

BELGIUM

Monster Market Monitor

First Quarter 2012

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KEY FINDINGS

Dear relation,

We're pleased to present to you the Belgium Recruitment Market Q1 2012 covering some important and interesting topics on employment and recruitment. We make this quarterly report to share our knowledge and some of our thoughts with you.

- > The Monster Employment Index records a further annual decline of 14 percent in April following the 12 percent decline recorded in March 2012.
- > Despite the decline in annual growth and challenging economic climate in Belgium, there remain employers in certain industries that continue to add personnel at a cautious pace.
- > Management and consulting (+8%) picked up pace this month and became the leading industry sector in the Index
- > Healthcare, social work (+6%) noted substantial growth in online recruitment activity year-over-year in April
- > All three regions recorded by the Index continued to register annual reductions in online job demand in April. The Walloon region -6%, Brussels Region -15% and the Flemish Region -17%
- > The positive trend in number of resumes is still going strong. April 2012 is the month with the highest number of resumes since January 2009; 120.061 resumes. The year on year growth of resumes is in April 2012 26,65%.



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monster® EMPLOYMENT INDEX

MONSTER EMPLOYMENT INDEX

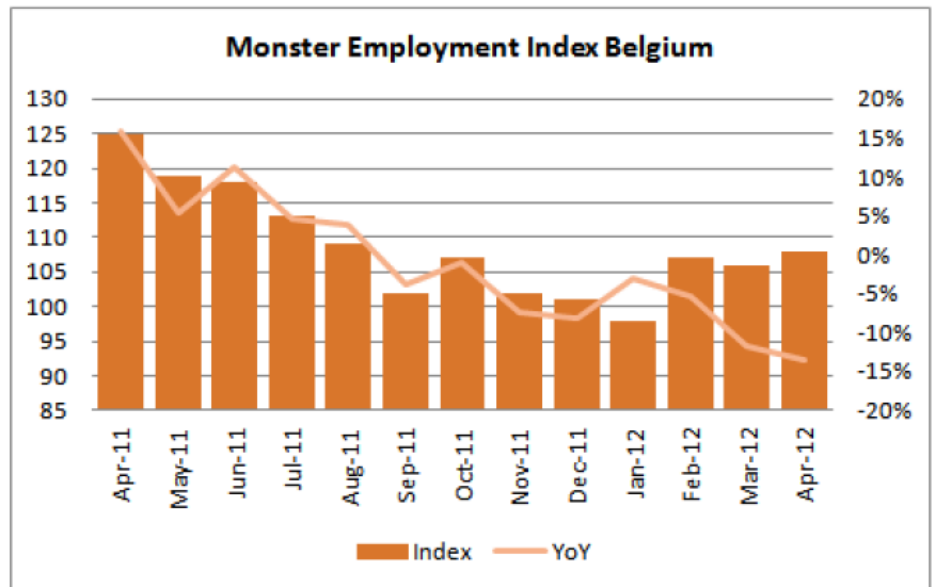
The Monster Employment Index Europe is a monthly analysis of millions of online job opportunities culled from a large, representative selection of corporate career sites and job boards across the European Union, including Monster.be.

The Monster Employment Index Europe provides monthly insight into online job posting activity across the European Union. Launched in June 2005 with data from December 2004, the Index is based on a review of millions of employer job opportunities culled from a large, representative selection of corporate career sites and job boards, including Monster. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured national online job recruitment activity is within a margin of error of +/- 1.05%.

The Index monitors online job opportunities across all European Union member countries. The monthly reports for Belgium, France, Germany, Italy, the Netherlands, Sweden, the United Kingdom and Europe are available at: <http://about-monster.com/employment/index/17>

MONSTER EMPLOYMENT INDEX

Despite the decline in annual growth and challenging economic climate in Belgium, there remain employers in certain industries that continue to add personnel at a cautious pace,” says Warren Hammond, General Manager Monster Benelux. “Sectors such as healthcare, management and consulting are demonstrating positive growth, both on a monthly and yearly basis. It will be interesting to see how the labour market will evolve in the coming months



The Monster Employment Index records a further annual decline of 14 percent in April following the 12 percent decline recorded in March.

Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	Y-O-Y GROWTH
125	119	118	113	109	102	107	102	101	98	107	106	108	-14%

Top Growth Industries

Industry	Apr 11	Apr 12	% Growth Y-o-y
Management and consulting	129	139	8%
Healthcare, social work	143	151	6%
Education, training and library	135	142	5%
Accounting, audit, taxes	132	138	5%
Construction and extraction	127	130	2%

Five of the 21 industry sectors monitored by the Index registered an annual rise in online recruitment demand in April. **Management and consulting** (+8%) picked up pace this month and became the leading industry sector in the Index. **Healthcare, social work** (+6%) noted substantial growth in online recruitment activity year-over-year in April compared to the six percent decline recorded in March. Education, training and library and accounting, audit, taxes both increased with 5%. Construction and extraction increased with 2%.

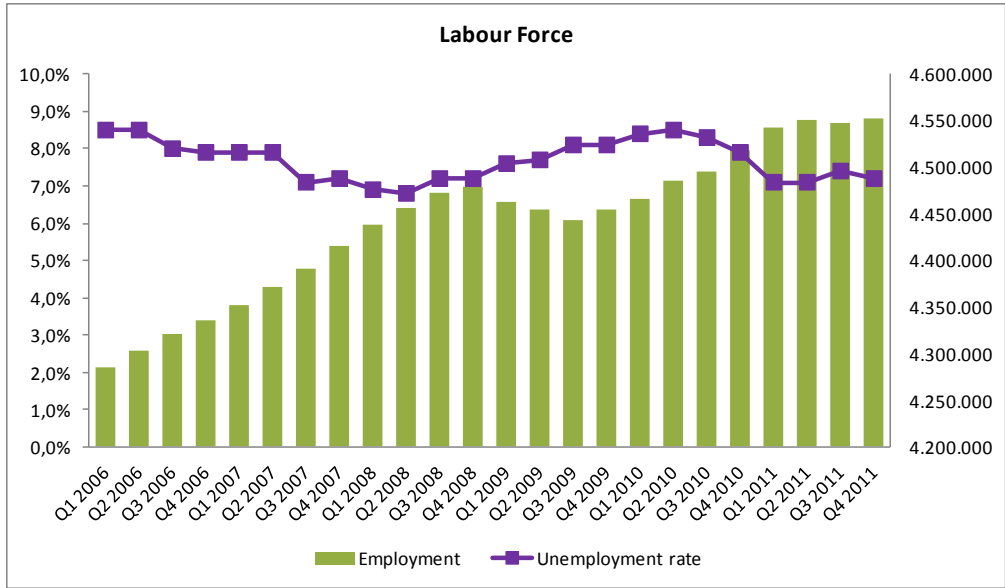
HR (-9%) registered a notable downswing this month contrasted against the annual rise of eight percent in March. Both **Public sector, defence and community** (-20%) and **Transport, post and logistics** (-19%) continued to register decline year-over-year in April due to lower demand for professionals within both sectors. **Arts, entertainment, sports, leisure** (-23%) experienced the most significant annual reduction in online recruitment demand and placed bottom of the Index for a second consecutive month.

All three regions recorded by the Index continued to register annual reductions in online job demand in April. The **Walloon region** (-6%) continued to register the mildest reductions in online job demand year-over-year of all regions. The **Flemish Region** (-17%) remained the lowest performing region for the seventh consecutive month, where online job opportunities have been in decline since September 2011.

Region	Apr 11	Apr 12	% Growth Y-o-y
Walloon Region	114	107	-6%
Brussels-Capital	86	73	-15%
Flemish Region	132	110	-17%

THE LABOUR MARKET

Economic overview



The Year-on-year growth of number of employed persons is 0.8 percent in quarter 4 2011. The quarter on quarter growth of employed persons, after a first negative quarter in quarter 4 2011 (for the first time since Q4 2009), shows a positive growth of 0,1%.

In quarter 1 and quarter 2 2011, Belgian unemployment noted reductions to 7.1 percent by Eurostat’s harmonized measures, reaching a 2-year low, and reflecting a lower jobless rate than the Euro-zone average. In quarter 3 the unemployment rate grew to 7.4 percent. This was due the economical uncertainty in Belgium and Europe. More than 4.548 million persons were employed in Belgium in quarter 3 2011.

The employment in Belgium is growing year on year since Q1 2010 with a peak in Q1 2011 (+1.7 percent). After Q1 2011 the employment is still growing but slower than in the first quarter.

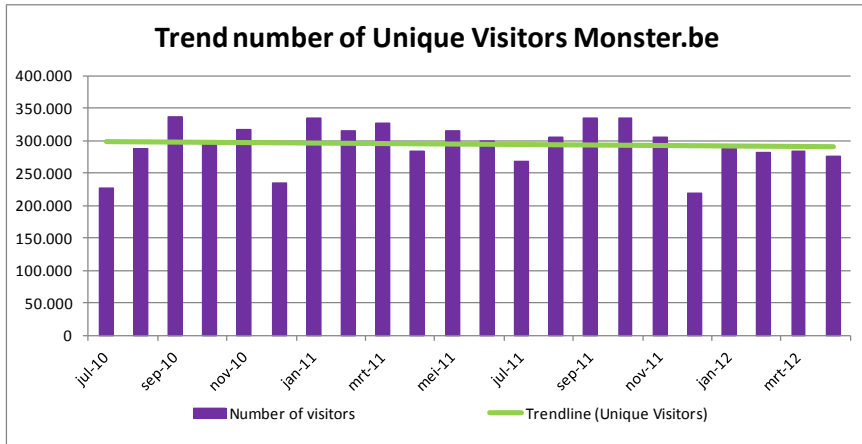


JOB SEEKER BEHAVIOUR

Monster.be continuously studies the behaviour of our jobseekers on the Monster career platform. In the following chapter we will look at the number of visitors, usage of the website, the number of Monster Accounts, the number of resumes and the created search agents.

