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CREATING A SOCIAL MEDIA MARKETING CONCEPT FOR
TALENT CENTER OY

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The purpose of this thesis was to find out how Talent Center Oy could utilize Social Media to attract more employees and client organizations and gain more visibility in the market. The objective was to renew and modernize the open vacancy advertisements that Talent Center Oy posts in Social Mediums.

The first theory section explains the phases and possible problems of recruitment. The recruitment process is walked through step by step from the open vacancy advertisement to the final selection of the person to be hired. The second part of theory explains the backgrounds of Social Media and briefly opens up the most vital Social Media Services for this research.

In the research process the idea was to upgrade the open vacancy advertisements that Talent Center Oy posts on their Facebook page and other Social Mediums and see how that would effect on the visibility, spreading and attractiveness of those posts. The new video advertisements were compared with randomly selected older example posts and likes, comments, shares and clicks were used as measurements.

The research shows that upgrading the outfit properly and spreading to various different Social Mediums one can gain more attention and visibility. It also shows that Social Media can and should be used effectively when running a business.

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1 INTRODUCTION

In this thesis I'm researching how upgrading the old, text format advertisements to modern video versions affects the visibility and effectiveness of a company's social media posts. The research is made for Talent Center Oy to find out how making relatively small risk and effort changes to the posts affects to their visibility and if it attracts more applicants than the traditional styled posts.

The subject for this thesis came up when the CEO of Talent Center Oy, Jari Nokkonen, was thinking out loud about how Talent Center Oy could improve their social media activities and asked if I would have any ideas what to add or change. Talent Center Oy is already utilizing several social media services, but not effectively enough

Two of the old advertisements were selected for the comparison with the four new video advertisements. Both of them were selected randomly amongst the posts that Talent Center had posted on their Facebook timeline. The old comparison posts are a good example of what has been the style Talent Center has been using earlier. From the four new versions the first three are targeted for the possible employees and one for the client organizations.

This thesis has three different theory sections and after them the actual research process in pieces followed by the results and conclusions. The first theory section is about recruitment in general. Second is about social media and its most popular services and the third one is about social media in marketing and recruitment.

2 TALENT CENTER OY

Talent Center Oy (later Talent Center or TC) was born when a logistics services company Logistikas Oy decided to fully concentrate on their main business and wanted to buy their support services from one provider.

In the early days Talent Center Oy's clientele mainly consisted of Logistikas' clients and this opened the door to the Finnish market for Talent Center. Until 2014 Talent Center provided communications services, IT services and staff services. Lack of demand made TC to give up these services and fully concentrate on HR-services.

Nowadays Talent Center has a turnover of 2,000,000.00€, they have expanded to five different locations in Finland; Jyväskylä, Hämeenlinna, Pori, Rauma and Kankaanpää. At the end of 2014 Talent Center had 40 employees working for them in seven different organizations and they have gained other major customers besides Logistikas Oy.

At the moment Talent Center's HR-services include recruiting, headhunting, rental workforce and interim management. From these four, major part of the turnover comes from workforce renting while headhunting and interim management are relatively new and developing business areas. From the profit point of view these two generate a larger percentage from the total amount.

3 RECRUITMENT

The recruitment of a new employee can be seen as a project that starts from the need to do something and ends with a solution. This project includes four phases: planning, execution, decision and a follow-up. It is important to have a clear structure, which guides what to do, when and by who and still keeping in mind that changes are likely to happen. (Markkanen 2002, 9.)

With HR-companies like Talent Center the process is going on all the time. If Mr. Nokkonen from Talent Center is not going through applications or holding interviews, he is out in the field looking for new clients. All this time the recruitment process is running at the back with open vacancy advertisements in social media and in the newspapers.

3.1 The need for recruitment

The need for recruitment usually appears because of three reasons: The first one is the people that are leaving the company. For example when someone resigns, retires or moves completely to another country. The second one is changing jobs. Someone might just get promoted or moved to another job within the same company, or they could get a better offer from another firm and their position has to be filled. The third situation is when a new job is created. Nowadays a new way of thinking is that companies can recruit also without having an open vacancy. (www.tem.fi/files/31675/Rekrytoinnin_musta_laatikko.pdf, viitattu 12.12.2014)

In the first two cases the details and importance of the task are well known. This doesn't mean that the best way to recruit a new person for the job is using the same advertisement as before, but to analyze carefully if the job description has changed and the form of the advertisement should be renewed. Sometimes this kind of situation gives the managers the chance to re-establish the organizational structure. The company might even notice that they don't need to hire a new person. (Markkanen 2002, 12-13.)

In our case the need for recruitment is usually born via some other organization as they are not hiring people to work for Talent Center, but for the client businesses. A situation where Talent Center's client volumes would rise remarkably would force them to go through this process and look for employee/s to work for them instead of the client organizations.

3.2 The phases and problems of recruitment

The four main sections of a recruitment process are listed in the following chapters. There could be more than just four, but I chose to go with the most crucial frame pieces. Talent Center's process sometimes differs from this guideline as they don't always interview the potential candidates. This happens when the client organization does the interviewing by themselves and Talent Center only searches for the candidates and makes a pre-selection based on the application letters. The final selection can also be done by either of the sides. In some cases Talent Center suggests a few promising applicants and the client organization makes the final decision.

3.2.1 Advertisement

The job advertisement has to include all the information needed to make the most suitable people to apply for the job and it has to be brief and clear. The employer must think of a few points that will make that person to take the next step and send the application. Naturally the advertisement has to be honest and one must not make uncovered promises. (Salli & Takatalo 2014, 25-26)

Every advertisement affects the company's image although it would not be intended and the potential applicants are not the only ones reading the advertisements. (Vaahtio 2005, 129.)

The most traditional way of advertising an open vacancy is announcing about in in a newspaper with a specific deadline, which is the very last date when the employer will accept the applications. In Finland, the most common places for this kind of advertisements are the biggest newspapers like Helsingin Sanomat, Turun Sanomat and

Kauppalehti for example. Logically, by covering more newspapers with the advertisement the more the company gets visibility. (Markkanen 2002, 18-19.)

The advertisements are not allowed to include references to age, gender or any other feature similar to these. Sometimes euphemisms like “Come and join our energetic and youthful organization!” are used. These kind of advertisements don’t directly state that they are looking for young people, but it can be read from between the lines. It is clear that ethnic background cannot be a crucial factor when selecting the applicant and age and/or gender can be a restriction only when the physical requirements of the job are so hard that it is not suitable for example for aged people or women. (Vaahtio 2005, 135-136)

3.2.2 Applications

Applications give an important first expression of the candidates as they are the first qualification round. They should include the cover page - which is the actual application - and about a two-page CV with the background information of the candidate. Sometimes the application may unintentionally give a negative expression. In these situations the first impression is not always the correct one and it can be sorted out later in the interview.

