AIRS®
An ADP Company

Sourcing Report

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

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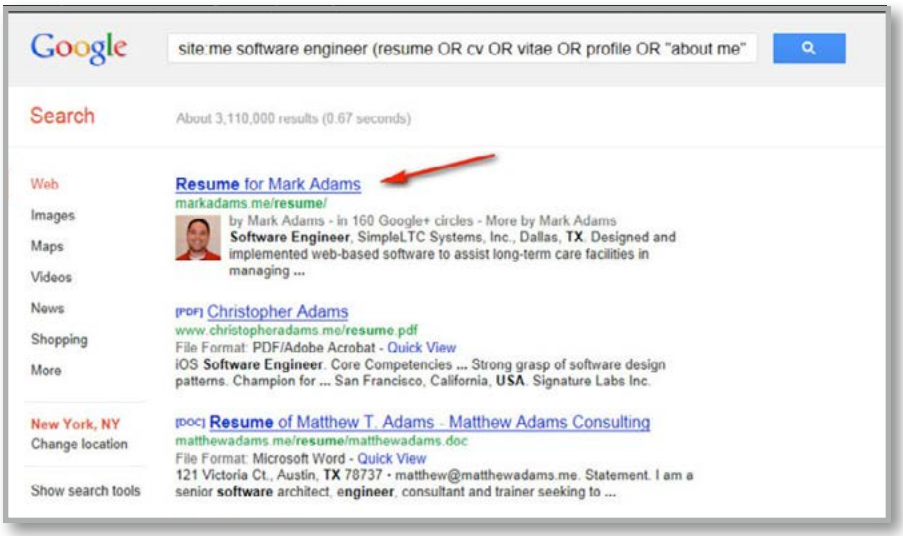
Uniquely .Me – A Creative Search to Find More Talent

The .me domain originally began as a country code for the newly independent country of Montenegro in 2006. However, the country ultimately decided to use it as an independent code once they realized the commercial and marketing appeal. They were absolutely correct. Not only is it exceptionally easy to XRay, but the .me pages have exploded globally since it opened up as a domain in 2008. In fact, by the end of 2011, over 587 thousand .me domains have been purchased, making it the fastest selling domain in history. For recruiters, that is only good news.

Below is an example of a XRay for a software engineer located in either Texas or somewhere in the United States.



SEARCH STRING: site:me software engineer (resume OR cv OR vitae OR profile OR "about me" OR bio) (texas OR tx OR us OR usa OR "united states") -job -jobs

Notice that this is a top-level domain XRay which means it could bring back results on a wide variety of domains that have a .me ending. This search produces well over three million results. Take a look at one of these results.

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Mark Adams
software | web developer

Education

2009 - 2010 University of Illinois at Springfield, Springfield, IL
B.S. in Computer Science, Minor in Mathematical Sciences
4.000 Institutional GPA: Graduated summa cum laude

2007 - 2009 Dallas Baptist University, Dallas, TX
General Studies, Computer Science and Mathematics coursework
4.00 Computer Science GPA / 3.571 Institutional GPA

2006 - 2007 Baptist Bible College, Springfield, MO
Certificate of Practical Church Ministry

Work

2010 - now Software Engineer, SimpleLTC Systems, Inc., Dallas, TX
Designed and implemented web based software to assist long term care facilities in managing submission of data to the Federal government.

2007 - 2010 Web Application Developer, Dallas Baptist University, Dallas, TX
Engineered and supported enterprise web applications using modern web technologies such as ASP.NET, PHP, HTML, CSS, and JavaScript. Duties included development and maintenance of university intranet and internet applications, database design and maintenance, and project management. Significant experience with cross-browser AJAX application development and rapid prototype design.

2008 - now Independent Consultant, Dallas, TX
Worked with several startup companies working in the areas of social networking, swarm intelligence, and healthcare management to provide product development, server infrastructure, and code development solutions. Experience included extensive work with PHP and major web service APIs (Twitter, Facebook, Google, etc.).

http://markadams.me/resume/

Notice that this candidate is a Software Engineer in the Dallas, TX area.

How can this search be adjusted to make it fit other reqs? There are so many candidate types out there lurking on .me sites. Be creative and have fun! Try a .me XRay for finding candidates for a current requisition today.

AIRS PowerBreak Series

The AIRS monthly PowerBreak Series features a free, 30 minute topic specific session.

October 2012: *Leverage Google's Ecosystem for Recruiting*

Learn how a free Gmail account can be used for contacting and recruiting candidates throughout a variety of Google related products.

