

Web 2.0 Recruiting Tools

	Blog (<i>Short for the Term "Web Log"</i>)	<p>A Web site, usually maintained by an individual with regular entries of commentary, descriptions of events, or other materials such as graphics or video; Micro-blogging is another type of blogging, one which consists of blogs with very short posts.</p>
	Candidate Relationship Management (CRM) System	<p>Web-based tools used to develop and track relationships with candidates; Some include an advanced collaboration management component and others do not</p>
	Micro-Site	<p>A Web page (or a collection of Web pages) that resides externally from the core Web site and is used to create cohesive, targeted messages directed to a particular audience</p>
	RSS Feeds (<i>Short for "Really Simple Syndication"</i>)	<p>Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format; They benefit readers who want to subscribe to timely updates from favored Web sites or to aggregate feeds from many sites into one place.</p>
	Search Engine Marketing (SEM)	<p>A form of Internet marketing that promotes Web sites by increasing their visibility in search engine result pages; SEM methods include: search engine optimization (or SEO), paid placement, and paid inclusion.</p>
	Online Social Networks	<p>A Web site that focuses on building online communities of people who share interests and activities or who are interested in exploring the interests and activities of others; Most social networking services are Web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.</p>
	Video and Audio Sharing	<p>The capability to upload video and audio communication feeds over the Web in a file format; Typically these files are used on company Web sites but may also be shared externally with other Web video hosting providers.</p>
	Virtual World	<p>A computer-based simulated environment over the Web intended for its users to inhabit and interact via an avatar, which is the user's representation of himself/herself;</p>
	Wiki	<p>A page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content using a simplified markup language; Wikis are often used to create collaborative Web sites and to power community Web sites.</p>