All the applications don’t arrive at one time and therefore the most equal way of going through them is to wait until the application period is over and then check them all at once. (Vaahtio 2005, 138)

The person/s analyzing the applications and CVs must look for certain signs that might reveal negative things of the applicant. Sometimes people try to whitewash things that they think might have a negative effect on their chances to get chosen. (Markkanen 2002, 40)

3.2.3 Interviews

After the applications are sorted out, it's time for the interviews. The interviews are the most important way of collecting information about the applicants. The interviews are used to clarify two things: The applicant's personal capability in work life and their personal features. (Markkanen 2002, 55.)

Applicant's CV gives the interviewer all the useful background information and facts e.g. Education and working history, but the interviewer has to find out if the person is suitable for the job and especially suitable to the company. The interview will clarify if the applicant is suitable for teamwork, if he/she is able to lead younger colleagues and take pressure in different working situations. (Markkanen 2002, 55-56.)

As an overall conclusion, the interview should cover applicant's education, their life situation at the moment, working history, working motivation and applicant's special capabilities. (Markkanen 2002, 55-56.)

The time for the interview must be settled early, the applicant might have several things to take care of like babysitting, taking a day off from the present job or they might have to travel from far away. The interviewer has the right to choose a date, but he/she should also be flexible with it. Being too absolute gives just a bit bad image and the applicant might just be happy that they could not make it to the interview. (Vaahtio 2005, 142.)

It is useful, if the interview line-up consists of the applicant and two persons from the recruiting organization. This way there will be at least those two viewpoints and opinions to make comparing the applicants easier. This is something that Talent Center can't do at the moment. As a one man business, Nokkonen has to do everything by himself and make all the important decisions. Hiring extra hands to the company doesn't seem to be a priority at the moment but it is something that will definitely happen in the future, if the business grows as planned.

3.2.4 Final selection

After the applications and thorough evaluation in the interviews is time to make the decisions. Sometimes in the interviews the applicant with a good application appears to lack the expertise, enthusiasm or he/she is acting too rude and unfriendly. Sometimes a person that was the best option based on the applications turns out to be the least suitable when met in person.

In the end it might be that there are only two or three applicants left. They all are different and their strengths are in different areas, but as a whole, they are all equally good for the job. At this point the company has to take a deeper look and analyze the candidates in all the areas, not only considering this one vacancy they are applying to. (Markkanen 2002, 95-96.)

At this point it is time to dig up all the memos, forms and criteria lists that are made during the application process. What areas or expertise are the most important ones, which less important and which are not important at all? Sometimes one has to choose between the skills and the personality. In this case it depends on the job: A salesperson has to have a good personality and skill side can be most likely fixed with some training. Then again a person applying for a high-technology engineering vacancy can lack some social skills but it is really important that they are experts in what they do. (Vaahtio 2005, 165.)

Stereotypes should be avoided at all times. Many times people think that young person is more “fresh and imaginative” than an older one, or an older person has more experience than the younger one. Neither of these is always true. The applicant might also fool the interviewer with smooth talking, quick answers and otherwise great verbal skills. These people seem to be good at what they do and leave a great impression, but in reality they might lack the skills you are looking for and the more quiet person is actually the one you want to hire. In the end it should be remembered that it is not only the applicant who affects the selection, it is also the person holding the interview. One might not like the characteristics of an applicant, or their way of speaking reminds the interviewer of someone they don't like. These things can change a good applicant to a bad one with no reason. (Vaahtio 2005, 166.)

4 SOCIAL MEDIA

The phrase Social Media is used to describe the new services and applications in which the communications between the users and their own content creating is combined. The characteristics of a social media are ease of use and the speed of adoption, it is free of charge and it provides the opportunity to create something collectively. There are tools for many different purposes, like sharing audiovisual output (YouTube), tools for teamwork (Google docs) and collective production and information publishing platforms (Wikis e.g. Wikipedia). (<http://kans.jyu.fi/sanasto/sanat-kansio/sosiaalinen-media>, referred 31.1.2015)

The social mediums emphasizing individuals and sociality are for example networking services Facebook and MySpace. They are based on networking and community, which then create content. Like-minded can then establish their own groups and create e.g. events. (<http://kans.jyu.fi/sanasto/sanat-kansio/sosiaalinen-media>, referred 31.1.2015)

Community and the people are the two ingredients who form a social media. When these people create content together, it is then socially produced. It is something that they all have interest in and have shared their own ideas and opinions during the process to make the content more comprehensive. (Korpi 2010, 6-11.)

4.1 Characteristics and features of social media

One way of studying social media is to take a look at the characteristics and features that are repeated and typical in social medias. Some of the characteristics of a social media are user-orientation, community, interactivity, openness, speed and being real-time. An online service with these characteristics can be called a social media and this way they are easy to separate from the others. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

4.1.1 User orientation

When it comes to social media, we usually talk about user-oriented content, which means that the users can create, edit and share information. User oriented services include for example chats, online auction services, forums, instant message services and multiplayer games. User created and shared content can be for example the following: New content like text, photos, music or videos. Edited content like summaries and video remixes. Categorized content like play lists, reviews and top-lists. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

4.1.2 Interactivity

Interactivity is one of the clearest characteristics of a social media. Interactivity generally means that the users can effect on how the media works with their own actions. For example giving feedback to the publishers or commenting content. Interactivity is the main thing that separates social media from its traditional cousin. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

4.1.3 Openness

The openness of social media refers to the honesty and transparency that the users insist from the companies and organizations. Transparency requires courage from the organizations as it is not always easy to act publicly with you own name and take the chance to be the one blamed. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

4.1.4 Democracy

One thing that goes hand in hand with the openness is the democratic style of social media. This means that all the people who can access internet have an equal opportunity to publish content and take part in the conversation. Democratic refers also to the conversational style of social media. Bringing out your own opinions and ideas

online is one of the key characteristics for social media. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

4.1.5 High speed and real time

Speed and being real time are also very important features of social media. This is because of the fact that the content is easy to publish and everything is visible immediately. Social media doesn't have the same production process as traditional media does. In traditional media production team first goes through the material, but in social media everything is just one click away. There are examples in which social media has given the fastest and most accurate information from a specific situation. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

Social media is a part of a huge change in society where the relationships have partly moved online. This has had a great effect on the way people and organizations communicate with each other, this is why a company should pay close attention to using social media services. (www.alan.fi/mita-on-sosiaalinen-media. Referred 21.4.2015)

Briefly put Social media a public platform (website) where the members of a community can read, watch and post different articles, photos and/or videos. The contents are the basic elements that create a social media. What makes this concept social is the possibility to create value by participating (commenting and editing) to the conversation and allowing other users to comment your posts. Participating forms vary from free commenting to just simply clicking "like" or thumb image etc. (Korpi 2010, 6-11.)

