Call Centre Recruiting Using Facebook & Social Networking Workbook

by
Connie Crosby,
Crosby Group Consulting
for the Contact Professionals Alliance
Toronto, ON, September 10, 2008
Today’s Agenda

8:30 - 8:45  Introductions
8:45 - 9:30  What is social networking & how is it affecting business?
9:30 - 10:15  First principles for recruiting in a changing world
10:15 - 10:30  Break
10:30 - 11:00  Discussion: website recruitment pages
11:00 - 12:15  The “Groundswell” & Forrester’s POST technique
12:15 - 1:00  Lunch
1:00 - 1:45  Facebook - Groups versus Pages
1:45 - 2:15  MySpace
2:15 - 2:30  Break
2:30 - 3:00  LinkedIn
3:00 - 3:45  Get your plan started!
3:45 - 4:00  Wrap up
## Preliminary Work

### Current practices

Fill in the following sections to take inventory of your current practices and tools.

<table>
<thead>
<tr>
<th>1. Describe the primary demographic of workers you are looking to hire.</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Consider age, gender, language and background. This is to be used to target specific social networks, not for the actual hiring.</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Describe your current recruitment practices.</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>This course is meant to supplement your current practices rather than to replace them.</em></td>
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</table>
Social Networking & How it is Affecting Business

How are companies responding to social networking?

What types of training can help mitigate risk of employees using social networking tools in a way that would negatively impact your organization?

Policies your company should review:
First Principles for Recruitment in a Changing World

Back to Basics:

- a positive workplace environment
- keep the employees you have happy
- brush up on your networking skills
- you still need a recruitment plan
- you still need recruitment web pages

What is New:

- news (both good & bad) spreads more quickly
- more difficult to control messages that get out
- your future employees want to connect with a real person, not a company
- expectation of openness and honesty
- your future employees want to connect with you at any time, not just 9 to 5

Taking it to the Next Level:

- start with one-on-one conversations
- energize your existing employees to become evangelists
- use your own website as “home” for content such as job descriptions, video and other content
- this is not just a time-limited campaign, but an on-going effort
Exercise

Website Recruitment Pages
Fill in the following sections to take inventory of your current practices.

1. Review your company’s website and answer the following questions:
   a) Is it easy to find the careers section?
   b) Is it easy to search open jobs?
   c) Is navigation user-friendly and intuitive?

2. Review your competitors’ websites and answer the same questions:
   a) Is it easy to find the careers section?
   b) Is it easy to search open jobs?
   c) Is navigation user-friendly and intuitive?

3. Compare your site with your competitors’:
   a) How do your competitors’ sites compare with yours?
   b) Are there things you may wish to incorporate into your site?
   c) How should your site be modified or improved?
   d) Are there things on your competitors’ sites that you would want to avoid?
The “Groundswell”
& Forrester’s POST Technique

People
Assess the social activities of your target demographic. Use Forrester’s Technology Profile Tool.

Objectives
Decide what you want to accomplish.

Strategy
Plan for how relationships with your employees and potential recruits will change.

Technology
Decide which social technologies to use.
Social Technology Profile Tool
from Forrester Research:  http://groundswell.forrester.com
Create a Group

Step 1: Group Info

Group Name: Call Centre Jobs Available
Network: Global (Available to all of Facebook)
Description: Bringing those looking for jobs together with companies looking for employees.
Group Type: Business
Recent News:

Office:
Email: connie Crosby@gmail.com
Street:
City/Town: Toronto, ON

Create Group  Cancel

Note: groups that attack a specific person or group of people (e.g., racist, sexist, or other hate groups) will not be tolerated. Creating such a group will result in the immediate termination of your Facebook account.
Edit Call Centre Jobs Available

Step 1: Group Info Step 2: Customize Step 3: Members

Current Picture

Upload Picture

You can upload a JPG, GIF or PNG file.

