

Potentialpark's 2012 Results Release and Rankings – OTaC Study – Global Results

Jobseekers are starting to go social and mobile to build their candidate brand – employers try to keep up

Roche and Accenture have the best online career presences in Europe, Asia and the US according to Potentialpark's Online Talent Communication study (OTaC) 2012.

An excellent career website is essential, but not enough. In 2012, employers compete for attention on Facebook and smartphones. This requires them to leave their comfort zone, make choices and adopt the rules of engagement in an online world that is controlled by the users.

In a **survey with more than 30,000** students and graduates worldwide and through **audits of more than 2,400 online career presences**, Potentialpark took a closer look at where employers meet talent online. This is Potentialpark's 10th annual study on the issue. However, for the first time, it overarches **7 major communication channels**. And we truly see the dawn of a new era. Jobseekers are going multi-channel, and employers are slowly but surely following.

Top 15 in Online Talent Communication 2012

USA			Europe			Asia		
Rank	Company	Score	Rank	Company	Score	Rank	Company	Score
1	Accenture	70.1	1	Roche	67.7	1	Roche	69.1
2	Roche	63.4	2	Accenture	67.2	2	Allianz	64.8
3	AT&T	61.1	3	Allianz	64.6	3	Accenture	58.6
4	Intel	59.6	4	Total	62.5	4	GE	58.1
5	GE	57.1	5	BASF	62.1	5	Reckitt Benckiser	57.5
6	General Motors	56.4	6	Intel	60.2	6	Intel	57.4
7	General Mills	55.9	7	Deloitte	60.1	7	Procter & Gamble	56.5
8	adidas Group	55.8	8	Ernst & Young	59.2	8	J.P. Morgan	55.5
9	HP	54.6	9	Procter & Gamble	58.4	9	HP	53.5
10	Reckitt Benckiser	53.9	10	Baloise	57.3	10	Bayer	52.1
11	J.P. Morgan	53.7	11	Reckitt Benckiser	57.2	11	Dell	50.7
12	3M	53.1	12	IBM	57.1	12	Ernst & Young	50.5
13	Raytheon	52.6	13	GE	56.7	13	L'Oréal	50.4
14	Deloitte	52.0	14	KPMG	56.5	14	BNP Paribas	50.2
15	Ernst & Young	51.7	15	CERN	56.3	15	Shell	50.0

Top Findings

- **OTaC Rankings 2012:** Roche in Europe and Asia and Accenture in the US have the best tools for online talent communication.
- The **corporate career website** continues to be the major hub for all online and offline activities. However, it is mainly a one-way road for information.
- Students and graduates feel at home on **social media**, so they expect employers to go social, too. Facebook, LinkedIn, Twitter and blogs are the major online channels to interact and engage with talent. Slowly but surely, jobseekers discover the power of social media to help them create a **candidate brand**.
- Jobseekers expect all online presences to be more than a repetition of the same content, but to add true value to their career search. They are used to **quick answers** to exactly the questions they have at the moment and have no patience to search or wait. Also, they are not interested in corporate and PR lingo. They want **trustworthy insights and honest discussions**.
- This forces employers to understand how each channel works. And rather than starting half-hearted attempts everywhere at the same time, they need to make a choice where to go, go all in and to **show the reality behind their promises**.
- In **mobile media**, employers are lagging behind. While 81% of students globally are ready to use smartphones for their career search, only 21% of global top employers have a mobile career websites or career related app.

Where jobseekers want to meet employers online

96% of Global students use the **internet** to look for employers and careers and 77% of these go to the **companies' own career websites**. The corporate career website continues to be the center piece and the hub of top employers' talent communication online and offline. It contains vital information, jobs, event calendars and the application form. Also, 43% of career websites link to the employer's Facebook career page, 53% to LinkedIn or another professional network presence. However, it rarely offers any interaction itself.

This gap could be filled with social and business networks that steadily gain in importance in the **diversification of channels**. 38% of students actively use **professional networks** such as LinkedIn to look for employers and careers.

When asked where employers should be present, even 58% of students expect employers to be on Facebook, and 52% expect them on LinkedIn. And 73% agree to the statement "If I find content on Facebook that can help me in my career, I am open for looking at it".

Sending an email application is seen as the most common way to apply by students. 69% responded that they like to **apply with email**, 62% say applying online. 78% have applied online at least once. The frustrations with anonymous, unintuitive and technical application systems decrease slightly as jobseekers get more used to them. However, they remain at a relatively high level. Many students wish there were universal profiles and better ways of parsing data from existing online platforms.

Students are open for **mobile communication** with employers. 81% say they are or can imagine to be using their smartphones for career-related purposes, such as visiting companies' mobile career pages or download their apps.

Microblogging and blogs are effective niche channels. 5% of respondents use a Twitter account for career-related purposes, 36% think employers should be present on Twitter. Once jobseekers have understood how to make use of Twitter as a short-cut to information, it can be quite effective to search for open positions and catch up on news and inside stories.

No matter which channels they use, jobseekers want to find relevant information quickly and easily, with no time wasted searching. Customized, targeted job offers, email job alerts and a way to track the status of their applications are high on their wish list.

Also, they hold out for personal contacts with recruiters - at a time when anonymous career websites constitute an extreme contrast to the personableness of the social web.

Authenticity, transparency and interaction are key words and essential competences that employers need to acquire to communicate with talent in the social and mobile world.

“Jobseekers have gone multi-channel”, says Julian Ziesing, Research Spokesperson at Potentialpark. “The question is: can employers keep up?”

The winners

For its OTaC study 2012, Potentialpark analyzed the online communication tools of top employers globally across the following channels: career website, online application, Facebook career page, mobile career website and app, as well as the presence on LinkedIn, Twitter, and career blogs.