5 SOCIAL MEDIA SERVICES

French Blogger Fred Cavazza (2013) has created a model in which the social media services are divided by their main features: Sharing, discussing, networking and publishing. Community oriented services form the biggest part of social media. (Pönkä & Harto 2015, 73-75) Other important segments are video services and photo sharing services.

In this thesis, I concentrated on utilizing Facebook as it is the biggest social media service and my and Talent Center's knowledge is the strongest with Facebook. YouTube was an obvious place to upload the videos as they are really easy to share further from there. The following list only scratches the surface, but it gives a hint of the features of most popular social medias. After this research Talent Center will increase the usage of services like YouTube and Twitter and they will include Instagram to this social media mix a bit later. The main goal is to find the best combination of social mediums to maximize the visibility with the optimum amount of work and effort.

5.1 Facebook

Facebook is the world's most popular social media service and it has over 1.3 billion users nowadays. It is based on user created content sharing, like people telling about their lives, sharing photos, videos and links. The same way people can see how people they know are doing by reading their statuses and other contents. In Facebook, the most important parts are the profile pages and following other people's posts. The users see a timeline on their front page, it shows the posts and activity of one's friends and followed people. These posts can be liked, commented and shared with other people. (Pönkä & Harto 2015, 74-76)

5.2 Twitter

Twitter is a micro blog service based on messages that are 140 characters long, these are better known as tweets. Besides tweets, other important feature is profiles that are public and open to everyone. An active user can get dozens of tweets on their feed in just under a minute. (Pönkä & Harto 2015, 83)

Tweets can be answered by adding a @ + user's nickname (for example @TalCent) and this way the answers form a conversation. If there are many answers to one tweet, the conversation might not be chronologically correct, but that's not important in Twitter as it is meant to be more real-time. A common solution to connect tweets with the same subject is to use keywords, or hashtags (#). Twitter has a reach feature to search for certain hashtags. For example search #thesis would show all the tweets including the same hashtag. (Pönkä & Harto 2015, 83-84)

5.3 LinkedIn

LinkedIn is a social media service focused on business and working life. A user creates a profile that includes personal and contact information and information about one's previous and present jobs. Basically the profile page is a combination of a business card and a thorough CV. One can add people they know as "connections" and give recommendations to each other.

Based on one's connections, LinkedIn recommends "people you might know" to be added as new connections. It also suggest people with same branch or background. Having a well updated profile can be useful when looking for a job as also companies can add their profiles on LinkedIn. With these profiles they can announce changes and news related to their organization and at the same time, build employer image. (Pönkä & Harto 2015, 91-92)

5.4 YouTube

YouTube is internet's most used video service. It offers the opportunity to upload and watch videos, no matter if they are professional quality, or just shot with a mo-

bile phone camera. People view over six billion hours of video every month via YouTube. Users who are logged in can subscribe to different channels and like and comment other people's videos. One can also create their own channel and upload their own videos for other people to watch. The step to trying is easy to take as one can log in to YouTube with Google credentials and the uploaded videos can be hidden or just shown for certain people. (Pönkä & Harto 2015, 103-104)

5.5 Instagram

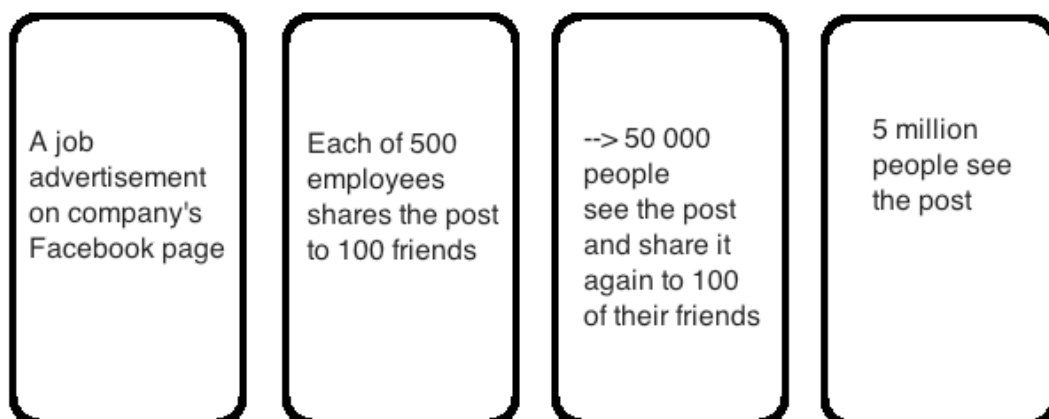
Instagram is a photo sharing service available for smart phones and tablets. Users can take photos with the Instagram application, add effects to them and then publish them in their personal profile. In 2013 the possibility to publish videos (maximum duration 15 seconds) was added. The profiles are public as a preset, but one can "lock" their profile so that only the chosen people can see the posts. Instagram also has the basic features of a social media; liking, commenting, following other people and sending private messages. (Pönkä & Harto 2015, 108)

6 SOCIAL MEDIA IN RECRUITING & MARKETING

Social media enables huge visibility for recruiters and it is a great tool for reaching the possible candidates effectively. Social media even reaches those people that are not actively looking for a job. These people might be happy with their present situation, but they are eager to seize opportunities. This means that they are not spending time on websites like Monster.fi looking for jobs, but are still using Facebook, Twitter and Pinterest. (Salli & Takatalo 2014, 31)

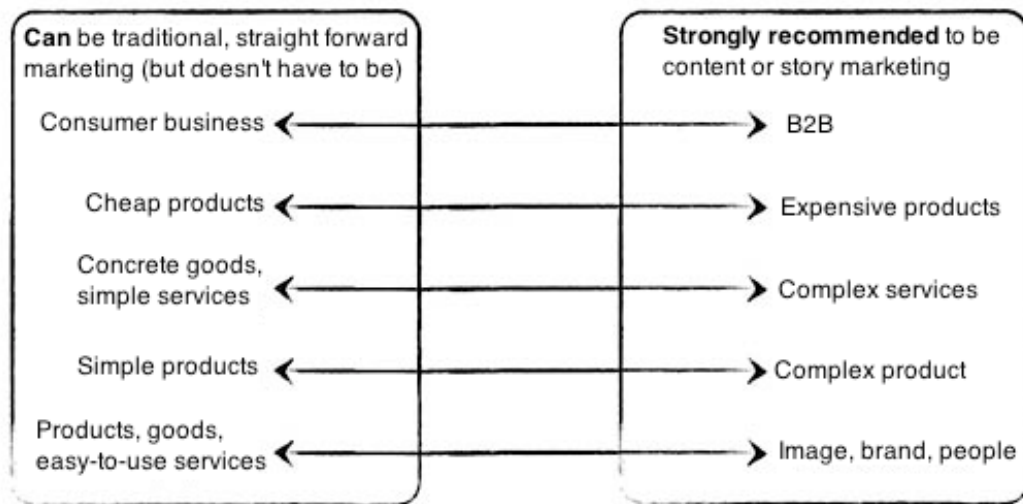
The advertisements and campaigns in social media have to be brief and clear. They have to be suitable for all the platforms used, easy to share and pass forward and all the channels should be synced. This means that the website should have all the social media icons that the company is using and these should be found from all the used medias also. For example in a Tweet the source of additional information should be mentioned. This is the best way to get most of the potential applicants activated, even the passive ones. The benefits of social media as a recruiting channel is its cost effectiveness, effectiveness, the possibility to focus the search to a certain group of people accurately and to possibility to create a potentiality group that can be used later. (Salli & Takatalo 2014, 32-33)

Picture 1 shows an example of how a job advertisement could spread for example in Facebook when it's shared by the employees.



