

For Immediate Release
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go2 TURNS TO RECRUITING 2.0

Vancouver – go2 – BC’s tourism industry human resource association – is offering an iPod Touch to the Canadian Facebooker who can best describe what they love most about the industry.

go2 has created two Facebook pages; one targeted to international job seekers and the other to Canadians. The goal of both pages is to promote career awareness within BC’s tourism industry and connect BC employers with potential employees. They hope to increase awareness of the industry’s 400-plus various occupations and ultimately help employers fill jobs.

Utilizing social media marketing is the latest addition to go2’s overall career awareness strategy and it is designed to work with go2’s other tactics such as career fairs, school presentations, public relations activities, website and advertising. The social media strategy is a multi-year initiative that will grow to encompass other channels such as YouTube, Squidoo, Friends Reunited, LinkedIn and social bookmarking.

“Facebook is a talent goldmine and a very effective way to reach certain demographics,” says Arlene Keis, CEO of go2. “It’s a new media channel that can connect employers to career seekers, and they should utilize it as a valuable resource for building their recruitment pipeline and their brand as an employer of choice.”

Both Facebook and BC’s tourism industry are rapidly expanding. With a projected 84,000 new job openings in BC tourism by 2015, tourism employers are having difficulty filling all their positions. And Facebook is the fourth most-trafficked website in the world, with over 90 million active users.

go2’s two Facebook pages were created for different audiences. After attending career fairs in Europe last year, go2 realized that an overwhelming number of overseas workers, many eligible for Working Holiday and Student Work Abroad programs, are interested in coming to BC. These workers are an excellent fit for the industry’s many seasonal jobs and go2’s goal is to increase their awareness of the opportunities in BC.

The Work Live Play BC page is meant to attract the international workers eligible for a Working Holiday Visa, while Move on Up with a Career in Tourism is geared towards those within Canada.

And BC employers can utilize both pages in a number of ways. Jobs posted on go2’s Job Board, will automatically appear on both pages, and employers can also upload recruitment or promotional videos as a way to showcase their workplace.

go2 will also be teaming up with MindField Group, a firm specialized in recruiting 2.0 methods, to provide BC’s tourism operators with a series of webinars that will help them find and hire employees.

For links to go2’s Facebook pages, visit: www.workliveplaybc.ca and

www.moveonup.ca. To learn about the top 10 ways BC employers can utilize these new marketing initiatives to recruit, please visit: <http://www.go2hr.ca/Default.aspx?tabid=1542> or contact us for more information.

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About go2:

go2 is BC's tourism human resource association helping the industry to recruit, retain and train to support industry growth. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium sized businesses which directly employ over 117,900 British Columbians. Tourism is projected to create 84,000 new job openings by 2015 in our province, and is one of the most significant economic generators in BC with over \$10 billion in spending in 2007. For more information, visit www.go2hr.ca.

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