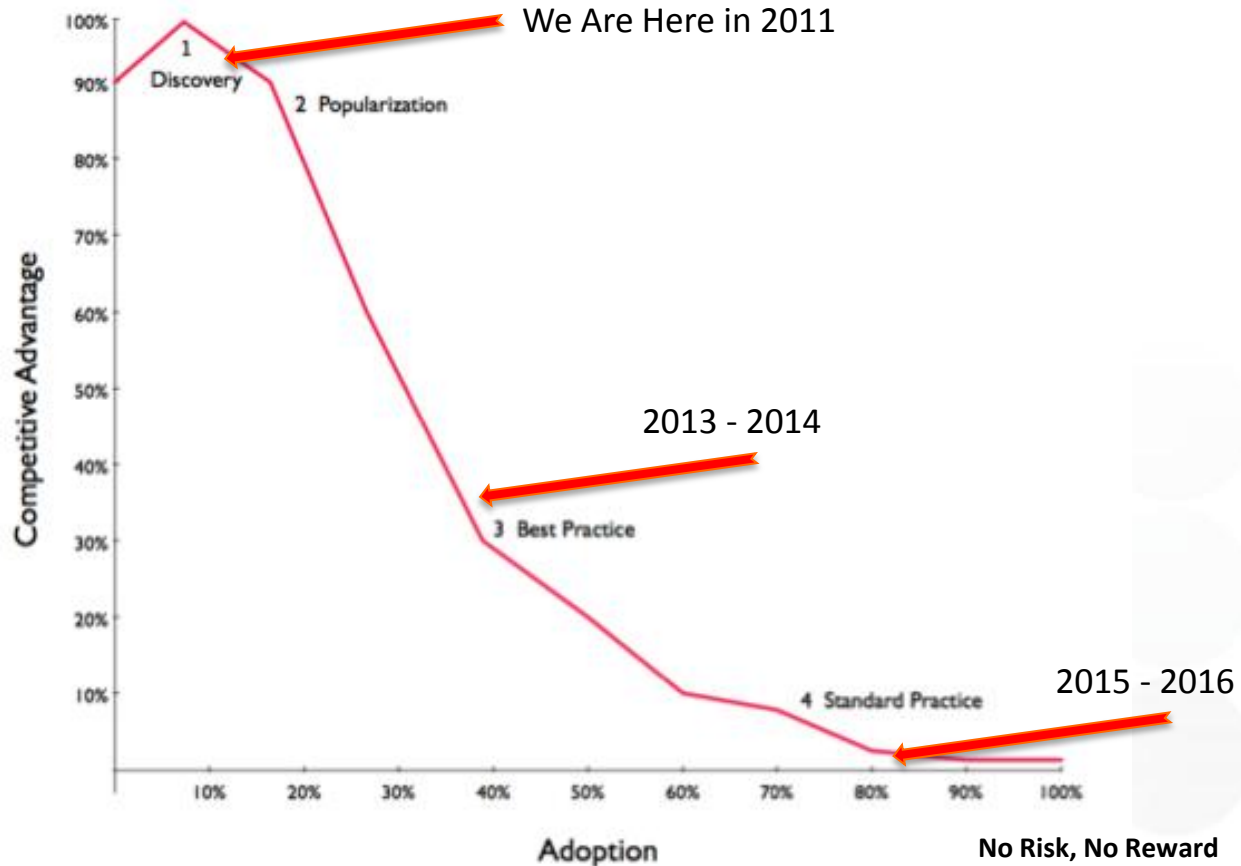
Innovation Follows Path of Lowest Perceived Risk

HOW TECHNOLOGY FLOWS



SENSE OF URGENCY IS FLOW DRIVEN

High Risk, High Reward



Effect of Innovation on Competitive Advantage

ABOUT REFERENCES AND REFERRALS

- Network Won't Get You A Job
- Network Won't Staff The Company
- Employees Are Not Assessors
- Infinite Degrees Of Separation
- Matching Is Not Good Judgment

TAKEAWAYS

- It's Very Early (16%)
- The First Wave is About Data
- The Waves Of Data Will Be Huge

- Shiny Toys Create Problems
- Social Applications Are Coming
- Now Is The Time For Planning
- No Quick Answers, No Black and White

WHAT WE DO

- Imagine and Plan The Future
- Shake Up Old Assumptions
- Help Clarify The Problem

You Can:

- Read The HRExaminer: hrexaminer.com
- Buy The Report: hrxanalysts.com
- Join The Conversation



Time for your Questions

Recruiting Trends®

Leading Edge Insight and Strategies for the Recruiting Professional

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Please send your questions, comments and feedback to: tarsuswebinar@gmail.com.