Picture 1 A job advertisement on a company's Facebook page – Its effectiveness and spreading. . (Salli & Takatalo 2014, 32)

Social mediums also have several different ways of marketing but all those tools are not suitable for every kind of business. As seen in Picture 2 the product or service can be evaluated with a simple tool. Internet and books handling this subject offer a wide selection of different tools like this one to be used when planning a company's marketing.



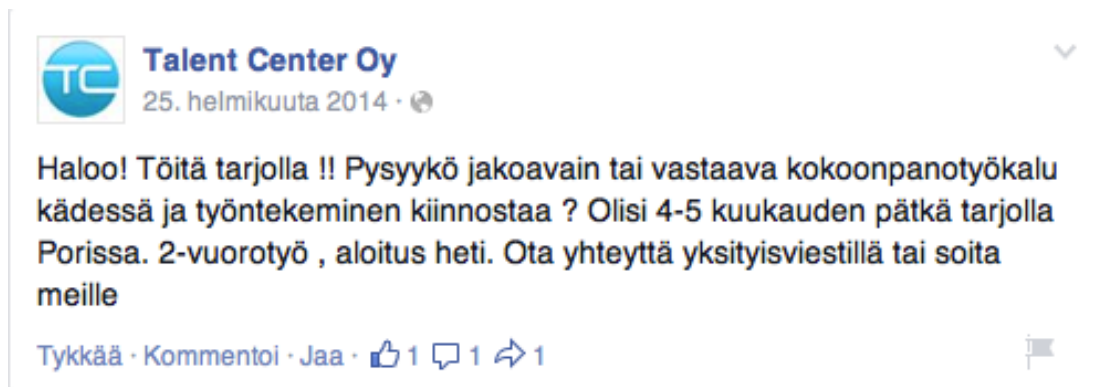
Picture 2. Marketing in Social Media. (Kortesuo 2010, 68)

The more the answers are on the right hand side, the more the company should focus on content marketing and if the answers are more on the left side, then the product or service should be marketed in the traditional ways. When a business' purpose is to be the cheapest on the market, they should point it out all the time. In this case the company is obviously selling something. (Kortesuo 2010, 67–69)

Content marketing is actually indirect marketing. The main message is not that “We are the cheapest”, but “Take a look at our posts etc. and decide yourself!”. Content marketing suits for a company that is selling consulting services and information instead of actual goods. As the buyer cannot hold the product in their hands and feel it, they have to be convinced some other way. (Kortesuo 2010, 67–69)

7 TALENT CENTER OY AT THE MOMENT

Before starting this project Talent Center already had accounts in Facebook, Twitter and LinkedIn, but they were not utilizing those platforms very effectively. Talent Center’s CEO Jari Nokkonen said that he tries to post as many articles and business-related things as possible, but as he is taking care of everything else in the company, these things were left for less attention. At times, when an open vacancy appeared, Nokkonen posted a brief posting about in in Facebook and Twitter. This post usually included only the minimum amount of information as can be seen from Picture 3.



Picture 3. Talent Center Oy’s Old post - Hello

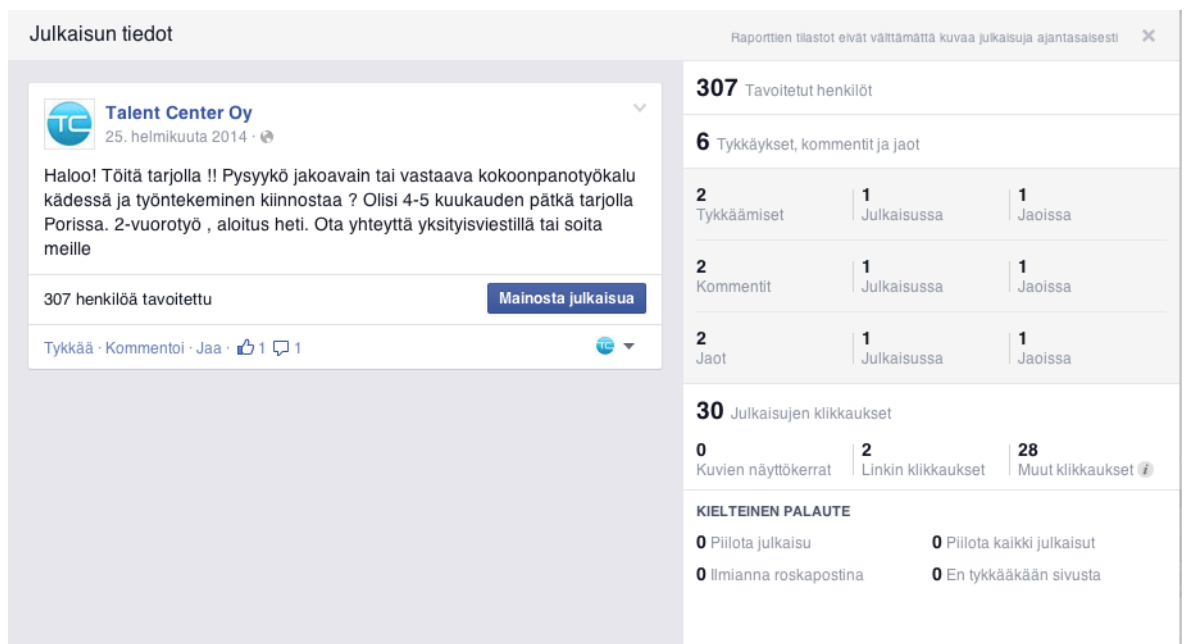
Roughly translated the post says:

“Hello! We have a job for you! Are you familiar with wrenches or similar tools and interested in working? We have an open vacancy for 4-5 months, two shifts, starting now! Contact with private message or call us.”