[ Browse... ]

☐ I certify that I have the right to distribute this picture and that it does not violate the Terms of Use.

Upload Picture

Site size limit 4 MB. If your upload does not work, try a smaller picture.

Website: http://www.crosbygroup.ca

Options:

☐ Show related groups.

☐ Show related events.

☐ Enable discussion board.

☐ Enable the Wall.

☐ Enable photos.

☐ Allow all members to upload photos.

☐ Only allow admins to upload photos.

☐ Enable videos.

☐ Allow all members to upload videos.

☐ Only allow admins to upload videos.

☐ Enable posted items.

☐ Allow all members to post items.

Access:

☐ This group is open.

Anyone can join and invite others to join. Anyone can see the group information and content.

☐ This group is closed.

Admins must approve requests for new members to join. Anyone can see the group description, but only members can see the Wall, discussion board, and photos.

☐ This group is secret.

The group will not appear in search results or in the profiles of its members. Membership is by invitation only, and only members can see the group information and content.

Save Skip
Call Centres are Hiring (Canada)

Global

Basic Info
Type: Business - Employment & Work
Description: Call centres are hiring! Find out who is hiring and how to apply.

Contact Info
Email: conniecrosby@gmail.com
Website: http://www.crosbygroup.ca
Location: Toronto, ON

Recent News
Do you have a job in a call centre that you love? Post a note and tell your friends!

Members
Displaying 8 of 11 members
See All

Richard Smith
Kate Trngvac
Beverley Garlbach
Marco Osso
Natale Walker
Michael Stanojic
Kevin Ng
Eden Spodek

Discussion Board
Displaying 1 discussion topic
Start New Topic | See All
Share your tips on finding jobs
1 post by 1 person. Updated on Aug 31, 2008 at 10:54 PM.

The Wall
Displaying all 3 wall posts
See All

Connie Crosby wrote
at 12:23 pm on September 5th, 2006
Welcome, everyone! This is a closed group for the purposes of this class, but is an example of what you might do with a public group.
Delete

Connie Crosby wrote
at 9:55 am on September 4th, 2008
I have invited a few additional social media experts into this group to get their additional suggestions.
Delete

Connie Crosby wrote
at 2:33 pm on September 1st, 2008
Call centre managers: if you have photos or videos of your call centre you would like to highlight, please add them into this group. I have posted a link to the USA Cares Call Center video on YouTube to give you an idea of what might be done.
Delete
Pages

Facebook Pages
Create a business presence to engage with your customers and fans on Facebook.

Establish an interactive presence on Facebook.
Every Facebook Page is a unique experience where users can become more deeply connected with your business or brand. Users can express their support by adding themselves as a fan, writing on your Wall, uploading photos, and joining other fans in discussion groups. You can send updates to your fans regularly — or just with special news or offers. Add applications to your Page and engage your users with videos, reviews, flash content, and more. Creating a Facebook Page is easy, free, and great for all types of businesses:

- Restaurants
- Bars
- Cafés
- Health and Beauty
- Pets
- Local Stores
- Parks
- Attractions
- Sports Teams
- Games
- Artists
- Musicians
- Politicians
- Non-profits
- And many more...

Browse Facebook Pages to see how other businesses leverage their Facebook presence.

Your fans love you, and their friends will know it.
When your fans interact with your Facebook Page, the actions they take are automatically generated into social stories. These stories are published to News Feed, which friends may see the next time they log into Facebook. The stories link back to your Facebook Page, inviting more people to interact with it, which generates more social stories and drives even more traffic to your Page. Think of it as word-of-mouth marketing, only completely free and happening online.

Get even more distribution with Facebook Social Ads.
You can increase the viral distribution of your Facebook Page with Facebook Social Ads. Create an ad creative and attach it to stories in News Feed or in the left-hand Ad Space. Social Ads increase the number of friends who will see the story when they visit Facebook, and you can also target the ads to specific demographics. Create a Facebook Page and get started with Facebook Social Ads.
Creating a page

Your changes have been saved.

