

#CoolGov  
August 24, 2011

  
Quality of Daily Life Solutions

Leveraging Social Media  
For our #CoolGov



**#CoolGov**

**Arie Ball**

Vice President  
Sourcing & Talent Acquisition  
@Arie\_Ball

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Sr. Marketing Manager  
Talent Acquisition  
@SodexoCareers

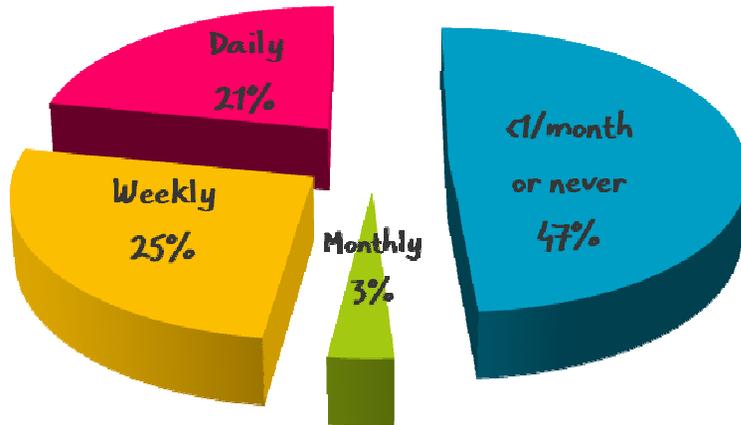


@SodexoCareers @Arie\_Ball  
#CoolGov



# Sodexo OPM Survey Data

I access social networks



Top 3 goals for using social networks in recruiting

Employment Branding 64%

Relationship Building 60%

Building Talent Community 60%



# Social Media Strategy

What's Best for Your Organization?

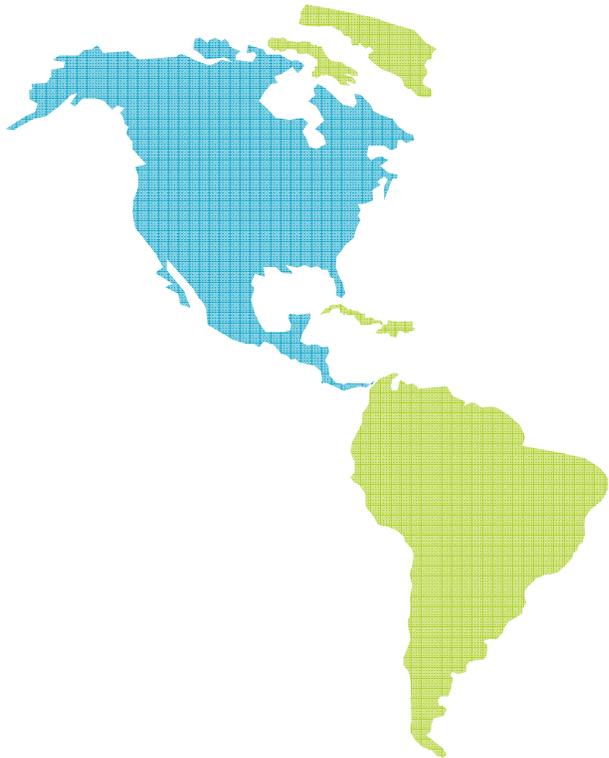


Quality of Daily Life Solutions

1. How do you plan a strategy framework?
2. How do you integrate your Social Media presence with other elements of your strategy?
3. How do you effectively manage your people resources committed to Social Media?
4. How do you measure outcomes?

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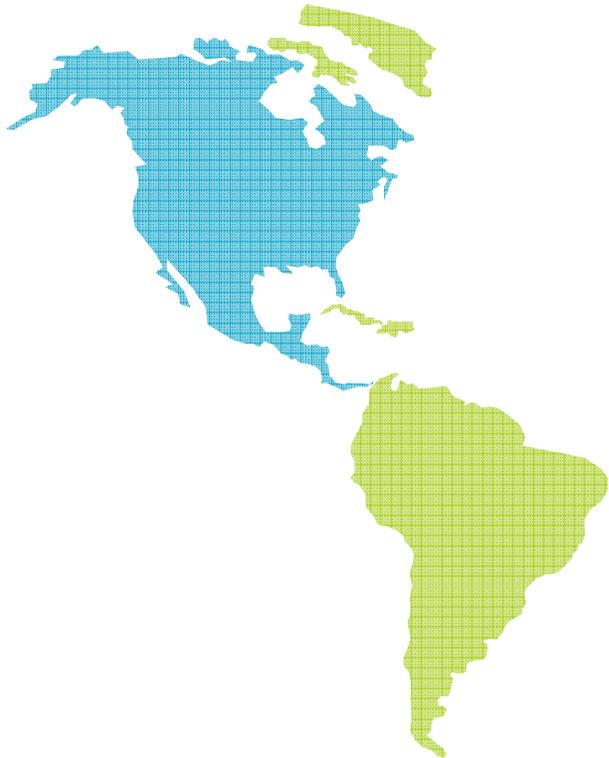




- Leading provider of Quality of Life Services
- Present in 80 countries with 380,000 employees, 21st largest employer worldwide
- Sodexo USA has 110,000 employees located in more than 6000 facilities
- Innovative service solutions:
  - Food Services
  - Facilities Management
  - Business Strategy
  - Motivation Solutions:
- Some of our Client Segments
  - Hospitals
  - Colleges and Universities
  - Military Bases
  - Federal Government
  - Corporate Environments and more
- In the USA we recruit for nearly 5000 management & professionals annually
- Talent Acquisition was formed in 2004



- Leading provider of Quality of Life Services
- Present in 80 countries with 380,000 employees, 21st largest employer worldwide
- Sodexo USA has 110,000 employees located in more than



*Our product to our clients is our people; our ability to attract and retain talented employees is pivotal to our company's success*

- Colleges and Universities
- Military Bases
- Federal Government
- Corporate Environments and more
- In the USA we recruit for nearly 5000 management & professionals annually
- Talent Acquisition was formed in 2004



## Why Attract People to the Government Now?



- ❖ Long Term Demographic Trends are still valid
- ❖ Increased Demand for Highly Educated Talent
- ❖ Scarcity of Skilled Talent
- ❖ Intense Competition for More Passive, Less Receptive Talent

A large red circle with a white center, overlaid with a dark blue horizontal bar containing the text "MIND THE GAP" in white, bold, uppercase letters.

