

# AIRS Sourcing Report

 Volume  
**18**

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

## Welcome

Welcome to the AIRS Sourcing Report. It has been an exciting Summer with so many new classes and advanced searching techniques we've shared with our clients.

As we get ready for Fall, we have many search suggestions for you. And they will definitely push you to think out of the proverbial search box to find the talent you need and respect your recovery recruiting budget. Need help? Drop us a line, we'd be happy too!

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## What can I do with FriendFeed?

FriendFeed allows users to aggregate their social media content. Create an account and you can easily feed your Tweets, Facebook updates, Flickr photos and more to the site. You can link up nearly 60 sites to your FriendFeed. It's also possible to hold discussions on the site, direct message fellow users and cross-post to Twitter.

But profile wise, the site is weak, information on users is extremely limited. A quick XRay for engineers will yield very generic results. But to truly extract information from the site, we need to think more about how the users use it. They bring their social media links into this aggregator. And that could be much more than Facebook, Twitter or LinkedIn. They offer up 58 different sites that could be connected to FriendFeed accounts. And the potential to locate biographical information is huge. So let's construct a search string to leverage FriendFeed to find engineers. One of the best ways to do so? FlipSearch the site like this:



**linkdomain:friendfeed.com "software engineer" (google OR microsoft OR apple)**

But make your search really targeted by combining this search for links with an XRay of a Blog Publishing Platform :

**linkdomain:friendfeed.com "software engineer" (google OR microsoft OR apple) site:wordpress.com**

Don't stop there, try other sites too, like Google Profiles, LiveJournal, Posterous, LinkedIn and more! Do you want to learn more advanced out of the box search techniques? Consider taking **AIRS XtremeLab**.

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## Frustrated in search?

We recently heard from one of our alumni seeking assistance on a search for Wind Farm Plant Manager's. Location was flexible but had to be in the US. The recruiter was stumped as the standard Boolean resume search strings were not generating the results they needed.

We think it's time to dig. Look for Wind Farms by searching ZoomInfo. Gather companies and then also start looking for organizations. We did a quick search for "Wind Energy Companies" on Google and got a good chunk of results. One of the sites we found was Windustry.org (did we mention they have a Facebook page too?). Definitely a great starting point, so we FlipSearched Windustry.org like this to generate leads:

**linkdomain:windustry.org "plant manager"**

We wanted to generate more names so we used a technique highlighted in one of our AIRS Summer Series - filetype:

**site:gov filetype:xls "wind (farm OR energy)" plant manager**

For more results, switch up the filetype and look for Adobe documents too!

## Need help? This month from the AIRS Forums...

*I am looking for SAP GRC Consultant and secondly SAP APO SCM/ Industrial sector/ Steel/ Project Manager. I did not have any luck so far finding a perfect Consultant (should be a US Citizen).*

Here are some suggestions, first start off with a standard biographical search at Google:

**(intitle:resume OR inurl:resume OR intitle:bio OR inurl:bio OR intitle:"about me" OR inurl:"about me" OR intitle:profile OR inurl:profile) SAP GRC consultant**

And try this biographical search using the NEAR command at Exalead:

**(intitle:resume OR inurl:resume OR intitle:bio OR inurl:bio OR intitle:"about me" OR inurl:"about me" OR intitle:profile OR inurl:profile) (SAP NEAR/5 GRC) consultant**

Consider eliminating candidates by countries you don't want in your results unless you have a specific US location in mind. For example, you could include "-India" to remove that country from your results.

Also, try XRaying some social media sites, like LinkedIn:

**site:linkedin.com sap grc consultant "united states" -inurl:companies**

And consider doing the same with Blellow, a professional networking site filled with consultants:

**site:blellow.com sap grc consultant "united states" -inurl:companies**

And then also consider filetype: strings on Google, Exalead or Bing:

**filetype:xls sap grc consultant**

Add in competitor company names to fine tune your results. You can certainly use these search strings as templates and substitute in your other search terms (SAP APO SCM Project Manager) too.

## Be a Candidate of Choice

More and more employers are preferring their recruiter candidates have AIRS certification. We've been scanning the web and loading job opportunities preferring AIRS certification into our AIRS Alumni LinkedIn Group. Have you been waiting to get your certification? Now is a great time to do so. Got your certification years ago? Re-certify and update your skills. Brand yourself as a candidate of choice and stand out from the competition!

## More New Classes

More new classes are coming in September! Watch for information on **Sourcing Ahead of Your Competition** and **AIRS Recruitment Essentials - Preparing for the Upturn** in our September edition.

## News from CSSR....

The new Certified Social Sourcing Recruiter Portal is live! If you are an alumni, please visit your MyAIRS account and after login, you'll find the new portal listed in the left menu. Many resources are available there as you continue to leverage social media sites to brand your company as an employer of choice and locate profiles of candidates.



<http://www.airstraining.com/training/login.guid>

We also have created a LinkedIn Group just for CSSR Alumni. Visit it to keep abreast of news links, search strings and more.



Now you can also attend CSSR in person as well as online. Next cities in our tour include:

- August 28th.....Houston
- September 14th.....Chicago
- September 23rd.....Los Angeles
- October 9th.....Washington, D.C.

To register, or review our complete schedule, visit:

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

## Connect with AIRS Online....

