



# Strategies for social media recruiting

PRESENTED BY JIMMY P. ROA

# Sysgen

- ▶ Who are we?
  - ▶ 23 year old staffing company
  - ▶ Focused on IT
- ▶ What we do?
  - ▶ Staff Augmentation
  - ▶ Headhunting & Search Services
  - ▶ Recruitment Process Outsourcing
- ▶ What we bring to the table?
  - ▶ Experience
  - ▶ Technology
  - ▶ Database

# 4 basic strategies for social media recruiting


1. Distribute and share jobs
2. Source talent
3. Brand your company
4. Bring in other recruits

# 1. Distribute and share jobs

- ▶ Encourage sharing
- ▶ Social network = people communicating + sharing information

# Career Site

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Our Clients | Jobs Available | Fortifying Relationships | Keep in Touch | Who We Are

[Sysgen](#) » [Job Seekers](#) » [Job Openings](#)

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## Java/ Mobile Developer

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**Job Responsibility**

- Works with internal and external customers at a consulting level. Performs complex coding and application (package) configuration including enhancements and break fix.
- Performs difficult and complex assignments.
- Organizes coding requirements, coordinates and performs component and assembly test plans, including conditions, data and expected results.
- May lead and/or mentor small group of developers in resolving issues, developing, evaluating software code and procedures and providing technical assistance.
- Anticipates, identifies, tracks and resolves issues and risks affecting own work/team work, through the change management methodology and/or SDLC.
- Identifies risks inherent in the project module or application and develops mitigation tactics.
- Develops detailed design specifications.

**Skills Requirements**

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### Search Jobs


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### Live Chat

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OPERATOR IS CURRENTLY  
**OFFLINE**

Leave your message 

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### Our Location

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[Business Address](#)

# Facebook

## Jumpstart your IT Career

 **For more job openings visit**  
<http://sysgen.com.ph/it-job-openings-philippines/>  
**Resume/CV to**  
[hr-fb@sysgen.com.ph](mailto:hr-fb@sysgen.com.ph) or  
<http://www.sysgen.com.ph/submit-your-resume.php>

|                                          |                            |                             |                  |                                     |                   |
|------------------------------------------|----------------------------|-----------------------------|------------------|-------------------------------------|-------------------|
| Business Analyst                         | Process Management Analyst | Director for Web Operations | iOS Developer    | .Net Developer                      | Android Developer |
| Oracle Programmer Database Administrator |                            | US Recruiter                | Java J2EE        | Enterprise Data Warehouse Developer |                   |
| Quality Assurance Analyst                | Ruby on Rails Developer    | Scrum Master                | Support Engineer | IT Project Manager                  | QA Engineer       |
| Systems Administrator                    |                            | Network Engineer            |                  |                                     |                   |
| facebook.com/sysgen                      |                            | @SysgenRecruit              |                  | linkedin.com/company/sysgen         |                   |

Job openings 2012 and 2013

**Systems Generators Philippines, Inc. (Sysgen)**  
Liked · November 8, 2013 · Edited

Visit <http://sysgen.com.ph/it-job-openings-philippines/> for job descriptions...and more job openings.

You may submit your CV via [hr-fb@sysgen.com.ph](mailto:hr-fb@sysgen.com.ph) or <http://www.sysgen.com.ph/submit-your-resume.php>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Kiko Lledo Cantuba, Vanessa Joyce Fuertes Tumaob and Mharo Asuncion like this.

28 shares

Write a comment...

Sponsored Create Ad

**Pre-loved Mitsubishi Cars**  
ayosdito.ph  
Find GREAT DEALS on pre-loved Mitsubishi Mirage, Lancer, Montero & more! Check them out!

**Social Media Marketing?**  
imadigitalmarketer.com  
Get trained by global & regional heads of the top digital marketing brands in the world.

Wit Espinosa Burgos and Ina Teves like this.