**MIND THE GAP**

***Using Social Media and Building Talent Communities Offers Relatively Easy Inexpensive Ways to Connect with Potential Candidates***



# Realities of Today's Recruiting Environment

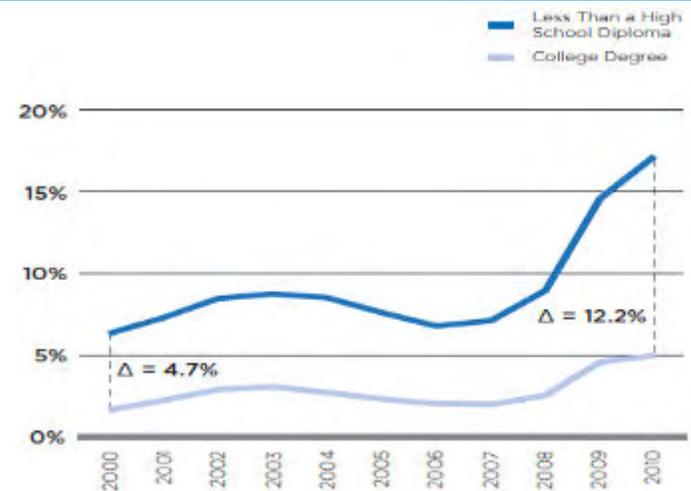


**Recruiting faces pressures that make recruiting harder now than most think.**

## Fragmented Labor Markets

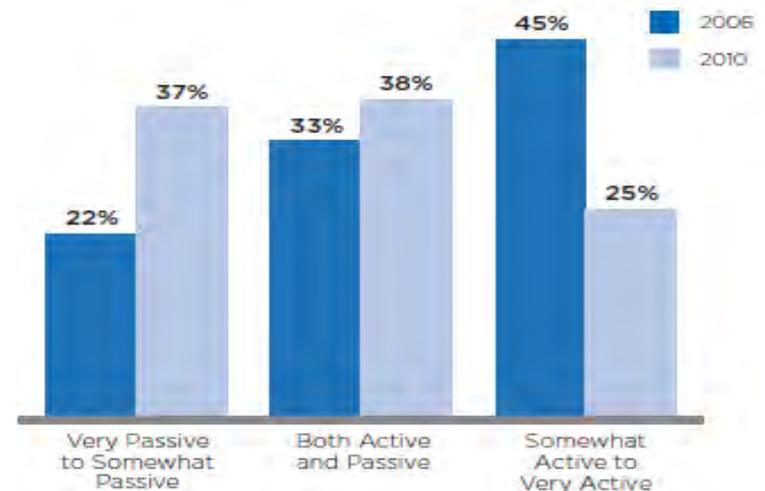
*U.S. Unemployment Rates by Education  
Yearly Average 2000-2010*

**Unemployment rates across markets and within talent segments are increasingly fragmented.**



**Passive Candidates More Passive**  
*Active-Passive Score, Percentage of Employed Labor Force*

**Economic uncertainty has made employed talent more passive and less likely to switch employers.**



- **Which is true regarding your Agency's use of Social Media for recruitment?**
  - a) Not currently using social media for attracting talent**
  - b) Social media is a small part of overall talent acquisition strategy**
  - c) Social media is large part of overall talent acquisition strategy**
  - d) Social media IS our overall talent acquisition strategy**

Social Network User Statistics  
as of July 2011



**facebook**

750 million users



250 million users



115 million users



50 million users



25 million users



# Social Network User Statistics as of July 2011

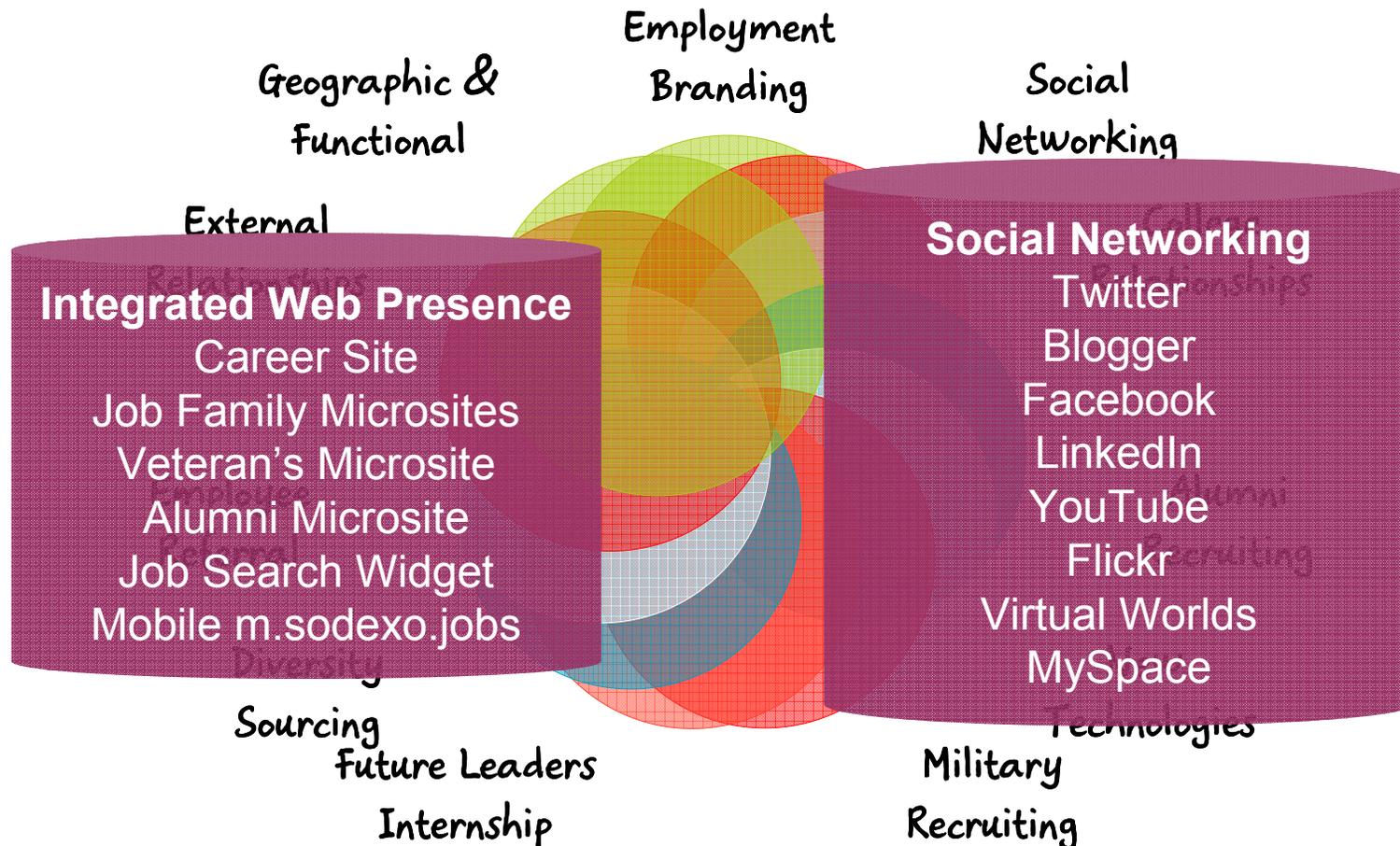


More than **200 million**  
users access their Facebook  
account from a mobile device.

**Mobile Twitter usage rose  
347% in the past year.**



# Examples of 21<sup>st</sup> Century Recruiting at Sodexo: It's About Connecting



College / Association  
Recruiting  
& Career Fairs

Print &  
Tactical  
Advertising

Direct  
Sourcing

Career Center  
(Kenexa)