The following graphs will give insights in the trends and development of visitors on our website and the by visitors used services used by Monster visitors.

Visitors

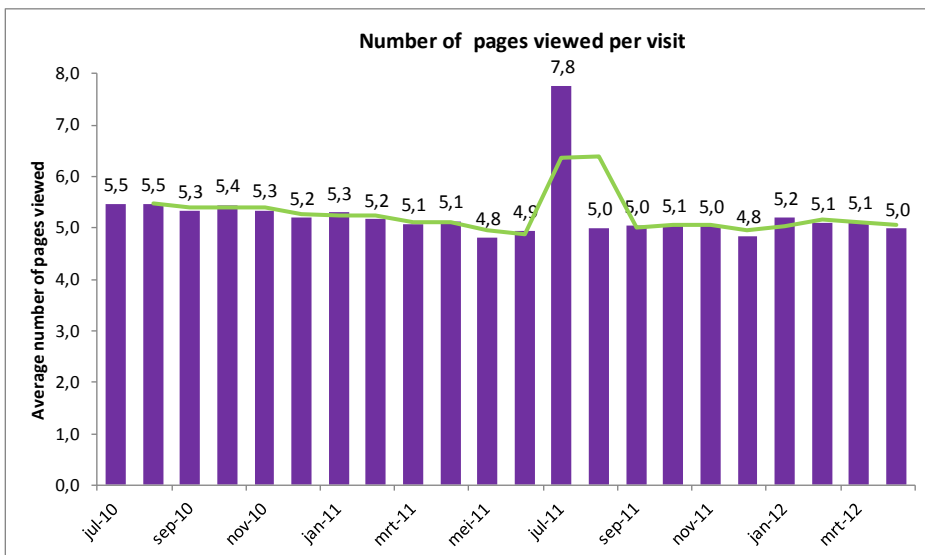
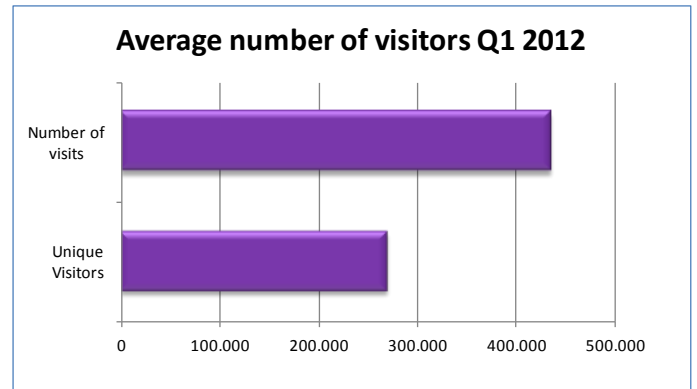


In April 2012 the number of unique visitors is 276.667. We see that the trendline is flat and the number visitors stay around the same level. In June 2011 the Unique Visitors reached the highest year on year growth rate with +18%.

Source: Internal Monster Data

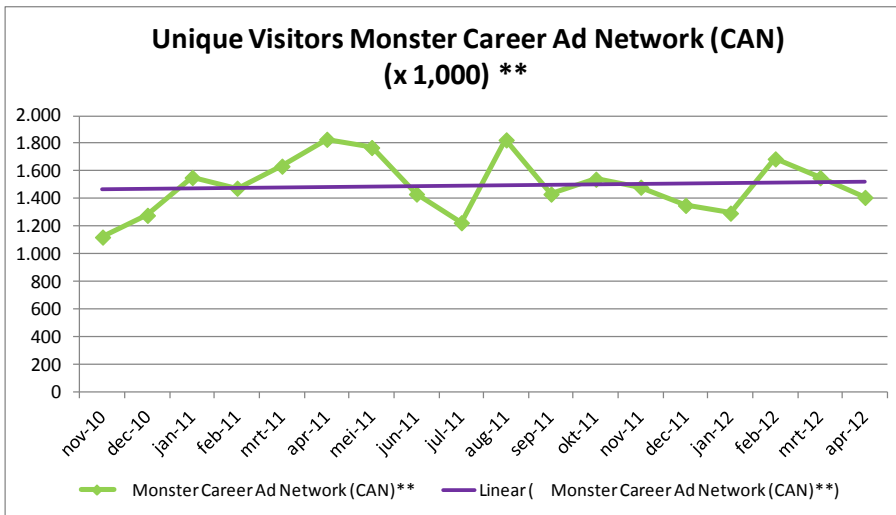
Monster.be has an average number of visitors of 269.000 in quarter 1 2012. These persons do more than 435.000 average visits per month in quarter 1 and view an average of 2,379 million pages per month. That means one jobseeker visit Monster.be 1,6 times in quarter 1 of 2012 and is 8.17 minutes active per visit on Monster.be in Q1 2012.

Source: Internal Monster Data



In quarter 1 2012 job seekers view an average of 5,1 pages per visit.

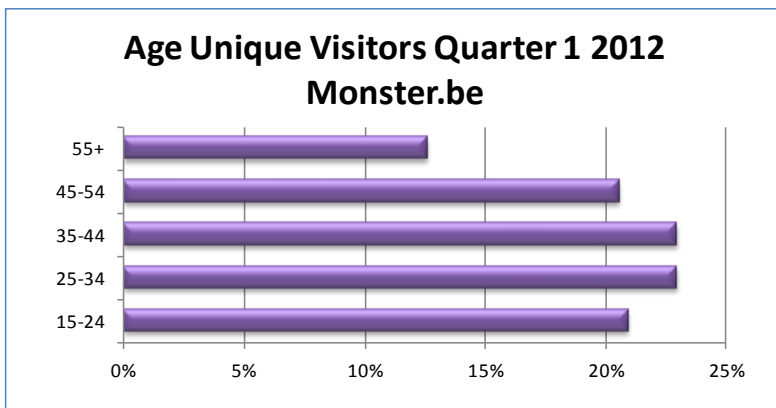
Source: Internal Monster Data



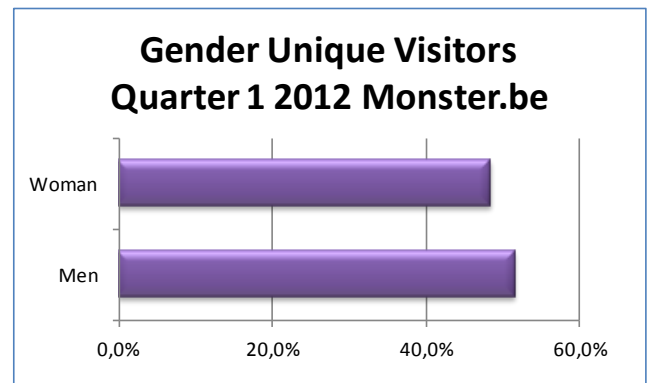
The graph shows the number of unique visitors in Monster from Monster Career Ad Network (CAN) shown from November 2010 to April 2012. CAN ensures that job postings are shown to the target group outside of Monster. It shows CAN acquires an ever greater range and offers an excellent online platform with the right message to drive traffic to jobs.

Monster's Career Ad Network (CAN) shows a year over year increase in Unique Visitors of 4% in quarter 1 2012. About 24,7% of the Total Internet Audience in Belgium has been captured by Monster's Career Ad Network (CAN) in quarter 1 2012.

Source: Comscore

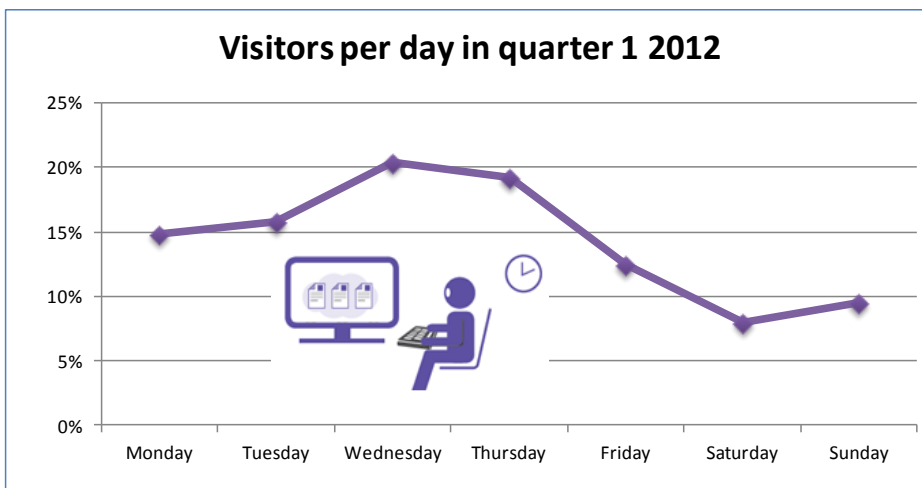


Source: Comscore



Source: Comscore

In quarter 1 2012 almost half of the Monster.be visitors, 45,9%, were between the ages of 25 and 44. The 45-54 age category represented 20,6% of the job seekers and 12,6% of the job seekers is 55 and older. 20,9% of the visitors in Q1 2012 were between the ages of 15 and 24. In total, more men (51,6%) than women (48,4%) visit Monster.be.



