

How is Web 2.0 influencing and delivering e-recruitment and talent retention?

To answer this question we need to define what Web 2.0 means. Web 2.0 is an interesting term, and particularly hard to define.

In Australia, the internet gained momentum in 1995 and 1996, firstly with Web 1.0 and now with Web 2.0. These references relate to the accessibility of the internet. For example, in the early days internet access was slow and difficult and mainly via dial-up devices. I call this Web 1.0.

Today the internet is 'always on' and speeds have increased by five to 10 times which enables people to deliver more functions and features - and to deliver them faster. I call this Web 2.0.

Essentially, I see the internet as a platform for delivery.

For the user this means that user-generated content, social networking, wikis and blogs become broader, more accessible and more functional. Early communities were simple chat rooms - today communities allow you to upload photos, videos and other multi-media bringing a new dimension to how communities interact.

For businesses the internet is a platform to deliver business solutions and applications in a more efficient, innovative and cost effective way. We are seeing improvements in the software we use to deliver our solutions that vastly improves the interface of the product, how customers engage with the product, and the value they glean from that experience.

What does all this mean for the world of recruitment and talent management?

Web 2.0 enables us to deliver advanced features that give companies the ability to search and interrogate their talent pools to meet their recruitment needs.

Customers can use advanced Business Intelligence tools to analyse what recruitment and retention strategies are - and aren't - working and use tools that allow them to engage more effectively with potential job seekers.

We are developing tools that allow customers to build social networks of potential and former employees - they can stay in contact with a view to future employment opportunities.

Blogging tools also enable customers to engage with job seekers to provide an insight into the culture of their organisation.

On the job seeker side, the recruitment business in Australia is still predominantly married to the job boards as a source of candidates. But this will change.

Overseas, referral networking sites are gaining momentum. If people refer someone they know to a vacant position - and that person is successful in getting that job - the referee receives a reward. Incentives are combining with social networking in the recruitment world.

So where is e-recruitment and talent management heading in the future?

Employers will be more transparent and authentic about who they are as an organisation and how they communicate with potential job seekers. Job seekers are well armed with information about an organisation and this has to be reflected in how employers present to job seekers on their websites.

Social networking will become an essential part of the recruitment arena. The internet will be used more as a networking tool in recruitment - as it should be.

Web 3.0 will arrive and will vastly improve the accessibility of the internet again. This will further extend the power of mobile (hand held) devices as they move towards becoming mobile laptops with full wireless multi-media capabilities.

The internet will continue to evolve. We will see Web 3.0, Web 4.0 and more as we make progress in technologies that allow us to improve our access to the web and deliver more content faster. With these developments come more opportunities.

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