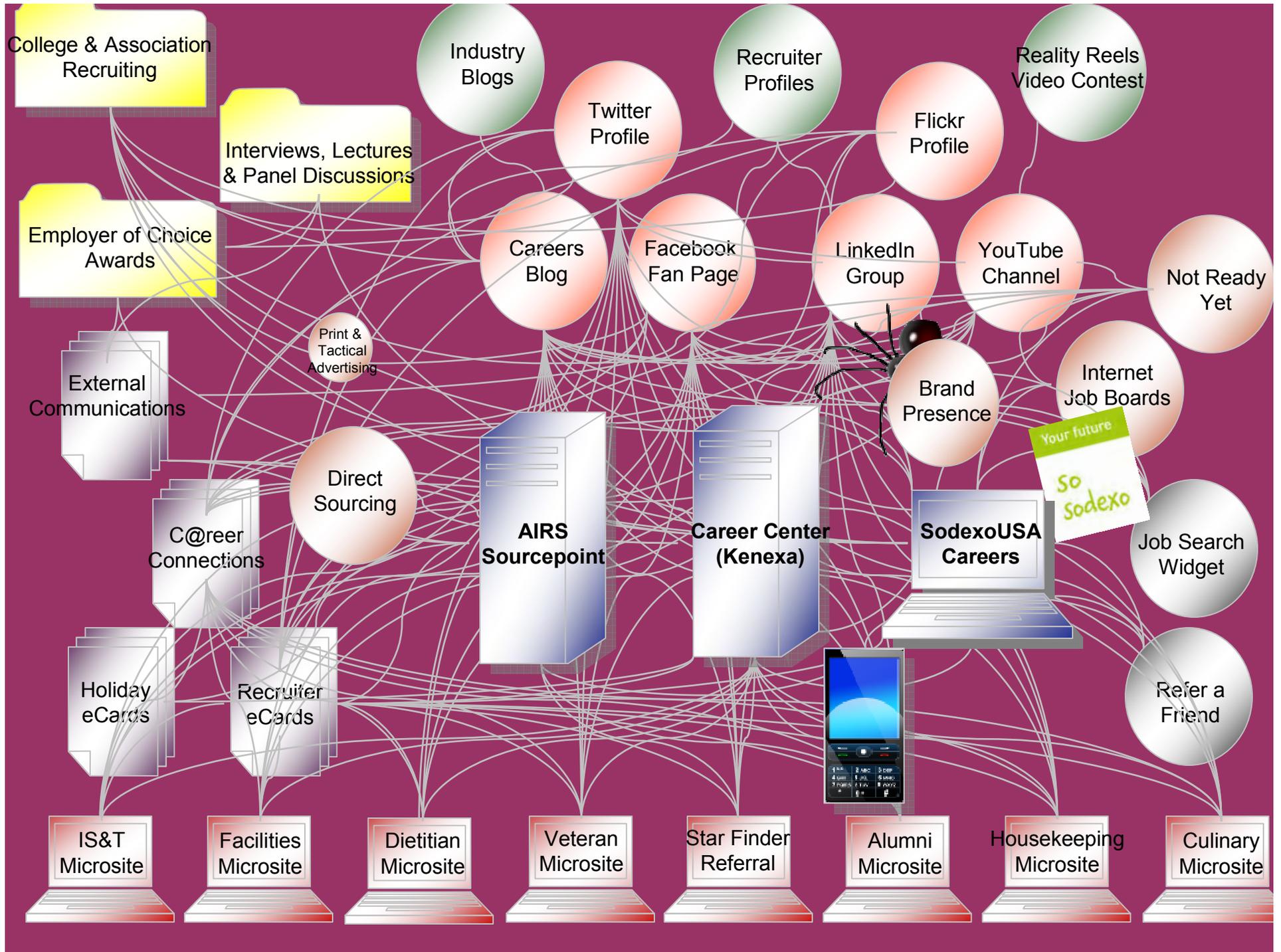
Minimal  
Brand  
Presence

Internet  
Job Boards

SodexoUSA  
Careers

## Goal

*Create our own high  
quality, targeted talent pool*



# Building our Branding Strategy: SodexoUSA Careers Site



- The hub of our online network. A unique, online presence that shows the many faces of Sodexo – our company, employees, values, culture and career opportunities.



@SodexoCareers @Arie\_Ball  
#CoolGov

# Sodexo's Talent Networks

## Connecting past, present and future employees



**sodexo**

Home | About us | News Room | Careers | Our Environments | Corporate Citizenship | Investor Relations | Our Roles | Sodexo Blog | A- A+

You are here: [Careers](#) » [Network With Us](#)

- [Culture](#)
- [Diversity](#)
- [Career Opportunities](#)
- [Benefits](#)
- [Sodexo University](#)
- [Events](#)
- [Hiring Process](#)
- [FAQ](#)
- [Refer a Friend](#)
- [Network With Us](#)
- [Meet Our People](#)
- [Search Careers](#)

### Network With Us

Opportunities to network with past, present and future Sodexo employees.

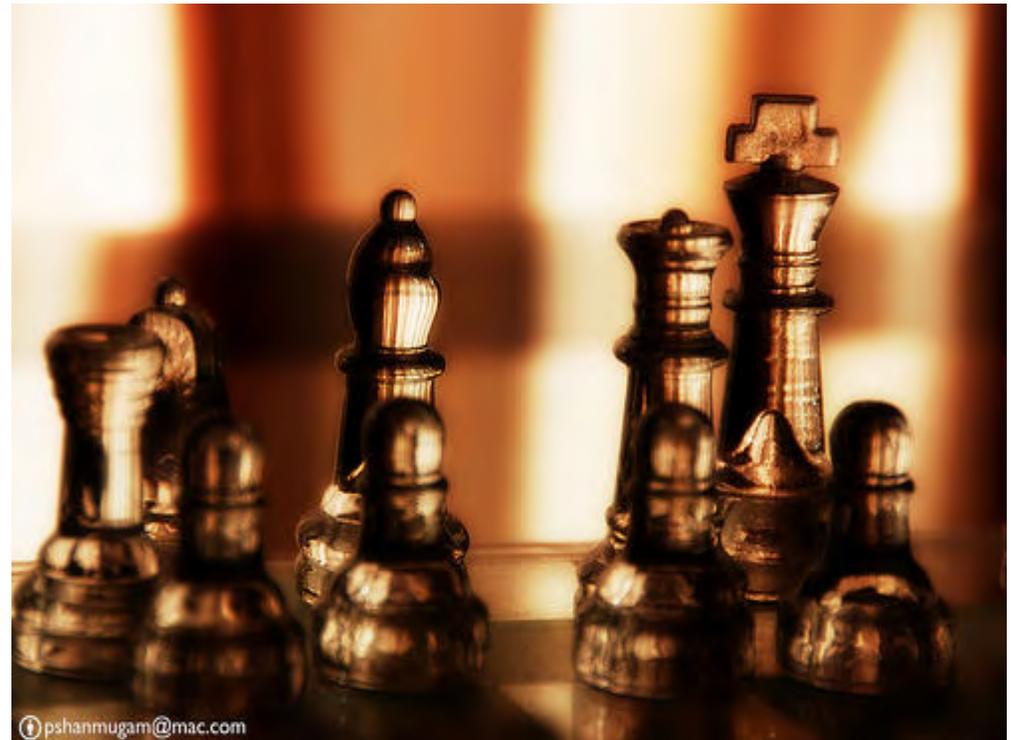
The purpose of the Sodexo Careers Talent Networks is to build personal relationships and to create a common place where past present and future Sodexo employees and industry professionals can network with trusted and like-minded friends.

- |   |  |   |
|---|--|---|
|  <a href="#">Careers Blog</a>                   |  <a href="#">Facebook</a>        |  <a href="#">Alumni Community</a>                   |
|  <a href="#">Career Connections Newsletter</a> |  <a href="#">Flickr</a>         |  <a href="#">Clinical Dietitian Community</a>      |
|  <a href="#">Career Podcasts</a>               |  <a href="#">Google Profile</a> |  <a href="#">Facilities Management Community</a>   |
|  <a href="#">Job Search Widget</a>             |  <a href="#">LinkedIn</a>       |  <a href="#">Housekeeping Management Community</a> |
|  <a href="#">Search Jobs</a>                   |  <a href="#">Twitter</a>        |  <a href="#">Military Community</a>                |
|  <a href="#">Twitter Job Alerts</a>            |  <a href="#">YouTube</a>        |  <a href="#">Talent Community</a>                  |

Keyword...