Current Picture

You can select a profile photo from your Profile Picture Album.

Upload Picture

You can upload a JPEG, GIF or PNG file.

Browse...

I certify that I have the right to distribute this picture and that it does not violate the Terms of Use.

Upload Picture

File size limit 4 MB. If your upload does not work, try a smaller picture.

Thumbnail Version

Drag the image to adjust.

We use this version of your picture around the site.

Save Thumbnail Version

Remove Picture

You can remove this picture, but be sure to upload another or we will display a silhouette in its place.

Remove Picture
Some of the details they ask for are not relevant...
Choose content for your page:
Pages allow you to see usage statistics
Advertising on Facebook

Advertising can be used in conjunction with pages:
Advertise on Facebook
Get started in four easy steps.

1. Get Started
What do you want to advertise?
- I have a web page I want to advertise.
- I have something on Facebook I want to advertise:
  Call Centres are Hiring (Canada)

2. Create your Ad
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing
- a list of suggested best practices
- a list of common reasons for rejection

Title:
Body:

Example Ad
This is a sample ad.

Photo: No Photo

Social Actions:
- Add Social Actions.
  Social Actions from Call Centres are Hiring (Canada) will automatically be added.

Continue
Groups

From your profile (top) select “More” -> then “Groups” -> then “Create Group”
Advertising on MySpace

Advertise With Us!

Contact Request
If you'd like to advertise on our site, please fill out this contact request form:

First Name: 
Last Name: 
Company: 
Website URL: 
Email: 
Phone: 
City: 
Country: --None--
Province: --None--
Industry: --None--
Sub-Industry: --None--
Estimated Monthly Marketing Budget: --None--
Brief Description of Your Company: 
Decision Timeframe: --None--
Have You Ever Advertised Online? --None--
Submit
LinkedIn - http://www.linkedin.com

See Your Network

Linking to 189 people connects me to an incredible 2 1/2 million LinkedIn subscribers.
<table>
<thead>
<tr>
<th>Title</th>
<th>Company</th>
<th>Location</th>
<th>Date</th>
<th>Posted By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Centre Management Director, Full-time</td>
<td>Dell Computers</td>
<td>Dublin</td>
<td>9/02/2008</td>
<td>Sarah Tuffy Company HR</td>
</tr>
<tr>
<td>Assistant Manager-Call Center, Mid-Senior</td>
<td>Franchise Owners Hamilton L</td>
<td>Toronto, Canada Area</td>
<td>8/15/2008</td>
<td>Mary-Beth Bone Hiring Manager</td>
</tr>
<tr>
<td>Resource Planning Analyst, Mid-Senior</td>
<td>Expedia</td>
<td>London</td>
<td>8/26/2008</td>
<td>Jordan Paterson Company HR</td>
</tr>
<tr>
<td>European Operations Training Manager, Mid-S</td>
<td>Expedia Inc</td>
<td>Dublin</td>
<td>8/26/2008</td>
<td>Paolo Sarli Hiring Manager</td>
</tr>
<tr>
<td>Sales Representative Clerk, Associate, Full</td>
<td>Kroll Ontrack</td>
<td>Milan Area, Italy</td>
<td>9/05/2008</td>
<td>Learne Tubby Hiring Manager</td>
</tr>
<tr>
<td>Australia’s FASTEST GROWING RECRUITMENT AGENCY - Various Consultant Roles! Entry level, Full-time</td>
<td>Gerenteq Executive</td>
<td>Sydney Area, Australia</td>
<td>8/10/2008</td>
<td>Claire Barrow Recruiting / Staffing Firm</td>
</tr>
<tr>
<td>EXPERIENCED RECRUITMENT PROFESSIONALS - MANCHESTER Not Applicable, Full-time</td>
<td>Clarity Sales Resourcing</td>
<td>Manchester, United Kingdom</td>
<td>8/18/2008</td>
<td>David Falk Company HR</td>
</tr>
<tr>
<td>IT Project Manager (Customer Services ERP)</td>
<td>Cisco</td>
<td>Amsterdam, Netherlands</td>
<td>8/27/2008</td>
<td>Naoh Saade (ns@<a href="mailto:naoh@human-valoris.com">naoh@human-valoris.com</a>) Recruiting / Staffing Firm</td>
</tr>
<tr>
<td>Head of Retail Sales - Insurance - Saudi Arabia Executive, Full-time</td>
<td>Human Valoris</td>
<td>Riyadh</td>
<td>8/27/2008</td>
<td></td>
</tr>
<tr>
<td>Sales, based in Sweden (and possibly Finland and Denmark) Executive, Full-time</td>
<td>Salesforce.com</td>
<td></td>
<td>9/01/2008</td>
<td>Paul Walker Company HR</td>
</tr>
</tbody>
</table>
Sales Representative Clerk at Kroll Ontrack

