



# Modern Technologys

# What is technology?

- set of methods, tools
- ability to live easier
- Empowerment
- occasion to express themselves



How many of you are  
using the Social Web?



# What is Web 2.0?

- **LinkedIn**
- **Facebook**
- **Twitter**
- **Vkontakte**
- **Mail.ru**

# Social Media and Employee Engagement

- ❑ **Blogs and corporate social media pages are most effective**
- ❑ **Excellent form of communication in some cases BETTER than email**
- ❑ **Create more active employee participation and greater satisfaction**
- ❑ **Current employees can be our best marketing/advertising tool.**



# Benefits of Recruiting Through Social Media

- **Attracts passive and other top quality candidates.**
- **Builds a more personal relationship.**
- **Improves corporate branding.**
- **Improves the candidate experience.**
- **Human contact element.**
- **Increases traffic to the corporate website.**
- **Reduces recruiting costs.**

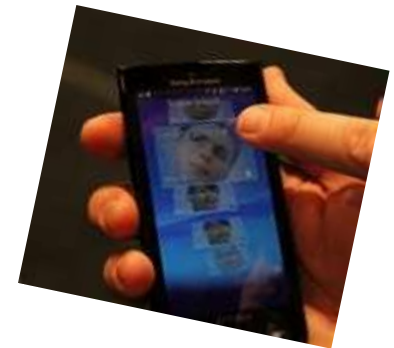
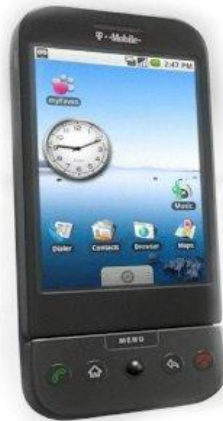


# Do you Remember?



# Mobile is not just a phone.

- There're text, email, video and web technology.





# Why mobile?

- **Freedom**
- **Anywhere / anytime access**
- **Mobile web is on nearly everything.**
- **Mobile phone usage outnumbers PC usage**
- **Mobile access greater than PC access**



# Mobile Recruiting

- **Voice**
- **Text - SMS**
- **Web – corporate career site / blogs**
- **Search – Autosearch / Profiler/ Indeed**
- **Social networking – LinkedIn, Facebook, Apps!**
- **Proximity marketing**
- **Mobile email**
- **Video / audio**

# Mobile Device Lineup

*Smart phones...Laptops...Netbooks...Tablets / iPads*

- Recruiting apps
- Construction apps
- QA / QC
- Safety apps
- Various field apps

# Social Media / Mobile Technology

- **The future is now.**
- **The future is mobile.**

