

How online communities can play a part in your attraction strategies

Lisa Scales



Human beings have always been social.....

Should I go for the bison or elk fur coat – what do you think?

You should have seen the size of the mammoth I killed today!

Fancy going outside for some spear throwing practice?



in fact we have never stopped....



business used to be social.....



but then business got big.....



and being social couldn't scale..

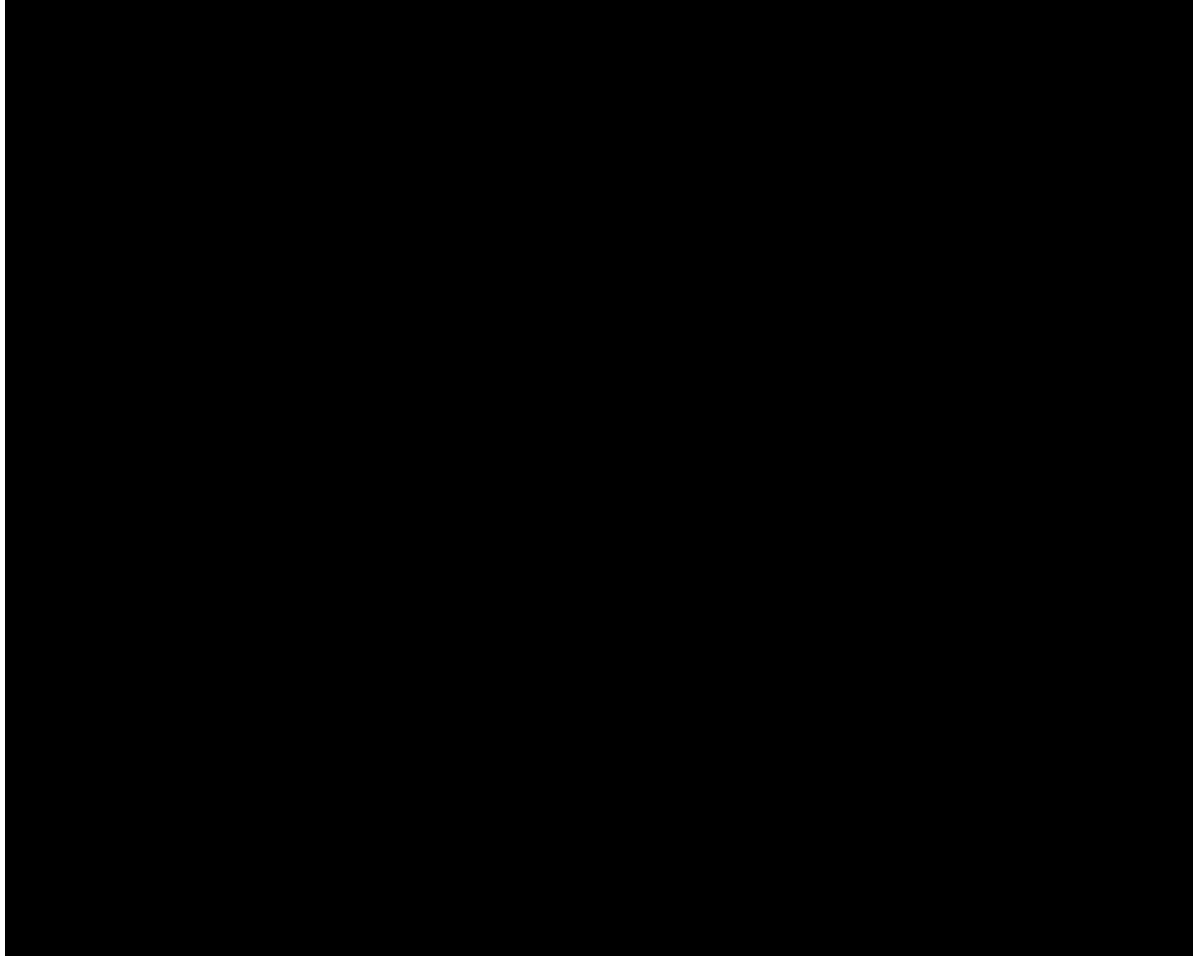
people were social, business was
not.....



