



Social network angle to job recruitment

Julia Talevski

WHEN Claire Monahan first came to Australia after spending years in the hospitality industry in Britain, she took up a temporary receptionist role at a recruitment agency, McKenzie Consulting. During her time there, she progressed to consultant and account manager.

Now, 12 years after starting her recruitment career, she has launched her own company, Rent A Recruiter, with a notebook and BlackBerry in tow.

“To fly solo was personally challenging but just putting myself out there in the marketplace and having something new, it’s been extremely rewarding.”

Besides utilising the usual recruitment tools such as placing job ads in newspapers and online in places such as Seek, she attracts potential candidates and new clients through social networking sites such as LinkedIn and LinkMe, which is a

site where jobseekers can post their résumés.

Rent A Recruiter provides a range of services including job specifications, induction programs, panel interviewing, on-site HR support, CV short-listing and psychometric testing.

One of the reasons Monahan began tapping into social networking as a business resource was that it offered a new avenue that could help build up the company’s brand.

“When I decided to back myself with a new business, I wanted do things a little bit differently. Recruitment has changed so much in the years that I’ve been involved in it; it’s an exciting time at the moment.

“I have my own professional profiles that I use a lot on LinkedIn but it’s also a great way to connect with networks of potential candidates and build up referral networks.”

LinkedIn, often touted as a social networking site for professionals, includes details about people’s work history, their

current status and can be used to ask for referrals.

Recently, Monahan has been trying out Twitter and Facebook, to see the types of opportunities that present themselves.

“I do see the potential for [Twitter],” she says.

“It’s about skilfully deciding what type of candidate you’re trying to connect with, who is going to be successful in your business and then working out what media they’re most likely utilising.”



Hire by wire ... Claire Monahan.