

## Press Release

### “Let’s face it, we can book it”

At Rillieux-la-Pape, December 3rd 2009

**Rillieux-la-Pape (Lyon), December 3rd 2009 - After some detailed analysis on the relevance of Facebook for recruitment advertising, Aktor Interactive now offers customers a tailored service on this popular social network covering not only national but international recruitment campaigns.**



Created in 2004, Facebook’s popularity as a social network has grown phenomenally. There is a lot of debate about it’s relevance in the recruitment community. However, Aktor Interactive firmly believes that Facebook does have a place in certain cases and is delighted to offer a new service to those clients who would benefit from a presence in Facebook.

With full dialogue with the costumer, Aktor Interactive would create the client’s account and profile. They would then post key information about the client’s activities and events that have some impact on recruitment/employer brand, fully monitoring and analysing the response.

With Aktor Interactive handling the day to day profile management, the customer not only saves precious time, they benefit from a focus on recruitment that effectively filters out non-relevant data. Several customers are now benefiting from Aktor Interactive’s new service.

Headquartered in France, Aktor Interactive is an international HR on-line communication agency providing tailor-made recruitment solutions for both companies and agencies (recruitment and advertising) who want to ‘target the right talent’ no matter where!

Visit [www.aktor.co.uk](http://www.aktor.co.uk) to read more about Aktor’s accomplishments and the challenging projects they undertook for their customers.

#### About us

*Aktor Interactive, founded in 1999 by its CEO François de Boutray, is the first HR communication agency to specialise in e-recruitment on an international basis. Today, Aktor Interactive holds the leading position in Germany and France in the niche market of job advertisement multi-posting and media planning on the Internet and is rapidly growing in the UK and other European markets. Their expertise is based on co-operation with several hundred job boards across Europe and more recently, worldwide.*