

The growth of Social Networking and its impact on the recruitment process

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The internet world is relentlessly enthusiastic in its embrace of the latest and greatest, and over the last couple of years, social networking has captured the attention of millions of people worldwide. It is a phenomena defined by linking people to each other in some way, whether personally or for business purposes. It is a form of self-expression and although people have always networked, the internet has opened up whole new ways of connecting us globally.

How should HR react? Is social networking something that should be controlled through HR policies and blocking of sites or something that should be embraced as a new means of engaging with employees or potential employees?

In this presentation we will see how the recruiting process is being transformed by social media and network; how recruiters are using this new tool to seek out and contact potential candidates, and how recruitment will be less of an HR 'system' and more of a person-to-person dialogue. As the social networking phenomenon grows organisations that are not prepared will miss the chance to recruit some of the best and most technologically advanced talent in the marketplace.

Social networking is here to stay and it should be no surprise then that recruiters must look at social networking as the next big wave on how organisations will hire in the next five to ten years.