

NEWS BRIEFING

- SOCIAL networking sites began life as a way to help people stay in touch with friends. Now they can help you get a job. Employers will be able to find hidden candidates for vacant jobs, thanks to 2Vouch, Australia's first social recruiting web site.
- 2Vouch is based on member referrals: the system automatically matches job requirements to members and their networks. When there is a match, the member can refer the job to people they know and recommend.



“The best candidates come through referrals. So, we make it easy and efficient for companies to use the social networks of our members to get to people who are hard to reach,” 2Vouch CEO Riges Younan says.

- Younan's view — based on more than 12 years' experience in executive recruiting in Australia, North America and the UK — is that referrals are the single most powerful way to find great people. Within the next few months, Younan expects 2Vouch will integrate technology to enable members to use the social networking sites and blogs to link people with positions.

Visit www.2vouch.com.au