



Take part!

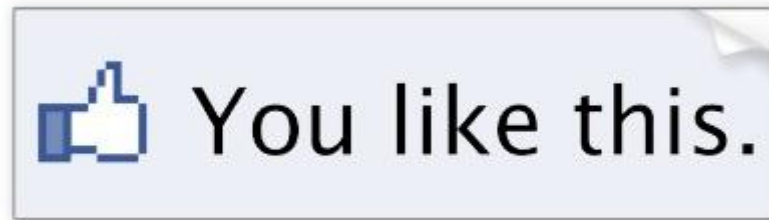


CERN Recruitment & Sourcing Seminar 2011



Recruiting using Facebook

Not everyone will like you



The 3 P's of Facebook

It is a **Platform**
You are the **Publisher**
This is **Permanent**



CERN Recruitment
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Take part!

Friday 18th November 2011

You're Already Engaged

The image consists of three overlapping screenshots from Facebook:

- Top Screenshot:** Shows the official Facebook page for the World Health Organisation (WHO). The page header includes the WHO logo and the text "World Health Organisation" with a "Like" button. Below the header, there is a "Description" section with text from Wikipedia: "The World Health Organization (WHO) is a specialized agency of the United Nations (UN) that acts as a coordinating authority on international public health. Established on 7 April 1948, with headquarters in Geneva, Switzerland, the agency inherited the mandate and resources of its predecessor, the Health Organization, which was an agency of the League of Nations. It is a member of the United Nations Development Group." There is also a "Constitution and history" section. The page shows 908 likes.
- Middle Screenshot:** Shows a search results page for "world health organisation". The search bar contains "world health organisation". Under "All results", there are four entries, each with a "Like" button:
 - World Health Organisation (Community Page) - 908 likes
 - World Health Organisation (Company) - 97 likes
 - OIE (World Organisation for Animal Health) (Organisation) - 233 likes
 - World Health Organisation (Organisation) - 84 likes
- Bottom Screenshot:** Shows a user's profile page for "Steve Evans". The "Employer" field is highlighted, and a dropdown menu is open, showing search results for "world health organisation". The dropdown lists several options:
 - World Health Organisation (Company)
 - World Health Organisation (World Health Organisation) (Organisation)
 - World Health Organisation (Interest)
 - OIE (World Organisation for Animal Health) (Organisation)
 - World Health Organisation Composite International... (Interest)
 - World Organisation for Animal Health (Interest)

User generated results



Take part!

“On the Wall” : Be the Brand

Use the prime real estate on the Wall effectively

Be the Brand
Like effectively – think guerilla



The screenshot shows the CERN Facebook page. The main post is titled "CERN Document Server: Trailer What's new @CERN?" and includes a video player. Below the post, there are several likes from other organizations, including NASA, CERN Jobs, EPFL, and EURES. The page also shows engagement statistics like "56,474 like this" and "1,729 talking about this".

All about the Edgerank - Not all content is created equal

Be the Brand
Comment on relevant pages

Use your Insights – to tailor your content to you audience



Take part!

“On the Wall”: Broadcast & Engage

facebook

G4S
<http://careers.g4s.com/2011/10/bbc%e2%80%99s-adam-mynott-joins-g4s-as-director-of-media-relations/>

top 2011
 AWARDED BY THE EAP INSTITUTE
 2nd place

BBC's Adam Mynott joins G4S as Director of Media Relations | Security jobs and careers with G4S
 careers.g4s.com
 Security jobs and careers with G4S

19,566 Impressions · 0.36% feedback

Like · Comment · Share · 07 October at 16:07 ·

54 people like this.

View all 17 comments

Habib Ahmed welcome , Adams...
 08 October at 14:01 · Like · 1

Tandin Phuntsho welcome to the family of G...
 11 October at 11:19 · Like · 2

Write a comment...

G4S
 We're recruiting on our resourcing team!
<http://careers.g4s.com/jobs/Resourcing-Team-Administr...>

Security jobs and careers with G4S
 careers.g4s.com
 Security jobs and careers with G4S

22,030 Impressions · 0.46% feedback

Like · Comment · Share · 23 September at 10:41 ·

78 people like this.

View all 23 comments

3 shares

Galway Science & Technology Festival
 Dream jobs for Science Graduates!