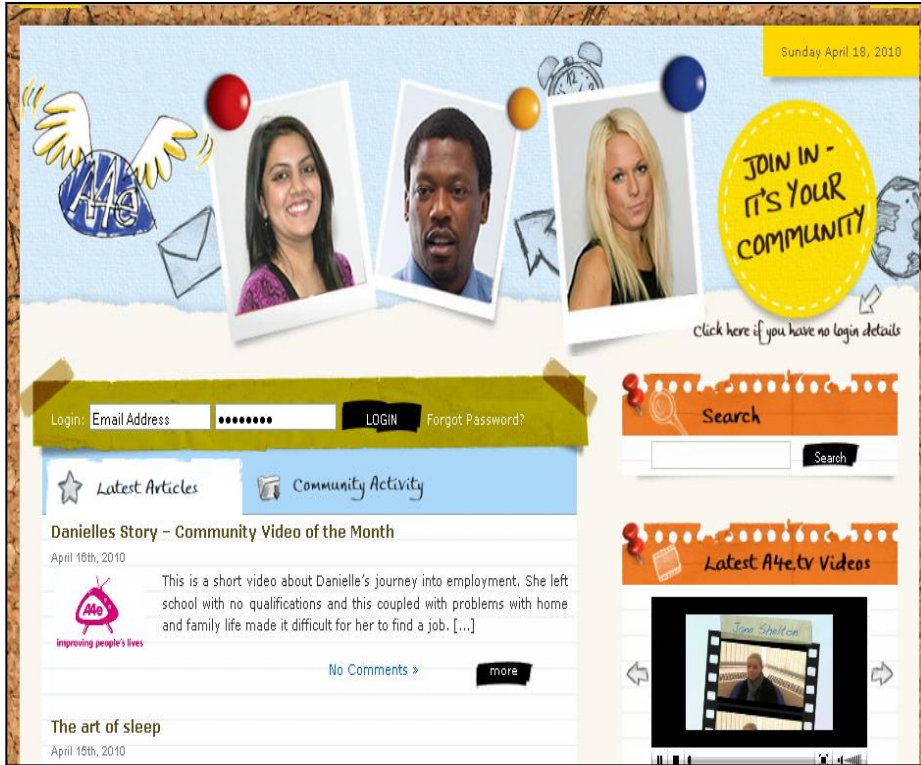
Then the goal posts moved...



So what is an online community?



Examples of online communities



The MyA4e community supports jobseekers and employees.

It enables jobseekers to gain help and support through the job seeking process enabling A4e to support them virtually as well as face to face

Also an internal social network for employee engagement, sharing and collaborating globally

Examples of online communities

The screenshot shows the 'ET Business' website. At the top, there is a navigation bar with links for 'Business Home', 'Products & services', 'Packages', 'Business insight', 'Your account', and 'Help & support'. Below this is a secondary navigation bar with 'Home', 'Forums', 'Ideas', and 'Blogs'. The main content area is titled 'Blogs' and features three highlighted articles:

- Customer experience:** 'What is expected of you when you deal with an organisation?' by *Dr. Afler* (written a week ago). Topic: 'Thoughts, tips, articles on what makes for a great customer experience.'
- Website building & hosting:** 'Is a home just a home?' by *Dr. Afler* (written a week ago). Topic: 'Suggestions and recommendations of how to get the most out of your website.'
- In the hot seat:** 'Service issues - someone with 10 years experience. Head of CRM & Knowledge Management.' by *Dr. Afler* (written a week ago). Topic: 'What is it for you? ET employees have shared about their training development.'

Below the articles, there is a 'Latest blogs' section with the title 'Is a home just a home?' by *Dr. Afler* (written a week ago).

The screenshot shows the 'Community Learning Lounge' website. At the top, there is a navigation bar with 'Community Home', 'Product Forums', 'Share Your Ideas', and 'Learn'. Below this is a green header with 'Community Learning Lounge' and links for 'Register', 'Sign In', and 'Help'. The main content area has a dark grey bar with 'ACT! by Sage Forum : Community Learning Lounge' and a 'Community Options' dropdown. The main heading is 'Community Learning Lounge' with the tagline 'Discuss | Learn | Share | Succeed'. Below this is a search bar with a 'search' button and a 'Use/Reuse / Advanced' link. The 'Browse Items' section is titled 'Community Learning Lounge' and lists several items:

- Community How-To's, & Announcements:** 'Learn Post - Read Email?'
- Headlines: News, Press & Promotion**



Linked  in.

 bebo

facebook

twitter

You  Tube

 myspace.com.
a place for friends

flickr

Attracting talent is not a new concept....



G. R.
HOUSEHOLD TROOPS.
Non-Commissioned Officers.

WANTED FOR HIS MAJESTY'S
Third or Royal Scotch Regiment of Body
GUARDS
Commanded by General His Royal Highness
PRINCE WILLIAM FREDERICK DUKE OF
Gloucester and Edinburgh.
16 GUINEAS
Bounty for Unlimited, and
11 GUINEAS FOR LIMITED SERVICE.

Owing chiefly to the great number of Non-Commissioned Officers of the Third or Royal Scotch GUARDS promoted into other Regiments, there are now a few Vacancies, and His Royal Highness the DUKE of Gloucester and Edinburgh, desirous of preferring Scotchmen for Non-Commissioned Officers and Privates, in this Gallant National Corps, has just ordered out Parties to receive those Young Heroes who shall offer themselves.