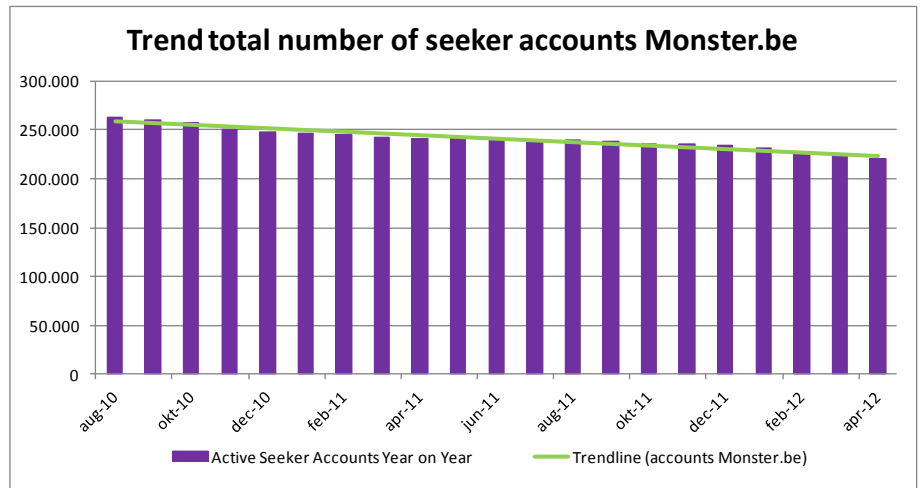
We see on Monster.be a new trend in quarter 1 2012; Wednesday was the busiest day instead of Tuesday. With 20,4% of the visits on Wednesday we see that people are looking for a job more on this day. Wednesday is immediately followed by Thursday (19,2%) and Tuesday (15,7%). Site visits decline further as the week progresses. It is less busy during the weekend. Weekdays are popular because most job seekers orient themselves to a new job during office hours. Sundays (9,5%) are more visited on Monster.be than Saturdays (7,9%). As soon as the new workweek approaches, job seekers think about

their current jobs, which also makes them think about a new job in future.

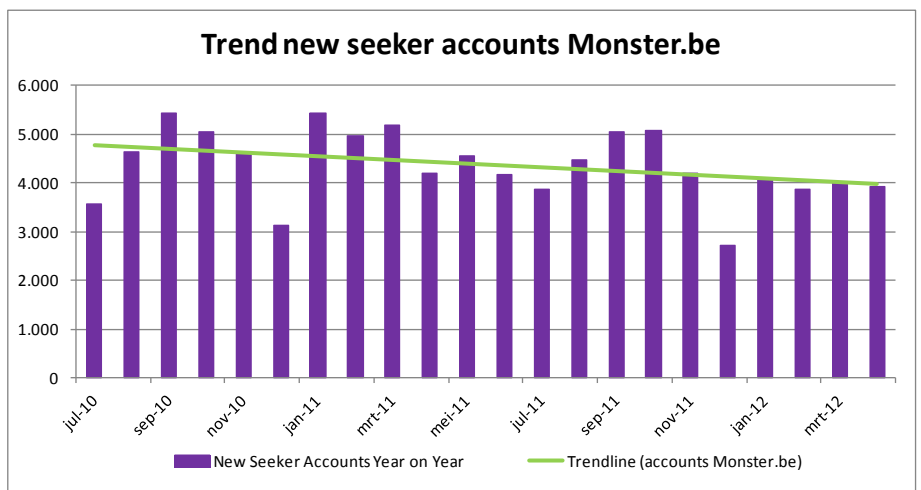
Source: Internal Monster Data

Monster Accounts

Since September 2011 the year on year growth is on the same level as before the database improvement. Due to the economical crisis we see that job seekers want to stay in their current secure job and the search for a new job isn't first priority.

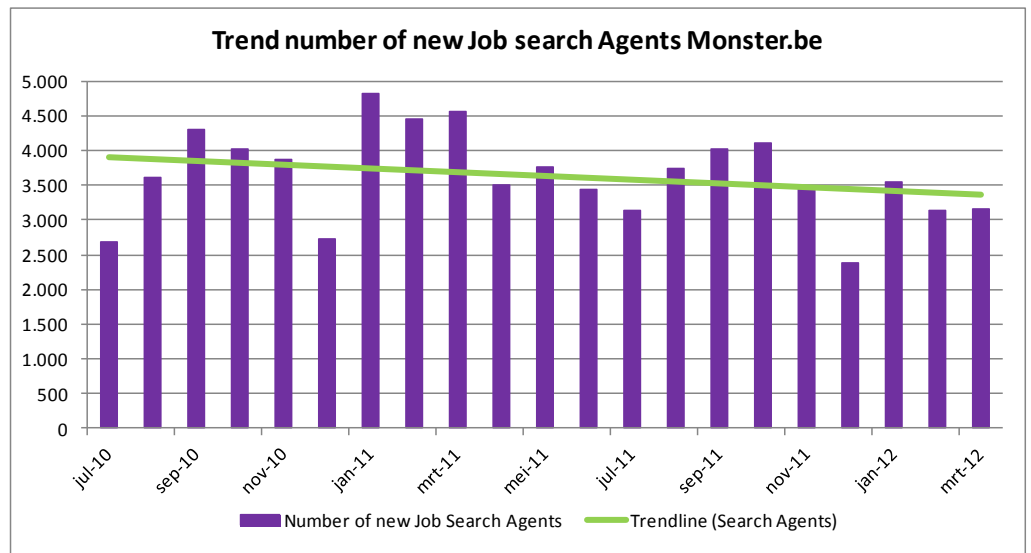


The number of seekers which created a new account on Monster.be has increased in the first two quarters of 2011. The year on year growth shows especially in the first half of 2011 a positive growth with a small decline in March 2011 (-1,5%) and. In the second half of 2011 we see fewer seekers creating a new account. This can be due to the economic uncertainty were people are not actively looking for a new job. Since January 2012 the number of new seeker accounts created is stable.



Source: Internal Monster Data

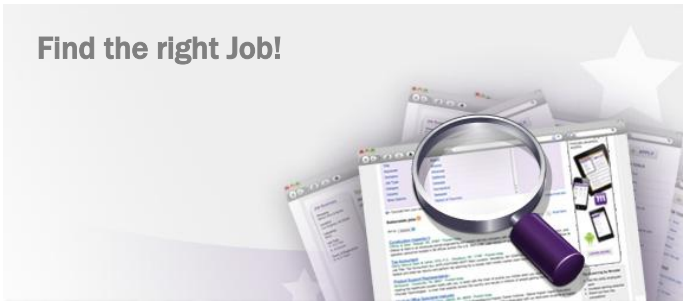
In March, April, October and November we see the new number of Job Search Agents is almost at the same level and above the 4000 line. December is showing a lower number every year because of seasonal influence. Q1 2012 shows a continuing trend because of the economical uncertainty and low employee mobility.



Source: Internal Monster Data

Search Terms

Because of better and refined search technology in 2009, seekers need fewer searches to get the right results. Therefore the number of job searches has remained around the same level. This means it is important for employers to formulate a clear and recognisable profile to get the right traffic on a job. We also see that more candidates find their way to Monster.be through Google. About 60% of the Job Searches is done through Google. Please ask for our SEO tips and tricks to make sure your job is high on Google ranking.



Top 20 search words

The top 20 search terms that are used with searches, both among job seekers and employers, appeared as follows in quarter 1 2012:

Compared to quarter 4 2011, the top 2 search words haven't changed in quarter 1 2012. Marketing is again the number one search word in quarter 1 2012 followed by Horeca. Although Horeca also was in the top 20 in quarter 4, compared to quarter 4 2011 the search word rose 29 places. We see in the search terms of Q1 2012 a commercial orientation in the search terms used: Sales and Marketing. But also IT search words stand out in this list: it, sap, java. Managerial search words (manager and sales-manager) and language (English) is often used in the search for a new job. There is still a lot of searching for management positions.

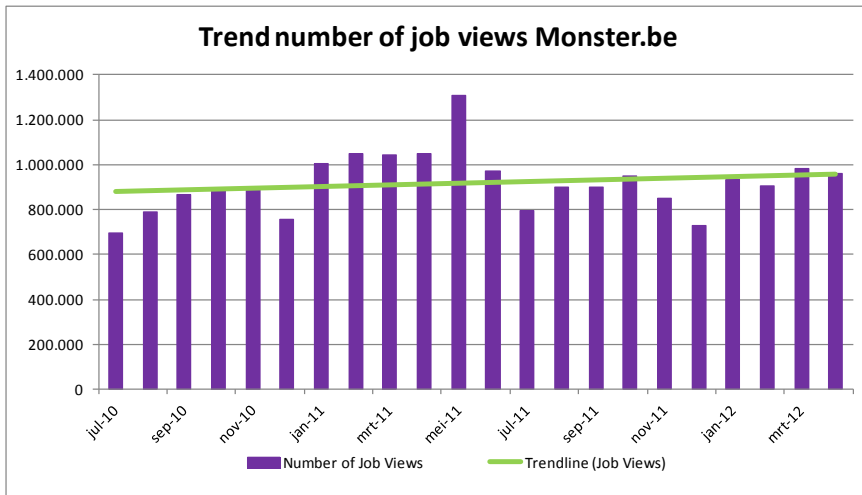
1	marketing
2	Horeca
3	hr
4	english
5	IT
6	manager
7	sales
8	communication
9	comptable
10	finance
11	account-manager
12	commercial
13	vente
14	java
15	sales-manager
16	logistiek-transport
17	project-manager
18	recherche
19	Bouw
20	sap

Source: Internal Monster Data

Search words that have decreased in ranking compared to quarter 4 2012 are: bouw (-4 places), manager (-3), commercial and sap (-2). Search that have increased strongly and aren't in the top 20 search words anymore are gezondheidszorg (-18), Spanish (-17) and Sécurité (-5).

Number of Job Views

The average number of jobs viewed per month in quarter 1 2012 is 938.000. We see in quarter 1 2012 that the number of job views is lower than in quarter 1 of 2011, also due to the known economical circumstances.