The criteria are based on the preferences and priorities of the jobseekers. The ranking shows which employers have the best tools for communicating with talent online, weighting the channels by importance for jobseekers.



Roche's career website and presence on Facebook and Twitter

Roche wins the **OTaC ranking 2012** in Europe and Asia, and **Accenture** tops the US ranking.

Roche not only has the 3rd best application process in Europe as well as the 2nd best Facebook career website from a candidate's point of view; they are also present on LinkedIn, Twitter and run a career blog. All of these online career presences are connected with each other and appear in the same look and feel, with faces and names of employee and the career slogan “Make your mark, Improve lives”.

Roche may not have the single best presence in each channel, but they are strong across most of them. The company has had years of experience and learning how to use social media for talent communication.

Accenture makes a special effort on LinkedIn with employee testimonials, career path information and an image video globally, linking to other major career presences.



Accenture on LinkedIn, Intel's career blog, and AT&T's mobile career website

What the winners do right

These are some of the common traits of the OTaC winners:

- The OTaC winners do not try to be present on every channel at once, but make educated decisions where to go next, and then do it right.
- They have gone through a learning process that typically involves trial-and-error. Hence, the content of their Facebook pages, mobile career pages etc. can vary and develop over time. And, they have learned to deal with being exposed to public feedback, rather than blocking it.
- The OTaC winners try to understand the nature of each channel and what its distinct value is for talent communication, rather than to “copy and paste” content from platform to platform. Therefore, their presences complement each other.
- The OTaC winners design their presences from the jobseekers’ point of view, trying to answer their questions, deliver to their needs and start an open conversation.

All in all, this means that building a successful online presence often took these winners years of time, courage to make mistakes, and an amount of permanent resources and creativity. Other companies may of course learn from best practice examples of the pioneers and avoid some of these mistakes.

However, there is one thing others cannot tell them, and that is how to answer the core question behind talent engagement on social and mobile media: how to get across what makes you unique and attractive?

Social media force employers to show the reality behind their promises

“Finding interesting jobs and career opportunities” is the number one reason for students to interact with employers online (61%). However, more than half of the respondents also gave other reasons: Getting in touch with recruiters (53%), Finding attractive companies that I would not think of otherwise (50%) and Building my professional network (46%).

Employers that want to reach talent in social networks and communities need to be aware of jobseekers’ concerns. 49% of students have privacy concerns and say they are uncomfortable to share private information with employers. 42% say they are afraid that they could be rejected for the wrong reasons if employers see their personal profile. However, these problems can be overcome by the right behavior on both sides.

“Jobseekers are cautious towards, but not dismissive of the idea of using social media for career-related purposes”, says Ziesing. “Slowly but surely they start to discover the power of networks and take control of their candidate brand.”

Jobseekers need to learn how to share the right information on each platform they use. **“You can keep private party photos visible for friends only, and at the same time engage with employers on Facebook, LinkedIn, Twitter and other platforms”, says Ziesing. “This is no contradiction, but a key competence for ambitious talents to build a powerful candidate brand on multiple channels”.**

Employers on the other hand are well advised to respect people’s privacy, not only with a clear statement, but by understanding where each platform has its thin line between professional and private interaction. Also, the most successful Facebook career pages offer more than jobs: inside stories on a weekly or even daily basis, personal contacts and the invitation for jobseekers to join the conversation on the wall.

Mobile communication: reduce to the max

Students enjoy the benefits of modern mobile phones and like that they can go online literally anywhere and anytime, even on the bus or between classes. It is not a big step from there to stumbling upon companies’ mobile career websites or career apps.

20% of students already use their smartphones for career-related purposes, and another 63% can imagine doing so. The problem is rather that few companies are ready yet and therefore a lot of the expectations remain unanswered.

Only 21% of top employers in Potentialpark’s OTaC study 2012 have either a mobile career website or career app.

Employers need to be aware that jobseekers don’t wait for them to go mobile. In fact, a lot of the emails that recruiters send in 2012 will be read on a phone. **“If an email from a recruiter to a candidate contains a link, chances are candidates open it in their phone’s browser”, says Ziesing. “If they like it or not, employers’ mobile readiness is measured today, not whenever they are ready for it.”**

Employers and jobseekers are only beginning to understand how to use the full range of social and mobile media to communicate online. The competition for the best candidate brand respectively employer brand across all online channels is just about to gain momentum. Potentialpark will keep monitoring the trends and developments.

Fact Box: OTaC Study 2012 – Online Talent Communication

Respondents:	31,193 students, graduates and early career professionals worldwide, representing the top business schools, universities and technical institutions.
Criteria:	More than 200 features, functions and pieces of information.
Web audits:	More than 2,400 online career presences audited worldwide.
Channels:	Corporate career websites, online application systems, Facebook career pages, LinkedIn career pages, mobile career pages and apps, career-related Twitter accounts, career blogs.
Research period:	September 2011 – January 2012.

About Potentialpark

Potentialpark is a research institute specializing in employer branding and recruitment communication. Since 2002, Potentialpark has monitored the information-gathering, decision-making and application processes of jobseekers globally.

Potentialpark has since published its annual studies about Online Talent Communication. The OTaC set-up contains the studies Top Employer Web Benchmark (TEWeB) about career websites, Applying Online & Loving It (APOLLO) about online applications, S-Com about social network communication, P-Com about professional network communication and M-Com about mobile communication.

Regular Trend Study Reports help monitor the development of hot topics today and over time.

Contacts

Potentialpark Communications	URL: www.potentialpark.com
Julian Ziesing, Research Spokesperson	Tel: +49 151 15 23 72 71
julian@potentialpark.com	Fax: +46 8 50 31 13 09

(END)