As the example in picture 3 shows, the posts don’t have many details but are very relaxed. In a way, the post has almost all the vital information about the job; Estimation of the duration of the job, how many shifts they have and when the job starts. It doesn’t give too much information, but implies that the job is not for “duffers” or for lazy people. This might be enough to trigger the curiosity of unemployed people with the skills mentioned. If this happens, the advertisement has fulfilled its purpose. However, when recruiting people for a higher positions this relaxed style might not

work because lack of professionalism or information. Posts with this style also appeal to the people who are actively looking for a job, but gives no reason for other people to click it and thus help to spread the post to all their Facebook friends.

From the picture 3 it can be easily seen that these posts or advertisements did not draw much attention. In the first example post, there is only one single like, one comment and one share. The comment is an attachment to the post as it is a link to Talent Center's website, where one can fill up the application form for this job. The like and the share are made by the same person, which in this case Nokkonen's daughter. What is not available for the public is that the post actually got a double amount of each action, but those were in the shared post and thus not visible for others. The lack of likes or comments doesn't still mean that people did not see the post. Facebook is providing a simple statistics page for each page's admin to take a deeper look into their marketing. An example from the statistics can be seen in picture 4.



Picture 4. Talent Center Oy's Old post – Hello statistics (Facebook 2015)

This posting reached 307 persons, but gained only six likes, shares and comments in total. The thing that couldn't be seen in the posting itself is that in fact there are two shares and they shared updates also have one like and one comment in total. Let's

assume that all the actions are made by different individuals, meaning that one person has only liked, shared or commented. Even this assumption leaves us with six actions out of possible 307. In percentages, this is 1,95% of all the people who have seen the post. Even when measuring the amount of clicks - that include clicking the posted link and “other clicks”, (“read more...” etc.) – the percentage is still 9,77% (30 clicks out of 307 views).

8 THE CHANGES

The aim is simple: To recruit more work power for Talent Center Oy. Talent Center's posts already have the required information to gain attention, but still they are a bit dull. This is why I created a video concept to cheer up the posts.

All the videos have the same main character: A young man with a white shirt and sometimes a bow tie, overalls or some other accessories related to the job. All the videos also follow roughly the same pattern: First there's a short *intro* -phase, which has something to do with the vacancy that the video is advertising, for example a man driving a forklift or talking on the phone. Second phase are the so called *feature questions*, for example: "Are you used to working in shifts?" or "Do you have fast and steady hands?". These questions give some information about the job and its requirements. The last phase is simply stating what is the open vacancy and where to find more specific information and contact details: "Talent Center is looking for call center workers. If we got your attention, more information and the contact details can be found from www.talentcenter.fi".

These videos are not meant to give all the answers to the possible applicants. They are made to be a little humoristic, short and pithy just to draw people's attention and to make them click the link leading to Talent Center's website. The website then will have more specific info and the contact information.

As a part of this thesis, I have made four separate video advertisements for the open vacancies. Picture 5 shows a preview and picture 6 the statistics of the video made for the electrician application, pictures 7 and 8 show the same info for the vacancy of a warehouse worker and pictures 9 and 10 show the preview and statistic for the call center worker video. The fourth one is a rough compilation of those environments and it is about the company, Talent Center, itself. This video is a very important part of this research as its purpose is to get the attention of possible customer organizations. The preview and statistics of Talent Center's "Talent Center" can be seen in pictures 11 and 12.

Facebook advertising was used for two of these videos to boost their spreading and visibility. The call center –video was left without advertising for purpose: the application period was almost over and Talent Center already had a few applicants. The video about Talent Center has no limit with usage. All the other videos are restricted to the application period of each vacancy but the business-to-business –video can be shared and spread anytime as long as Talent Center has the same services.

9 RESULTS

All the new videos got a good amount of attention from Talent Center's Facebook page likers. Many people clicked like, wrote comments and most importantly shared the posts to their Facebook friends. Paid advertising was used in two out of four videos, but that affected mostly on the views of the post, not views of the video. Many people might have "seen" the post without actually paying any attention to it. This is the reason why the total reach in the videos' Facebook statistics was left for less attention. I wanted to put more emphasis to the people who have somehow interacted with the video, and actually seen it. In the following chapters I'm opening up the main points from the results of each video.

9.1 The Electrician

Talent Center – "The Electrician" is the most popular video of this process. It has a total of 9,572 people reached from which 144 people are so called "organic" viewers. This means that these people are reached without the paid advertising so they consist of people that have like Talent Center's Facebook page, or they are Facebook friends with these people. This gives a good idea of what is the effect of paid advertising, only 1,5 % of the total views of this post came from the non-paid advertising.

"The Electrician" gained relatively small amount of clicks, only 42, this makes the percentage $42/9,572 = 0,4 \%$ when comparing to the amount of people seen the post. When compared to the organic segment, the percentage is $42/144 = 29,1 \%$, which is more comparable with the older posts that weren't advertised. That's why I'm leaving that number out of these calculations. Advertising might have an effect on the amount of clicks, but in this case for example all the likes came from the organic sector i.e. the people who have liked Talent Center's Facebook page or their friends. The amount of likes compared to the old example post "Hello!" rose by 1450 %, comments actually declined from 2 to 0 and shares remained the same (2).



Picture 5 Talent Center – “The Electrician” (YouTube 2015)

Julkaisun tiedot
30. joulukuuta 2014 kello 19:03

Raporttien tilastot eivät välitämättä kuvaa julkaisuja ajantasaisesti X

Talent Center Oy jakoi linkin.
30. joulukuuta 2014 ·

Talent Center - Sähköasentaja

YOUTUBE.COM

9 572 henkilöä tavoitettu

Mainostettu

Tykkää · Kommentoi · Jaa · 26

9 572 Tavoitetut henkilöt

31 Tykkäykset, kommentit ja jaot

29 Tykkäämiset	26 Julkaisussa	3 Jaoissa
0 Kommentit	0 Julkaisussa	0 Jaoissa
2 Jaot	0 Julkaisussa	2 Jaoissa

42 Julkaisujen klikkaukset

0 Kuvien näyttökerrat	18 Linkin klikkaukset	24 Muut klikkaukset
---------------------------------	---------------------------------	-------------------------------

KIELTEINEN PALAUTE

1 Piilota julkaisu	0 Piilota kaikki julkaisut
0 Ilmianna roskapostina	0 En tykkääkään sivusta

Picture 6 Talent Center – “The Electrician” statistics (Facebook 2015)

9.2 The Warehouse Worker

“The Warehouse Worker” is on the second place when looking at the total people reached, it was seen by 6,140 people from which the organic share was 992. This organic reach was clearly the highest of all the posts monitored in this project. “The Warehouse Worker” is the most clicked video in this research. It gained 169 clicks. As a straight result from that, this video has also the biggest amount of interaction besides the total clicks. People liked it 57 times, left eight comments and made ten shares in total. The amount of likes, comments and shares is the explanation for this video’s exceptional organic reach compared to the others. In addition to shares, also likes and comments make the post visible to one’s friends.