Wed, October 24, 2012 • 2pm ET.

Sign up now!
http://bit.ly/GoogleEcosystemPB

November 2012: *Hiring Manager Interviewing Tips and Tricks*

This class will layout a step by step plan of the best way to conduct hiring manager intake calls for ensuring sourcing efforts are on target from the beginning.

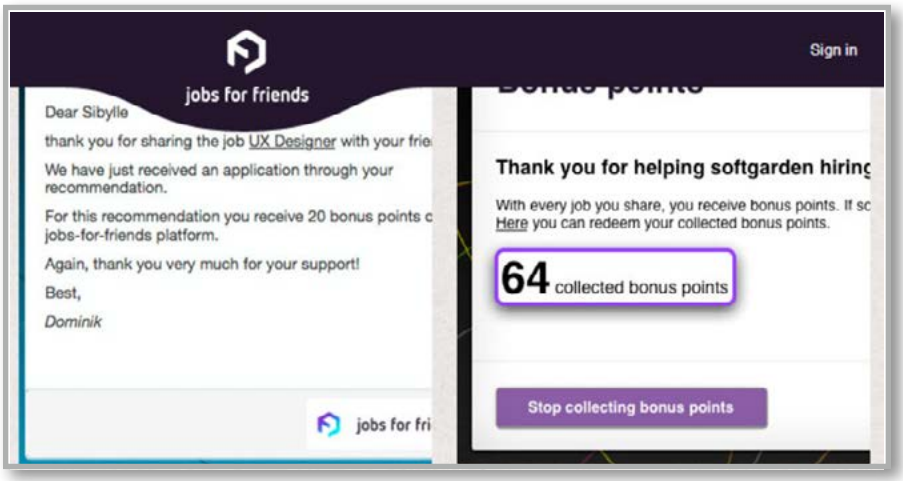
Wed, November 14, 2012 • 2pm ET.

Sign up now!
http://bit.ly/HiringManagerPB

Play Jobs with Friends!

The gamification train continues to roll into the social recruiting community. The newest player, Jobs for Friends, and this isn't a game that will get you banned by the FAA. By now, just about every new recruiting site has picked up the concept: "birds of a feather flock together," including Jobs with Friends which allows recruiters or hiring managers to describe the job and invite colleagues by email to share the job. Invited colleagues can easily share the job via Xing, Facebook, LinkedIn and Twitter. Colleagues' friends find the job in their networks and apply for it.

Que the gamification: employees can earn points for helping promote the job. The catch is that it costs $90 for a post.



www.jobs-for-friends.com

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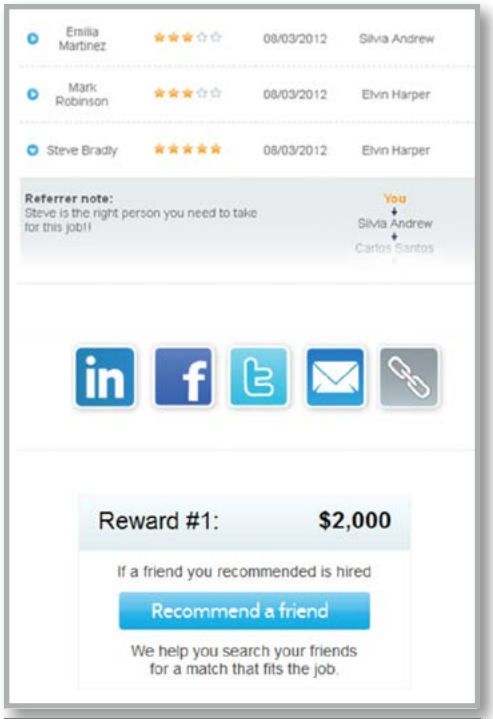
Enjoy Zao! – Hiring Inside Your Referral Network

A new site that has received millions in startup investment funding is Zao, a Greek lexion for enjoying life, which has also jumped on the referral bandwagon. Zao's platform provides a step by step process motiving employees to become sourcers.

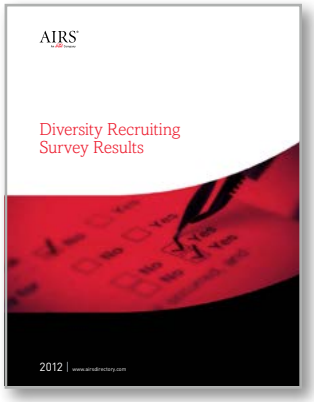


www.zao.com

An employer simply signs up, creates a job, sets cash reward and sends it to their network. Zao provides members with tools to forward the job to the candidate that could potentially be the perfect fit. Zao also will help the people who receive your job description automatically search through the list of hundreds of people they know and identify the top candidates. As an incentive bonus, Zao requires a cash reward, taking 30% for its platform.