- Audit your brand online
- Set your goals
- Define the actions to meet those goals
- Measure results and refine the strategy



- What are your former, current and (potentially) future employees saying about your Agency online?**
  - a) I have no idea**
  - b) I know when major issues bubble up**
  - c) I am aware of most of the online chatter about my Agency**
  - d) I am participating in online conversations about my Agency**

Confidence is what you feel before you fully comprehend the situation.

- Proverb



# Strategy - Audit your brand



- Your Agency
- Key people
- Competitors
- Industry

**Google Alert - Sodexho OR Sodexo**  
Google Alerts [googlealerts-noreply@google.com]  
To: Scarpino, Anthony

**Google News Alert for: Sodexho OR Sodexo**

There's more on the State  
The district has contr...  
planning to serve its s...  
[See all stories on this](#)

Comfort Keepers  
Dayton Daily News  
By Thomas Gnau, St...  
acquired 100 percent  
[See all stories on this](#)

High school introd...  
CR80News  
The program is being...  
a success at Elyria a...  
[See all stories on this](#)

Google Blogs A...

Marketing News T...  
By Admin  
Staffordshire's Parker...  
Web Visitor Tracking...  
which employs 35500...  
[Marketing News Toda](#)

Environmental Pr...  
Rv Ted

Search: sodexocareers OR s...  
New Sodexo job opening - Manager - Catering (MD - Catonsville)  
[http://tinyurl.com/...](#)

Search: "Arie Ball" OR "Arie...  
Heading west on MA Turnpike into Berkshires. Haven't traveled this rd in 15 yrs. Bringing back nice memories.

Search: Aramark OR "Johns...  
Get free shipping on order over 100 dollars at ARAMARK by visiting <http://short.to/om11>

Search: engineer OR "facilit...  
RT @cyanogen The reason for no Flash support is because its closed source Hero specific code that is not trivial to reverse engineer. And i

If you don't know where you're going, any road will get you there.

- The Cheshire Cat, Alice In Wonderland



- Why are we doing this?
- What do we want to achieve?
- Who are we targeting?
- Where are they engaged?



Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

- Sun Tzu, The Art of War



**The achievements of an organization are the results of the combined effort of each individual.**

**-Vince Lombardi, former NFL coach**



- Choose Your Friends Wisely



- Choose Your Friends Wisely
- Dress for Success

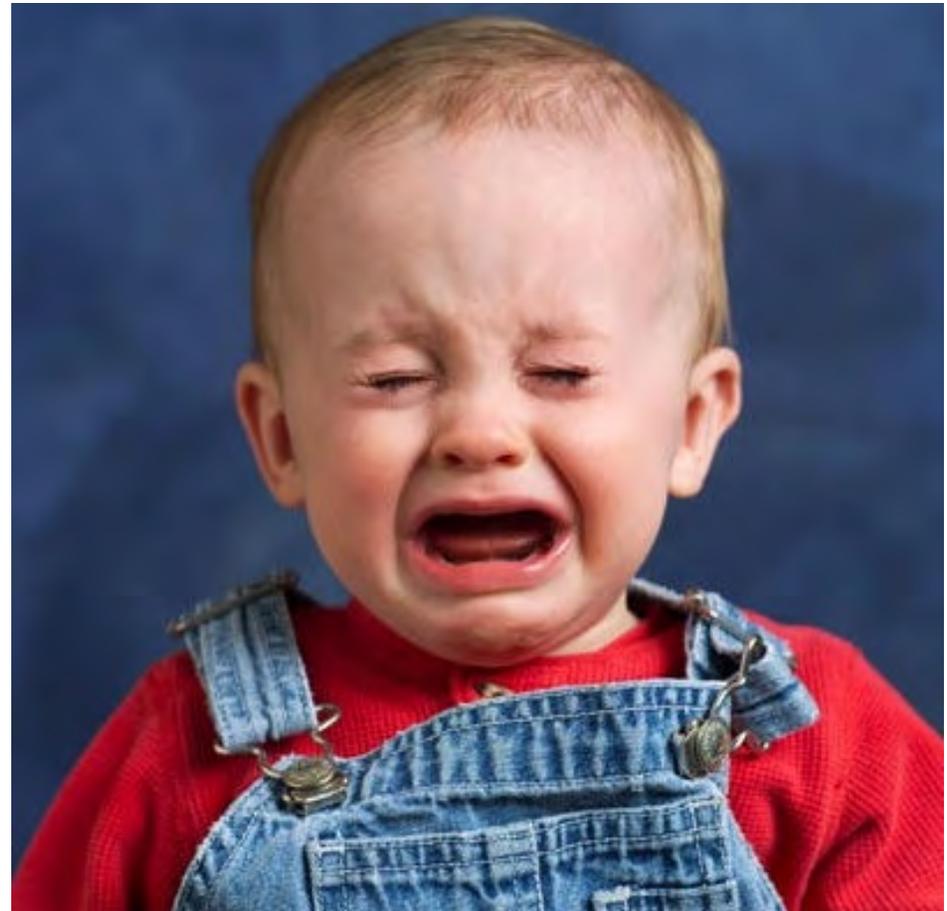


- Choose Your Friends Wisely
- Dress for Success
- Lurk... Listen... Learn.....Repeat