# DECK THE HALLS with Jobs in IT *fa la la la la la la la la*

- ❖ .Net Developer
- ❖ Application Administrator (Planview)
- ❖ Application Developer
- ❖ Business Analyst
- ❖ IT Support Specialist
- ❖ Java Developer (Back-end & Front-end)
- ❖ Oracle Analyst Programmer
- ❖ Oracle Database Administrator
- ❖ Oracle PL/SQL Developer
- ❖ Reports Designer
- ❖ Senior Business Analyst
- ❖ Senior Software Developer/Guru
- ❖ Senior Software Engineer (C# .Net Developer)
- ❖ Senior Web Developer (C# .Net)
- ❖ Software Quality Analyst
- ❖ SQA Engineer
- ❖ System & Network Administrator
- ❖ Tech App Development Specialist
- ❖ Test Analyst
- ❖ VP-Information Technology



For more job openings visit  
<http://sysgen.com.ph/it-job-openings-philippines/>  
Resume/CV to [hr-fb@sysgen.com.ph](mailto:hr-fb@sysgen.com.ph) or  
<http://www.sysgen.com.ph/submit-your-resume.php>



Systems Generators Philippines, Inc.  
(Sysgen)

Liked · December 20, 2013

HIRING: .Net Developer, Business Analyst, Java Developer, Oracle PL/SQL Developer, SQA Engineer, Senior Web Developer, VP-Information Technology...and MORE! Visit <http://sysgen.com.ph/it-job-openings-philippines/> to see complete list. #Sysgen #ITJobs #Philippines

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Kenneth Ramos, Mito Esperanzate, Ivy Salamanca and 4 others like this.

16 shares



Write a comment...

Sponsored

Create Ad

brandurband

ATTENTION TOP GRAPHIC DESIGNERS! We are looking for a designer who can bang out a hot kool...



Like Page

# LinkedIn



**Jimmy Roa**

Finding a job has never been this easy!

**Finding a Job**  
has never been this easy.  
Visit [www.sysgen.com.ph](http://www.sysgen.com.ph)  
for the latest in **IT Jobs**

**SYSGEN**  
Your IT Staffing Partner

|                                  |                                      |
|----------------------------------|--------------------------------------|
| .Net Developer                   | Oracle Database Administrator        |
| Android Developer                | Senior Software Development Engineer |
| Application Support Engineer     | Senior Systems Administrator         |
| Business Analyst                 | Senior Web Developer (.Net C#)       |
| Cloud Operations Senior Engineer | Senior IT Engineer                   |
| iOS Developer                    | Software Engineer                    |
| IT Support Specialist            | SQA Engineer                         |
| NetSuite Developer               | Technical Recruiter II               |
| Office Manager/ Assistant        | Telecommunications Engineer          |
| Oracle Analyst Programme         | US Recruiter                         |

[Twitter](#) [Facebook](#) [LinkedIn](#)

Like (3) • Comment (2) • Share • 17d ago

Alex Valoria, Jonathan Domingo, and Janette Toral

**Dieter Brueckner** Dear Jimmy, I sent you a mail inviting you for a speaker engagement at my DLSU class. appreciate your (positive) feedback, regards  
Dieter  
7d ago

**Jimmy Roa** [Dieter Brueckner](#) - replied to your e-mail. Thanks for the invite. If we can do it some time March, i would gladly do it.  
6d ago

Add a comment...



# Twitter

Quality IT Professionals

**Sysgen Recruit**  
Your IT Staffing Partner

**Sysgen Recruit**  
@SysgenRecruit FOLLOWS YOU

When you need help managing your IT career  
Philippines · [sysgen.com.ph](http://sysgen.com.ph)

## Tweets

-  **Sysgen Recruit** @SysgenRecruit · 18m  
Job Opening: Java/ Mobile Developer: Job Responsibility Works with internal and external... [dlvr.it/4v193X](http://dlvr.it/4v193X) #jobs #philippines  
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More
-  **Sysgen Recruit** @SysgenRecruit · 35m  
Job Opening: .Net Developer: Job Qualifications Candidate must possess at least a... [dlvr.it/4v0yfm](http://dlvr.it/4v0yfm) #jobs #philippines  
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More
-  **Sysgen Recruit** @SysgenRecruit · 1h  
Job Opening: Senior IT Engineer: Job Responsibilities Reports to GISS Manager and provides... [dlvr.it/4v0fjG](http://dlvr.it/4v0fjG) #jobs #philippines  
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More
-  **Sysgen Recruit** @SysgenRecruit · 1h  
Job Opening: C/C++ Software Engineer: Job Responsibilities Plans, designs and executes items... [dlvr.it/4v0LDj](http://dlvr.it/4v0LDj) #jobs #philippines  
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More
-  **Sysgen Recruit** @SysgenRecruit · 1h  
Job Opening: Senior Software Development Engineer: Job Requirements At least 5+ years of... [dlvr.it/4v02pP](http://dlvr.it/4v02pP) #jobs #philippines  
Expand ↩ Reply ↻ Retweet ★ Favorite ⋮ More