AIRS 2012 Diversity Survey Results Are In!

AIRS would like to share the results of the survey with you and have included information about the survey respondents and their feedback regarding diversity recruitment trends. Login to your My AIRS page to access the survey results today.



Where's AIRS Training?

Public Classes

Denver
10/18/2012 - Professional Recruiter Certification 2.0
10/19/2012 - SearchLab 11.0

Jacksonville
10/22/2012 - SearchLab 11.0
10/23/2012 - Certified Social Sourcing Recruiter 4.0

Philadelphia
10/25/2012 - SearchLab 11.0
10/26/2012 - Certified Social Sourcing Recruiter 4.0

Minneapolis
10/29/2012 - Professional Recruiter Certification 2.0
10/30/2012 - SearchLab 11.0

Charlotte
11/05/2012 - SearchLab 11.0
11/06/2012 - Certified Social Sourcing Recruiter 4.0

Boston
11/06/2012 - SearchLab 11.0
11/07/2012 - Certified Social Sourcing Recruiter 4.0

Atlanta
11/08/2012 - SearchLab 11.0
11/09/2012 - Certified Social Sourcing Recruiter 4.0

Cincinnati
11/08/2012 - SearchLab 11.0
11/09/2012 - Certified Social Sourcing Recruiter 4.0

San Francisco
11/12/2012 - SearchLab 11.0
11/13/2012 - Certified Social Sourcing Recruiter 4.0

Washington DC
11/15/2012 - SearchLab 11.0
11/16/2012 - Certified Social Sourcing Recruiter 4.0

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Cleared Job Fair

Security cleared professionals please join us at the **Cleared Job Fair** on **Friday, October 26 from 11am - 3pm** at the Sheraton BWI in Linthicum Heights, MD. Our cleared facilities employers include CSSS.Net, CSGI, General Dynamics-IT, HP, Invertix, KEYW, LG-TEK, ManTech, Northrop Grumman, Sotera Defense Solutions, TASC and more!

Opportunities in information technology, intelligence, engineering, aerospace, cyber security and project management, among others. We'll also be offering free quick resume reviews. This event is for professionals with an active or current security clearance only please.

For more info and to pre-register visit http://clearedjobs.net/jobfair-registration/65.

AIRS Sourcing SuperStars

Don't forget to Play AIRS Sourcing SuperStars challenge every **Friday at 12pm ET**. Questions will be posted to http://bit.ly/AIRSBlog

All winners will be posted at: http://bit.ly/AIRSWinners

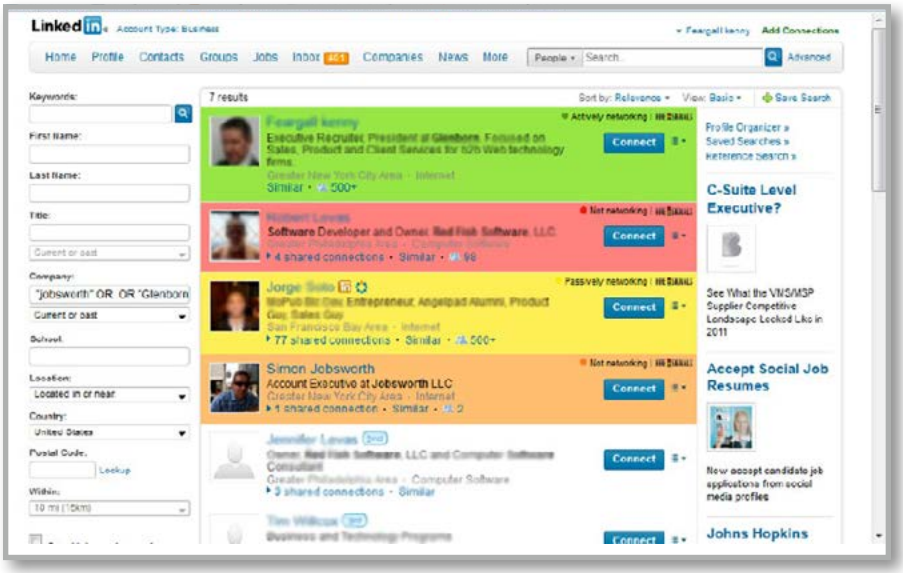
The first person with the correct answer each week will win a seat to one High Impact Learning Series (HILS) class of their choice. These course dates, times and descriptions are available on the AIRS website: http://bit.ly/AIRSHILS

AIRS HILS classes cover topics ranging from mobile recruitment and building custom search engines to filetype searching and college recruiting strategies. AIRS will make the final determination on the weekly challenge winner. All AIRS Sourcing SuperStar challenge winners will be highlighted on the AIRS Training Blog.