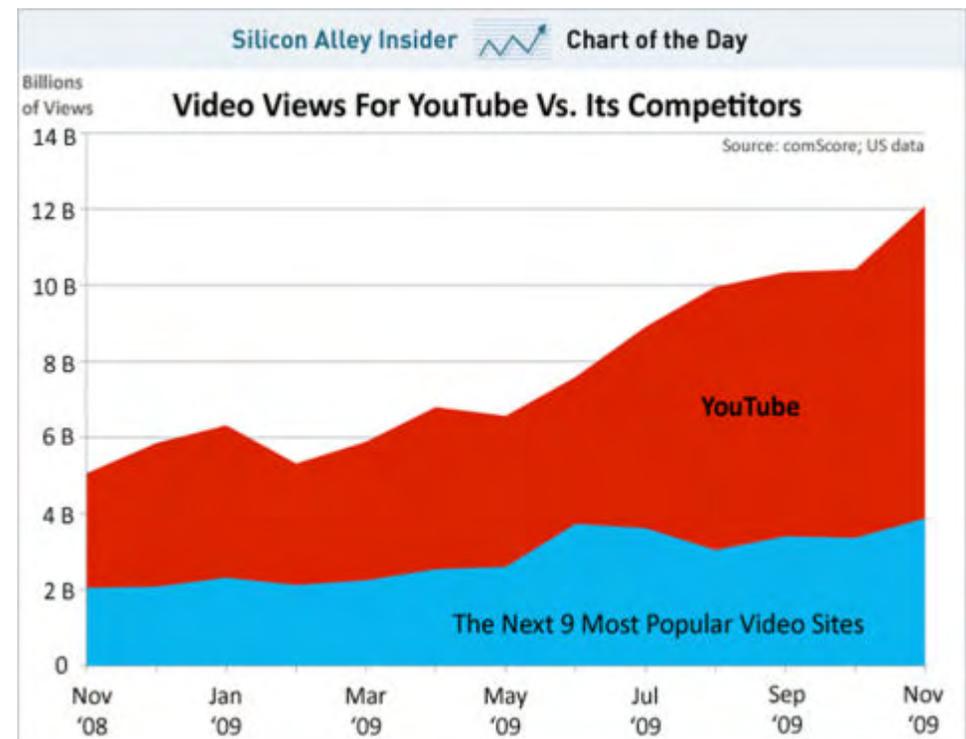


<http://laza.jalbum.net/SkinSample/slides/Cat%20looking.jpg>

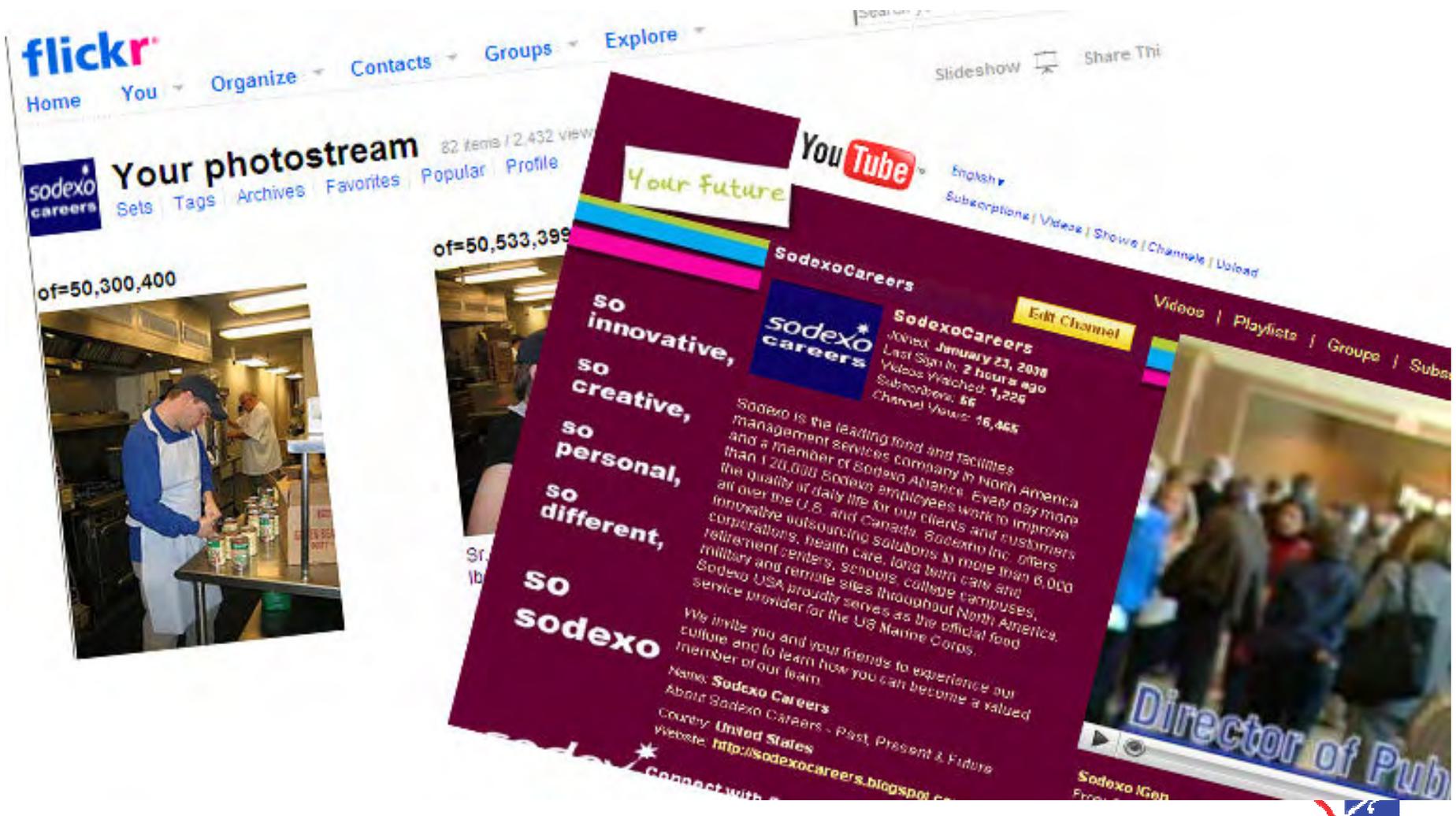
- **Choose Your Friends Wisely**
- **Dress for Success**
- **Lurk... Listen... Learn.....Repeat**
- **Silence is NOT golden**



- **Talent Acquisition**
  - Tweet of the Week
  - Brand Ambassador of the Month
- **TAGLines Brand Ambassador messaging**
- **Encourage content sharing, and online / offline participation in industry forums and recruitment events**
- **Images and video are most consumed and shared content**



# Building our Branding Strategy: YouTube Video and Flickr Photo Channels



# Brand Ambassadors Recruiter Engagement



**Sodexo Careers - Past, Present & Future**

Overview Discussions News Jobs Subgroups More Manage

### Discussion

Follow Move to Inbox

**Brian Dunn**  
Senior Director of Client Solutions - Sodexo Corporate Services Division  
See all Brian's discussions

**Persistence, Optimism and Networking; A Recipe for Success**

My full time job for the last several months was economic influences over the past several quarters that many have never experienced it for one can attest to. When I found myself forced

**Lisa Garden**  
Senior Director, Talent Acquisition Group, Sodexo

**Kerry Noone**  
Marketing Communications Manager at Sodexo

**Mark D. Stewart CIR,CDR (LION)**  
Executive Recruiter at Sodexo (mark.stewart@sodexo.com)

**Tom Britten**  
Owner, Britten Management Services, LLC

**Arie Ball**  
VP Talent Acquisition at Sodexo

**Sodexo Careers - Past, Present & Future**

Wall Info RSS/Blog Boxes Photos My Flickr >> +

**Manfred Eggert Jr** Hi to all sodexo professionals, I am now settled in north las vegas and looking to continue work with sodexo. My new email is manfrede@cox.net I have submitted on a retail account in a university in the near by area. I have worked at the hotchkiss ...[Read More](#)

Fri at 9:13am · Comment · Like · Report

**Jennifer Tschilar** Hi Manfred, My colleague who covers the Las Vegas area will be in contact with you. Could you e-mail me your contact information at Jennifer.Tschilar@Sodexo.com? Have a great Friday!

**Pradip Patel** Hello I applied for the Manager 2 - Single eXPress position in Downers Grove, IL. The requisition number is 372896 can someone please help me get in touch with a recruiter.

August 26 at 12:27pm · Comment · Like · Report

**Angela Covey Guidroz** Pradip, I am the recruiter for that position and would be happy to talk with you about the scope of the job.

**Kirstan West** Hello! My name is Kirstan and I am a recent grad with a BS in Hospitality! Very familiar with contract service accounts and looking for opportunities in management positions in campus services. Would greatly appreciate any information on open positio...[Read More](#)

August 25 at 12:11pm · Comment · Like · Report

**Emily Feury** Hi Kirstan - Thanks for your post and interest in positions with Sodexo! I am one of the Senior Recruiters that recruits for Campus Services (mostly in the mid-atlantic and OH, IN areas). I would like to set up a time for us to speak. I will send you an email so we can arrange a time. I look forward to speaking with you! Thanks, Emily Feury

Thu at 8:20am · Delete · Report

Write a comment...

