



An Introduction To Recruitment Blogs

Recruitment blogs are predicted to grow in popularity during 2007 and beyond as companies start to understand the benefits of blogging as part of their online recruitment marketing strategy.

What is a Recruitment Blog?

A blog can be described as an online diary or journal which is published on the internet and offers news, views and information about a chosen subject area.

The content of a blog should be updated on a regular basis. In most cases a blog will offer readers the option to leave feedback, or ask questions, by way of comments posted on the blog. Readers can also "subscribe" to a blog which means that they can automatically be notified as soon as the blog is updated.

Although this introductory guide has been written with HR departments in mind it is important to recognise that recruitment blogs can be just as effective for Recruitment Agencies and Staffing Firms.

Why have a Recruitment Blog?

A recruitment blog allows you to communicate with potential employees by publishing information about your company. As an addition to your Careers web site, a recruitment blog can give you the opportunity to:

- Build relationships with potential new employees and other people in your industry.
- Become a valued source of information.
- Promote working at your company.
- Feature different areas of your company and highlight key vacancies.
- Offer an "insiders view" on your recruitment process.
- Profile existing employees and departments.
- Offer opinions and feedback on any topical issues.
- Give updates about your company.
- Plus anything else you want to talk about!!!

It is important to understand your reasons why you want to start a recruitment blog as there needs to be an ongoing commitment within your company to keep the blog regularly updated.

Different Types of Blogs

Depending on the size of your company, and the industry sector that you operate in, you may choose to have a recruitment blog that is operated by a dedicated member(s) of your HR or Recruitment department. However, it is not uncommon in some larger companies for a member(s) of a specific department to operate a blog which also has links to your recruitment blog or to the Careers page of your company web site.

1. General Recruitment Blog

One of the main purposes of a recruitment blog should be to promote your company and your current and future vacancies. This could include practical information about your job application process and what to expect if you were selected for interview.

You may also want to include interviews (written, audio or video) with Recruiting Managers and some of your current employees to give potential applicants an opportunity to see what it is like to work at your company.

As well as including job related information within your blog it is also advisable to share some company and people related information. For example, this could include any charitable donations, actions or sponsorships that your company or employees have been involved in. This gives you an opportunity to show the "human side" of your company.

An example of a general recruitment blog can be found at PriceWaterhouseCoopers: *PCWPeople Blog* - <http://pwc.blogs.com/pwcpeople/>

2. Specific Interest or Department Blog

A specific interest, or department related blog, can be extremely useful in attracting visitors with similar interests, skill sets and experience.

The subjects covered would typically be based around the experiences of the person(s) blogging and would have far less emphasis on recruitment than in the first type of recruitment blog mentioned above. However, it would make sense to have a link to the Careers page of the company web site and to mention any current or future vacancies within the department.

A company that is involved in a new technology area may find that it attracts readers who have a particular interest in that same technology area. These people may have an interest in moving into that technology area in the future, in which case they could be reading the blog to keep up to date with the latest developments. Alternatively, they may already work in that technology area and could be considering their next career move. By reading the blog it can give them an insight in to your company.

Other areas of content within a specific interest or department blog could include feedback on any industry news, the latest product releases, industry trends and specific publications. The blog may also contain personal feedback on any industry conferences or exhibitions that the blogger has attended, plus their own thoughts and observations on future developments (non confidential) in the industry.

An example of a blog operated by a member of a technical department can be found at: *Impinj* - <http://www.impinj.com/blog/>

3. Graduate Recruitment Blog

A major advantage of having a recruitment blog for graduates is that they are usually very familiar with the Internet . They will typically be reading other blog sites on the Internet, be members of social networking sites (e.g. www.MySpace.com) and will probably listen to and download podcasts and watch online video (e.g. www.YouTube.com).

The link to the following web page shows the graduate recruitment web site at Cadbury Schweppes with links to their different graduate recruitment blogs:

<http://www.cadburyschweppes.com/EN/Careers/UKGradRec/>

Blogging Software

A blog is effectively a web site that is managed by using blogging software. The good news is that you don't need any previous technical experience to create and manage your blog.

There are many different types of blogging software available today. Some are free to use (e.g. www.Blogger.com and www.WordPress.org) and some you pay a monthly or annual fee to use as they have more functionality built in (e.g. www.Typepad.com and www.MovableType.com)

Blogging software is very flexible as it allows you to login and instantly update your blog from anywhere in the world where there is an internet connection. Depending on the choice of blogging software you can also have multiple users contributing to a single blog.

You can see the Web-Based-Recruitment.com blog, which uses the Typepad blogging software, at www.OnlineRecruitmentBlog.com

The Next Step

You should now have a basic understanding of the different types of recruitment blogs and some of the blogging software that is available.

If you feel that your company would benefit from having a recruitment blog then Web Based Recruitment can work with you to:

- Clarify your objectives
- Help you choose which blogging software to use
- Train your staff on how to use a blog
- Get your blog up and running
- Design a marketing campaign to promote your blog
- Suggest other online recruitment initiatives to complement your blog

For further information about these services please call Mike Taylor on 01962 883754 or email: blogs@web-based-recruitment.com

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