The clicks/organic reach –ration for “The warehouse worker” -video is 17,0 % and actions/organic reach –ratio is 7,6 %. Although the video had more actions than for example “The electrician”, its huge organic reach lowered the ratios. This video’s recycling potential is also huge, since warehouses play a major role in Talent Center’s specialty areas and the advertisement can be used even if the jobs differ from each other in some areas

When comparing “The Warehouse Worker” to the “Hello!” –post, likes rose by a stunning 2750 %, comments by 300 % and shares by 400 %.



Picture 7 Talent Center – “The Warehouse Worker” (YouTube 2015)

Julkaisun tiedot Raporttien tilastot eivät välttämättä kuvaa julkaisuja ajantasaisesti ✕

Talent Center Oy
2. helmikuuta · 🌐

Haemme varastotyöntekijöitä asiakasyritykseen Kankaanpään. Tarkemmat tiedot www.talentcenter.fi. Jaa ja kerro myös kavereille!
<http://youtu.be/gmKPIV-mV1o>

Talent Center - Varastotyöntekijä
Talent Center etsii nyt varastotyöntekijöitä, lisätietoja ja hakuohjeet löydät osoitteesta www.talentcenter.fi
Katso myös: www.facebook.com/talentcenter www.talentcenter.fi

YOUTUBE.COM

6 140 henkilöä tavoitettu Mainostettu

Tykkää · Kommentoi · Jaa · 👍 15 ➦ 1

6 140 Tavoitetut henkilöt

75 Tykkäykset, kommentit ja jaot

57 Tykkäämiset	15 Julkaisussa	42 Jaoissa
8 Kommentit	0 Julkaisussa	8 Jaoissa
10 Jaot	5 Julkaisussa	5 Jaoissa

169 Julkaisujen klikkaukset

0 Kuvien näyttökerrat	100 Linkin klikkaukset	69 Muut klikkaukset 📊
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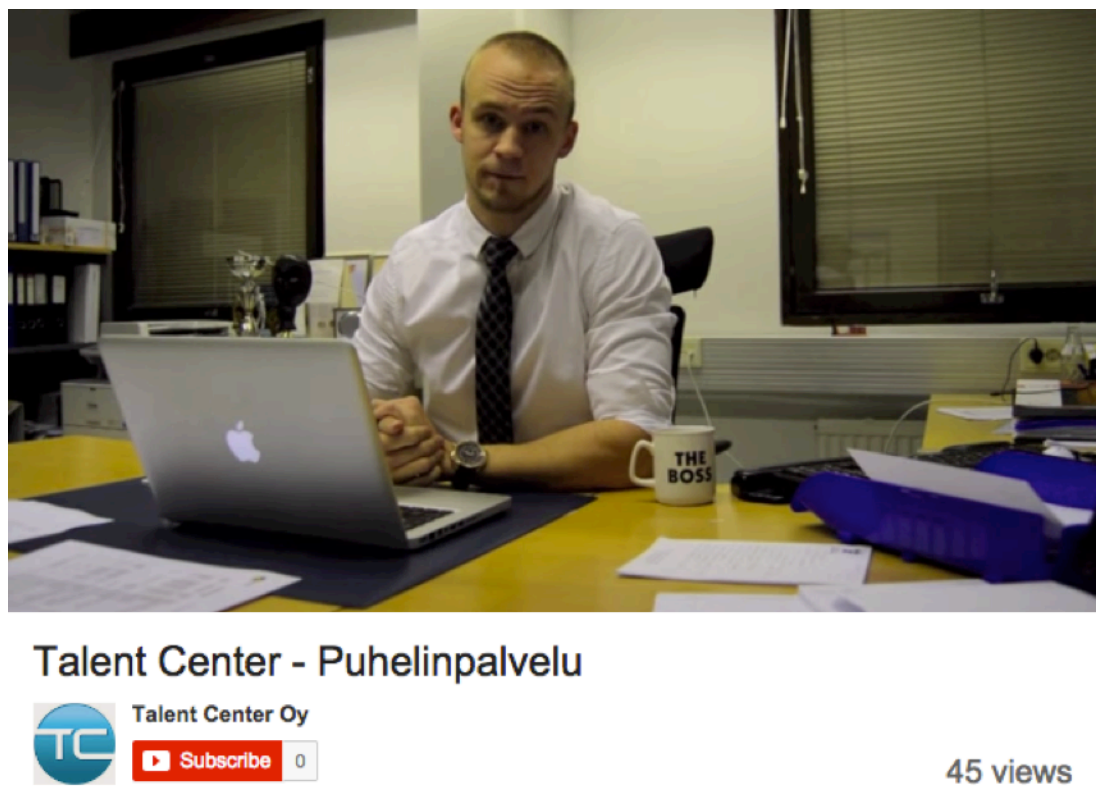
KIELTEINEN PALAUTE

4 Piilota julkaisu	0 Piilota kaikki julkaisut
0 Ilmianna roskapostina	0 En tykkääkään sivusta

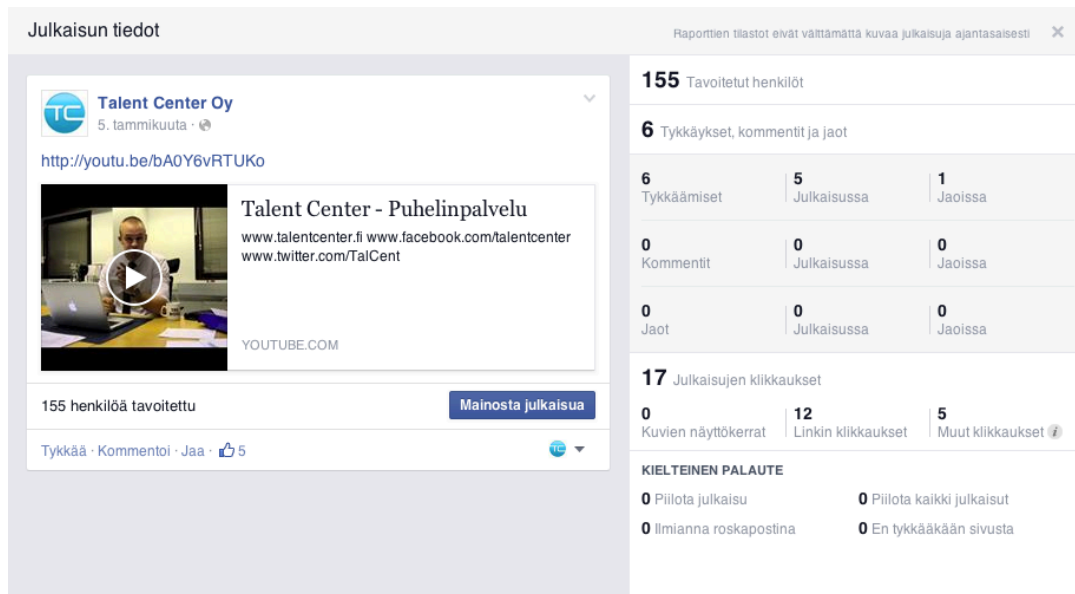
Picture 8 Talent Center – “The Warehouse Worker” statistics (Facebook 2015)