# Twitter.com/SodexoCareers



Our user name – SodexoCareers is consistent with our other talent network user names

You have a place for your profile. To help build traffic to your talent networks you can use your blog address here.

me

**Kerry Noone**  
@SodexoCareers www.sodexocareersblog.com  
Marketing & Employer Branding for Sodexo in the US.  
Follow me to network with Sodexo recruiters & learn more about jobs at Sodexo.  
http://bit.ly/d95zML

5,703 Tweets | 4,174 Following | 6,325 Followers | 388 Listed

Following view all

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Our most recent tweet

This is a hashtag #

These are the people SodexoCareers follows.

Past tweets

- Build Profiles
- Branding background
- Gaining relevant followers
- What to tweet
- Bringing value/links
- Tweet of Week
- Twiterville

Network with Sodexo recruiters & join our Talent Community.

e f in YouTube



# Building our Branding Strategy: Sodexo Careers Twittosphere



**twitter** Search Home Profile Messages Who To Follow SodexoCareers

**Kerry Noone**  
**@SodexoCareers** www.sodexocareersblog.com  
Marketing & Employer Branding for Sodexo in the US.  
Follow me to network with Sodexo recruiters & learn more about jobs at Sodexo.  
<http://bit.ly/d95zML>

Edit your profile →

Tweets Favorites Following Followers Lists

**SodexoCareers** Kerry Noone  
RT @sodexoUSA: front line to the c-suite--Diversity training is an integral part of #Sodexo's employee engagement...  
<fb.me/10DYOSXlp>  
19 hours ago

**SodexoCareers** Kerry Noone  
Lecturing employees about diversity is one thing, "Solving the Diversity Puzzle" is another #Sodexo #diversity <bit.ly/ps0JgH>  
20 hours ago

**SodexoCareers** Kerry Noone  
Don't miss today's #Sodexo Careers blog post - first of in a series titled, "If I were looking for a new #job I would..." <bit.ly/mTnZRB>  
16 Aug

**SodexoCareers** Kerry Noone  
RT @SodexoAnthony: Sodexo is looking for Director of Engineering in Chicago, IL. Search Now: [#jobs](bit.ly/oJrhgy)  
16 Aug

About @SodexoCareers  
5,703 Tweets 4,174 Following 6,325 Followers 388 Listed

Following view all

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Network with Sodexo recruiters & join our Talent Community.  
[e](#) [f](#) [in](#) [You Tube](#)  
[www.sodexo.jobs](http://www.sodexo.jobs)

@SodexoCareers @Arie\_Ball  
#CoolGov



# Sodexo's Twittosphere



Build communities exponentially

- Build Employment Brand
- Candidate Engagement
- Candidate Sourcing



## Terms and Definitions



If you are using Twitter you are a... ***Twitterer***

The actual act of posting to Twitter is called... ***tweet(ing)***

The posts are called... ***tweets***

If you are new to Twitter you are a... ***Neweeter***

If you do not post regularly you are a... ***Occasionitter***

If someone follows us on Twitter and on our other social networks they are our... ***Tweeps***

We want to build the Sodexo community on Twitter so we can achieve... ***Twittercal mass***

You never want to... ***be a twis and dis a fellow twitterer (very bad form).***

When you post quickly in between other tasks it is called... ***drive-by-tweeting***

# Building our Branding Strategy Sodexo Careers Blog



[Home](#) [Our Comment Policy](#) [Who is writing this blog?](#) [When did Sodexo become Sodexo?](#) [Sodexo Videos](#)



via [LinkedIn](#) [Anne Marie Scott](#), [Dianne Martin Harrison](#) and 33 others like this.

8/5/11

## Sodexo and the U.S. government, a hire aspiration

listen now



by Arie Ball, VP, Sourcing and Talent Acquisition.

Quick – name three things that Sodexo has in common with the U.S. government. Stumped? Let's start with the fact that we are both very large, decentralized organizations serving thousands of locations across the United States. Next, we're both interested in hiring top talent to serve the American people on our front lines. And third ... we both want to be innovators in employee recruitment.

Did you know government agencies across the country employ roughly 2.1 million civilian employees? To attract the talent pool necessary to fill all of those jobs takes some real innovation, especially in keeping up with hiring trends. But what's



### TIPS FOR JOB SEEKERS:

- Career Growth
- Interview Tips
- Job Search Tips
- Resume Tips
- Social Networking

### POPULAR POSTS



can use ...

#### Sample Resume

... Last week a I blogged about what goes on behind the Sodexo Careers social networking scene. I shared a real example of how you

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Subscribe

SEARCH THIS BLOG

Search

powered by [Google™](#)

TRANSLATE THIS PAGE



[Google](#) Gadgets powered by Google

DOWNLOAD MP3 POSTS:



# Building our Branding Strategy: Direct eCommunication Tools



*Career Connections eNewsletter*

- Distributed bi-monthly to talent community of 250,000

**22,000 unique opens**  
**6300 unique clicks**  
**1400 forwards**



*SodexoCareers Blog Recap*

- Distributed monthly to talent community of 250,000

**17,000 unique opens**  
**4100 unique clicks**  
**800 forwards**

- Also distributed to internal management population of 17,000 (open/click data n/a)

# Building our Branding Strategy: Direct eCommunication Tools



Holiday eCards distributed monthly to talent community of 250,000

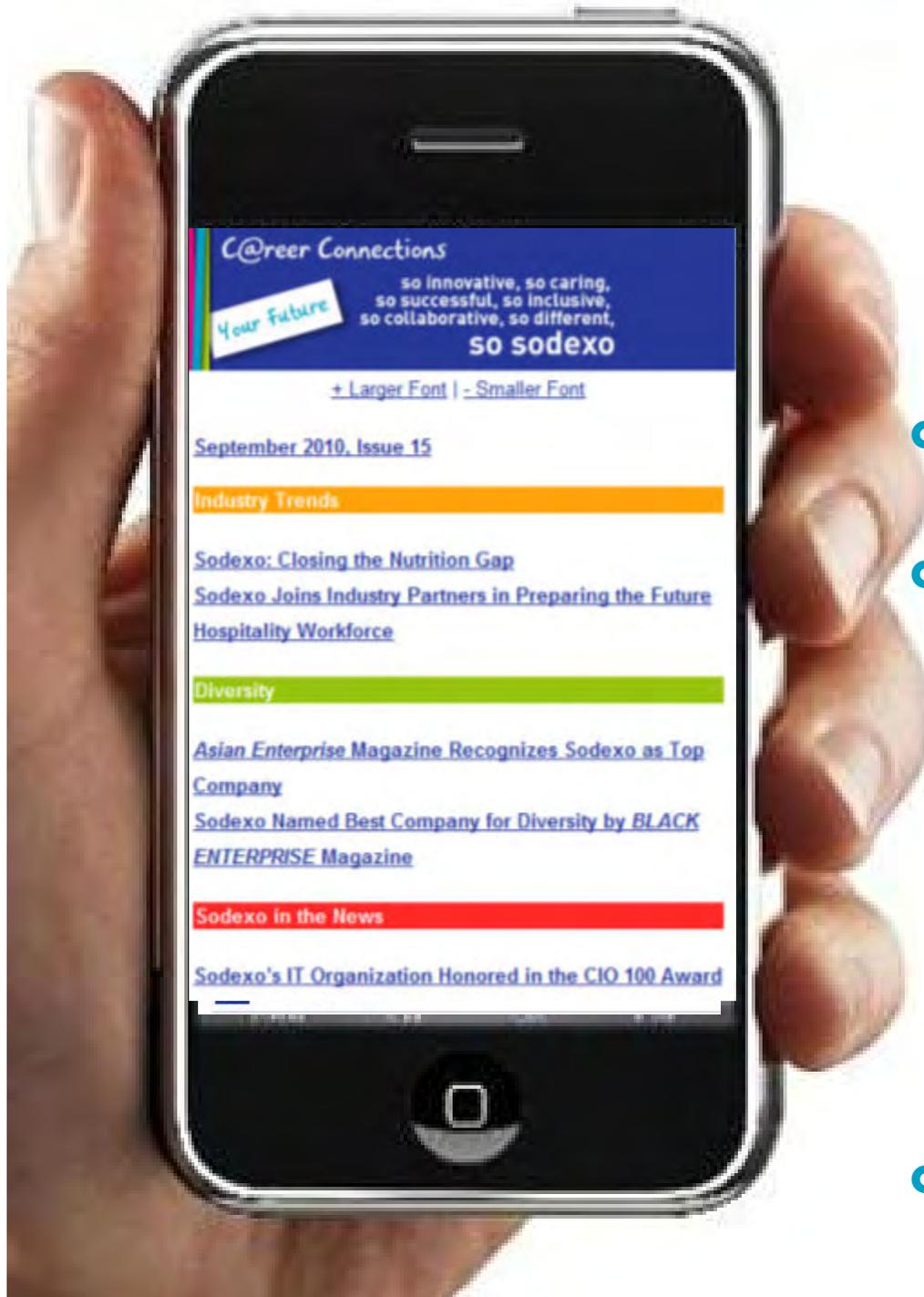
Recruiter eCards sent directly to potential candidates sourced for job opportunities