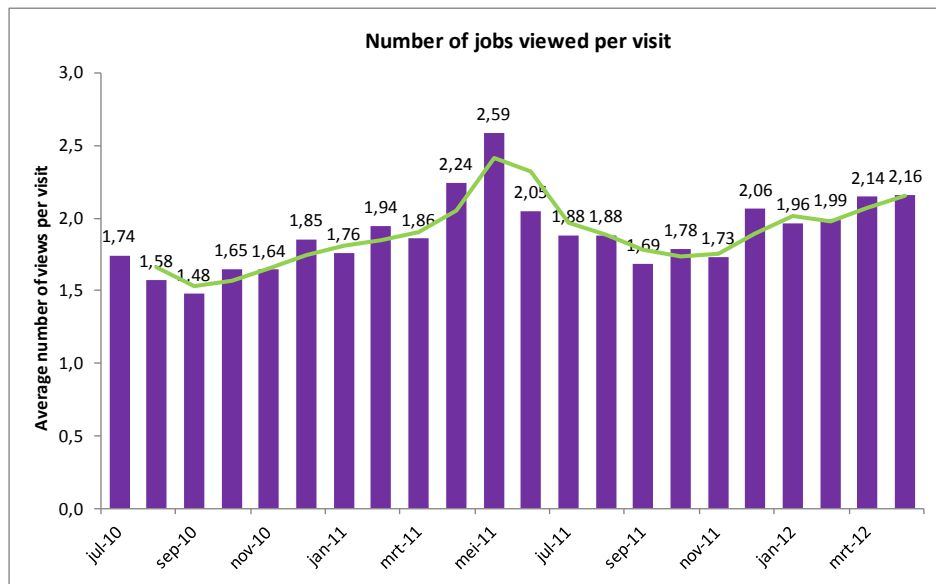


Source: Internal Monster Data

When we look at the number of new jobs viewed per visit we see the following:

The average number of jobs viewed per visit is in Q1 2012 2,03 jobs viewed. Since November 2011 we see a strong increase of number of jobs viewed per visit. This increase can be explained by a strong CAN performance, reaching around 25% of the Belgian internet audience.

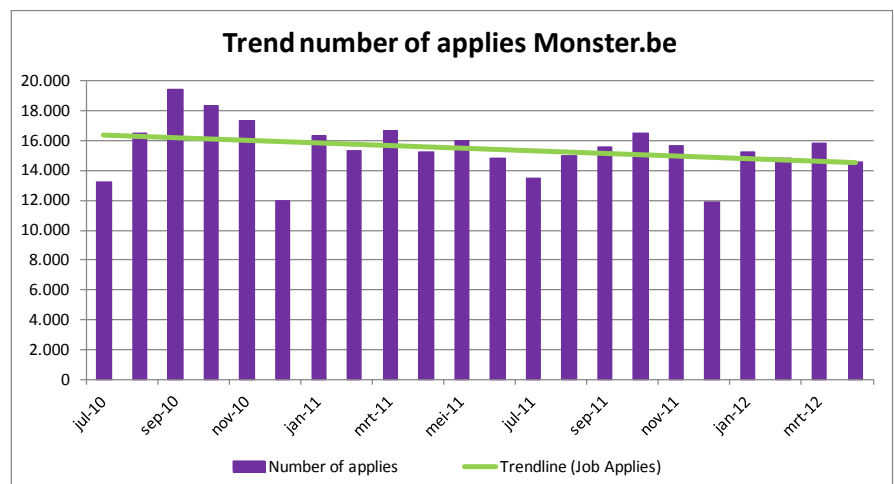
Source: Internal Monster Data



Number of applies

In quarter 1 2012 we see a slight decline of applies as the year before, the average number of applies is more than 15.000 per month. This can be explained by a lower number of available job opportunities compared to last year (see page 13).

Source: Internal Monster Data

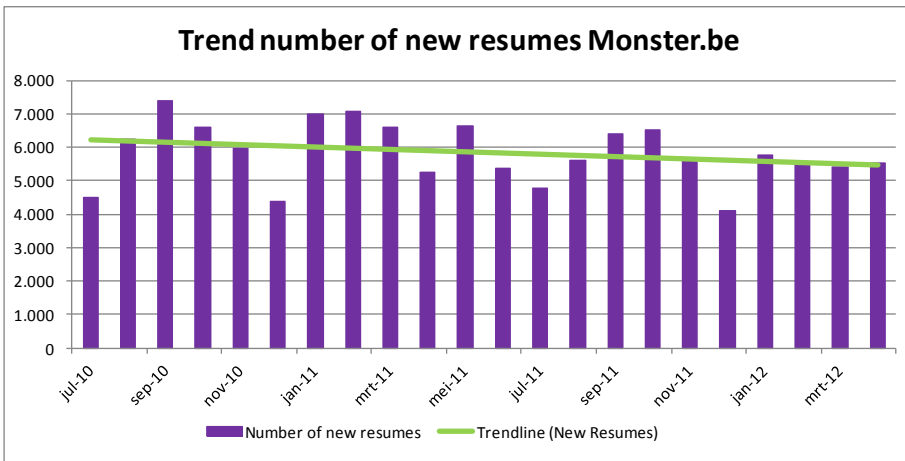
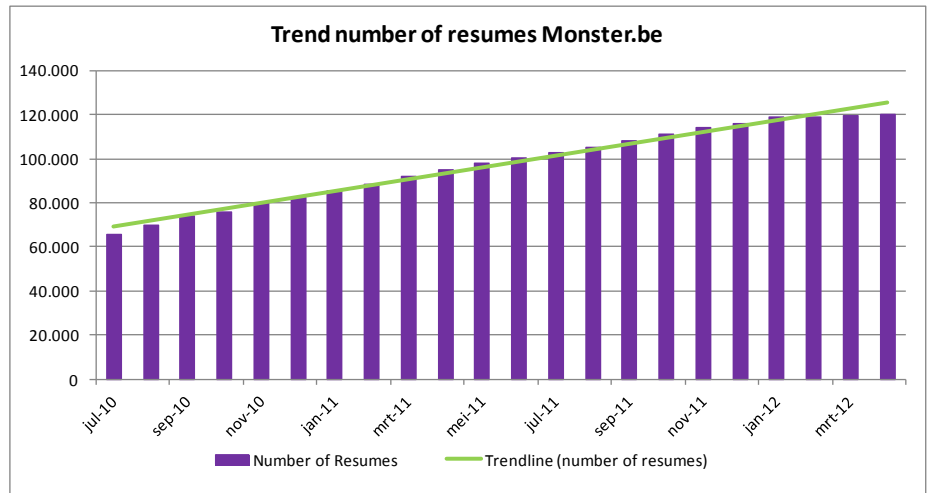


Trend in number of resumes

The following graph shows growth in the number of resumes since August 2010. This even led to a record growth of 56% in August 2011. April 2012 is the month with the highest number of resumes since; 120.061 resumes.

Monster.be counts the number of resumes that have been created or modified in the last 36 months. These are the resumes published in the resume database available to Monster Customers. The job seekers that have posted their resume the last 36 months are active and passive seekers.

Source: Internal Monster Data



In the number of new resumes we see a year on year growth from December 2010 till August 2011. Especially in the first half of 2011, when the economy was picking up, we see that people were open for a new job. Due to the economical uncertainty starting in the second half of 2011 people choose for their permanent job and don't go searching for a job actively.

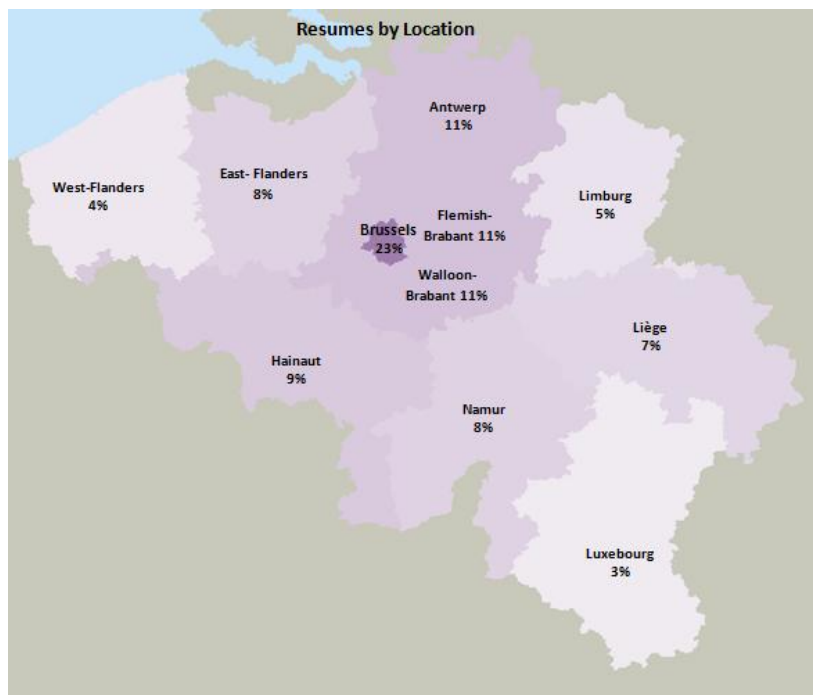
Source: Internal Monster Data

Resumes by Location

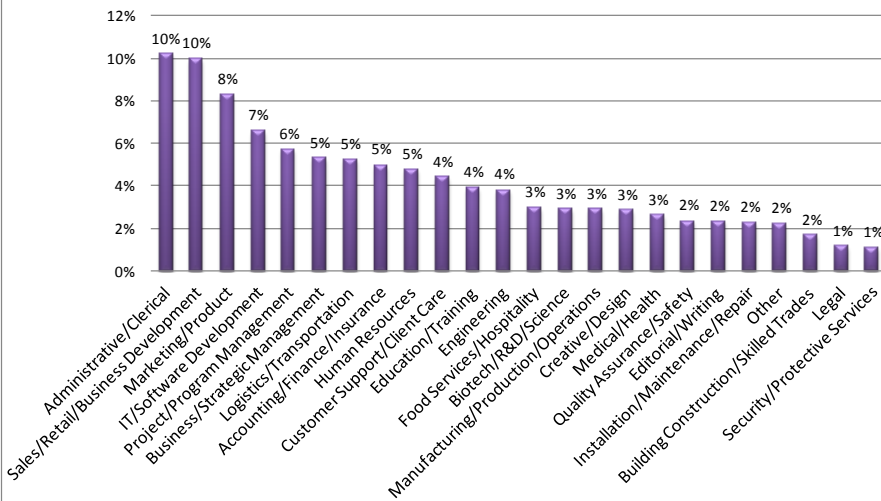
In the following graphs we look more closely at the distribution of candidates in the Monster.be CV database. The distribution is based on job category, level of education, province, professional experience and career stage. We show the distribution throughout the entire CV database on the basis of percentages of the total. The geographical below is a representation of resumes on Monster.be:

- Most job seekers would like to work in Brussels (23% of all resumes at Monster.be, followed by Antwerp (11%), Flemish Brabant (11%) and Walloon-Brabant (11%)
- The provinces where resumes on Monster.be are the lowest are Limburg (5% of the total number of resumes at Monster.be), West Flanders (4%), and Luxembourg (3%).

