



## Oracle Talent Acquisition: Oracle Taleo Social Sourcing Cloud Service

### SOCIAL SOURCING AND REFERRALS

#### KEY FEATURES

- Connect your referral program to employees' social and professional networks
- Promote jobs via social media such as Facebook, Twitter, LinkedIn and more
- Power your corporate career portal
- Support multiple brands & languages
- Optimize your job pages for SEO
- Drive candidates to landing pages for personalized & targeted content
- Build communities of prospective candidates for ongoing job marketing
- Capture interested jobseekers via Facebook jobs page
- Gain insight with native reporting and analytics
- Provide a mobile friendly candidate experience

Oracle Taleo Social Sourcing Cloud Service (Social Sourcing) lets you tap into the tremendous power of social networks and media to help promote your job opportunities to a vast audience of potential candidates. It automates your sourcing efforts across multiple social channels, facilitates active candidate applications, and captures potential leads for ongoing prospecting efforts, all in a single cost-effective solution.

Social media holds limitless potential to address recruiting challenges. But social recruiting efforts have been nearly impossible to scale – until now. With Oracle Taleo Social Sourcing Cloud Service, you can use social media to:

- Promote jobs across social media sites such as Facebook, Twitter, and LinkedIn
- Increase employee referrals by connecting directly to their social and professional networks
- Host career portals on your corporate website and Facebook company pages
- Capture prospective candidates into a centralized talent community
- Run targeted recruitment marketing campaigns to continuously engage with your talent pool
- Optimize your jobs for SEO and mobile viewing
- Track and report on all of your social recruiting activity from one dashboard
- Deliver a user friendly interface to end users and administrators

Analytics are at the core of Social Sourcing. Let good data drive your social recruiting strategy by using Social Sourcing to measure activity and results across all social channels. With six flexible features that can work separately or together to provide the power to automate and scale social recruiting, the system is developed for maximum agility.

#### Social Employee Referrals

Dramatically increase the yield of your employee referral programs by tapping into your employee's social and professional networks. Use Social Sourcing to promote current openings to targeted employee groups, facilitate job sharing across their network of contacts, and automate the capture, tracking and status of their referrals for increased transparency and ongoing feedback. Social employee referrals vastly increase your addressable talent pool while eliminating many of the barriers to participation seen in traditional programs. Achieve cost effective scale in your recruiting programs by turning every employee into a potential recruiter.



## GLOBAL STRATEGIC SOURCING AND RECRUITING

### KEY BENEFITS

- Enhance your employer brand
- Increase the yield of your existing referral programs
- Reach a wider audience with your opportunities
- Build pipelines of prospective talent
- Increase conversions with audience targeting and personalized content
- Improve your sourcing analytics
- Drive down sourcing costs

### Social Job Distribution

Harness the power of social media to extend the reach of your job promotion activities. Through social job distribution, you can advertise new job listings, share links, and status updates across all of your Facebook pages, Twitter handles, and LinkedIn Groups. You can also schedule future postings and target specific audiences for maximum impact.

### Facebook Job Page

Maximize the value of your brand's social connections by promoting your jobs to your company's existing base of fans and followers. Use Social Sourcing's Facebook Job Page feature to add a searchable job page to your existing Facebook company page, where you can accept candidate applications directly from within Facebook, or encourage interested prospects to join your talent community and keep abreast of future opportunities.

### Social Career Portal

Promote your brand and deliver an engaging candidate experience with Social Sourcing's Career Portal. Quickly and easily create social, mobile-friendly, and searchable job portals embedded seamlessly inside your existing corporate website. Career Portals offer extensive branding and configuration options to support multiple brands and languages, and even adapt your content based on the type of visitors: first time job seeker, returning candidate, internal candidate or referrer.

### Landing Pages

Present a personalized and targeted experience to first time and returning job seekers with job landing pages. Automatically generated for job categories and locations, landing pages help you tailor your message and content to better promote your most critical jobs. Use videos, filtered job views, and other relevant content to help engage your prospect: whether a website visitor, or an existing prospect responding to a targeted marketing campaign. Built in marketing metrics and analytics provide insight into who is visiting, where they are coming from, and how they are engaging with your content.

### Talent Community

Capture all of your interested prospects and leads in a centralized talent community. Segment and target your talent pool to optimize your ongoing marketing efforts. Push job alerts, company communications, and automated marketing campaigns to engage active candidates and stay top-of-mind with passive jobseekers. Utilize easy to use analytics to better adjust your targeting and content to increase yield and better convert contacts to candidates.

### Candidate Friendly, Mobile Ready

Mobile is rapidly becoming one of the top channels for candidate job discovery and career exploration. All Oracle Taleo Social Sourcing Cloud Service candidate experiences are built upon responsive design, automatically optimizing the experience to the user's device, whether a traditional web browser, smart phone or tablet.

### CONTACT US

For more information about Oracle Taleo Social Sourcing Cloud Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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