

## The Social (Job) Network: New Facebook App Matches Your Friends with the Best Jobs

- *Referrals make up 1 out of 3 hires and rank highest in quality, but companies find it difficult to implement consistently successful referral programs.*
- *'Work for Us,' the #1 Facebook recruiting app, has solved this problem by releasing a revolutionary referral engine, which uses profile data to match Facebook users with jobs.*
- *Several companies, such as L'Oréal, Citibank, and Adecco, have experienced the power of this social recruiting app and have seen it disrupt job discovery for 600+ million Facebook users.*

**SAN FRANCISCO – April 4, 2011** – Work4 Labs ([www.work4labs.com](http://www.work4labs.com)), the company behind 'Work for Us,' Facebook's #1 recruiting application, today publically launched a revolutionary new version, which automatically matches a user's Facebook friends with the best jobs. The app is the first to leverage Facebook's wealth of profile data (education, interests, work history, etc.) and personal connections to optimize job referrals.

Since nearly **1 of 3 hires come from referrals** (*source: SourceCon<sup>1</sup>*), it's no surprise that encouraging referrals is critical to a successful recruiting strategy. Despite this, **many companies struggle to design scalable referral programs.**

"Facebook users share over 30 billion pieces of content per month, mostly music, news stories, and the like. Our app makes the identification and sharing of highly relevant job opportunities incredibly simple, so this valuable information can be socially distributed," says Stéphane Le Viet, CEO and co-founder of Work4 Labs.

**By leveraging advanced job-matching algorithms and Facebook's social graph, the 'Work for Us' app now allows users to automatically see which friends are the best matches for particular jobs.** Work4 Labs developed this proprietary technology following a one-year partnership with a computer science and statistical research lab in Paris, France.

**The app is very straightforward to use for both recruiters and referrers.** Any company can install the 'Work for Us' app for free in minutes, thus creating a **full social career site on their Facebook Page.**



When users visit jobs posted through a company's 'Work for Us' app (e.g., L'Oréal Global Recruitment: <http://goo.gl/dcR4b>), they have access to a section called "See Friends Matching this Job."

Once authorized, the app processes Facebook and LinkedIn profile data – education, work history, interests, location, and so on – to suggest the most relevant friends for the job.

This revolution in online recruiting makes **'Work for Us' the #1 Facebook recruiting solution.**

<sup>1</sup> <http://www.sourcecon.com/news/2011/03/18/referrals-lead-social-media-thrives-job-boards-survive-as-hiring-source>



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## About the 'Work for Us' app

Developed by Work4 Labs, the 'Work for Us' app is the #1 Facebook recruiting solution.

The app creates a full social career site within Facebook, allowing companies to import jobs from their ATS/web-based career site, or to post them manually. Recruiters can launch highly targeted, statistically optimized Facebook job ad campaigns, while candidates can broadcast jobs via multiple social features and apply directly within Facebook.

Over 250,000 jobs have been posted on Facebook through the app, which has also generated several million views and tens of thousands of applicants in only a few months.

The app's powerful features have allowed thousands of large and small companies around the world to move beyond buzzwords and begin recruiting socially. The app's 6,000+ users include Accenture, Citibank, L'Oréal, Hard Rock Café, KPMG, Deloitte, PwC, Roche, Adecco, Randstad, and Michael Page.

The app can be installed for free at [www.work4labs.com](http://www.work4labs.com)

### Live Client Implementations:

- Citibank: [http://www.facebook.com/citijobs?sk=app\\_404596412628](http://www.facebook.com/citijobs?sk=app_404596412628)
- Roche Careers: [http://www.facebook.com/RocheCareers?sk=app\\_404596412628](http://www.facebook.com/RocheCareers?sk=app_404596412628)
- Accenture UK: [http://www.facebook.com/pages/Accenture-Careers-UK/143844865793?sk=app\\_116641731731619](http://www.facebook.com/pages/Accenture-Careers-UK/143844865793?sk=app_116641731731619)
- L'Oréal: [http://www.facebook.com/LOréalTalentRecruitment?sk=app\\_404596412628](http://www.facebook.com/LOréalTalentRecruitment?sk=app_404596412628)

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## About Work4 Labs

Founded in 2010, Work4 Labs is an innovative social media startup with offices in San Francisco and Paris.

The company was founded by two visionaries with extensive experience in tech-enabled human resources and social media. Recognizing the untapped potential of the world's largest social network, they developed a breakthrough app to leverage Facebook's data-rich environment for both recruiters and candidates.

6,000+ companies are currently using 'Work for Us' to recruit on Facebook.

For more information, visit [www.work4labs.com](http://www.work4labs.com)

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