

Snap^{*}talent for facebook.

introduction Snaptalent for Facebook is an industry first in targeted job advertising for the college demographic.

1. target the message
2. personalize the ad
3. create the buzz

problem

Traditionally, online recruitment of college students has been impersonal and ineffective. With Snaptalent for Facebook, we have created a way for you to make highly personalized and targeted job ads to reach college students where they spend time.

1 target the message

Snaptalent allows you to specify exactly which schools, majors, and years see your message. If you're looking to fill full-time positions, you can target graduating seniors, and if you're looking to hire interns, you can target rising juniors and seniors.



Peter Tu

Networks: Stanford '10
Westwood High School '06
Sex: Male
Birthday: July 13

Peter and Natalie are looking for different types of jobs. Snaptalent uses the data from their profiles to ensure they see only what is relevant to them.



Natalie Harrison

Networks: Duke '10
West Palm Beach, FL
Sex: Female
Birthday: October 1

Here's an example of how it'll work:

1. Choose a college

- Stanford
- Harvard
- MIT
- Yale
- Duke
- or any other school

2. Choose a major

- biology
- computer science
- economics
- history
- psychology
- or any other major

3. Choose a year

- senior
- junior
- sophomore
- freshman

And here's what you get →

Snaptalent* for facebook.

Education	
Education Info	
College:	Stanford '10 Mathematics, Public Policy, Computer Science
High School:	Westwood High School '06

Here's an example of what Peter would see.

AMD wants to hire Stanford juniors who are majoring in computer science. Using Snaptalent for Facebook, they can embed their message directly on Peter's favorite application.

The screenshot shows a Facebook profile for Peter Chainn. The navigation bar includes 'Profile edit', 'Friends', and 'Inbox'. The profile name is 'Chainn' with links for 'Review Dates', 'Social Profile', 'Testimonials', 'Circle of Trust', and 'Compare People'. A search bar is visible. The left sidebar lists applications: Photos, Groups, Events, Harry Potter Magic Spells, Send Muppets, and Where I've Been. The main content area features an AMD advertisement with the text: 'Hi Peter, summer's approaching, would you like join our team as an intern? apply here to work as a software engineer'. Below the ad is a 'Compare your friends and we'll show you where you fit.' section with 'Question Sets' for 'All questions', 'Work related', 'Personal', 'Dating', and 'School related'. A quiz titled 'Who has a better laugh?' is shown with two profile pictures and a question mark.

Education	
Education Info	
College:	Duke '10 Classical Civilizations, Biology, Marine Biology
High School:	St. George's School '06

Here's an example of what Natalie would see.

Schlumberger wants to hire Duke juniors who are majoring in biology. Using Snaptalent for Facebook, they can reach ideal candidates where they spend time online.

The screenshot shows a Facebook profile for Natalie Chainn. The navigation bar includes 'Profile edit', 'Friends', and 'Inbox'. The profile name is 'Chainn' with links for 'Review Dates', 'Social Profile', 'Testimonials', 'Circle of Trust', and 'Compare People'. A search bar is visible. The left sidebar lists applications: Photos, Groups, Events, Harry Potter Magic Spells, Send Muppets, and Where I've Been. The main content area features a Schlumberger advertisement with the text: 'biology juniors let's talk about next summer Schlumberger'. Below the ad is a 'Compare your friends and we'll show you where you fit.' section with 'Question Sets' for 'All questions', 'Work related', 'Personal', 'Dating', and 'School related'. A quiz titled 'Who is more talkative?' is shown with two profile pictures and a question mark. The name 'Tanja Blascheck' is visible below the first profile picture.

② personalize the ad

Different formats use the same data to make it highly personal

simple math:  + Google™ = kick ass job

Monday, June 23, 2009 **The Schlumberger Daily** Vol. MXII
Duke Bio Junior Natalie Harrison Hired as Newest Research Assistant

Snap***talent** personalizes your recruitment message for every individual viewer by dynamically serving profile data into the interactive job ad while still preserving the privacy of users. Our creative templates have been specifically designed to appeal to motivated job seekers.

facts about Facebook

- More than 80 million active users
- Nearly 85% market share of students attending 4-year colleges in the USA
- The No. 1 website among men and women age 17-25
- 24,000 applications built on the Facebook platform
- More than 95% of Facebook members have used one or more applications

benefits

- Target college students where they spend their time online
- Massive reach with precise targeting
- Highly personalized message within creative templates
- A first in technology for the college recruitment industry

③ create the buzz

The screenshot shows a Facebook profile page for 'Chainn'. The navigation bar includes 'Profile edit', 'Friends', 'Inbox', and links for 'home', 'account', 'privacy', and 'logout'. The profile name 'Chainn' is highlighted, with links for 'Review Dates', 'Social Profile', 'Testimonials', 'Circle of Trust', and 'Compare People'. A green banner at the top of the profile content says '<< go back to compare people <<'. The main content area features a 'Hi Peter!' greeting and a recruitment message from Google: 'We think you should be our next engineering intern at Google in Mountain View, CA'. Below this is a paragraph of text about Google's culture and a video player showing a stack of books. A contact form for Google is visible, with fields for 'Email', 'Your email here!', and 'Ask a question', along with a 'Send' button. The page footer includes 'powered by Snap*talent' and a footer menu with links for 'About', 'Find Friends', 'Advertising', 'Developers', 'Terms', 'Privacy', and 'Help'.

Clicking on a banner will lead to a more informative page within Facebook

From here, students can

- Click to your career center
- Email you their resume
- Contact you for more information

let's talk

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