



**Are you expected to find innovative new ways
to extend your employer brand?**

**Do you continue to wonder what social networking
can offer your recruiting program?**

In today's marketplace, new channels of communication are continuously being introduced. With Human Resources being asked to do more with less, you likely have questions about integrating Web 2.0 technologies into your recruiting process.

If you have heard of Facebook®, LinkedIn® or Twitter you have probably wondered how you can use these technologies to recruit more high-quality candidates. Tackling this strategy on your own can be overwhelming, but help is now available. As part of the Peopleclick Authoria Talent Lifecycle Suite, we have created a solution to include integrations to these social and professional networking sites along with comprehensive training; all with the goal of helping you increase employee referrals and brand awareness.

Peopleclick Authoria understands your goals. You are tasked with reaching new segments of candidates by extending your employer brand while at the same time leveraging employee referrals to find the best source of hire. Peopleclick Authoria helps you achieve sustained success in both areas.

Introducing ***Peopleclick Authoria Reach***

**Let Peopleclick Authoria help you plug into social
networking to extend your employer brand
and increase employee referrals.**

The most comprehensive social networking integration package available for HR professionals.



Find us on
Facebook

Linked  **in**

twitter

As you enhance your sourcing strategy, it is almost impossible to avoid including social networking as a key component. However, there are so many websites available, and so many features, it is hard to discern what is appropriate to implement for your organization and when you should worry about compliance challenges.

Because Peopleclick Authoria Reach includes training and consultation, not just technology, we help you determine the best approach for your specific needs and work with you to develop an implementation plan to maximize employee adoption. Based on your requirements, we can work with you to determine the social and professional networking sites that will help you maximize your presence on the web and best promote your employer brand.

Whenever you add a new technology to your hiring strategy, it is important to have an eye on compliance. The Peopleclick Authoria Research Institute has played a key role in developing the training and consultation services included with Peopleclick Authoria Reach to assist you with adding social networking to your recruiting strategy in a compliant manner.

Key Capabilities

Expand your Referral Network

The best source of good candidates is your current employee base. We tend to be drawn to like people, so friends of "A" talent are very likely going to be "A" talent themselves. Make it easy for employees, and others, to refer their friends to your organization. With Peopleclick Authoria Reach, a job posting on your career site can be forwarded to a network of friends with just a few clicks.

Extend your Employer Brand

Your potential candidates likely have accounts on Facebook, LinkedIn and Twitter. Why not reach them where they are already spending some time? Having a corporate presence on these sites will give you the ability to reach more people and take advantage of their networks. If your corporate page garners interest, visitors are likely to share this page with their friends, easily extending the reach of your employer brand.

Training and Consultation

There are many aspects to integrating social networking into your sourcing strategy. You should not be expected to brave this new world alone. Our recruiting and compliance team has assembled a complete package of consulting and training to help you strategize and implement your plan. We will help you train your team and assist with employee adoption while teaching you how to measure your success. Evolving your talent acquisition strategy to incorporate networking sites will enable you to deliver a dynamic and engaging experience for both your candidates and employees.

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