

# Let's work together

By **CYNTHIA KARENA**

The power and reach of the social network continues to grow and, just like the internet that spawned it, is finding serious professional uses.

Last week, recruitment software development company PageUp People launched an enhancement to its recruitment application that uses Facebook for employee referrals, taking advantage of word-of-mouth between friends.

The company says that its use of a social networking site as a referral source is the first recruitment application of its kind, and will be available worldwide next month.

According to PageUp, using referrals of this kind saves a company advertising and agency fees and improves the chances of the recruit being a good "fit".

"Talent acquisition and sourcing has been a very large issue for corporates in the last couple of years," says Simon Cariss, PageUp's 35-year-old co-founder and director of Zing.

PageUp's application integrates with Facebook so employees can list some of their company's jobs on their Facebook profile page.

"Events and activities promoted on Facebook are considered credible by users because they stem from a friend or other personal connection," says Mr Cariss.

If anyone applies for the job through these links (and/or gets the position), the employee will get a referral bonus.

"It's easier than meeting someone at a party, telling them about a job at work, swapping emails, remembering to

follow up; that's just too hard," says Mr Cariss. "On Facebook they can say to their friends, 'come work with me, we can work together, here's a list of jobs in my department'."

There were no formal specifications for the Facebook application. PageUp programmers used the Agile method, which is a rapid-development approach for delivering working software in small releases. This means applications can be developed, tested and deployed within a shorter time frame.

The development team rapidly developed a prototype, says Mr Cariss. "The social networking space is all about change. In this fast-moving industry, a (traditional) one-year development won't work. The application would be irrelevant by the time you released it."

There are new technologies being developed all the time, says Mr Cariss, such as OpenSocial, a set of programming interfaces for web-based social network applications.

"Software developers can now interface with other applications, removing the need to reprogram interfaces with new networking sites. In the next few years there will be more applications to interface with social networking systems.

"Because these systems are university based, it's all about 'do you want a beer, do you want to go to this party', but not based on commercial applications like ours," Mr Cariss says.

"Many companies, (such as) the Commonwealth Bank have active groups in Facebook."

## LINK

► [pageuppeople.com](http://pageuppeople.com)



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SIMON CARISS,  
PageUp co-founder