CERN Jobs

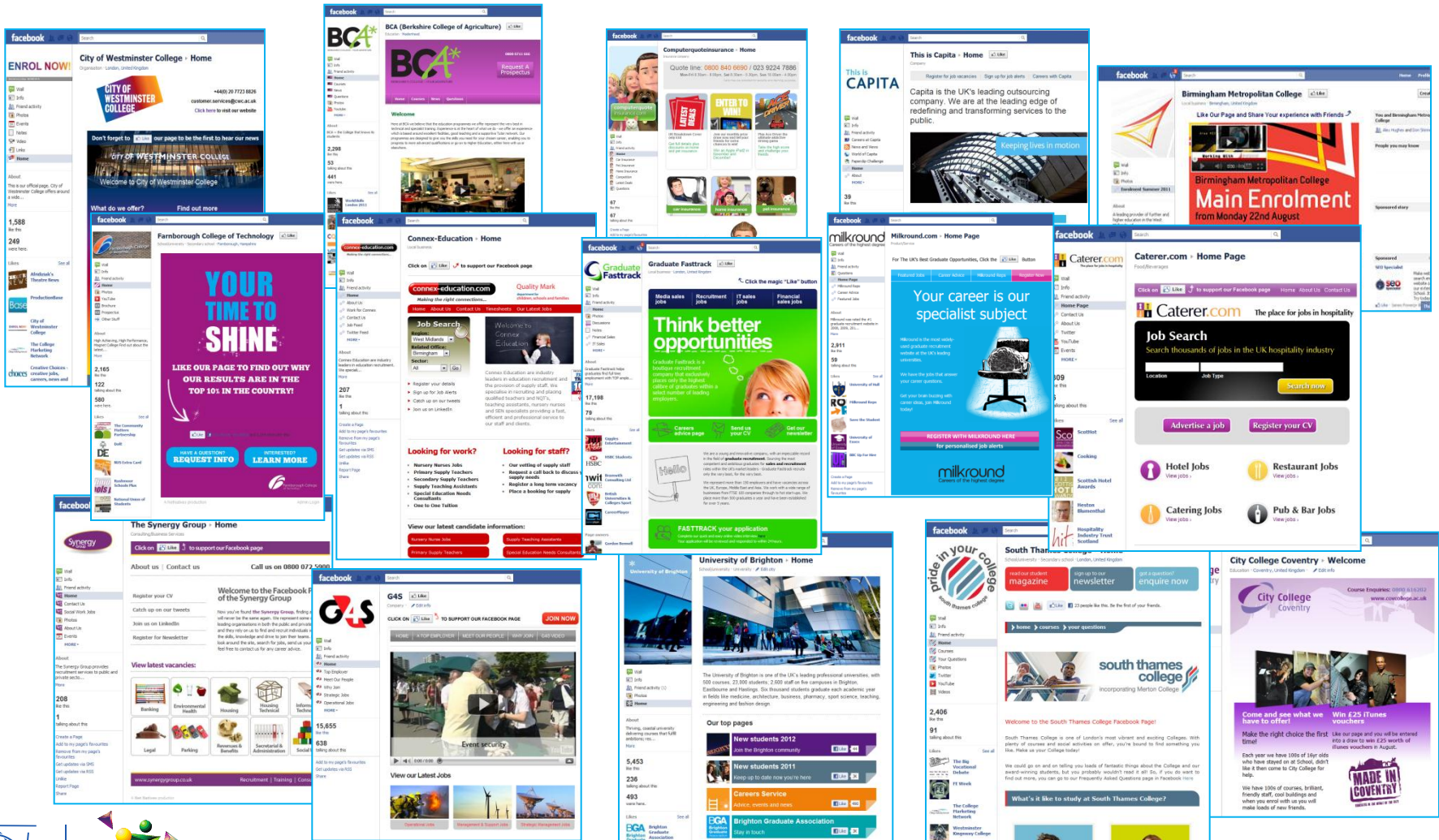
CERN is a truly unique organisation. A genuine collaboration between countries, universities and scientists, driven not by profit margins, but by a commitment to create and share knowledge. People here are part of immense scientific discoveries, answering some of life's most complex questions and pushing the boundaries...

See more
 Page: 3,502 like this.

Like · Comment · Share · 21 October at 21:10 ·



“Beyond the Wall” : Beyond Likes



Take part!

Friday 18th November 2011

Segment Destinations & Be the Publisher

 You like this.

