

Special Interest Articles

Recruiting Using Social Networking Sites: Pro and Cons

New and Improved Hire UI Alumni Résumé and Job Listing System

Survey Results for Recruiting Experienced Talent

Upcoming Events

Employer Services

Next "Finding Talent" Event

Sept. 11, 2008

**You're Hired, Now What?
- On-Boarding New Hires**

Successfully

6 - 7:30 p.m.

200 S. Wacker Drive, Chicago

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Helping employers find experienced talent



Recruiting Using Social Networking Sites: Pros and Cons

Online social networking sites are the newest tools and hottest buzz words among recruiters in the search for talent. Recruiters are using these sites not only to recruit active job seekers but to find the passive job seeker as well. According to a company vice president, he recently filled a consultant position specializing in payment processing by looking for passive candidates on the social networking Web site LinkedIn.

Social networking features that are built into HR software applications are a hot commodity, too. According to Ed Frauenheim, an author of *Workforce.com* articles, there's a demand to build greater interactivity and social networking capabilities into HR software. That's partly due to the talent war and also because the applications are being used by younger recruiters who grew up with the Internet and who frequent sites like MySpace. For example, Oracle developed a software application that allows companies to post positions from their company Web site directly onto the company's social networking Web page. Internet Web sites such as Monster and Yahoo are also integrating social networking features into their sites.

Recruiters can consider many social and

professional online networking sites. For college recruiting, MySpace and Facebook are two of the larger, more popular online social networking sites. Facebook tends to be used more among college students. LinkedIn and Ryze are very popular sites for recruiting experienced talent. LinkedIn is said to be the largest professional social networking site, claiming more than 20 million experienced professionals from around the world, representing 150 industries. Ryze's Web site claims more than 500,000 members in more than 200 countries. ZeroDegrees is yet another common professional online networking site.

Advantages to using LinkedIn and Ryze, as cited by several CEOs in an article, include: "There are gatekeepers in LinkedIn -- not anybody can contact anybody -- and as a result I think higher-caliber people are willing to join it." One employer used LinkedIn extensively to recruit full-time contractors, half of which are director level or higher. Another used Ryze to conduct searches on everything from competitors' company names to keywords like "marketing," "interactive marketing" and "vice president of sales." According to Frauenheim, some employers like these sites to run background checks or to find co-workers with whom the candidates used to work who did not show up on their reference list. As cited by a CEO, "The great thing about those references is that they haven't been in

touch with the candidate -- it's good for independent reference checking."

Frauenheim also notes that although social networking sites may be a new tool for companies to use to conduct background checks, there are risks associated with them. He recommends employers use caution when using social networking sites such as MySpace and Facebook for background checks because the Web pages created by candidates may include racy photos and videos, images of drinking or other compromising information that may cause concern for employers when

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Attn: Employers

Re: An opportunity to find and hire talent

The Alumni Career Center

312 575 7830
www.uiaa.org/careers



Alumni Career Center
200 S. Wacker Drive
Chicago, IL 60606



New and Improved Résumé and Job Listing System

On Jan. 30, 2008, the University of Illinois Alumni Association's Alumni Career Center changed the vendor that supports our Hire UI Alumni job board to NACELink Simplicity. We are confident that this new vendor will deliver high-quality functionality and reliable access to connect with experienced UI alumni.

Advantages to the new and improved Hire UI Alumni include:

**** FREE job postings and résumé searches.**
Employers who use NACELink at other campuses may use their same login and password to log into Hire UI Alumni. To do so, contact support@nacelink.org and request to be affiliated with the University of Illinois Alumni Association Alumni Career Center. To prevent the NACELink per school fee to post at multiple colleges and universities, GO directly to the Hire UI Alumni Web site at <http://www.uiaa.org/careers/employers.html> to post positions.

**** We are also part of a Multi-School Environment (MSE) at Illinois, which includes Illinois Career Center, Engineering**

Career Services; Agriculture, Consumer and Environmental Sciences (ACES) Career Services; School of Chemical Sciences Career Counseling and Placement Services; Labor and Industrial Relations (ILIR) Career Services; and the University of Illinois Alumni Career Center. This means that when you post through Hire UI Alumni, your position is also viewable by qualified students/alumni registered with any of the offices within the MSE.

If you have not registered yet, we ask that each employer contact establish a new account with Hire UI Alumni. This will ensure your access to the new system and your connection to hiring experienced UI alumni. To register, go to www.uiaa.org/careers/employers.html and do the following:

1. Click on the Hire UI Alumni logo.
2. At the next page, select "Register" or "Register and Post Local Job." Posting a local job will post a job that is visible to UIAA alumni.

3. Fill out requested fields.

4. You will then see the following on-screen message: "Thank you for registering. You will receive your username and password within one business day."

5. And you will receive the following e-mail (subject: "Employer Registration Received"): A member of the UIAA Alumni Career Center staff will review and process your registration shortly."

6. After the CSO staff confirms your registration, you will receive an e-mail (subject: "Welcome to Hire UI Alumni") with your username and password.

7. You can then use the system to:

- ** Search for candidates**
- ** Post job opportunities for alumni**
- ** Complete a company profile**

Thank you for taking the time to register for the new and improved Hire UI Alumni supported by the NACELink Network. We look forward to supporting your recruitment of experienced candidates.

