

Press Release

Social Networking and recruitment:
Powerful HR Tool

At Rillieux-la-Pape, 20th January 3rd 2009

Being an international HR communication company, Aktor Interactive studies closely the HR market around the globe. Always looking for strategic ways for your HR communication, this multicultural agency has thought of powerful tools: Facebook and Twitter.

Social Networking is a great way to make some noise about your company, about what's going on and is a fantastic tool to attract new and competent candidates without forgetting also attracting new customers.

Aktor Interactive offers you a tailored service covering national and international recruitment campaigns.

With full dialogue with the customer, 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.

Social Networking is very time consuming and can become a full time job. 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.

Don't hesitate, contact us for more details:

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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.