HireSignals – A Tool to Find Active Candidates on Linkedin

LinkedIn is a great resource for recruiters to find qualified candidates; however, not every member on LinkedIn is actively looking, and contacting passive candidates can be time consuming. A recruiter's time is extremely precious, and just about any recruiter strives to fill their positions as fast as possible. There are so many passive candidates on the world's largest professional networking site; wouldn't it be nice to have a "crystal ball" that would help identify which candidates on LinkedIn are currently keeping their options open?

HireSignals.com is a Firefox extension that works with LinkedIn and will allow recruiters to see which candidates have elected to mark themselves as "looking." This is all done discreetly as the candidate can hide their active status from any company they desire, including the company they currently work for. The candidate's active status is indicated in the form of color coding and pop-up windows. With the extension active, the recruiter views accounts that have been colored in association with the candidates search status on the LinkedIn search results page and the extension also provides pop-up details on the candidate's interests when viewing their full profile.



The color codes are matched to the statuses of actively networking, colored in green, passively networking, viewed in yellow, not networking (but open to seeing the market), in orange, and not networking (do not contact), in red.

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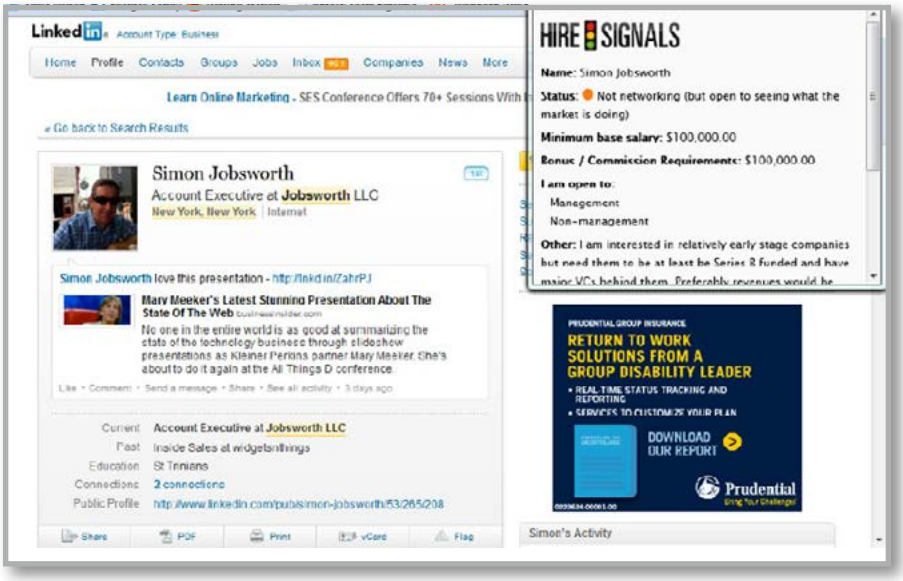

The candidate can also choose to share salary requirements and other items of interest with recruiters in a private pop-up window.

This Firefox extension is currently in Beta and will soon be available as a Chrome extension. Try it out and learn more information at www.hiresignals.com

AIRS Training Offers Veterans 25% Discount

AIRS, a global leader in recruitment training, is proud to support the Veteran Hiring Initiative. Offering over 35 world-class training courses delivered live and online by top recruitment training professionals, AIRS provides cutting-edge skills needed to source, recruit and hire top talent. AIRS is pleased to announce a 25% discount on the training fee for those clients purchasing training for a returning veteran or for returning veterans wishing to jumpstart their recruitment career with AIRS Training.

To take advantage of our Veteran Hiring Initiative discount call 1.800.466.4010.

Where's AIRS?

Follow AIRS Events
http://bit.ly/AIRSEvents

October 11, 2012: AIRS will be presenting online at Recruiters Connection

October 14-17, 2012: AIRS will be presenting at The Recruiting Conference at Caesars Palace in Las, Vegas, NV.