Source: Internal Monster Data



Resumes per category quarter 1 2012

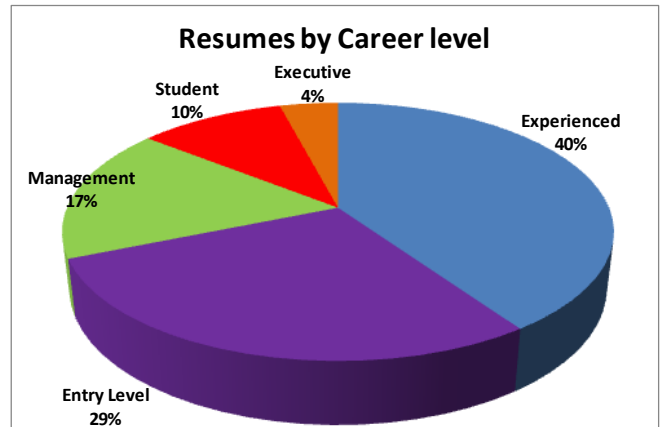


The trend in resumes per category is in line with the search terms job seekers use on Monster.be (Marketing, Sales, Administration and IT). These search terms are in many cases also the category they submit to their resume. Administrative/Clerical and Sales/Retail/Business development are the biggest categories.

Source: Internal Monster Data

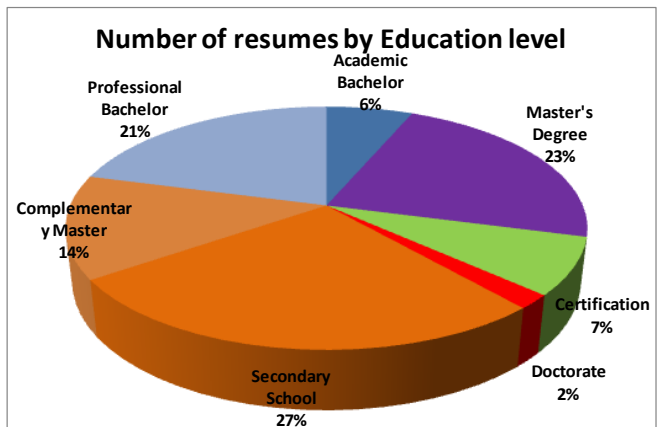
Career level of job seekers

In quarter 1 2012, 40 percent of job seekers on Monster.be has a middle-career status (experienced). 21% are at a management level or higher (executive). 29% of job seekers have a starter's level (entry level) and 10% are still students. The majority of the jobseekers are in the middle of their career development.



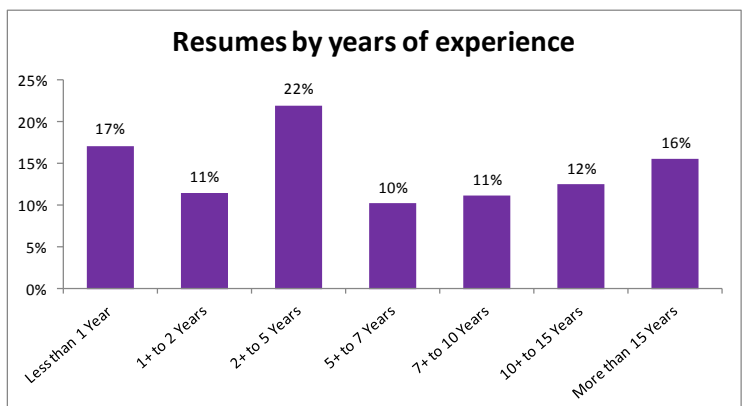
Level of education of job seekers

In quarter 1 2012, 21 percent of job seekers on Monster.be have a Professional Bachelor degree, 23% have Master's Degree, 14% a Complementary Master, 6% a Academic Bachelor and 2% a Doctorate. 66% of the seekers on Monster.be are highly educated.



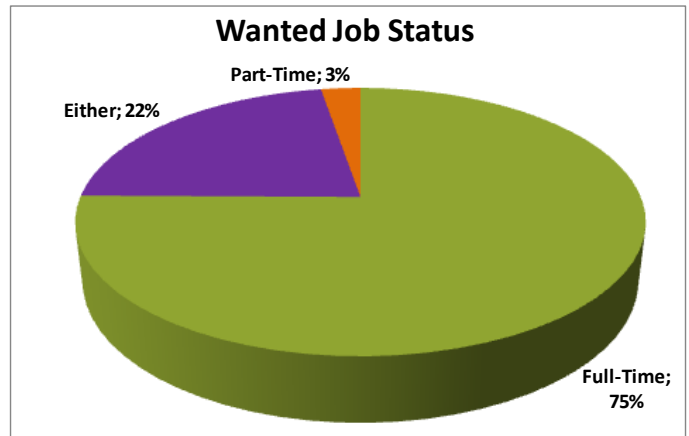
Professional experience of job seekers

22 percent of job seekers on Monster.be have between 2 and 5 years' professional experience. 21% have between 5 and 10 years' professional experience and 28% of job seekers have more than 10 years' professional experience. 50% of the seekers on Monster.be have 5 years experience or more.



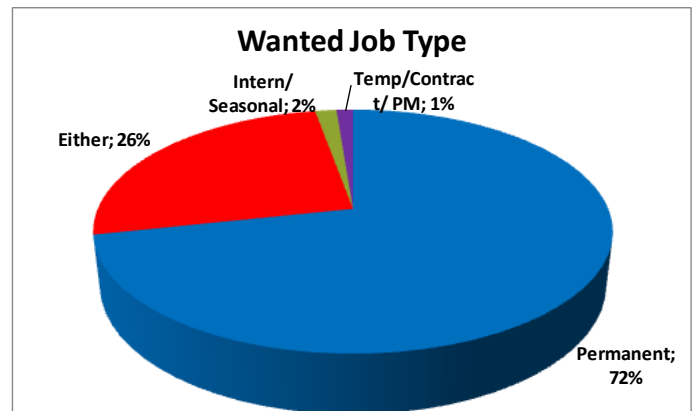
Job Status

75 percent of the job seekers on Monster.be in 2012 prefer to work on a full-time base. 3% of the job seekers prefer to work part-time and 22% said that they would work in the future full-time or part-time.



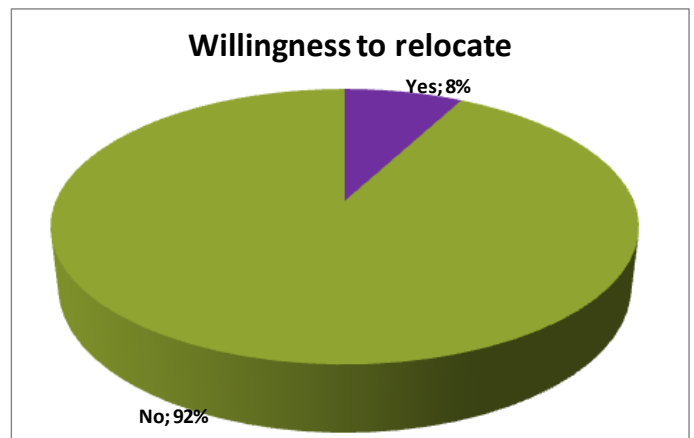
Job Type

72 percent of the job seekers prefer a permanent job. 2% of the job seekers prefer a seasonal job and 1% a temporarily job. 26% would work on a permanent, a seasonal or a temporarily job.



Willingness to relocate

92 percent of the job seekers on Monster.be is not prepared to relocate for a new job. 8% of the job seekers is prepared to relocate.