Publish “in” and
“into” social



The collage displays six Facebook posts from the CERN Jobs page, each promoting a different recruitment program:

- Technical Student Programme:** Features a graphic with sticky notes that say "IMAGINE FINDING SOLUTIONS" and "IN THE UNEXPECTED PLACES". It has 3,538 likes and 162 talking about this.
- Graduate Engineering Programme:** Features a graphic with a book and the text "Imagine the answer suddenly becomes clear." It has 3,538 likes.
- Doctoral Student Programme:** Features a graphic with a globe and the text "IMAGINE A GATHERING OF THE WORLD'S LEADING PHYSICISTS. IMAGINE THEY HAVE SEVERAL NOBEL PRIZES BETWEEN THEM. IMAGINE THERE'S A PLACE YOU CAN TAKE PART IN THIS." It has 3,885 likes and 434 talking about this.
- Welcome:** Features a graphic with a CERN logo and the text "Technical Student Programme", "Doctoral Student Programme", and "Summer Student Programme". It has 3,538 likes and 162 talking about this.
- Summer Student Programme:** Features a graphic with a globe and the text "IMAGINE SPENDING YOUR SUMMER WITH PEOPLE YOU'VE ONLY READ ABOUT." It has 3,885 likes and 434 talking about this.
- Doctoral Student Programme (second instance):** Features a graphic with a globe and the text "Like nowhere else on Earth". It has 3,885 likes and 434 talking about this.



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Creativity is King = Relevant Data Capture

Vote My Entry Terms and Conditions Settings

eu careers Ready to make an impact?
Vote for your favorite photo.

Like Send Jen Ping and one other person like this.

How many graduate jobs impact 500 million people?

Win a trip to Brussels and a Panasonic Lumix G3!

Which photo has the greatest impact?

Working at the EU institutions you can have an impact on the lives of millions. Entrants have submitted the photos below to celebrate something or someone that has had an impact on their lives. Please choose the photo which has the greatest impact on you by voting below. You can only vote once, so choose wisely!

Engage through creativity

Open Graph = Amazing Possibilities

facebook

Use the links below to share the photo with your friends to get them to vote for you. As explained in the top 20 photos, as voted on Facebook, will then be judged by our expert panel to select the winner!

To keep an eye on how your photo is doing then just bookmark this link: <https://apps.facebook.com/eu-careers-photo-competition/entry/790289702>

Send a message

To: Dan Sid

Message: Please vote for my entry <https://apps.facebook.com/eu-careers-photo-competition/entry/790289702>

Share your submission

Your friend's email address(es) (comma separated):

Or, just fill entry with your friends

Your message:

Post this message to my wall

Submit

facebook DEVELOPERS

Apps - My photo app - Open Graph

My photo competition submission Preview

Preview From: Auth Dialog/Preview User (1) | Close

Preview Actions: + Add Another

Subject: Jon Blogg's entry

Preview Objects: + Add Another

Entry: Jon Blogg's entry

Entry: Jon's entry

Close

facebook

EU Careers Photo Competition | admin panel

Dashboard Pages Votes Entries Settings

Settings

Number of visitors via QR code: 0

Default Name: EU Careers Photo Competition

Description Admin Email: jon@retatives.co.uk

Charset Language: en-US

UTF-8

Version 1.0

App URI: http://apps.facebook.com/eu-careers-photo-competition/

App URI Votes Enabled: Open

Entries Closed: Yes

Announce Winner: No

Number Of Runners Up: 4

Update Settings

Voting has now begun would you like to notify users? Notify Users

Control and use the data



Encourage sharing with peers



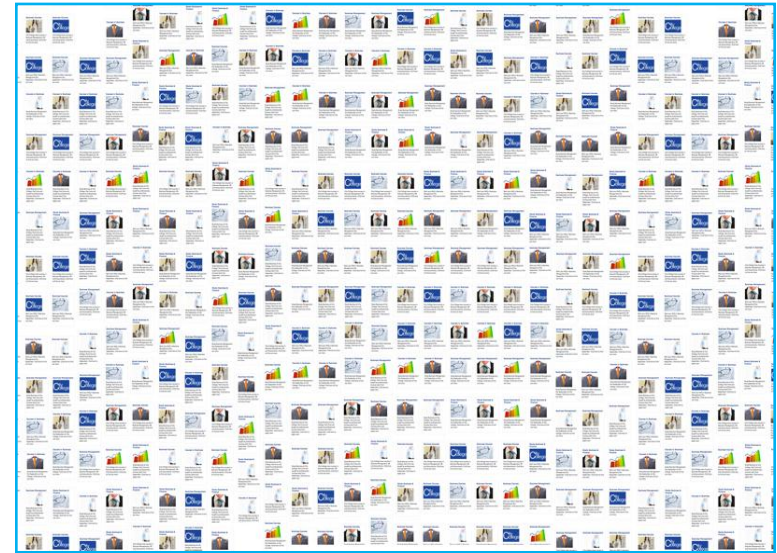
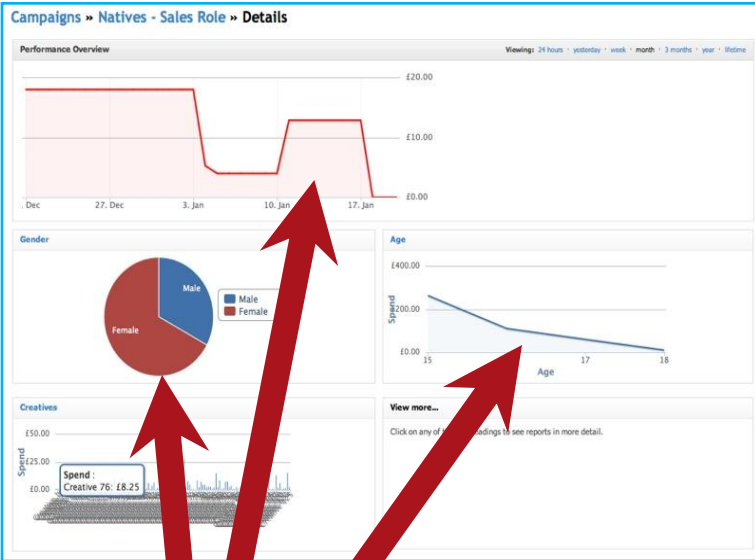
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Social media is not just engagement – make social advertising work

- **It's not Google** – assume they are not searching for you
- **It's interruption advertising**
- **Research your audience**
- **Create micro campaigns**
- **Resonate and provide relevance**
- **Everyone's an individual** - each needs their own ad
- **Monitor your success**
- **Test your campaign** – split test and trial all the combinations
- With facebook **stay social**
- **Real time bidding.** Review spend daily





**Track, Test, monitor
and report on
success**

Targeting & creatives

This campaign targets the following users:

- Ages: between 21 and 35, actively
- Countries:
- Cities: Brighton

View all 32 creatives

Preview

Graduate Sales Job

Net Natives are looking for a sales superstar to join their busy North Sales team. Click here for more info.

Targeting

This advert targets users who:

- between 21 and 25
- who live in United Kingdom
- who live in Brighton

	Impressions	Likes	CTR	Social CTR	Avg. CPC	Spend	Soc. Spend	Soc. Spend %
	884	0	0.026%	0.000%	£0.49	£36.26	£0.00	0.0%
	995	0	0.028%	0.000%	£0.58	£22.83	£0.00	0.0%
	302	0	0.029%	0.000%	£0.55	£17.85	£0.00	0.0%
	223	0	0.022%	0.000%	£0.50	£13.09	£0.00	0.0%
	57	0	0.022%	0.000%	£0.57	£11.99	£0.00	0.0%
	34	0	0.022%	0.000%	£0.58	£10.53	£0.00	0.0%
			0.022%	0.000%	£0.67	£6.72	£0.00	0.0%
			0.017%	0.000%	£0.55	£5.54	£0.00	0.0%
			0.014%	0.000%	£0.69	£2.79	£0.00	0.0%
			0.021%	0.000%	£0.64	£2.57	£0.00	0.0%
			0.019%	0.000%	£0.81	£2.45	£0.00	0.0%
			0.014%	0.000%	£0.68	£2.06	£0.00	0.0%
			0.012%	0.000%	£0.66	£1.98	£0.00	0.0%
			0.055%	0.000%	£0.61	£1.84	£0.00	0.0%
			0.056%	0.000%	£0.68	£1.37	£0.00	0.0%
			0.011%	0.000%	£0.65	£1.30	£0.00	0.0%
			0.010%	0.000%	£0.53	£0.53	£0.00	0.0%
			0.000%	0.000%	£0.00	£0.00	£0.00	0.0%
			0.000%	0.000%	£0.00	£0.00	£0.00	0.0%

**Create 100s
of adverts for
a single
campaign**



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Questions?

@steveevo

@netnatives

www.netnatives.com



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