9.3 The Call Center

The advertisement for a call center worker was this research’s first video to be published. It was almost left out because of the soon ending application period, but I decided to keep it to have more tools for comparing the results. The video differs from the later ones with two things; the intro is less humorous and complex than in “The Warehouse” or “The Electrician”. It was made to be clear, brief and convincing, but still a refreshing breeze compared to the old posts. The second difference is that “The Call Center” wasn’t boosted with Facebook’s advertising like the following two. Despite the absence of paid advertising the video reached 155 people and its clicks per organic reach –ratio was 11,0 % and actions per organic reach was 3,9 %. Both of these ratios are better than in the older posts, although likes rose by only 300 % and both comments and shares declined by 100% from two to zero.



Picture 9 Talent Center – The Call Center (YouTube 2015)



Picture 10 Talent Center – The Call Center statistics (Facebook 2015)

9.4 The Talent Center

The last video made for this research was the one advertising Talent Center Oy as a company. It is a compilation of the set ups from the three other videos and the structure of Talent Center – “Talent Center” follows the same pattern as the others, excluding the intro/drama part from the beginning. This was done on purpose as the video is not promoting any specific vacancy but the hiring company itself. The purpose of this video was to attract possible client organizations and partners. Talent Center has not been advertising itself in social media and this video was a completely new experiment. The main goal of the video is different than with the rest, but its visibility can still be evaluated by using the same standards.

This B2B video had the ratios of 7,0 % (Clicks/organic reach) and 8,6 % (Actions/organic reach) from which the clicks/organic reach is the only ratio in the new video versions that is actually worse than in the other one of the comparison posts. When comparing the actions, the amount is over four times better than in the “Hel-


lo!” –video and it can be seen clearly in the separate areas: Likes rose by 500 % and comments and shares both rose by 150 %.



 Talent Center - Talent Center




Talent Center Oy

 Kanavan asetukset


10 näyttökertaa

Picture 11 Talent Center – Talent Center (YouTube 2015)

Julkaisun tiedot Raporttien tilastot eivät välttämättä kuvaa julkaisuja ajantasaisesti ✕

 **Talent Center Oy**
1. maaliskuuta kello 18:05 · 🌐




Talentin videotiimi Jerry Nettle ja Andy G ovat painaneet hommia viikonlopusta huolimatta. Tässä lopputulos!! Saa jakaa ja peukutella



Talent Center - Talent Center

YOUTUBE.COM

257 henkilöä tavoitettu Mainosta julkaisua

Tykkää · Kommentoi · Jaa ·  6  2 

257 Tavoitetut henkilöt

22 Tykkäykset, kommentit ja jaot

12 Tykkäämiset	6 Julkaisussa	6 Jaoissa
5 Kommentit	2 Julkaisussa	3 Jaoissa
5 Jaot	4 Julkaisussa	1 Jaoissa

18 Julkaisujen klikkaukset

0 Kuvien näyttökerrat	12 Linkin klikkaukset	6 Muut klikkaukset <small>?</small>
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KIELTEINEN PALAUTE

0 Piilota julkaisu	0 Piilota kaikki julkaisut
0 Ilmianna roskapostina	0 En tykkääkään sivusta

Picture 12 Talent Center – Talent Center statistics (Facebook 2015)

Picture 13 shows a very simple chart comparing all the new videos with two older posts. The example posts “Hello!” and another, a bit older post of a same kind named “Attention”. The chart has all the most important figures from Facebook’s own statistics site and also the ratios I used to compare the videos. As the old posts included only text, YouTube views are not helpful in the comparing process. The views still give an idea of the coverage of the new video posts. The same differences can be seen in YouTube popularity as in Facebook: “The Call Center” got 80 views, “The Warehouse” got 517 views and “The Electrician” got 325 views and one YouTube-like. Talent Center’s B2B video, “Talent Center” got only 83 views, but at the time this is written it has been in YouTube for a clearly shorter time than the others.

	Hello!	Attention!	"The Electrician"	"The Warehouse"	"The Call Center"	"Talent Center"
Total reach	307	65	9572	6140	155	257
Organic reach	307	65	144	992	155	257
Clicks	30	0	42	169	17	18
Likes	2	0	29	57	6	12
Comments	2	0	0	8	0	5
Shares	2	0	2	10	0	5
Total Actions	6	0	31	75	6	22
Clicks/Org.	9,8 %	0,0 %	29,2 %	17,0 %	11,0 %	7,0 %
Actions/Org.	2,0 %	0,0 %	21,5 %	7,6 %	3,9 %	8,6 %

Picture 13 The comparison chart

In addition to the increased activity around the open job advertisements Talent Center’s visibility was also increased with these videos. One thing that cannot be seen from these numbers is that Talent Center’s Facebook page got several new likes during this process. Before starting the project, the Facebook page had 153 likes. Between the first and last video post, the site gained 13 likes making a total of 166. 13 likes is not much of an improvement in general, but since Talent Center’s likes have remained in around 153 for a long time now, this is a good improvement.

10 CONCLUSION

Talent Center Oy's Facebook advertisement posts had all the required information, but they lacked imagination and attractiveness. People hardly ever clicked, commented or shared these posts but still Talent Center got several applications for the jobs they were advertising. Talent Center's CEO, Jari Nokkonen, thought that if they could somehow get people more involved with the posts, it could also get them more applicants and so better selection and probably even better quality. This led to planning an experiment in which we decided to change the old-fashioned posts to video versions, spiced with a bit of humor and extra drama.

During the process, we published four videos for different vacancies: The Call Center, The Warehouse, The Electrician and a bit different video targeted to other businesses instead of individuals – Talent Center. All the videos except the self-titled video follow the same structure: Intro, feature questions and then contact info. The aim was to make the Intro-phase to be brief, interest-triggering and not too serious. This phase included for example taking care of business on the phone, forklift driving and dramatic entrances and walking in the warehouse. These parts were connected to the open vacancy, but only remotely, like I mentioned just to get people's attention. The second phase, feature questions, included two or three questions that gave a slight hint what the job would require, for example: "Are you used to working in shifts?" or "Do you have fast and steady hands?" The questions were left a bit imprecise on purpose; If the applicant gets interested they will go to the website or make a call to get more information. There is no need to go too deep into details in this phase. That is why at the end of each video there is a sentence: "If we got your attention, more information and the contact details can be found from www.talentcenter.fi" If a person gets interested, takes the next step and goes to Talent Center's website, they will see more than just the advertisements. From the website they can find information about the company and its partners and this might have an effect on their future actions and in the best case scenario they will tell their friends about Talent Center.

