

# AIRS Sourcing Report

 Volume  
**17**

Monthly tips, tricks and groundbreaking technologies to help you find the best talent online.

## Welcome

Welcome to the AIRS Sourcing Report. This month we are featuring select questions from our Summer Series classes, Extraordinary Filetype Finds and Fundamentals of Twitter for HR.

Ask our customers, this **is** the summer to refresh your researching skills. With more than 10 new courses to choose from plus our new full day Certified Social Sourcing Recruiter class, there is no better time!

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## Questions from Fundamentals of Twitter.....

Our Fundamentals of Twitter for HR classes have been packed with recruiting and HR professionals attempting to get familiar with this social networking phenomenon. Many questions come after class, and here we've featured a few:

What is your recommendation for a username?

*Choose a username that works within the 15 character limitation set by Twitter. If you want to co-brand to your company, that's great. Many recruiters are creating personal brands with their own names or monikers like "sourcerkelly". Remember, make yourself "findable".*

How do I manage my posts to Twitter and keep it to 5 minutes a day?

*Tweetlater is a great app for this. Want more? Type this into Google search:*

[related:tweetlater.com](http://related:tweetlater.com)

Do you use mass follow tools?

*I have. I try to maintain what I've seen referred to as an "organic follower" list. I'm interested in developing relationships on Twitter with peers, social media experts, HR and Recruiting professionals. So I more likely to scan a directory like WeFollow.com then to sign up to mass follow people. If I was a full desk recruiter, I would also develop my candidate pool so I could post job openings and talk about the great things my company was doing. I'd retweet these people I found and develop a rapport to make it even more likely if I posted a job opening and they had a friend that might be interested, they'd retweet the opening, using the viralness of the social medium to increase the potential talent funnel.*

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## Do you have a Google Profile?

In our May edition, we introduced you to Google Sites and all of the information housed on those pages. But, this month, what we're wondering is, have you set up a Google Profile?

Google Profiles are an excellent supplement to your online presence. Especially if you want to be findable, by candidates, and employers. Take the time to set one up. Include links to all of your related professional and social networking sites and even take the time to fill out Google's 20 questions.

And as always, while we think it's great to join any site that has networking potential, even better to excavate some talent. Here's a quick XRay to help capture Web Developer profiles:

[site:google.com/profiles/](http://site:google.com/profiles/) "web developer"

We find more than 2,000 results. Just for kicks we take that same string to Leapfish.com to see how our results vary on Google, Yahoo and MSN (Bing). You should try it to, it's a great template search, just replace "web developer" with your keywords.

## Certified Social Sourcing Recruiter Kicks Off July 15th!

Our first full day Certified Social Sourcing Recruiter class premieres online on July 15th. This class is already sold out, but we have several other opportunities available to dig deep into these online resources with our expert trainers.

We've also created a LinkedIn group for Certified Social Sourcing Recruiter alumni to continue to provide articles, information and even job postings on the social media sites we feature in class! Click on the icon to join:



## Bonus! Additional Summer Series classes added:

Our Extraordinary Filetype Finds and Fundamentals of Twitter for HR classes are so in demand that we have added more classes!

Join us on July 29th or July 31st for our Extraordinary Filetype Finds. Fundamentals of Twitter for HR will run again on August 5th and August 7th. See the complete schedule here:

[www.airstraining.com](http://www.airstraining.com)

## Finessing Filetype Search Strings

One of our recent Extraordinary Filetype Finds classes generated some excellent questions. We had one researcher build a string seeking candidates from two specific associations, ASHP and NSPD. Here is the string they originally proposed:

**filetype:pdf (intitle:directory OR inurl:directory OR intitle:attendees OR inurl:attendees) ashp**

That's a great start, but there are a couple of things we can do to tweak that string to have it produce even better results. First let's try doing a broad XRay, including the organization acronyms our recruiter wanted to focus on:

**site:org filetype:pdf (ashp OR nspd) (members OR attendees OR roster OR directory)**

That will definitely generate some results. Another more targeted search would involve XRaying the organization sites, specifically for .pdf file extensions, and we're even going to throw in additional boolean commands to make this a power search:

**site:ashp.org filetype:pdf (intitle:members OR inurl:members OR intitle:attendees OR inurl:attendees OR intitle:roster OR inurl:roster OR intitle:directory OR inurl:directory)**

## And the winners are.....

Did you visit the RightThing booth at SHRM? We had thousands of HR Professionals stop by and not only learn about the fabulous suite of products we offer, but also enter for a chance to win a Smart Car and a seat in our new Certified Social Sourcing Recruiter class. And the winners are:

Smart Car - Kristy Alioa from Delaware Surgery Center

Social Sourcing - Lori Jesberger, PHR from Paris Companies

Congratulations!

## LinkedIn One Hour Series

Are you doing all you can do with LinkedIn? If you just have the very basic of profiles, are unaware of how to use this professional networking mega site to brand your company and attract talent or really just want to see all you can do, then you should join us.

Starting July 13th, AIRS is launching 4 one hour courses focusing on LinkedIn. Take one, or better yet, all!

- LinkedIn and Impacting Your Professional HR Influence
- LinkedIn Profiles for Superior Personal Marketing
- LinkedIn and Building an Effective Brand
- LinkedIn and Leading Edge Recruiting Tactics

Call now to reserve your space:

**800.466.4010**

## Connect with AIRS Online....

