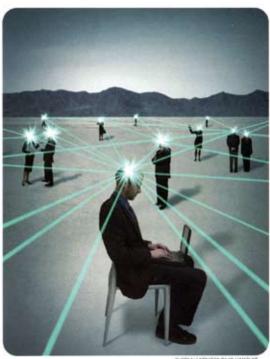
Another Squeakywheel Media Placement

Advertising

WAY FOR CANDIDATES AND EMPLOYERS TO GAIN UNIQUE INSIGHT AS THEY SEARCH

BY ERIK SHERMAN



AFTER SEVEN YEARS AT Digitas in New York Carl Servino wanted to move back to his home state of New Jersey. So this self-described opportunist kept his eyes open. "I had gotten burned on the typical job boards and tended to stay away from recruiters," Mr. Sorvino says. Not just an interactive media pro, he was a

real user. Connected to almost 200 people, he says LinkedIn and Facebook were "simply extensions of me." When he heard about Sigma

Group, just over the Gausse Washinston, Bridge, he cless extensions of me." When into the comp extensions of me." When he heard about Sigma Group, just over the George Washington Bridge, he electronically reached out, looking and the agent Sorvino e-mai into the company's reputation, the LinkedIn "Especially with the presi profile of agency president Shannon Morris, and the agency's clients and connections. Mr. hear the story words made Sorvino e-mailed Ms. Morris, who replied. ergoyed and li "Especially in Manhattan, I'd never speak

70-person Sig whose client with the president of the agency," he says. "To hear the story from the president in her own DeLought an ative director words...made me feel powerful, which I really Mc South enjoyed and liked." Last July, he moved to the 70-person Sigma, in Oradell, New Jersey-Tradition quickly fall whose clients include Panasonic Toughbook, Del.onghi and Poggen Pohl-as associate cresionals fin through a to ative director for interactive.

Although such social networking sites as Facebook, MySpace and LinkedIn are relatively new, online networking in recruiting hardly is. "I have been using the internet for [recruiting] at least 10 years," says Rebecca Loughlin, a sen-ior recruiter at AutoTrader.com. Early electronic social interaction like special interest e-mail groups go back at least three decades.

However, increased database and search power made social networking sites supercharged job sites. Eric Schelling, director of talent acquisi-tion at AutoTradeccom, remembers a recent job tion at Auto Endercom, remembers a nevert yea fair marketed for 30 days with social networking only. "We targeted a few companies that were doing downsizing," he says, and 150 high-quali-ty people showed up—a number that would have taken months to reach with older approaches. "You can do targeted [recruiting] withour necessarily having a specialist recruiter in that

field," says Claire Lematta, president of global strategies at PR firm Waggener Edstrom. Instead of relying on one person's Rolodex, companies can search for targeted lacywords as well as ask people with whom they already have connections for recommendations. The results are effective. "If I contact, say, 10

people on LinkedIn whom I'm interested in pursuing for a particular position in AutoTradet I'd

or recruiter at ic calls, even one od."

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other user groups they belong to their page." Mr. e as to how tapped rk of professionals

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sooked at my profise, and i never even met with them," says Ms. Morris. Savvy marketing employees, wary of being sold a bill of goods, want to investigate where they might end up. During her most recent job search, Michelle Arsenault, now a client strategist at VIA Group, considered returning to a previous employer. "I contacted a former co-worker who said it wasn't what it was and maybe I should explore some other options." She got the heads up without having to put a foot our the door.

Given the ink MySpace, Facebook and Linkedin receive, they can seem to be the world of social networking, but that view is short-sightof social networking, cut that view is mint-signifi-ed. "I have profiles on 16 different social net-works," says Amybeth Hale, a Waggener Edstrom sourcing strategist, "There are industry-specific social networks. There are internal social