Location: Milan Area, Italy
URL: http://www.krollontrack.it

Type: Full-time
Experience: Associate
Functions: Sales
Industries: Computer & Network Security, Information Technology and Services, Computer Hardware, Computer Software

Posted: September 5, 2008 by Paolo Sainit
Job Code: DSR IT

Job Description

Your key responsibilities:
- Accepting customer requests in our call centre
- Individual/specified customer service concerning technical possibilities and the data recovery procedure
- Actively promotion of our services and products in the call centre
- To draw up offers and do documentation as well as file maintenance in our CRM system
- Customer service of the Italian market, including the complete administration order processing
- Efficient internal communication with the colleagues from other departments
- On-call-services

Skills

Our requirements for this position:
- Relevant experience in Sales or Customer Service, preferably in the IT service industry
- Strong in Sales and silver-tongued
- Experience in technical products which are in need of explanation
- Good English language and communication skills
- Technical background and strong interest in IT
- Target-oriented approach to work and strong customer-service orientation
- Flexibility, team-oriented, commitment and organising ability

We offer full time permanent position CCNL, Commercio Impiegato 1st or 2nd livello (based on experience).

Please send your complete application, salary expectation and notice period, in English, to:
Kroll Ontrack GmbH
Human Resources
Hanns-Kleinn-Str. 5
71034 Biblingen, Deutschland

Or by e-mail to: personal@krollontrack.it

More information is available at: www.krollontrack.it

Inside connections to the company

You’re linked to Kroll Ontrack and can help you get this job

1. is a friend of your connections
2. in Milan Area, Italy

Tip: Land this job with your network’s help.
Ask your connections for introductions to contacts at Kroll Ontrack.

Paolo Sainit
Country Manager at Kroll Ontrack (Hiring Manager)

You connections know friends of Paolo.
See who connects you

Apply Now
Request Referral
Social Networks & User Agreements

Review the User Agreements (also known as Terms or EULA) for each service. What are the allowed business uses?

Privacy

Review the Privacy Policy for each service. What does this mean for your business use of the service? What does this mean for your personal use?
Get Your Plan Started!

Use what you learned about Forrester’s POST technique and the social networking tools discussed in this class to start outlining the social networking piece of your recruitment strategy.

People
What is the demographic you are looking for?

Objectives

Strategy

Technology
Selected Resources

Common Craft. Social Networking in Plain English (video).
http://www.commoncraft.com


“The POST Method: A systematic approach to social strategy”
by Josh Bernoff, December 11, 2007

Forrester Research’s Groundswell Profile Tool http://groundswell.forrester.com

“For Dell and Radian6: It All Starts with Listening”
by Sean McDonald, August 19, 2008
http://direct2dell.com/one2one/archive/2008/08/19/dell-and-radian6-it-all-starts-with-listening.aspx


http://www.slideshare.net/conniecrosby/social-networking-and-call-centres

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