Having as all those who formerly distinguished themselves, the GUARDS now possess peculiar advantages, and they have Higher Pay than any other Corps. A promotion is always obtained in London, to do Duty at the Palace of St. James, and the whole of the rest there, both Non-Commissioned Officers and Privates, are allowed to appear at all times out of uniform. In any House they please, they eat on Duty, and to follow their own Trades and occupations at home in London, and in the Country are well rewarded.

All young men enlisting into the TROOP GUARDS have an Enactment of Pay after every Seven Years Service, and at the end of only 21 years service, they may return to their homes with an honorable provision for life, of £18-0-0 per annum, for a Private, £24-0-0 for a Corporal, and £32-0-0 for a Sergeant.

With such superior advantages in the TROOP GUARDS, the application is invited from all persons, who have not been obtained into this distinguished Corps, but Young Men of good Character, and not exceeding 25 Years of Age. They must be 5 Feet 6 Inches high, 7 under 10, and 7 Feet 7 Inches, if above 10 Years of Age.

All Aspiring Young Men, answering the above description, will meet with every Encouragement, by applying to
**CAPTAIN FITCHISON,
Serjeant McDonald, Edinburgh, or Serjeant Miller, Glasgow.**

Bringers of Good Recruits will receive Three Guineas Reward.
GOD SAVE THE KING.

A. WILSON, Print. Edinburgh.



So what's wrong with old style recruiting?

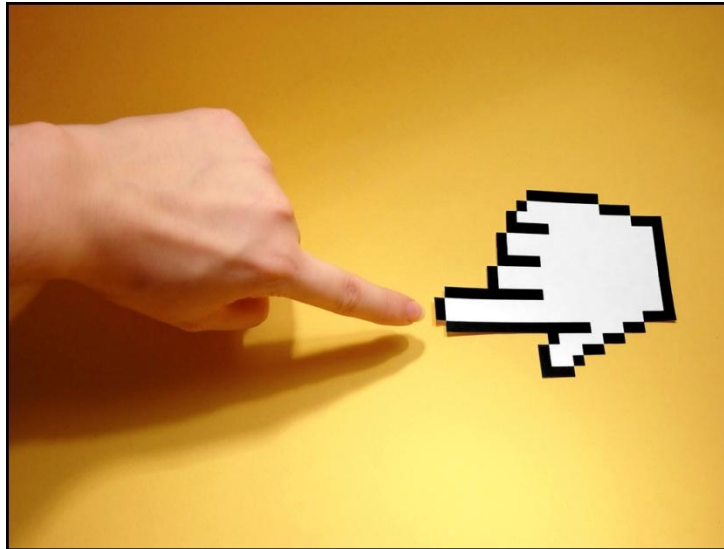


Current recruiting processes can leave
jobseekers feeling cold.....



“Enhances the human touch in the recruitment process”

Marvin Smith, Talent Community Evangelist, Microsoft



How do you start?



Strategy

- What is the objective?
- Where is your community?
- What are you measuring?

What is the objective?



Recruiting top talent

Building a talent pool

Finding specialist skills

Engaging passive candidates

Reducing agency spend

Enhancing brand reputation

Where is your community?



You have to fish where the fish are....

What are you measuring?

Time to hire

Source of hire

Quality of hire:
skills and
cultural fit

Online
conversations



Members

Sentiment of
candidates sourced
online — positive v
negative experiences

Cost reduction
per hire

Examples – Sodexo

Your Future

so innovative, so creative, so reliable
so personal, so collaborative, so different
so sodexo

Search Our Open Positions:

Search

Jobs Home

Sodexo Careers

Our Culture

Diversity

Your Growth



Join Our Talent Community

Stay connected by joining!

Enter your email and stay informed of jobs. By joining Sodexo's talent community, you will receive updates on jobs that match your personalized interests, invitations to future events and job fairs, and stay informed of opportunities with Sodexo. Network with us on Facebook, LinkedIn, and Twitter; through the Sodexo Careers blog and on our YouTube channel.

Join Our Talent Community

Network with us:



Examples – Sodexo cont'd

sodexo

Home | About us | News Room | [Careers](#) | Our Environments | Corporate Citizenship | Investor Relations | Our Roles | Sodexo Blog | A- A+

You are here: [Careers](#) » [Network With Us](#)













Keyword...

Culture
Diversity
Career Opportunities
Benefits
Sodexo University
Events
Hiring Process
FAQ
Refer a Friend
Network With Us
Meet Our People
Search Careers

Network With Us

Opportunities to network with past, present and future Sodexo employees.

The purpose of the Sodexo Careers Talent Networks is to build personal relationships and to create a common place where past present and future Sodexo employees and industry professionals can network with trusted and like-minded friends.