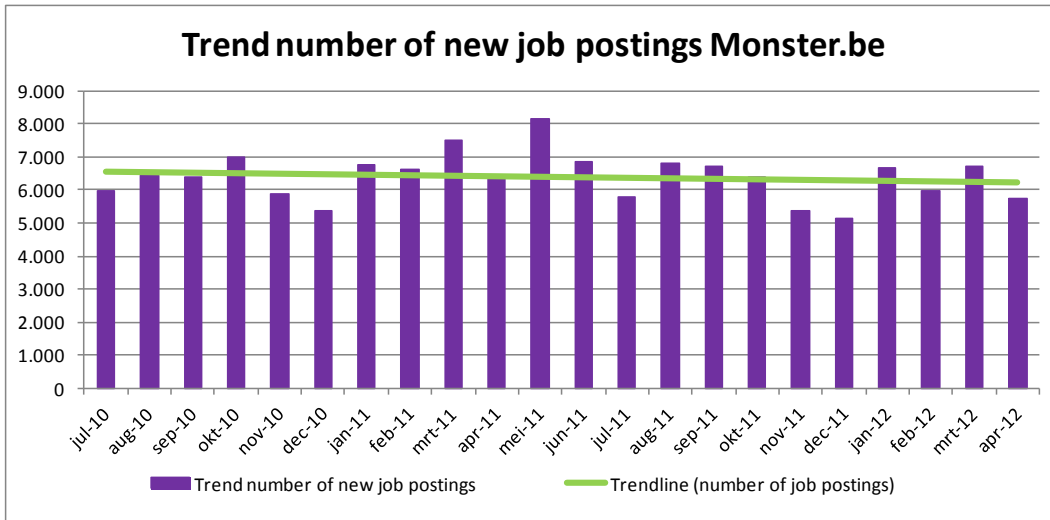


Source: Internal Monster Data

Job Postings

This chapter of the Monster Market Monitor looks more closely at the behaviour of employers who are active on Monster.be

Trend number of job postings

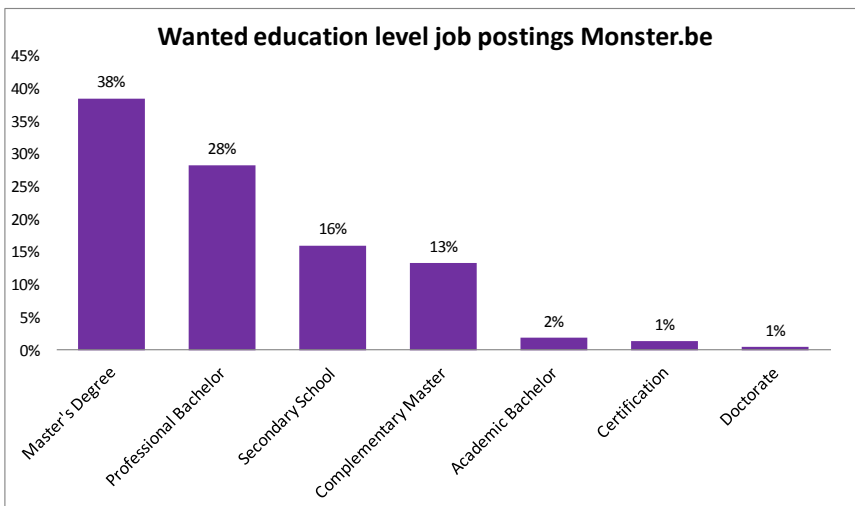
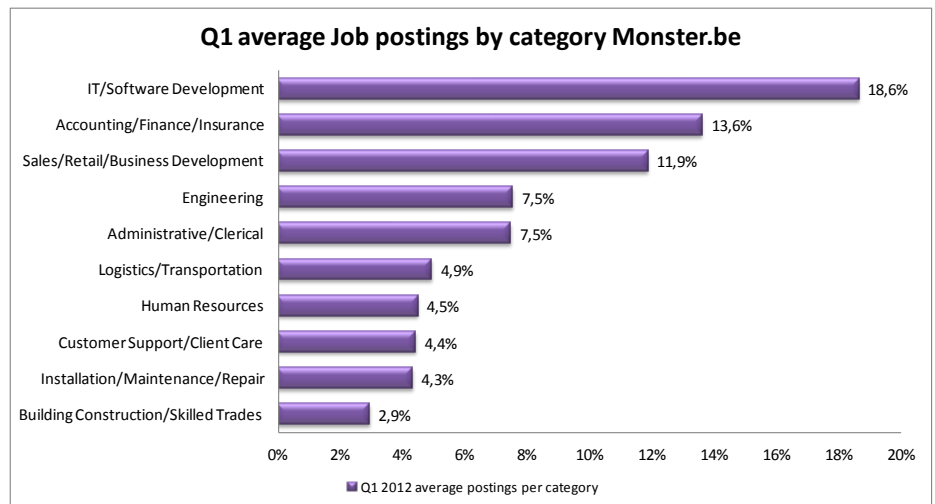


The trend in number of new jobs posted on Monster.be is stable. The dynamics of recruitment and the labour market can only be partially seen from the number of jobs posted.

Source: Internal Monster Data

Looking at the number of job postings per category, we see that the biggest categories in the first quarter of 2012 are: IT/Software Development (18,6%), Accounting/Finance/Insurance (13,6%) and Sales/Retail/Business Development (11,9%) are the job categories where demand is the highest. We see the same trend within Finance in the Monster Employment Index (MEI) for April.

Source: Internal Monster Data

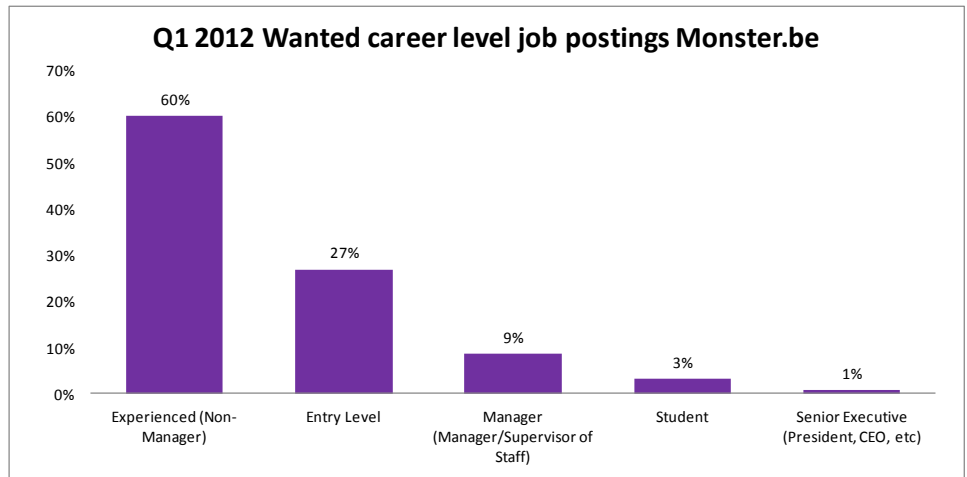


If we look at the level of education, people with a Masters Degree (38%) and Professional Bachelor (28%) are most wanted on the labour market. This could be due to the fact that employers are looking for new workers with specific knowledge.

Source: Internal Monster Data

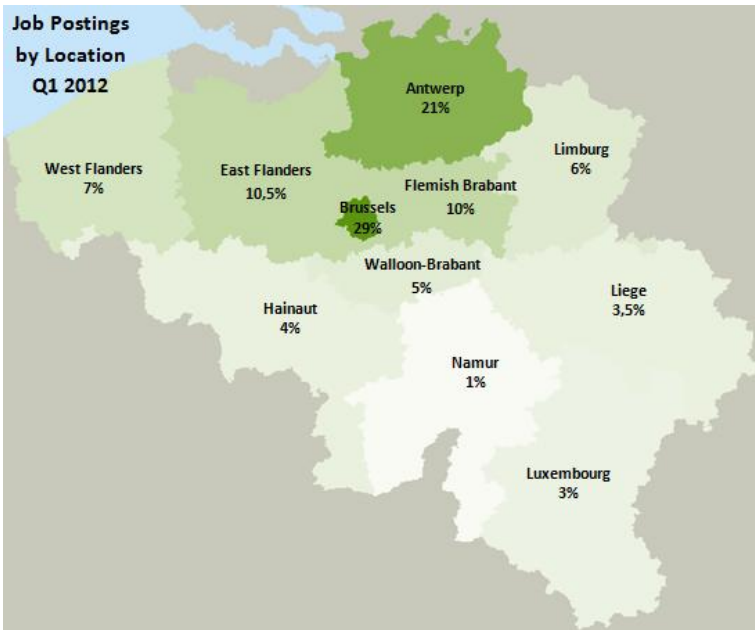
When we look at the wanted level of experience in job postings, the most wanted level is by far Experienced (Non-Manager) with 60%, followed by Entry Level with 27%.

Source: Internal Monster Data



Job Postings in Belgium

The following is a geographical representation of the number of jobs posted on Monster.be in quarter 1 2012:



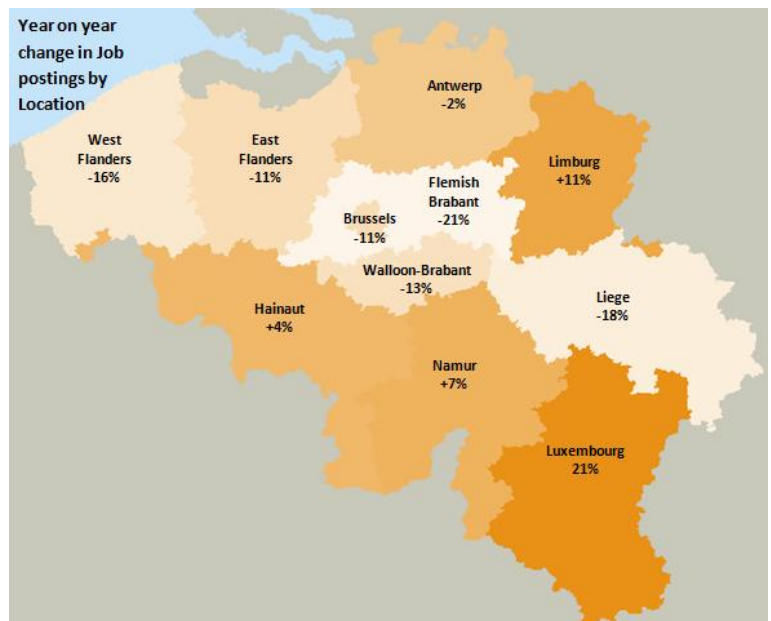
- The most jobs posted on Monster.be are in Brussels (29% of the total), Antwerp (21%), East Flanders (10,5%) and Flemish Brabant (10%)
- The provinces where job postings at Monster.be are lowest are Hainaut (4% of total), Liege (3,5%), Luxembourg (3%) and Namur (1%).

