



Social Sourcing Program

BENEFITS

- ▶ Forward thinking, cost-effective recruitment strategy
- ▶ Simple implementation and rollout
- ▶ Reward system that sustains participation
- ▶ Data collection for candidate relationship marketing
- ▶ Detailed analytics to measure success

With Web 2.0 social networking technologies and viral marketing becoming more accepted as recruiting tools, employers are challenged with taking full advantage of these technologies to aid in acquiring top talent. First Advantage has developed a tool that allows your employees to promote your jobs to their social networks.

With First Advantage's new social sourcing program, leading organizations can make use of the benefits of social networking in combination with a successful employee referral solution to create an effective and measurable recruitment marketing channel.

Encourage Employee Participation

Many organizations have created some sort of reward or recognition program based around employee referrals. Employee engagement varies, as does the reward structure, and problems, such as failure to update the program, inability to track program metrics and ineffective program communications, can render the initiative useless.

First Advantage's social sourcing program provides a Web-based system that gives employers the power to reward employees for hires generated from referrals, and for spreading the word about the company and open positions. Using our online program, participating employees can track points earned for referral activities and compete with other referring employees to win program contests.

The Process

- ▶ Administrator sets up contests in the system explaining rules and rewards.
- ▶ Employee logs in and sends links to contacts via e-mail and popular social networking sites.
- ▶ Referred individual visits a microsite, adding points to the employee's score. Employee can see points scored in real-time, stimulating competition against contest leaders.
- ▶ System manages rewards for contest winners.
- ▶ System provides robust reporting and analytics.

Web 2.0 Technology

- ▶ Personalized online portal for each employee
- ▶ Intuitive, easy-to-use interface for program administrator
- ▶ Automated tracking and comprehensive, real-time reporting
- ▶ Integrated social network distribution
- ▶ Three layers of security to help deter fraud

Program Rollout Promotions

In order to give your program the highest chance of success, effective promotion is critical.

First Advantage's recruitment marketing experts will work with your team to produce an effective communications plan, designed to maximize employee engagement. From onsite collateral to highly effective enterprise e-mail campaigns, First Advantage can provide all the strategic guidance and materials needed to create program excitement and encourage maximum participation throughout your organization



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