

WHAT THE EXPERTS ARE SAYING ABOUT RECRUITING ON THE NEW WEB...

The use of RSS (Really Simple Syndication) and podcasting to access content will grow dramatically among all cohorts of the workforce. As a result, job boards, employers and staffing firms will extend the reach of their online advertising by transmitting specified job postings to individual candidates via their personal digital assistant (e.g., MP3 player, iPod). This enhanced portability will take recruitment advertising beyond just-in-time to all-of-the-time. It will make the right recruitment messages available to talent wherever and whenever they want to see them.

Peter Weddle,
recruiter, HR consultant and author

What makes podcasting an attractive recruiting tool? The format offers a way to get candidates to listen to what organizations have to say. A picture may be worth a thousand words, but nothing speaks like a human voice.

Podcasts are particularly appealing to younger candidates. Perhaps it's not surprising then that recruiting sites aimed at this audience have been among the first to add podcasts.

AIRS,
international recruitment training

eMarketer estimates that the total US podcast audience reached 18.5 million in 2007.

US Podcast Audience, 2007-2012 (millions)

	Total podcast audience*	Active podcast audience**
2007	18.5	6.5
2008	28.0	10.0
2009	38.0	14.0
2010	47.0	17.5
2011	56.0	21.5
2012	65.0	25.0

Note: ages 3+ from any location; *individuals who have ever downloaded a podcast; **individuals who download an average of one or more podcast(s) per week
Source: eMarketer, January 2008

091155 www.eMarketer.com

Furthermore, that audience will increase by 251% to 65 million in 2012. And of those listeners, 25 million will be "active" users who tune in at least once a week.

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- audio podcasts
- video podcasts
- social network penetration
- web 2.0 presence

WHAT THE EXPERTS SAY

These members of Gen Y are comfortable with podcasts, RSS feeds, and just about all other forms of technology. Keep in mind that just as you don't need to be a chemical engineer in order to recruit one, you also don't need to be a technology savvy member of Gen Y to recruit one.

Steve Rothberg,
Collegerecruiter.com

The three elements of an **albertaJOBcast**



WHAT WILL albertaJOBcast DO FOR YOU?

The first step is an audio profile highlighting your culture, mission and work environment. The goal is to promote your company as an employer of choice. Video profiles can also be used.

The second step is to advertise your jobs through audio job postings based on interviews with your HR specialists. You tell us what kind of jobs you're hiring for and how to apply.

Each podcast is usually 8-10 minutes long.

Where this all comes together is when we broadcast, publish and promote the audio episodes across the world of Web 2.0 through social networks.

We put your jobs where more and more people are looking for their information and news and jobs.

iTunes, YouTube and FaceBook are examples of the new gathering places for the iPod generation.

Let albertaJOBcast promote your jobs out on the new web!

TALENT SHORTAGE

All the experts agree that there is a shortage of available talent and it's only going to get worse.

The baby boomers are aging and there aren't enough young people to fill the ranks. A hot economy in some regions has put a strain on the labour pool.

Therefore companies need to become more creative with their recruiting methods.

They also need to think of recruiting as marketing and develop plans to raise awareness of their company in the job market.

WHY SOCIAL NETWORKS?

Thinking strategically will be the key since job seekers will have a myriad of companies to choose from.

Those employers that stand out will have an edge in the war for talent.

Podcasting is part of the new social media that is sweeping the online recruiting landscape.

It's all about communicating with the next generation and engaging them on their turf.

THE NEW WEB TOOL

Blogs, podcasts, video and social networking sites are becoming the new way to talk to candidates.

Companies that want to be seen as forward thinking organizations need to start using this new technology.

Adopting these new techniques can become a competitive edge that your company needs to attract and retain the best and brightest.

WHO IS LISTENING TO PODCASTS?

Forrester Research has suggested that by the end of the decade, 12 million people will be listening to podcasts.

The CRTC's 2007 annual report identified new media – web based information – as a fast growing audience and target market.

119 Million- iPods were sold since they were first introduced in 2001... (*Wikipedia*).

18.5 million US based podcast listeners in 2007 (*according to eMarketer survey*).