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NOVA Releases Landmark Study On Social Media Trends In Corporate Hiring

Sunnyvale, Calif.— Maintaining an online social media presence is increasingly important for Silicon Valley job seekers, according to the NOVA Workforce Boards' landmark study of social media trends within regional businesses.

The study, conducted jointly by BW Research Partnership and Green LMI, found that more than half of all companies interviewed have adopted the use of social media for business purposes. While the greatest share of companies reported using social media primarily for external communications, more than one-quarter use it for recruiting or evaluating potential employees.

Impact on job seekers

Analysis of the findings from more than 300 medium and large companies within San Mateo, Santa Clara, and southern Alameda counties resulted in six detailed recommendations to job seekers for how to maximize use of social media in their job-search efforts.

“Navigating the labor market is more complex than ever,” explained NOVA Director Kris Stadelman, “especially since the recession provided us with many qualified applicants for every job opening.”

As the authors of the report state, “there is likely no downside to having an online presence on social and professional networking sites, assuming the job seeker maintains a professional appearance and demeanor.” A lack of a presence, however, could potentially prevent a job candidate from being discovered, or ultimately, hired by those companies utilizing the technology.

Stadelman agrees. “Job seekers need to use every tool at their disposal, including social media, to compete for today’s opportunities and tomorrow’s successful employers.”

International relevance

The report will be presented at Stanford University’s conference on Social Media and the Globalization of Business scheduled for May 25. Rafiq Dossani, conference coordinator and senior research scholar at Stanford’s Shorenstein Asia-Pacific Research Center (<http://aparc.stanford.edu/>), plans to use the findings from NOVA’s report and from data developed by Stanford researchers to discuss how social media promotes the globalization of ideas in the workplace.

“The findings indicate that professional development, innovation, and project ideation and management are some of the key benefits of social media,” explains Dossani.

The full report, *Social Media Trends with Silicon Valley Employers*, is available on NOVA’s website at www.novaworks.org.

About NOVA

NOVA (North Valley Job Training Consortium) is a nonprofit, federally funded organization dedicated to providing innovative, high-quality, customer-focused workforce development services. NOVA works closely with local businesses, educators and job seekers to ensure that its programs provide opportunities that build the knowledge, skills and attitudes necessary to address the workforce needs of Silicon Valley. For more information about NOVA, visit www.novaworks.org.

About BW Research Partnership, Inc.

BW Research Partnership is a full-service research firm that provides clients with actionable analysis to inform planning and decision-making. We strive to create the highest quality research, the most fulfilling work experience for ourselves and our associates, and exceed client expectations to provide unparalleled customer satisfaction.

About Green LMI

Green LMI is a full-service labor market consulting firm. We provide accurate and reliable information for economic and workforce development agencies, colleges, universities, and training providers, government agencies, and nonprofit organizations. Our work includes occupational forecasts, workforce skills analysis, economic forecasts, and other information gathered directly from employers and compared to more traditionally collected sources.

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