

## Briefing for Head of Cab Stefaan Hermans

### Meeting with Mr Thomas Myrup Kristensen, Facebook's Managing Director EU Affairs and Head of the Brussels Office

Brussels, 3 March 2016

#### Background

#### Facebook in the European Alliance for Apprenticeships / Alliance for YOUth

Facebook is one of the 15 European founding members of the Nestlé led **Alliance for YOUth**. This is a business-driven movement to promote a better transition from education and training to employment for youth across Europe. The Alliance for YOUth wants to be a change agent in sharing knowledge and experiences to solve local barriers to youth employment.

The Alliance for YOUth is a member of the **European Alliance for Apprenticeships** and has pledged to develop a number of joint and individual initiatives to give young people meaningful work and training experience, generating more than 100,000 jobs, apprenticeships and traineeships between 2014 and 2018.

Facebook has developed an **all4YOUth Facebook page**<sup>1</sup> for sharing not only updates from the Alliance, but also the **job and training opportunities** for young people in five of the European founding members, notably Adecco, AXA, Nestlé, Nielsen and Publicis. Within a few months, the vacancies on the all4YOUth Facebook page will be automatically **shared on the Droppin@Eures site**.

As a founding member of the Alliance for YOUth, which is one of the supporting organisations of the **European Pact for Youth**, Facebook is also indirectly involved in this initiative. CSR Europe had discussions with Facebook on potentially contributing to a parallel session on STEM<sup>2</sup> at the launch of the Pact, but this did not materialise.

#### No direct Facebook participation in the Grand Coalition for Digital Jobs yet

Facebook has not pledged to the **Grand Coalition for Digital Jobs**, but there has been contact with DG CNECT and they have participated in a number of Grand Coalition events. DG CNECT is planning to meet with Facebook and other stakeholders soon bilaterally to discuss about GC 2.0.

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<sup>1</sup> <https://www.facebook.com/All4YOUth-352140378327151/?fref=ts>

<sup>2</sup> Science, Technology, Engineering and Math education

### **No Facebook position papers on skills**

We are not aware of any position paper that Facebook published on skills and could not find any online.

### **General background on Facebook**

Facebook was launched in 2004 and has its headquarters in Menlo Park, California. With more than 1.6 bn active users it is the **largest Social Media platform in the world**. More than 80% of users are outside of the US or Canada. Its revenue (18 bn \$ in 2015) is mainly generated from advertising.

Users can create a user profile on Facebook, add other users as "friends", exchange messages, post status updates and photos, share videos, use various apps and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organised e.g. by workplace, school or college.

### **On Social media in recruitment**

Social media is a major trend in recruitment over the past years. While it still has a small share as a recruitment channel (see annex: chart 1), it has been growing steadily. However, it is at this stage hard to tell if social media will have a lasting effect on recruitment processes or if it is to a large extent a temporary hype.

Recruiters use social media mainly for:

#### **1. Employer branding**

Attract jobseekers by creating and voicing the employer brand. Facebook is frequently used for employer branding due to its wide reach.

#### **2. Active sourcing**

Find potential employees via direct search. Compared to its overall size Facebook is relatively seldom used for active sourcing, since other platforms such as LinkedIn (global) or Xing (in DE, AT, CH) have more information on the professional life of people.

#### **3. Candidate screening**

Search for information about prospective employees.

#### **4. Publish job vacancies**

Post jobs in social network communities. Facebook is used less frequently for this purpose than LinkedIn (global) or Xing (in DE, AT, CH).

Main authors: [REDACTED] (EMPL E2) tel.: [REDACTED]; [REDACTED]  
(EMPL E3) tel. [REDACTED]

## Annex

Chart 1: Through which channel did the 1,000 largest German companies generate their recruitments in 2014?<sup>3</sup>

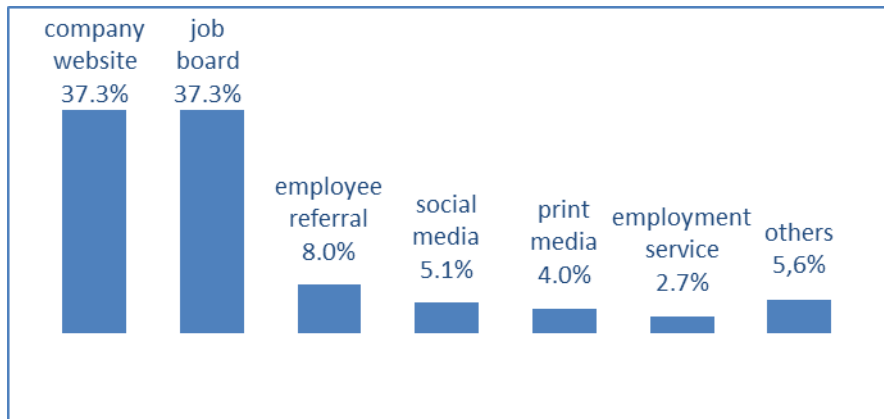
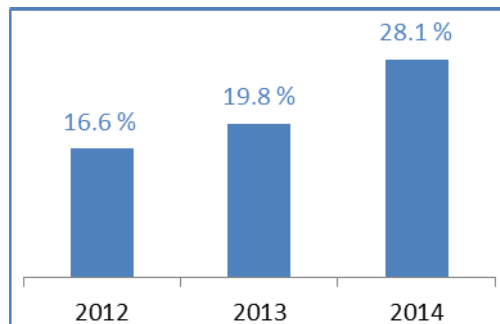


Chart 2: How many of the vacancies of the 1,000 largest German companies were published in Social Media?<sup>4</sup>



<sup>3</sup> A representative survey among the 1,000 largest companies in Germany. [https://www.uni-bamberg.de/fileadmin/uni/fakultaeten/wiai\\_lehrstuehle/isdl/Recruiting\\_Trends\\_2015.pdf](https://www.uni-bamberg.de/fileadmin/uni/fakultaeten/wiai_lehrstuehle/isdl/Recruiting_Trends_2015.pdf)

<sup>4</sup> Ibid.