October 16, 2012: AIRS will be presenting to the Greater Cincinnati HR Association in Cincinnati OH.

October 17, 2012: HR Southwest Conference, Fort Worth, TX

October 19, 2012: AIRS will be presenting at the AESC Americas Researchers & Associates Summit in Houston, TX.

November 1, 2012: AIRS will be presenting at Recruit Baltimore, hosted by the Baltimore Area Recruiters Network, Baltimore, MD.

November 7, 2012: AIRS will be presenting at the End of the Year Recruiting Conference in London.

November 14, 2012: AIRS will be speaking at the California Staffing Professionals in Sacramento.

January 31, 2013: AIRS will be presenting at the Social Recruiting Strategies Conference in San Francisco, CA.

Spring 2013: AIRS will be presenting at SourceCon 2013.

April 14th, 2013: AIRS will be delivering a Pre-Conference Session at ERE Spring EXPO in San Diego, CA.

May 8, 2013: AIRS will present to the Valley Human Resource Group in Batavia, IL.

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Connect with Lisa on LinkedIn
Send Lisa an email

Kevin Crews
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Send Shannon and email

Stephanie Weiss
AIRS Trainer & Recruitment Specialist
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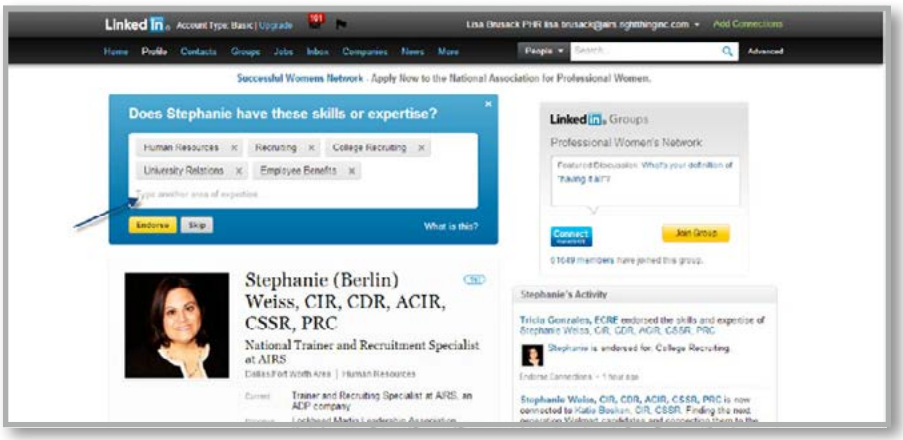
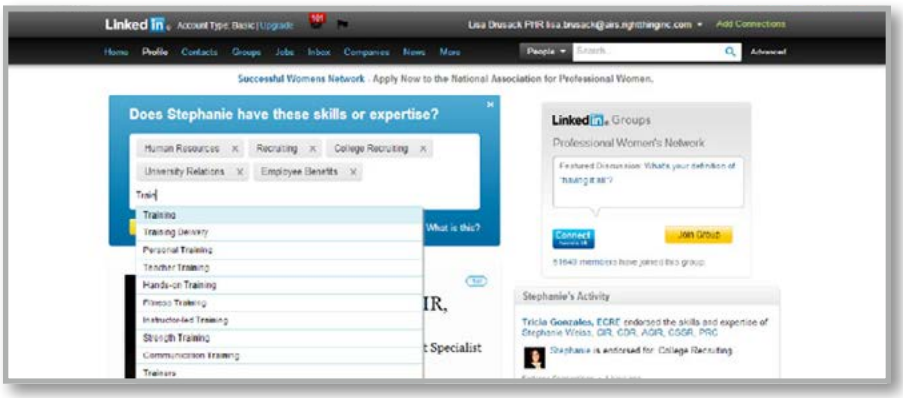
Friend Stephanie on Facebook
Connect with Stephanie on LinkedIn
Send Stephanie an email