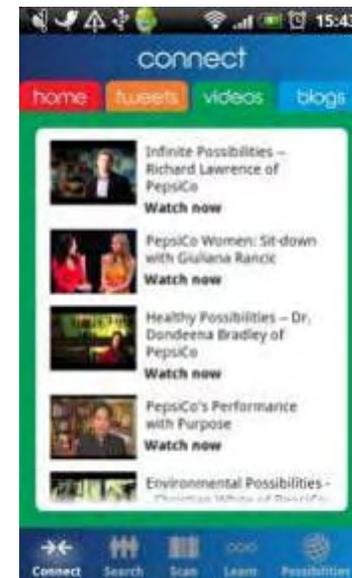
# m.Sodexo.jobs

## Mobile Careers Website and eCommunications

- Provide mobile friendly content via website and eCommunications
- Exploring mobile application and resume upload solutions
  - Grow a Mobile Talent Community with CRM Profiles
    - Broadcast Texts
    - Narrowcast Texts
    - Job Alert Texts
    - Sourcepoint Campaign Texts
  - Search and Apply
    - Current Profiles
    - New Candidates??
- Mobile search keyword advertising



# Expanding Mobile Services Mobile App for iPhone, iPad & Android



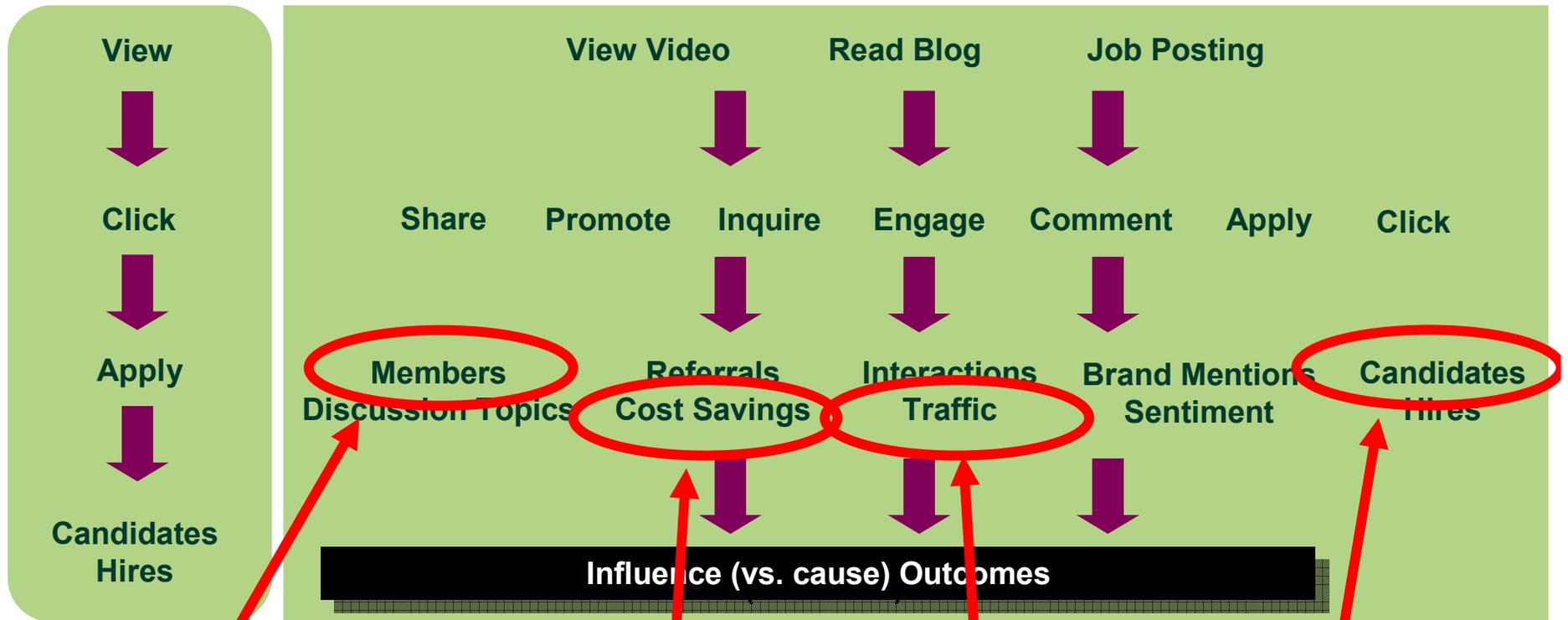
APPLY  
NOW  
(NO REALLY)

There is nothing so useless as doing efficiently that which should not be done at all.