"Recruiters are using social networking sites not only to recruit active job seekers but to find the passive job seeker as well."



Survey Results for Recruiting Experienced Talent

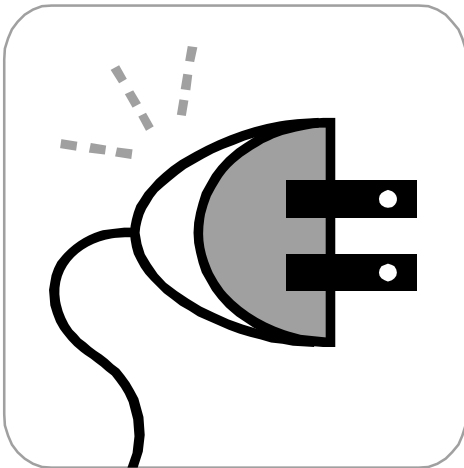
The UIAA's Alumni Career Center would like to thank all employers who participated in the winter recruiting practice survey. The results are based on responses from 88 employers.

E-mailing (98 percent) and calling on the telephone (90 percent) are the two communication methods used most often by employers to recruit experienced candidates. Surprisingly, instant

messaging and texting are not used. More than 94 percent of the surveyed employers do not use social or professional networking sites such as Facebook, Ikaram?, LinkedIn, MySpace and Ning to recruit. LinkedIn and MySpace are used by a few. The employers, who use LinkedIn, rated its effectiveness evenly across "average," "good" and "excellent." The employers, who use MySpace, rated its effectiveness as average.

As to other online "experiences" and Internet technologies with interactive components, few surveyed employers said they were using information sharing sites such as Del.icio.us, Digg, Newsvine and Reddit to recruit. Less than 4 percent of the employers used methods such as blogs, podcasts, RSSfeed, SecondLife and videos such as YouTube.

University of Illinois Career Fairs 2008-2009



Illinois College of Business Career Fair

Date: Sept 15-16, 2008
Call: 217/ 265-0864

Illinois College of Engineering Career Fair

Date: Sept 3, 2008
Call: 217/ 333-1960

UIC Fall Diversity Job Fair

Date: September 2008
Contact: jaimed@uic.edu

UIC Professional and Graduate School Fair

Date: Sept. 30, 2008
Contact: agarza@uic.edu

UIC 2009 Engineering Career Fair

Date: February 2009
Call: 312/ 996-2311

UIS 2009 Springfield Collegiate Career Fair

Date: TBA
Contact: 217/ 206-6508

Midwest ACE Events

Midwest Association of Colleges and Employers offers several networking and professional development opportunities for recruiting and career services professionals.

Annual Midwest ACE Conference

July 28 – 31, 2008
St. Louis, MO

Visit www.mwace.org for more information about how to get involved.

Recruiting Using Social Networking Sites: Pros / Cons (continued)

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considering hiring the candidate. George Lenard, an employment attorney, agreed and explained that seeing such information or inadvertently learning very personal matters about a candidate on a social networking site can create a liability problem for employers and can also be grounds for a discrimination suit if the candidate is not hired. Molly

Wright Steenson, associate professor at the Interaction Design Institute, mentioned that networking and setting up introductions for a friend-of-a-friend through sites such as LinkedIn and ZeroDegrees can be counterproductive and risky. There is a potential to waste your important friend's time and damage your relationship with that person.

If recruiters are careful in how social networking sites are used, they can be a great recruiting tool to find active or passive job seekers and to find highly specialized candidates for given projects.

SOURCES:

Douglas Wolk, "Social Networking for Recruiters," Workforce Management, August 2004

Ed Frauenheim, "HR Software Face-Off Reveals Latest Trends," www.workforce.com/ Oct. 30, 2007

Ed Frauenheim, "Caution Advised When Using Social Networking Web Sites for Recruiting, Background Checking," www.workforce.com/archive/feature/24/58/4

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*Offering employers
opportunities to
increase your
company's visibility*



We're on the Web!
See us at:
www.uiaa.org/careers

Finding Talent Series

Through the "Finding Talent" newsletters and events, the University of Illinois Alumni Association's Alumni Career Center aims to offer networking and professional development opportunities for people with hiring, interviewing or recruiting responsibilities. The series has covered a wide range of

topics, including technology tools, trends, marketing and behavior-based interviewing.

The series has something to offer both new and seasoned recruiting professionals. Events are hosted in the spring and fall. Please contact me with suggested topics and if you would like to share your expertise as a presenter.

SAVE THE DATE

Next "Finding Talent" event
Sept. 11, 2008

You're Hired, Now What? - On-Boarding New Hires Successfully

200 S. Wacker Drive, Chicago
6 - 7:30 p.m.

RSVP: ballegre@uillinois.edu

Thank You to Our Finding Talent Presenters

The Alumni Career Center would like to thank the following recruiters for demonstrating how they use social networking sites to recruit candidates. We appreciate the time, knowledge and recruiting expertise they shared at the Finding Talent employer program:

Katie O'Connell, recruiter, Quill

Don Chia, senior researcher, The LaSalle Network

Sarah Highstone, senior corporate recruiter, SunSource



Who's Who in the Alumni Association

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