

Success Story Academic Work



“Using Facebook as a recruitment tool should be standard for any business, and we believe Work4 is key to successfully recruiting on Facebook today. This solution has given our company the ability to succeed with our first foray into social recruiting.”

Johannes Sundlo, Social Media Specialist
Academic Work

A Scandinavian Staffing Company Sources Graduates on Facebook with Work4

Academic Work, the leading staffing company in Scandinavia, took a big leap into Facebook recruiting with Work4. The company sources young professionals and college grads, many of whom are on the Facebook platform. With Work4, Academic Work built a branded Facebook Career Site for their jobs, started broadcasting their jobs across social networks, and took their jobs mobile. They also began running monthly Facebook Ads campaigns to attract quality applicants to their jobs.

Company: Academic Work

Industry: Staffing

Customer Since: October 2012

Key Positions to Fill: Graduates and young professionals with up to five years of work experience

Solutions Used: Social Recruiting Solutions, Recruiting Ads, Social Job Sharing, Mobile Recruiting Solutions

About Academic Work

As one of the most prominent staffing companies in Scandinavia, Academic Work prides itself on sourcing the best candidates and providing employers with high quality hires from a talent pool of young professionals. They operate in five countries and fill over 14,000 job vacancies per year.

Academic Work offers part-time jobs that are related to studies, as well as non-study related assignments. After graduation, they help young professionals get their first and/or second qualified and professional jobs.

See Academic Work’s Facebook Career Site for yourself at workfor.us/academicwork!

Challenge

How do you reach, attract, and source quality graduates?

Solutions

Work4's Social Recruiting Solutions allowed Academic Work to position itself on the social network where the majority of its potential candidates spend their time, while making jobs accessible from any device. This gave Academic work the ability to not only engage members of their talent pool through Facebook, but also distribute jobs across social networks and place relevant recruiting ads to attract passive candidates.



Social Recruiting Solutions

Academic Work installed a branded Facebook Career Site on their Facebook Brand Page, allowing their young professional audience to access their job opportunities and apply through Facebook.

Social Job Sharing

With Social Job Sharing, Academic Work's recruiters, employees, and fans automatically and virally distribute jobs across Facebook, LinkedIn, and Twitter.



Mobile Recruiting Solutions

With their mobile compatible Facebook Career Site, Academic Work enables smartphone and tablet users to look at and save interesting jobs on the move, which has led to an increase in mobile applicants as well.



Recruiting Ads

The Work4 Ads team runs monthly campaigns attracting a large amount of daily traffic to Academic Work's jobs. They have advertised on multiple platforms in the past, but have seen the greatest return for the lowest cost with Work4's Facebook ads. In the words of Johannes Sundlo, Academic Work's Social Media Specialist, "We advertise jobs on other professional networks as well, but they're not doing so well there... Facebook rocks! You rock!"

Successes

9,600 Converted 8% of the 9,600 average visits per month to their Facebook Career Site into applicants

44% Increased job visibility with ads, which account for 44% of job views

\$14 Ran successful monthly Ads campaigns. One campaign resulted in 1.9m impressions and 35 applicants within 2 weeks, with only a \$14 CPA

18% Met growing demand for mobile accessibility, as 18% of traffic now comes from a mobile device

About Work4™

Work4 powers social recruiting by making everyone a recruiter and everyone a candidate. We help thousands of companies, including many of the Fortune 500, find, engage, and hire top talent with our all-in-one recruiting solution for Facebook. Work4 allows employers to reach candidates through a Facebook Career Site and on mobile devices, take advantage social networks to drive employee referrals, and target Facebook's 1 billion users with intelligent recruiting ads. Work4 brings cost-effective, efficient sourcing and hiring to the world's top companies by leveraging the reach and scope of the world's largest and most powerful social network. Established in 2010 and backed by top tier investors such as Matrix Partners and Yuri Milner, Work4 has offices in San Francisco and Paris. For more information, please visit our website (www.work4labs.com).

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