- Peter F. Drucker



## Job Posting



Contact Database of 200,000+ candidates

\$300,000 savings in advertising costs

300% increase in career site traffic

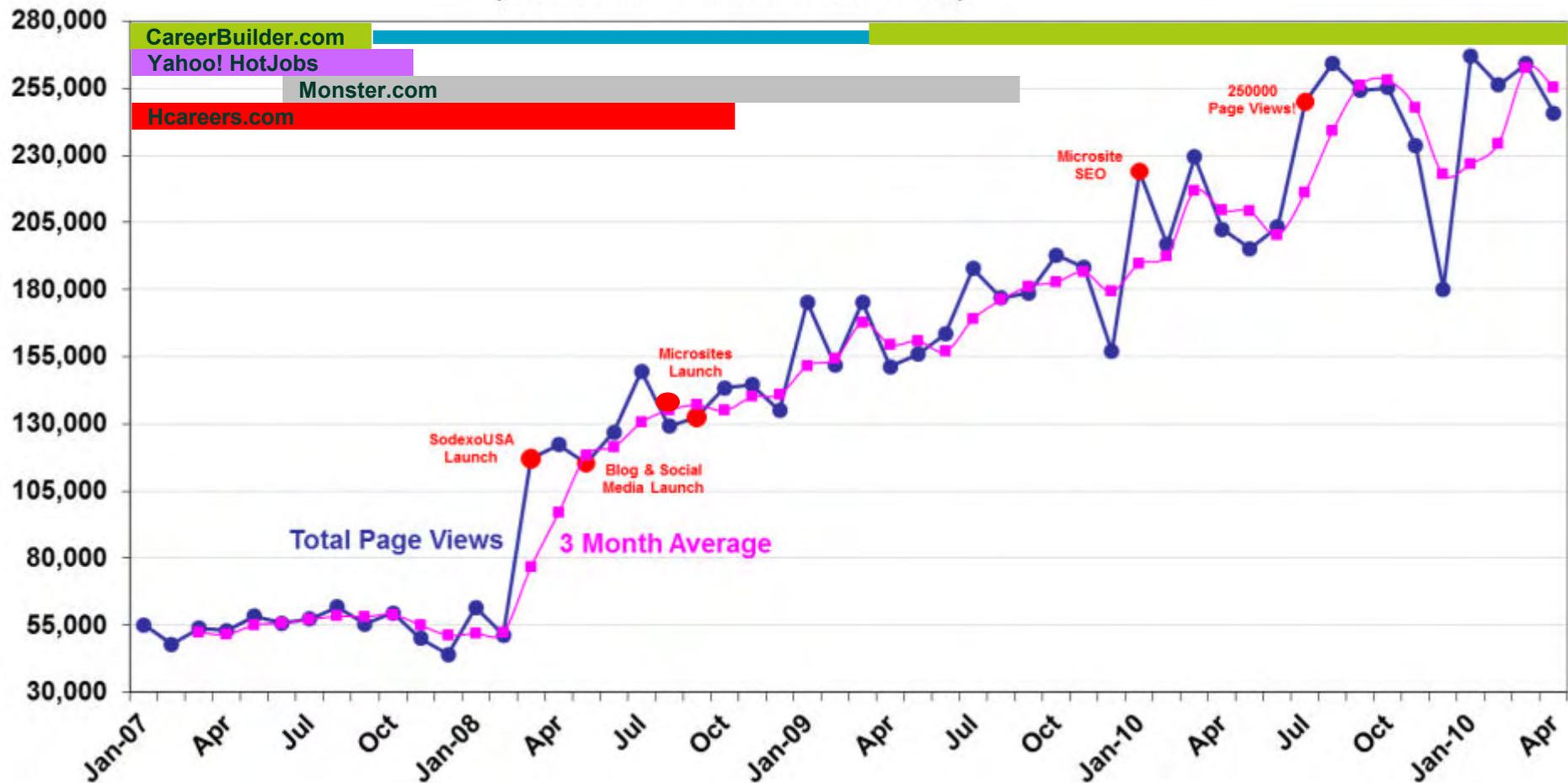
56% increase in candidates per req



# Building our Branding Strategy: Growing Traffic, Shrinking Spend



**Total Page Views / Month**  
(SodexoUSA Careers & Microsites)



# Sodexo New Hire Survey Data

47%

of Sodexo's new hires used one or more of our social sites to search jobs & prepare for interviews.

25%

of new hires read the Sodexo Careers Blog during their job search

THURSDAY, MAY 21, 2009

Blue Angels

15%

rated the Careers Blog as the MOST HELPFUL of our social sites

If you read my blog post from the Blue Angels Academy's Commissioning Week celebration yesterday. While I forgot the ear plugs I did remember my video camera and my "good" camera. With Memorial Day around the corner I thought it would be appropriate to share it here.

Click on the screen shot below to start my Blue Angels video.

OUR MICROSITES:

- Clinical Dietitians
- Environmental Services Management
- Facilities Management
- Sodexo Hires Home



% of new hires using Social Networks to find a job

 **Sodexo Careers** 25%

**facebook** 12%

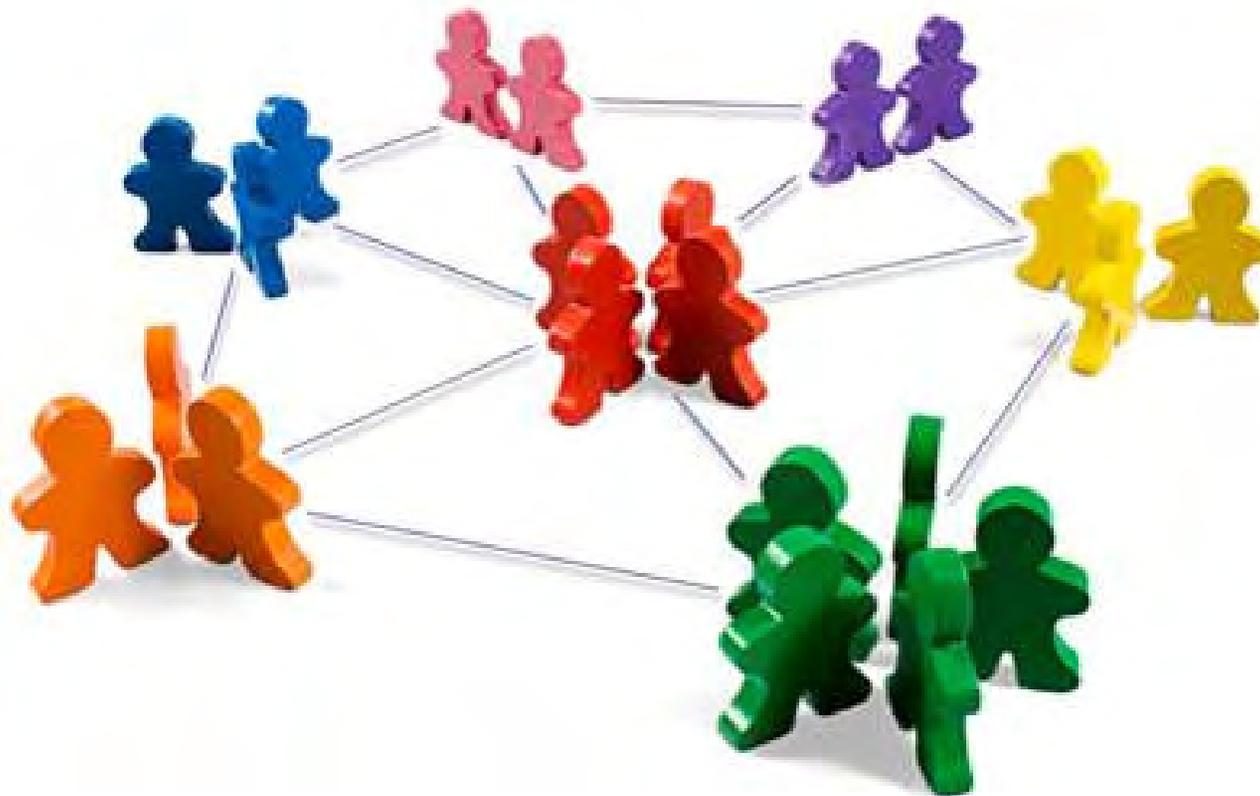
(major job board 11%)

**LinkedIn** 9%

**C@reer Connections** 6%



**Building talent communities—it is about people and relationships, enabled by technology.**



#CoolGov  
August 24, 2011

**sodexo**  
Quality of Daily Life Solutions

Leveraging Social Media  
U.S. Office of  
Personnel Management



#CoolGov  
August 24, 2011



**Leveraging Social Media**  
U.S. Office of seriously cool  
people who recruit and develop  
seriously cool people



Questions?



## **Arie Ball**

Vice President  
Sourcing & Talent Acquisition  
@Arie\_Ball



## **Kerry Noone**

Sr. Marketing Manager  
Talent Acquisition  
@SodexoCareers