

# PageUp People using Facebook to advantage

Talent Management solutions provider, PageUp People, has launched an integration with Facebook, the first of its kind in the recruitment space.

The enhancement to the PageUp People Recruitment Management solution leverages Facebook as a new sourcing channel to prompt employee referrals. With hearsay estimates showing that around 70% of jobs are found through networking, the Facebook connection takes a major stride in helping companies maximise the power of word of mouth. Events and activities promoted on Facebook are considered credible by users because they stem from a friend or other personal connection.

Simon Cariss, Director of Zing, PageUp People, says, "We recognised the opportunity to use this tool in the recruitment arena which is begging for creative ways to address the concerns in today's climate of human capital shortfall".

In an age where email no longer stands as cutting edge, Facebook is permeating life far beyond the social and expanding into groups other than just Generation X and Y. Social networking profiles provide the capability to broadcast a message in a way that mass email can not.

Employee referral is known to have one of the lowest costs per hire, going a long way to save on advertising and agency fees, and increasing the likelihood of a cultural and motivational fit of newcomers within organisations. The integration with the social networking giant gives employees the ability to advertise vacancies at their place of work on their Facebook profile page. This move also serves as a retention strategy, rewarding the employee through enhancing their chances of receiving referral bonuses.

The enhanced functionality will be available worldwide in May 2008. ■