Source: Internal Monster Data

When we compare the job postings in the first quarter of 2012 with the job postings of the first quarter of 2011 and show these figures in a graphic we see the following:

- Growth in the number of job postings in the first quarter of 2012 compared to the first quarter of 2011 was noticeable in Hainaut (+4%), Namur (+7%), Limburg (+11%) and Luxembourg (+21%).
- The provinces with the biggest drop in number of job postings year on year are West Flanders (-16%), Liège (-18%) and Flemish-Brabant (-21%).

Source: Internal Monster Data



Top 15 occupations in highest demand

The highest demand in job postings generally come from the dominant occupational categories: IT/Software Development, Sales and Accounting/Financial. Organisations continue to invest in Software development and Network development and seek suitable people to develop and implement IT. We also see this in the occupations in most demand in quarter 1 2012 on Monster.be. Within the IT occupational category, Monster.be had a relatively high demand for Software Development, Software Implementation and Web Development while based on the number of CVs there is a relatively low supply.

1	Software/Web Development	4,3%
2	Administrative Support	2,6%
3	Bookkeeping	2,3%
4	Account Management (Commissioned)	2,2%
5	Financial Analysis/Research/Reporting	2,0%
6	Accounts Payable/Receivable	1,8%
7	Web/UI/UX Design	1,7%
8	Field Sales	1,6%
9	Software/System Architecture	1,6%
10	Recruiting/Sourcing	1,4%
11	Systems Analysis - IT	1,3%
12	IT Project Management	1,3%
13	Business Development/New Accounts	1,3%
14	Sales Support/Assistance	1,2%
15	Enterprise Software Implementation & Consulting	1,2%

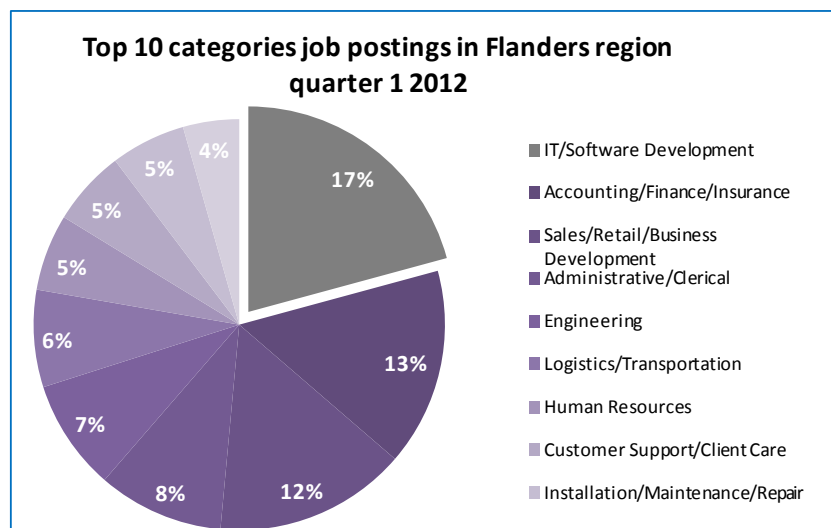
Source: Internal Monster Data

Job postings per region



Flanders region

The major part of the job postings in Belgium in quarter 1 2012 are in the Flemish region (55% of total job postings in Belgium). 42% of the job postings in Flanders are in the top 3 categories: IT/Software Development (17%), Accounting/Finance/Insurance (13%) and Sales/Retail/Business Development (12%). After these three biggest categories, we see a spread picture of job postings per category in Flanders region.



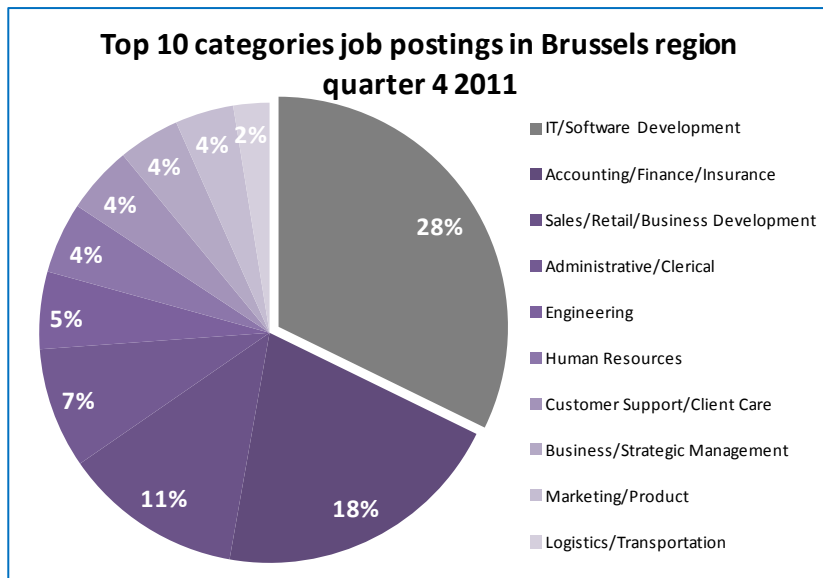
Source: Internal Monster Data



Brussels region

In terms of job share, the Brussels region, takes second place in quarter 1 2012 with 28%.

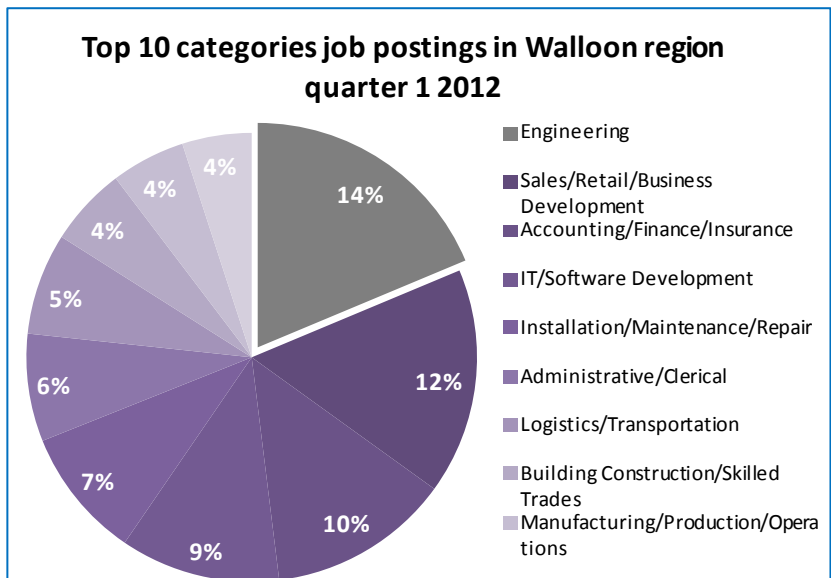
Over 56% of the job postings in Brussels in quarter 1 2012 are represented in the top 3 occupational categories: IT/Software Development (28%), Accounting/Finance/Insurance (18%) and Sales/Retail/Business Development (11%). IT/Software Development is, with 28% of the total Job Postings in Brussels in quarter 1 2012, the category where the highest demand is. Also Accounting/Finance/Insurance is dominating in quarter 1 2012 with 18% of the job postings.



Walloon region

The Walloon region takes 17% of the job postings in Belgium on his behalf in quarter 1 2012.

45% of the job postings in the Walloon region are in the top 4 categories: Engineering (14%), Sales/Retail/Business Development (12%), IT/Software Development (10%) and Accounting/Finance/Insurance (9%). In the Walloon region the technical jobs dominate where in the other 2 regions IT/Software Development jobs dominate.



Source: Internal Monster Data

To conclude, we would like to provide a few tips on how to make your recruiting efforts as successful as possible and thereby attract the best candidates.

Appeal to the target group - A good job notice will appeal to your public. Drafting a good job notice is just like selling a product. You have to convince the other person that he should buy your product or, in this case, apply to your company for the job. It is important to appeal to job seekers in the way you would to your customers.

Looking for a job is a full-time job in itself. Write an appealing job notice. Long-winded job notices create the impression that they have been written by a company with a dull and dreary working atmosphere.

- > Restrict your job notice to fewer than 700 words.
- > Use short paragraphs, sentences, white spaces and bullet points.
- > Address your reader in the second person, using 'you' as much as possible and 'we' as little as possible.
- > Use the active voice: "we provide good training opportunities" rather than "training will be provided for you".
- > Avoid standard expressions. Be creative and ensure that your job notice stands out.

The best times to post your job notice

The start of the week is the best time to post your job notice, if you want as many people as possible to see it. Analysis shows that Monday, Tuesday and Wednesday are the days on which Monster.be is visited most. The number of visits drops from Thursday onwards and the lowest point is on Sunday.

The morning and evening are the busiest parts of the day. Visits increase sharply from 8 am, peaking at 11 am. Monster.be receives around 10,000 visits at around this time at the beginning of the week. The number slowly decreases after lunchtime reaching the minimum around mealtime at 6 pm. Visits increase again after this until around 9 pm and then gradually decrease as night-time approaches.

Therefore, the key moments for posting your job notice are Monday to Wednesday, from 8 am to midday and in the evening from 6 pm to 9 pm.

SEO (Search Engine Optimisation)

It is important for the success of your recruitment campaign to ensure that your job notice can be found easily by Google, Bing, Yahoo! and other search engines.

