



# sociability

EMPLOYER MARKETING MEETS SOCIAL NETWORKING

**Simply put:** The explosive growth of social media is redefining how people communicate. The implications are far reaching. And this cultural shift is not just going to change your social life—it's going to change your professional life as well. So what are the implications of social media on employer marketing? And how can you stay in front of a technology that is literally changing every day?

How you choose to use these new communication tools may well define your success as an employer in the coming years. By developing a solid social media strategy, and tapping into **sociability**, Alstin Communications' suite of social media products and services, you can ensure that you are getting the most out of these new tools. Here are some highlights of how Alstin can help:

**sociability seminars** – Let Alstin inform you and your staff of all the possibilities and pitfalls inherent in the growth of social media.

**profile/page/fanpage creation** – Control how you are presenting yourself to the social media world and maintain that all-important brand consistency across all channels.

**content creation** – Alstin has the resources and knowledge to build content and communities that will make your social media presence an invaluable component of your recruitment strategy.

Other ways we can help?

- **Social media auditing.**
- **Consultation on establishing an in-house social media policy.**
- **Developing standout follow-up communications to deliver to hot prospects uncovered through social media.**

For many busy Human Resources professionals, staying fully informed and in-front of social media and how it applies to your success is simply not possible on your own. Let Alstin Communications be your go-to partner for every aspect of turning your social media employment initiative into a real opportunity to shine.

To get started, contact your Alstin Account Executive or e-mail a request to [powerofdone@alstin.com](mailto:powerofdone@alstin.com). To speak directly to our **sociability** expert, call or e-mail **Jennifer Hitchens-Greenfield** at 215.568.3200 or [jhitchens@alstin.com](mailto:jhitchens@alstin.com).



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Ask me how I can help educate you and your staff on a social media strategy for recruiting.



Do you have a fan page on Facebook? Check out Alstin's...



Let's talk about how LinkedIn fits into your recruiting strategy.



Social media is going to revolutionize recruiting. Alstin can help you stay ahead of a phenomenon that is changing daily.



In my 5/26/09 post at [www.blog.alstin.com](http://www.blog.alstin.com), I talk about Recruiting in the Twittersphere.



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