## 2. Source talent


- ▶ Search for terms and keywords
  - ▶ Facebook Graph Search
  - ▶ LinkedIn Advance Search
  - ▶ Twitter Hashtags
- ▶ Groups
- ▶ Pages

# Facebook Graph Search

Facebook search results for "People who live in Philippines and are in Java Developers".


Search bar: People who live in **Philippines** and are in **Java Developers**

Navigation: Home, Post, Friends, Messages, Search




**Miguel Paraz**  
Technical Manager at Novare Technologies  
Lives in Mandaluyong  
Member of Java Developers, mobileTAO and 98 other groups  
Studied Bachelors in Computer Science at Ateneo de Manila Universit...  
14 mutual friends including Hans Eric Roxas-Chua and Jerome Locson

Add Friend Follow Message




**Edison Go Tan (William Tong)**  
Open Source Software Specialist at Microsoft  
Lives in Manila, Philippines  
Member of Java Developers, Ruby on Rails and 432 other groups  
12 mutual friends including Arup Maity and Margie Flores

Add Friend Follow Message




**Alexander R. Torrijos**  
Ateneo de Manila University  
Lives in Parañaque  
Member of Java Developers, PHP User Group - Philippines (PHPUG-P...  
Former Front End Developer at oDesk  
6 mutual friends including Tito Caluag and Rufi Parpan

