

# SOCIALFUEL

Social Media in Recruitment Conference

26<sup>th</sup> April 2010

# Social Media Conversations - Channel Type

We undertook an analysis of conversations about the Social Media in Recruitment Conference including the keyword #SMIR on 22nd April 2010. There were a total of 318 conversations with the majority taking place on Twitter (96.2%).

Channel	Number of posts	% of conversation
Twitter	306	96.2%
Blogs	5	1.6%
Forum Replies	3	0.9%
Videos	2	0.6%
Facebook	1	0.3%
Comments	1	0.3%

# Social Media Conversations – Trending Words

Conversations were based on the below top trending words which were driving the conversation around the conference:

- The conference hashtag #SMIR
- Conference speakers such as Andy Headworth and Lucian Tarnowski
- Social recruitment tools such as twitjobsearch
- General words relating to the conference such as recruiters, recruitment and recruiting

presentation	recruiters	<b>smir</b>	twitter	time	
catherinmayo	joningham	doing	topbananas	cloudninerec	
google	job	twitjobsearch	roi	<b>andyheadworth</b>	
chairmansam	study	mattalder	lmckend	live	
garyr0binson	<b>social</b>	lisascales	good	winningimpress	
luciant	saraheadworth	petergold99	case	app	facebook
company	brand	recruiting	candidates	linkedin	real
sussexmatt	using	community	waasdorpigi	great	
vicokezie	<b>media</b>	conference	uksourcers	recruitment	
engagement	siteadvisor	blueskypr			

# Social Media Conversations - Timing

Through looking at a topic trending graph it is clear that the conversation spiked during two points on 22<sup>nd</sup> April; 10am and 4pm.