 Careers Blog	 Facebook	 Alumni Community
 Career Connections Newsletter	 Flickr	 Clinical Dietitian Community
 Career Podcasts	 Google Profile	 Facilities Management Community
 Job Search Widget	 LinkedIn	 Housekeeping Management Community

@career Connections E-Newsletter

Stories celebrating our people, inspiring pride, and living our values

Solutions

Microsoft Community – We Still Serve..

Microsoft®

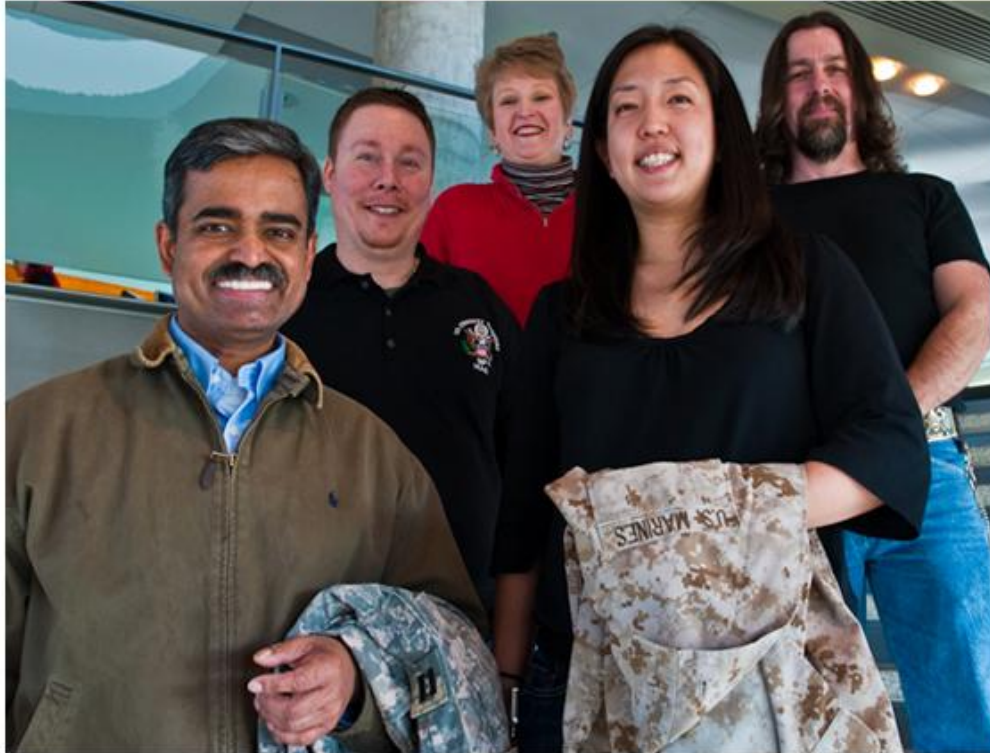
TALENT NETWORK

Connect With Us: [in](#) [t](#) [f](#)

 Stay Connected, join our Talent Network

Enter Your Email Address

Go»






We Still Serve




At Microsoft, we appreciate that the transition from serving in the military to our corporate culture can appear daunting.

Examples – Unbranded Community

LinkedIn  [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(2\)](#) [More...](#)  [Advanced](#)

 **Reliability Engineering on a Global Scale**

 This is professional organization designed to discuss the challenges facing the reliability profession in our 21st Century Global Economy.

[Join Group](#) [Forward](#) [Report as...](#)

Group Members in Your Network

- 1st** [Marvin Smith](#), Talent Community Evangelist (5,000+ connections) (marvin.smith (at) microsoft.com)
Greater Seattle Area
- 2nd** [Tim Holmes](#), Consultant, Maintenance & Reliability Systems at DuPont
Greater Nashville Area
- 2nd** [Nick Moran, CMRP](#), Process and Equipment Reliability Consultant
Cincinnati Area
- 2nd** [Don Chapman, PE, CMRP](#), Experienced in Reliability, Maintenance, Projects, and Investment Recovery
Houston, Texas Area
- 2nd** [Gilbert Padilla](#), Corporate Quality Director
Greater Los Angeles Area
- 2nd** [Tom Watson](#), Owner at Tom Watson Consulting
Greater San Diego Area
- 2nd** [Mira Aboulhoson](#), Audience Marketing Manager and Business Operations Manager- Entertainment & Devices Division- Microsoft
Greater Seattle Area

About this Group

Created: April 10, 2008
Type: Professional Group
Members: 562

Owner: [Marvin Smith](#)
Managers: [Mira Aboulhoson](#), [Julie Harris](#) and [Dan Contreras](#)

Community building do's and dont's.....



Invite existing employees
to interact

Always give more than you
receive

Keep it real

Create engaging content



If we build they will follow
mentality

Don't over control

Don't dominate
conversation

Stay neutral

Underestimate time and
effort required

Feel free to ask questions...



<http://unhub.com/lisascales>