Add Friend Follow Message



**Jonathan Richie Yap (Jryap)**  
Works at NMG Resources, Inc.  
Lives in San Juan, Rizal, Philippines



**Java Developers**  
Open Group  
Join

More Than **100 People** Share

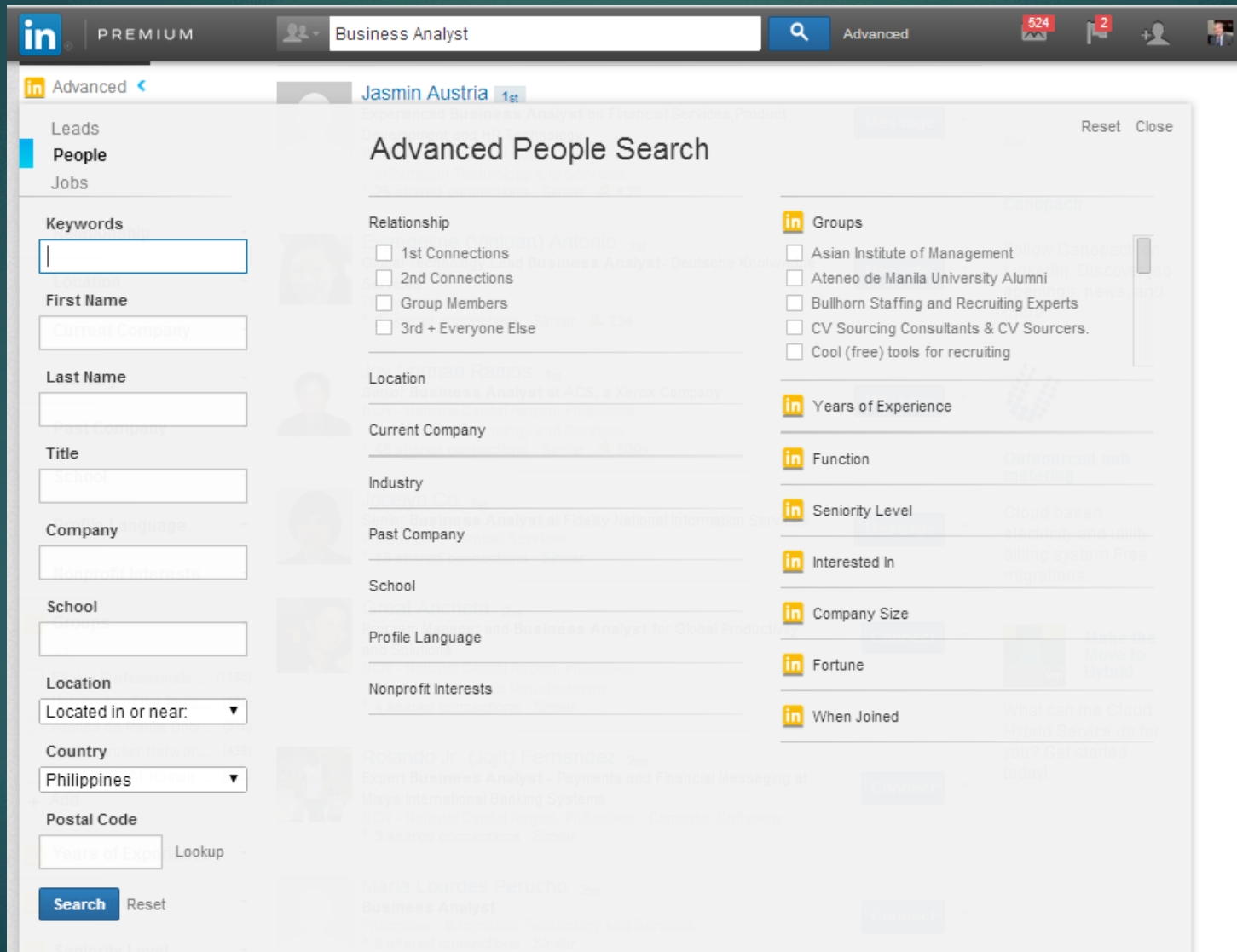
REFINE THIS SEARCH

- Gender: Add...
- Relationship: Add...
- Employer: Add...
- Lives in: Philippines
- Hometown: Add...
- School: Add...
- Friendship: Add...
- Name: Add...
- Members of: Java Developers

SEE MORE

Give Feedback

# LinkedIn Advance People Search



The screenshot displays the LinkedIn Advanced People Search interface. At the top, the search bar contains the text "Business Analyst" and is labeled "Advanced". The user's profile "Jasmin Austria" is visible in the top right. The search results are filtered by "People".

**Search Filters:**

- Keywords:** Input field.
- First Name:** Input field with "Current Company" placeholder.
- Last Name:** Input field.
- Title:** Input field.
- Company:** Input field.
- School:** Input field.
- Location:** "Located in or near:" dropdown menu.
- Country:** "Philippines" dropdown menu.
- Postal Code:** Input field with "Lookup" button.
- Relationship:**
  - 1st Connections
  - 2nd Connections
  - Group Members
  - 3rd + Everyone Else
- Location:** Input field.
- Current Company:** Input field.
- Industry:** Input field.
- Past Company:** Input field.
- School:** Input field.
- Profile Language:** Input field.
- Nonprofit Interests:** Input field.

**Advanced Search Filters (Right Panel):**

- Groups:**
  - Asian Institute of Management
  - Ateneo de Manila University Alumni
  - Bullhorn Staffing and Recruiting Experts
  - CV Sourcing Consultants & CV Sourcers.
  - Cool (free) tools for recruiting
- Years of Experience:** Input field.
- Function:** Input field.
- Seniority Level:** Input field.
- Interested In:** Input field.
- Company Size:** Input field.
- Fortune:** Input field.
- When Joined:** Input field.

**Search Results:**

- Polando Jr. Jojo Fernandez** - Expert Business Analyst - Payments and Financial Messaging at Wavy International Banking Systems. 3 shared connections.
- Maria Lourdes Peruchio** - Business Analyst. 2 shared connections.