The videos were monitored after their publication in Facebook by using Facebook's own statistics and other information. The results were measured with two main indi-

cators: The amount of clicks in the post compared to the amount of people reached organically (clicks/organic reach) and the other one was the amount of actions, including likes, comments and shares, compared to the people reached organically (Actions/organic reach). I chose these indicators because they are based on people's interaction with the posts, so they rule out most of the people who have barely noticed the posts.

This research was made to get more applicants for the open vacancies and most importantly, more visibility for Talent Center Oy. Talent Center is a relatively small HR-services company but it has a few big clients and a good selection of quality services. For a small company TV-advertising is not an actual option because and other traditional channels like radio and newspapers are also a bit expensive, plus they are old-fashioned. Talent Center did not actually consider the traditional channels - except newspaper – as an option. They wanted to somehow utilize the social media accounts that they'd had for a while and with what they had become familiar with. Facebook and other free-of-charge social mediums offer a huge opportunity to reach thousands and thousands of people without investing vast amounts of money. Talent Center was utilizing Facebook and Twitter already before this research but the lack of personnel lead to irregular posting and so the quality of posts suffered.

These so called traditional posts had only a few sentences of text with some information about the vacancy and contact information, the kind of posts that relatively easily drown to the flood of Facebook timeline's flow of posts. These posts were published whenever there was enough time, without paying any attention to the time of the day. Sometimes Facebook was used more and sometimes it was Twitters turn. With this research we wanted to find out how upgrading these posts would affect to people's interactions with them (liking, commenting and sharing) and if this would lead to higher amount of applications received. Because of making the research clear and because of my knowledge, we decided to fully concentrate on Facebook and leave Twitter and other services for later adaption after the process.

The experiment started with The Call Center –video, which was published only a week before the application period was over. It was published a bit in a hurry and during a day, which is the time when posts easily are left unseen because of how the

Facebook timeline works and people are usually at work or school at that time. Despite the bad timing and loose preparation “The Call Center” gained more attention than the two comparison posts. It got less organic views, but the amount of actions was higher in relation to the views.

The next video “The Electrician” and following that, “The Warehouse” showed the true power of video advertising and the humorous twist that we added to them. This time we paid attention to the timing of the posts, publishing them around six o’clock in the afternoon when people usually have gotten home from work and they start checking their Facebook. Both of these posts were also advertised with Facebook’s own advertising feature. The result of this paid advertising can be seen in the total reach of these two videos. “The electrician” was seen by 9,572 people and “The Warehouse” by 6,140 people in total. As these two were the only posts that were advertised I chose to measure the results by comparing the clicks and actions with the organic reach only.

The last video “Talent Center” was designed to get the attention of possible future client organizations, firms that are likely to use rental workforce or interim management in the near future. One might say that Facebook is not the best place to advertise for companies since their role in there is more giving information than receiving it, excluding customer feedback, but in the end almost every single employee of these companies has their personal profile in Facebook. The risk with this kind of an experiment is almost zero. Of course some time and effort, and someone’s camera, was used to make these videos but on the financial side they are almost free-of-charge. When this risk is compared with the very high potential of the information spreading from a person to another and finally maybe reaching a CEO of some company, it can easily be realized that it is worth a try.

After all the videos had been visible for the followers of Talent Center Oy’s Facebook page and via that available to the rest of the people, there was no doubt if the videos had an effect or not. The activity around all the videos increased compared to the two older example posts and only one of the measured figures was worse than in the examples. Only “Talent Center” ’s clicks per organic reach ratio was slightly worse. In all the new videos the actions per organic reach ratio was clearly better

than in the control group. In “The electrician” and “The Warehouse” the improvement was hundreds of percents and the results surprised even the CEO of Talent Center. The huge increase in the amount of likes, comments and shares does not mean that Talent Center automatically got more applications, but every time a person likes, comments or shares a post it comes visible to his/her friends and again hundreds of people will see the post. This means that one single like might make a huge difference and the post might come visible for hundreds of people including just the correct person and this person could lead to a new client.

Although this experiment has been quite a success, some things could still be changed if I would start again from a scratch. The one mistake that we fixed already during this research was the time the posts were submitted to Facebook. The first video was published during daytime in the middle of a week when most people are working and too busy to use social mediums. Facebook’s timeline lives up to its name. The posts are visible in the order they are published and so if a user signs in in the evening he or she has a lot of scrolling to do to get to the ones posted during the day. Of course one factor affecting to this is the amount of one’s Facebook friends and how often they publish things. Based on this information I estimated that the best time for the advertisements is around six and seven o’clock in the evening.

In addition to the timing, only a few tiny details came up that needed fixing. One of these was already taken care of in the “Talent Center”-video as it was the Talent Center -logo clip in the end of the video. This was actually noticed in the beginning but I didn’t have the equipment and skills to make one, so we had to wait for it to be delivered. From now on that short clip will be added to all the videos. The clip doesn’t change anything in the advertisement but it helps to make Talent Center’s logo more well known and also the website is included in the clip. Another thing that I would have liked to do just a bit better were the sounds in the videos. Once again, this doesn’t have too much effect on the video’s message, but sounds usually stand out and are remembered and lousy sound might leave a bad impression about the quality of the video and this way of the whole organization.

For the future, my suggestion for Talent Center is that they should keep doing these video versions as much as possible. Keeping them low budget, but relatively high

quality and not forgetting the humorous side, they will get a huge benefit out of them when comparing it to the risks. Something that I didn't do in order to keep this research as clear and informative as possible, but Talent Center Oy should, is start spreading the videos also to another social mediums. Talent Center is already using Twitter and LinkedIn and during this research they registered a username to Instagram. In Twitter and LinkedIn, it is really easy to share a YouTube link and make the video visible for probably hundreds of new viewers. Especially in Twitter where the step to clicking "follow" for someone is a really easy one to take. Instagram differs a bit from these two. When it comes to sharing videos, it allows only short ones to be published, but the solution is to make a short clip that is just enough to get people's attention and then adding a YouTube link and additional information to the caption below. Talent Center will be using Instagram via people working for them. Selected employees working in different organizations will get the user credentials to Talent Center's Instagram and this way they can post photos from their daily working life and show people what they are doing. This gives the potential employees a good image of what is it like to work for Talent Center and also how wide the range of their job selection is.

Advertising or promoting a business in selected social medias is extremely cost effective and low risk option for the traditional marketing channels. It is not only easy to adopt, but has almost unlimited possibilities for one single advertisement to quickly spread all over the world and become visible for millions of people.

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