



HR Trends



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



HR Trends with Game Changers, Presented by SAP
Monday at 10 AM Pacific
April 8th 2014: Social Recruiting: Art or Science?

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Today's buzz: Social Recruiting Gone is the era of your HR manager hoping hard-to-find talent would stumble upon their business-critical job postings. Today, millions of job candidates eagerly post their credentials on social media sites. Is successful social recruiting for top talent an art or a science for today's HR? The experts speak. Mervyn Dinnen, Social engagement strategist: "Social recruiting is just recruiting. Forget the word 'social'... Get the hiring process right... then 'social' is no different than the phone or Internet." Katrina Collier, Winning Impression: "Finding people on

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Featured Guests



Mervyn Dinnen

Mervyn Dinnen is a content creator and social engagement strategist for the Recruitment and HR sectors. He guest-blogs in the UK for digital recruitment sites Monster and Broadbean, which are part of Careerbuilder, and helps businesses to create and implement a social business strategy.

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Katrina Collier

Katrina Collier has been an independent voice on social recruiting since 2009. Through her company, Winning Impression, she shows companies how to make the best use of social media for recruitment.

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Will Staney

Will Staney, Director of Recruiting and Strategic Programs at SuccessFactors, an SAP company, leads the development of SuccessFactors' overall online recruiting marketing strategies, employer branding, and strategic talent acquisition programs. An influential voice in the HR and recruiting space, Will regularly speaks on new media marketing, recruiting strategies, and employer branding. Prior to SuccessFactors, he served as talent acquisition web strategy manager at VMware, responsible for building and implementing the corporate Employment Web Marketing and Social Recruiting Strategy. He led the program that trained the entire global staffing team and implemented social media strategy and ad

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