# LinkedIn Groups

**AIM Asian Institute of Management** 1,362 members Member

Discussions Promotions Jobs **Members** Search

**Members (1,362)**  Search

**Sanny Suerte** 2nd  
Consultant-Business Operations Optimization at Private Contractor, NCR - National Capital Region, Philippines  
Follow Sanny · See activity · **Send message** · Connect

**Ankur Narain** 2nd  
BSS Global lead / APAC Delivery lead at Accenture, NCR - National Capital Region, Philippines  
Follow Ankur · See activity · **Send message** · Connect

**May Peralta** 2nd  
Web Marketing Specialist and Webmaster at Nova Southeastern University, Miami/Fort Lauderdale Area  
Follow May · See activity · **Send message** · Connect

**Reuel Virtucio** 2nd  
Managing Director at Manok Mabuhay, Inc., Region IVA - Calabarzon, Philippines  
Follow Reuel · See activity · **Send message** · Connect

**Rex See** 2nd  
Business Development Head at PhilGraphics Inc, NCR - National Capital Region, Philippines  
Follow Rex · See activity · **Send message** · Connect

**Srinivas Polishetty** 2nd  
Managing Director, American Orient Capital Partners, NCR - National Capital Region, Philippines  
Follow Srinivas · See activity · **Send message** · Connect

**Ads You May Be Interested In**

- Looking for a new CMS?**  
This free guide will help you choose the right CMS tool for your business.
- Not another dashboard**  
Sweetspot Intelligence connects the dots between data, people and actions.
- IFA for UK Expats**  
UK IFA Working with UK Expats Worldwide

# 3. Brand your company

- ▶ Be available – maintain a presence on all of the social networks
  - ▶ Facebook Like Page
  - ▶ LinkedIn Company Page
  - ▶ Twitter Company Account
- ▶ Present your story to the world
  - ▶ Blogs
- ▶ Highlight your culture – let it be known what a great place you are to work for
  - ▶ Youtube
  - ▶ Pinterest

# Like Pages & Company Pages

Systems Generators Philippines, Inc. (Sysgen)

You are posting, commenting, and liking as Jimmy Roa — Change to Systems Generators Philippines, Inc. (Sysgen)

**Admin Panel** Edit Page Build Audience See Insights Help Show

## THE BIGGEST IT JOBS

**Systems Generators Philippines, Inc. (Sysgen)**  
★★★★☆  
(40 ratings)  
2,987 likes · 234 talking about this · 329 were here

Local Business · Add A Category  
82 Legaspi Suites, 178 Salcedo Street, Legaspi Village, 1...  
(02) 812 0617  
Add Your Hours

About Photos Videos Events Likes

Learn more

## THE BIGGEST IT JOBS

@SysgenRecruit facebook.com/sysgen linkedin.com/company/sysgen

Founded in 1991, in the 22 years Sysgen had been in operation it has become one of the Philippine's recognized IT Staffing and IT Recruitment Process Outsource provider. From a 3-man operation, Sysgen has grown into a 35-man operation offering high quality IT staffing and recruiting solutions to the top companies in the country.

Sysgen credits its growth and success to its ability to provide its clients with quality results and establishing a partnership relationship with its clients rather than a buyer-seller relationship. With its proven methodologies, well-trained and highly qualified staff and dedication, Sysgen prides itself in giving its partner clients quality service with a personal touch.

Our updated database of more than 12,000 I.T. professionals including project managers, functional implementers, systems analysts, programmers, testers, database administrators, network administrators and help desk technicians, have helped numerous firms especially during time of rapid growth.

As a member of the Philippine Software Industry Association (PSIA) and the Personnel Management Association of the Philippines (PMAP), Sysgen is focused on achieving world-class status as a dependable and reliable source of quality IT talents in the Philippines and the rest of the world. [see less](#)

**Specialties**  
IT Staffing, RPO - Recruitment Process Outsourcing, Placement Services

|                                                                                                                 |                                            |                               |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------------------|
| <b>Website</b><br><a href="http://www.sysgen.com.ph">http://www.sysgen.com.ph</a>                               | <b>Industry</b><br>Staffing and Recruiting | <b>Type</b><br>Privately Held |
| <b>Headquarters</b><br>8th Floor, Legaspi Suites, 178 Salcedo Street, Legaspi Village, Makati, 1229 Philippines | <b>Company Size</b><br>51-200 employees    | <b>Founded</b><br>1991        |

# Blogs - Present Your Story

Home Register Login

 **SYSGEN**  
Your IT Staffing Partner info@sysgen.com.ph

**Blogs**

### Happy 21st Anniversary Sysgen!

Posted by: Jimmy Roa





Today, as Sysgen celebrates its 21st Anniversary, I would like to thank the people who have made this all possible... our employees.