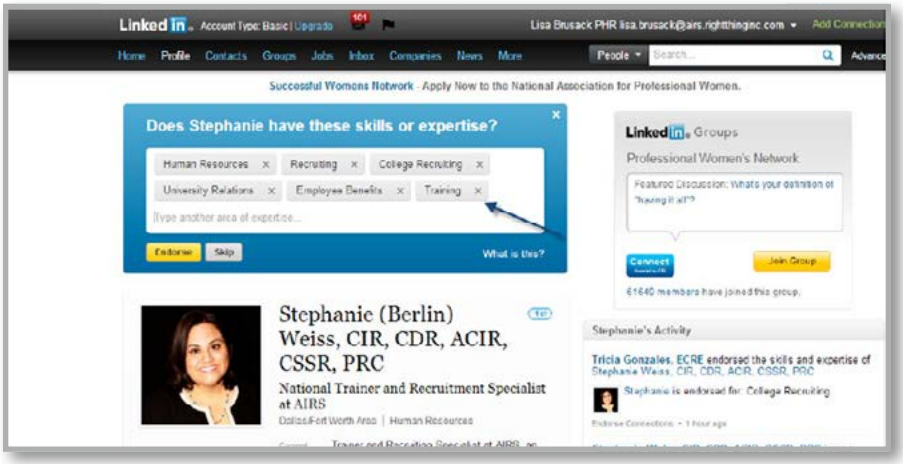
LinkedIn's New Endorsements

Anyone who has visited the LinkedIn profile of someone else in the last couple of weeks has most likely been greeted with a big blue pop-up window showcasing LinkedIn's newest feature: endorsements.



The new LinkedIn tool gathers keywords from the individual's profile enabling the endorser, with one click, to select a skill or expertise they want to recognize for this connection. If a word that best describes the professional's apparent expertise is absent, all one has to do is start typing their compliment and a list of related words or phrases instantly appears and can be included in their praises.





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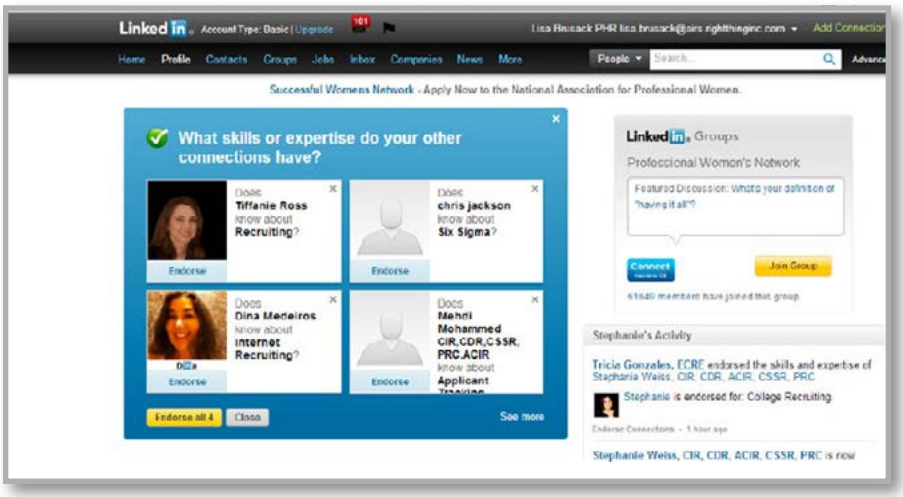
Addictive personalities should be warned, as each time the "Endorse" button is depressed, a quadrant of other connections appear and invite more clicking options. This time, a browsing member may recognize four fellow networkers at once. What a great way to give kudos to a colleague, or four, in less than a minute.



Those on the receiving end of the "yellow button" click are notified via email of their acknowledgement and can open their profile and scroll down to the "Skills and Expertise" section to behold their admirers and endorsements.

This concept reeks of positivity for all involved; both the giver and the receiver. This is certainly a great additive in the eyes of the sourcing professional who can never have enough validation of desired candidate skills and expertise. Everyone wins with this feature.

Free Re-Certification Exams

AIRS now offers free re-certification exams for all eligible AIRS alumni. For more information contact Sharon Cook at Sharon.Cook@rightthinginc.com or John MacDonald at John.Macdonald@rightthinginc.com. PH: 800-466-4010 x1503 or x1512.

AIRS Sourcing Report iPhone App

Read, Tweet, Email and Print AIRS Sourcing Reports from your iPhone. Download the FREE AIRS Sourcing Report App today!
http://bit.ly/SourcingReportApp

Connect with AIRS Online...

A great way to keep up with AIRS and all the latest trends and tips in Internet Sourcing is to connect with us online:

- AIRS Alumni
- AIRS Alumni UK
- AIRS Diversity Recruiting Forum
- AIRS Certified Social Sourcing Recruiter
- AIRS Facebook Fan Page
- AIRS Training on Twitter
- AIRS Training on YouTube
- AIRS Training on Vimeo
- AIRS Training Blog at WordPress
- AIRS Job Board Directory

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