



# The Beyond.com Social Space

---

## Social Media & Beyond.com

Social Media continues to grow and expand into our everyday lives. Facebook is now the #1 most visited site with over 600+ million members. There are 700+ billion minutes spent on Facebook every month. An average Facebook user generates 90 pieces of content every month. 250+ million people engage with Facebook on external sites. Visitors to YouTube watch 2 billion videos every day and 24 hours of video are uploaded every minute. The over 200+ million Twitter users send out 140+ million tweets a day.

And as social networking sites continue to expand, the union between social media and recruitment is still a new frontier to many employers. Many organizations have concerns regarding social media recruitment marketing:

- Tracking Social Media Recruiting results.
- Time management necessary to oversee the process and monitor engagement.
- Establishing internal policies regarding the utilization of social media as a communication vehicle.
- Risks associated with negative feedback within the very transparent social media networks.

At Beyond.com, we're focused on creating options for your clients that will enable them to tap into the social media recruitment landscape and provide measureable results while minimizing the risks. Organizations large and small can benefit from incorporating social media into their recruitment marketing strategy.

## The Beyond.com Social Media Landscape

The goals and objectives mapped out for Social Media in 2010 focused on building unique social outlets for twenty-two of our top trafficked web sites. Beyond.com planned a strategy that created a social media landscape comprised of custom designed Facebook Page, Blog and two Twitter Channels for each flagship site. We focus our efforts on fostering engagement and sharing career resources, job seeker tips and trends as they relate to specific key industries and geographies.

[Access Our Top Social Channels](#)



### Career Facebook Pages & Job Search Apps



Each Facebook Page contains content and resources to attract and engage job seekers. We promote our daily Blog posts within our Facebook page as well as a “Featured Job of the Day.”

We also share news related events on the Facebook pages and update fans on upcoming hiring, recruiting or networking events in their industry and/or geography. Each Facebook page allows for a direct connection for visitors and fans to register as a new job seeker on the flagship site through a custom form within the Facebook community.

In early April, we launched our first Facebook Jobs App for our flagship site, PhillyJobs.com. The PhillyJobs.com App enables a Facebook user, or fan of our page, to search and view jobs where their Facebook friends work (or have worked). The App provides a robust job search experience with full use of keywords, geography and industry terms. And, it enables the Jobs App user to save their job searches for future use and create Job Alerts when new jobs are posted to our site that match their search criteria. The Job Alert is automatically delivered to the email address within their Facebook account. The Jobs App user can also share jobs with their network of Facebook friends through posting on their Wall or emailing directly to a friend. Networking from within the Jobs App environment is extremely intuitive and fast.

The App has been well received in the Facebook community and within the first 15 days of launch has over 3,800 active monthly users.

### Unique Blogs & Advertorial Opportunities



In August of 2010, Beyond.com launched twenty-two unique Blogs to serve specific communities within 20 industries and 2 geographically targeted audiences. The purpose and main objective of each blog is to share original content that is relevant to each industry. The Social Media Team maintains an editorial schedule and manages over twenty blog writers. Each of our blog writers focuses on trending topics as they relate to challenges within a particular industry as well as job searching and career tips and resources.

We continue to build traffic to our blog sites and will be launching custom “Advertorial” features within a particular industry for employers. Our advertorial blog articles can have an overall focus for a specific employer and highlight their strengths, culture, and overall environment. Or blog advertorials can also focus on specific hiring goals within the marketplace or feature a specific career opportunity within an organization.

Our blogs offer visitors a variety of methods to engage and share our content on sites such as Facebook, Twitter, LinkedIn. Comments are replied to, and monitored, by each of our blog writers to create an



open forum for dialogue. Visitors to our blogs can also subscribe to receive articles via RSS or email, search jobs, register to our flagship sites and much more!

## Twitter Channels



Because interactions within Social Media are utilized through a variety of mediums, Beyond.com, planned in 2010, to expand our existing 100+ "Job Tweet" Twitter Channels to add twenty-two additional channels for more engagement-focused interactions with professionals and job seekers within specific industries and geographic markets. Our "Job Tweet" channels enable job seekers to view up-to-the-second postings for our top one-hundred flagship sites. Our Engagement Channels tweet out industry news, relevant articles for career searching tips, re-tweet industry experts and engage with our followers on a one-on-one basis. The Engagement Channels also offer our employers the ability to promote specific career opportunities through daily "Featured Jobs" tweets using the #featuredjob hashtag.

Through these cross-promotional Twitter channels, Beyond.com is able to maximize the viral capabilities of social media through our 50,000+ followers.

## 2011 Plans

2011 is continuing to be an exciting and rapidly expanding area for Social Media.

We are focused in Q2 and Q3 on incorporating new designs and improved job seeker experiences on our flagship sites. We will be adding more sharing and interactive capabilities within our job content, blogs and articles and resources areas.

We will also be launching additional advertising opportunities in 2011 for employers (your clients?) to engage with the audiences we have cultivated in the Beyond.com social media landscape. We are focusing our efforts on offering products that are very customizable within specific industries and professions with complete reporting capabilities on campaign performance. Beyond.com is also continuing to explore innovative methods for engaging job seekers with the development of additional, industry-focused Jobs Apps on Facebook.

**Learn more about how social media can influence your clients' recruitment plans**

**Call Us Toll Free At (866) 694 - 5627**