Our employees have all played a pivotal role in getting us to where we are today, the top IT Staffing and

### Categories

- IT Career (25)
- IT Jobs (44)
- IT Recruitment (18)
- IT Staffing (16)
- Philippine IT Jobs (18)
- Staffing Companies (10)
- Sysgen Events (8)
- Uncategorized (2)

### Be a contributor

- Log in
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- Comments RSS
- WordPress.org

### Facebook



February 2012

| M  | T  | W  | T  | F  | S  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |



# Videos – to highlight your culture

## [Call Me Maybe \(Sysgen Cover\) - YouTube](#)



[www.youtube.com/watch?v=aG6tSJg9XNw](http://www.youtube.com/watch?v=aG6tSJg9XNw) ▾

Jun 22, 2012 - Uploaded by Jaime Roa

Call Me Maybe by Carly Rae Jepsen...it's more fun in **SYSGEN** ON MOBILE <http://www.telly.com/FLV0G> On ...

## [The Pied Piper of SYSGEN - YouTube](#)



[www.youtube.com/watch?v=gah7-GOMHIs](http://www.youtube.com/watch?v=gah7-GOMHIs) ▾

Dec 19, 2012 - Uploaded by 24thekat

Where he goes...they go. Yearly tradition of Jimmy Roa, where he gives away his coins during our Head Office ...

## [This is how we say "Happy Birthday" in Sysgen - YouTube](#)

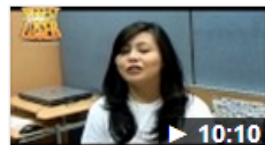


[www.youtube.com/watch?v=OHbFDqcB-P0](http://www.youtube.com/watch?v=OHbFDqcB-P0) ▾

Sep 8, 2013 - Uploaded by Jaime Roa

We look for ways to surprise our office mates on their birthday. Most of the time, they know what's coming. But ...

## [The Biggest Loser Sysgen Edition Final Weigh In - YouTube](#)



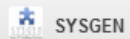
[www.youtube.com/watch?v=QzR4hmoXyTk](http://www.youtube.com/watch?v=QzR4hmoXyTk) ▾

Nov 13, 2012 - Uploaded by Jaime Roa

Please like our Facebook page <http://facebook.com/sysgen> and visit our website <http://sysgen.com.ph> to be ...

# Pinterest – to highlight your culture

## We work hard...and play harder



SYSGEN

Follow Board

Send Board

6 Pins



▶ PLAY

Your Night with Sysgen

by Jaime Roa

Pinned from  
youtube.com



▶ PLAY

The Biggest Loser Sysgen Edition  
Final Weigh In

by Jaime Roa

Pinned from  
youtube.com



▶ PLAY

SYSGEN welcomes 2013 from  
A...to...Z. Happy New Year!

by Jaime Roa

Pinned from  
youtube.com



▶ PLAY

Sysgen Summer Outing 2012

by Jaime Roa

Pinned from  
youtube.com



▶ PLAY

Sysgen Halloween Design and  
Costume Party 2012

by Jaime Roa

Pinned from  
youtube.com



▶ PLAY

Call Me Maybe (Sysgen Cover)

by Jaime Roa

Pinned from  
youtube.com



# Recruitment Videos

**Wanted: 1,500 C++ and Java Developers**

[Back to Album](#) [Previous](#) [Next](#)



New client - A leader in the mobile phone industry.  
Needs 1,500 C++ and Java Developers

0:54 / 1:57

Systems Generators Philippines, Inc. (Sysgen)

A new client - a leader in the mobile phone industry - is in need of 1,500 C++ and Java Developers to build mobile phone applications and embedded software.

