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## Firms trawl the net to check on job candidates

THE recruitment sector is a long-established and growing industry. A traditionally competitive one, it constantly requires agencies to be adaptive and fast thinking.

The biggest change to affect the sector in recent years has undoubtedly been the internet, and even more recently social networking sites.

Paul Gorin, managing director of Marble Recruitment has seen many changes.

He said, "Recruitment is about people, so in addition to being driven by key changes in the business sector, the industry is also often directly affected by changes to society and the way we interact.

"Psychometric testing and other

methods of delving deeper into a potential candidate's psyche, in addition to assessing job skills, have become commonplace in some agencies. Others have kept the process of finding the right people for the right job less structured."

Today's recruitment consultant is faced with the same challenges as before, and continues to need good "people skills", but what if some of those candidates are being judged by more than just their CV and a face-to-face meeting?

Social networking sites have become massively popular in the past six months.

"The knock-on effect of this new source of information," advises Gorin "is that we can now discover a great deal about some

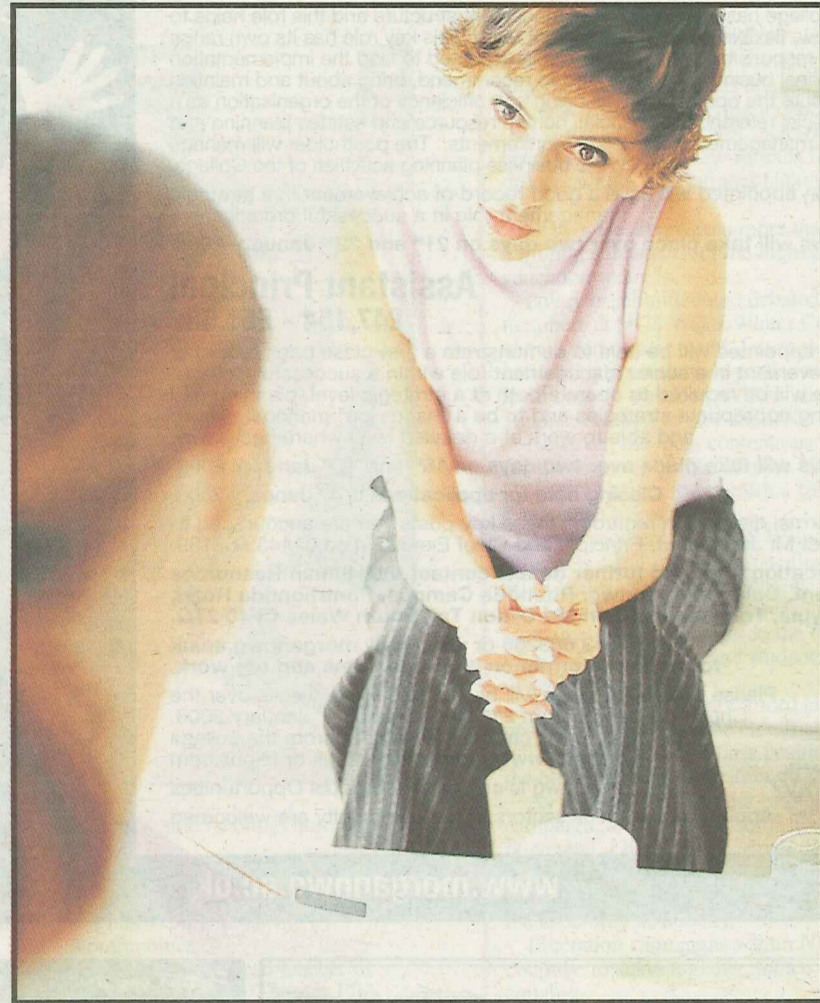
people, if they have an active 'net reputation' or NetRep, even before we meet them."

More and more employers are engaging in "Googling" someone if they're being considered for a position within a company.

"As recruitment consultants we have to be aware of how social networking sites can impact someone's public profile, and how they work," said Mr Gorin.

"At the core of a good recruitment consultant however, should still be excellent people skills, an aptitude for assessing what an employer is really looking for and an ability to help both parties make the right choice."

■ Contact Paul Gorin on 029 2038 3837 or go to website [marblerecruitment.co.uk](http://marblerecruitment.co.uk)



### BACKGROUND

The expansion of social networking sites mean interviewers may know more than you think