Allowed on Timeline

Shared with: Public

# 4. Bring in other recruits

- ▶ “Like minds stick together”
- ▶ Bring in similar talent
- ▶ Networking process never stops

# Picture Tagging Promo



Systems Generators Philippines, Inc. (Sysgen)

December 5, 2009

## Christmas Party 2009 (87 photos)

Be a fan of Sysgen and join the picture tagging promo. Tag your pictures during the Christmas party and get a gift check from Starbucks. Promo ends December 15. Happy Tagging!!!



# TAG! SYSGEN is IT!

Join our raffle promo for a chance to win Gift Certificates from LazerXtreme and Shakey's Pizza for you and your friends!

- (1) Like our FB page.
- (2) Share this cover photo.
- (3) Tag SYSGEN.

One share = One raffle entry.

Promo runs from **March 6 to 10, 2013.**

Winner will be announced on **March 11, 2013.**

Gift Certificates are valid until **March 28, 2013.**

Winner must present a valid ID, and come to our office for a quick photo op, to claim the gift certificates.



Via Katrina Gumaru-Roa

Follow us on twitter:  
[@sysgenrecruit](https://twitter.com/sysgenrecruit)

# Gamification

**SUN and SEA for Java and C**

Win a trip to Boracay for 2!

Login/Register

## SYSGEN Referral Program Mechanics

- Who can Join:
  - Open to anybody who can refer a programmer or developer with atleast 1 year experience in Java or C.
- How to Join:
  - Endorser should register by logging into our referral system at <http://www.sysgen.com.ph/referrals>.
- How to submit entries:
  - Log in to the referral system.
  - Go to MY REFERRALS and click on SUBMIT A REFERRAL.
- How to earn points:
  - On the SYSGEN Referral Program Page, submit a referred candidate's name, contact number, e-mail address, years of Java or C/C++ experience, and how you know the candidate. A valid referral is any candidate not existing in the SYSGEN database.
  - When you refer a candidate - 1 eTicket
  - When a referred candidate
    - submits his/her resume - 1 eTicket
    - is endorsed to a client - 1 eTicket and P 500 SM Gift Certificate
    - is hired by our client - 2 eTickets and P 5,000 in cash
- Each eTicket qualifies you to the Grand Draw for a chance to win a trip to Boracay for 2.
  - Prize includes airfare and hotel accommodations.
  - Travel time is from June 16 to July 15, 2012.
- Grand Prize is not transferrable and not convertible to cash.
- The more eTickets you earn the more chances of winning.
- Grand Raffle Draw will be held at the SYSGEN office on June 1, 2012.
- Promo period is from March 1 to May 31, 2012.

Go to Our Main Site

View Our Job Openings

Share us on

f t in

**get hired, wired!**

Login Required

Login

HIDE >>

## Mechanics

Promo Period: July 1, 2011 – October 28, 2011

### WHO ARE QUALIFIED TO JOIN

Promo is open to all IT professionals with at least 1 year of IT work experience in any of the following areas – programming; IT Support; Software/Hardware testing (QA); IT Technical Writing; Network/System administration/engineering; functional, business analysis; system analysis; software architecture and project management. *Everyone is welcome to Refer-a-Friend to earn a raffle ticket.* You can earn more than one raffle ticket based on your skill sets and years of experience. See table below.

### HOW TO JOIN

There are three ways to earn a raffle ticket –

#### SUBMIT your resume

- New applicants must register through our Promo Website <http://www.sysgen.com.ph/promo> and attach a CV for validation.
- If you qualify based on the criteria given above, you will receive a confirmation email. Your electronic ticket number will also be listed

**3K Na... 20K Pa!**

A Signing Bonus Raffle Promo

### Mechanics

- Who are qualified – All successful candidates who sign-up during the first Quarter of 2012.
- All successful candidates will be given a signing bonus of P 3,000 plus an e-ticket for a chance to win P 20,000 on our 3K Na... 20K Pa raffle draw.
- Raffle draw will be on Monday, April 30, 2012 at 6PM at the Sysgen Office.

Thank you