You have the most influence on how readily your job can be found

Monster.be is constantly developing ways to make it easier for the major search engines to find your job postings. However, it is important for you realise that, as an employer/recruiter, you have the greatest influence on reaching a higher position in search engines.

Search engine optimisation, or SEO, is a technique used to ensure certain web pages appear higher in a search engine's results list.



Search engines take 'relevance' into account by, for example, examining how often certain word combinations appear in a document. Hundreds of other matters also play a role in categorising search results but the following tips will considerably improve your chance of a higher place in the list:

- > Use effective job titles
- > Write a good introduction
- > Repeat your key words

Use effective job titles

Put yourself in a job seeker's shoes. Which search words would the job seeker use to look for the job you are offering? Including those words in your job notice and title will increase the likelihood of them being found.

Provide the job notice with a good introduction

The first 155 characters of your job notice are extremely important, as they are the first to be displayed in search engines. Do not include a description of your business here but rather information about the job. In any case state the job title, place and a number of skills required for the job. It is best to include as many key words as possible in the introduction.

Repeat your key words in your job notice

Place your key words in the rest of the job notice in various ways. The job title is the most important key word, so ensure that it appears in the text at least three times and no more than six. Phrases such as "the marketing manager's responsibilities..." or "You have previously been employed as a marketing manager..." are a good way of placing the title in the text more often, without it sounding forced.

If key terms are made up of several words (such as account manager, or marketing manager), it is also advisable for the words to appear separately in the job notice. For instance, say that you are looking for candidates who have completed a training course related to marketing.

Ensure that your key words, and the words related to them, make up a total of around 5 percent of your text. So, a job description of 200 words would include ten key words. That may seem a lot but if you succeed in using 'marketing manager' four times, the words marketing and manager a couple of times and insert the name of the location a couple of times your text will meet the criteria for SEO.

TIP: Do not go too far with optimising your descriptions. 'Key word spamming' is not a good idea because simply putting certain key words one after another can lead to your text not being found in search results.

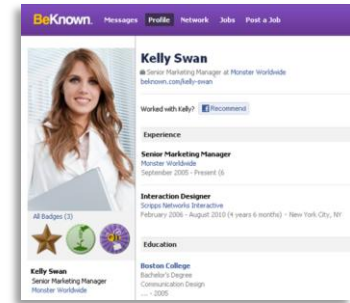
BeKnown

Monster has connected your job postings to BeKnown, our professional networking application on Facebook. BeKnown members can now see how they are connected to your company right on Monster.com and engage their network to start a conversation about applying to your open positions.



Connect to Today's Talent

Every minute, more than 2,800 job searches are performed on Monster.com.¹ With BeKnown you can be sure the seekers searching your job postings every day have a true understanding of your company's culture and opportunities. Using BeKnown, seekers who view your postings will see who in their network works for your company. Seekers can then network with those employees and learn about your organization from your brand's best ambassadors.



Access Current Seeker Profile Information

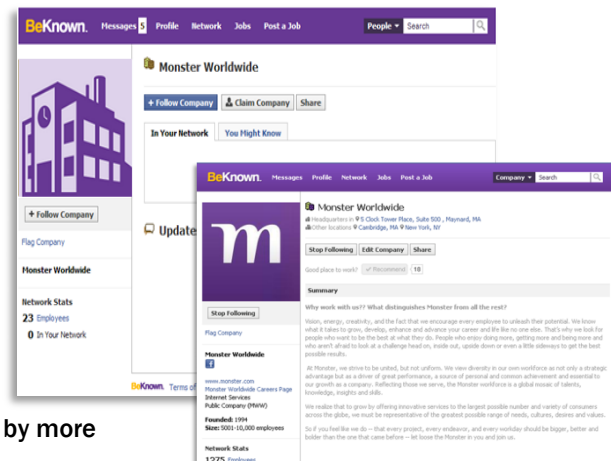
BeKnown members can showcase their professional accomplishments and network endorsements with their professional profile. And keeping a profile up to date is now easier than ever. Monster and BeKnown profiles are fully integrated so seekers can keep their profile current from either platform. This means you will see more recent information from BeKnown seekers who apply to your positions as well as those seekers you find in Monster's vast database.

Create an Online Community

Stay connected to active as well as passive job seekers using BeKnown. Once you set-up your BeKnown company profile, you'll discover a new source of talent for your organization. With your BeKnown company profile, job seekers can choose to follow your company, find open positions and connect with people that they know who work for you. This means a more active and engaged audience of potential candidates and company followers for your opportunities and your brand.

Mobilize Your Recruiter Network

Encourage your recruiters to join BeKnown to connect with interested seekers. Your recruiters can complement your Monster Job Posting with free job postings on BeKnown, reaching their own BeKnown network on Facebook. As your recruiting network grows, your job postings will be seen by more people.



Turn Facebook Fans into Potential Hires

Now your Facebook fans can discover all the career opportunities your company has to offer. Only Monster provides you with a free Jobs App for Timeline powered by BeKnown. Add our Jobs App to your company Facebook page and expand your social recruiting reach. Get your jobs in front of a growing professional network among Facebook's 900 million members. The Jobs App is fully customizable. Tailor it with your company welcome and social handles, include your open positions on Monster as well as your open requisitions from your applicant tracking system via an RSS/XML feed – all at no cost to you.

Unlike other job feeds, your Jobs Apps for Timeline is powered by Monster's professional network. BeKnown users will be able to engage with other BeKnown members who work in your company, exploring your company culture and meeting potential co-workers. And those not already in the BeKnown network may join your community and follow your company, receiving updates on career opportunities as you post them.



BeKnown from Monster – connecting you with today's talent.

Job applications and mobile devices:

This development is in keeping with the explosive increase in the use of mobile devices such as smartphones and tablets. Monster already had an iPhone app and now one for Android too. This is a marvellous development for job seekers, as it makes looking for jobs even easier. Employers obviously benefit too, as ease of access increases the likelihood of a response.

Employers should realise that a job on a mobile application looks different from a job on the website of a job board. It is advisable to take this into account when posting jobs, as you will naturally want your job to stand out on an iPad too.

Five important tips:

- Mobile applications only display the plain text of a job notice and not the visual layout, such as the corporate identity style. This makes the content more important now than it ever was for making the job notice stand out. Therefore, give it an appealing title and put the key information at the start.
- Summaries continue to be a good way to present information clearly, especially in mobile job notices. They are also displayed attractively as plain text but the bullet points are not visible. Therefore, keep summaries brief so that they continue to be readable.
- Because mobile applications do not display the layout of job notices, they will not display the hyperlinks either. Therefore, be careful when referring readers to pages on your own website for more information. Mention the most important matters in the actual job notice!
- Mobile applications do not display e-mail addresses either. Therefore, if you want people to reply to your job notice, do not include e-mail addresses in your job notice but use the standard job application button instead. This is in any case much more user-friendly, on the site too.
- Always provide the postcode and name of the place where the branch is located, so that your job notice is displayed on Google Maps, which will also show the iPad's location thanks too GPS. This enables candidates to see immediately how far they are from your company. You will miss this nice feature if you do not enter a postcode.

Expectations

In addition to the technical aspects, it is also good to realise that the expectations of job applicants have changed. Job applications submitted using mobile devices are associated with speed. Therefore, no one will thank you if it takes you too long to make your first reply as a company. Always reply anyway, even if replying quickly means not providing any reasons, for example. Every reply is a candidate expressing interest in your company. Surely you would not want to drive that person away?

A word about Monster Intelligence

As the global online recruitment leader, Monster has consistently maintained a leadership position in defining and driving innovative products and services to champion online recruitment. We see tremendous value in providing our clients, the online recruitment industry and the public at large with analysis on both job seeker and employer behaviours, as well as general employment market trends. In direct response to our customers' needs for strategic Human Capital intelligence, Monster has created a new initiative, entitled Monster Intelligence. Monster Intelligence is focused on providing business leaders and HR Executives real-time insight into market trends that will guide them in future recruitment planning.

As the market leader, Monster is uniquely positioned to provide strategic information on employment trends to Corporate Executives and Hiring Managers. These tools provide our customers views into the labour market and comprehensive information to further our customer's employment strategy.

More details are available on the Monster Intelligence website at: <http://hiring.monster.com/hr/hr-best-practices.aspx>.

We welcome your insight and comments on the Monster Intelligence Reports and encourage you to let us know your thoughts by providing feedback at Intelligence@monster.com.

A word about our Methodology

Monster's database includes thousands of annual new resumes and job postings, and transactional data from around 40 million monthly unique visitors* worldwide. Monster is the primary source of information for this report; it should only be interpreted as a definitive activity report on Monster and its subsidiaries. Monster's in-depth data-driven approach improves on typical survey-based methodologies by dramatically increasing the depth and breadth of information collected as well as by capturing actual behaviour rather than intended behaviour. Data is current through April 2011.

The main uses of this report are to support managers, HR Professionals and business owners in their online recruitment strategy, guide Monster site usage and improve return on investment. In certain markets, the percentage of the market that is using Monster may be large enough that the trends reflect the market as a whole. As such, Monster Intelligence provides a critical slice of analysis to complement other labour market information and should be considered essential for any true understanding of recruiting and job-seeking activity.

*Source: comScore Media Matrix

Background information over market surveys



**EMPLOYMENT
INDEX**

The barometer for the online-labour market:

Monster Employment Index

An initiative of Monster Worldwide, parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. The Monster Employment Index is a barometer for the online labour market in the United States and Europe. The Monster Employment Index Europe provides monthly insight into online recruitment trends across the European Union. Launched in June 2005 with data from December 2004, the Index is based on a review of millions of employer job opportunities culled from a large, representative selection of corporate career sites and job boards, including Monster. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc.- an independent, third-party auditing firm - to ensure that measured online job recruitment activity is within a margin of error of +/- 1.05%. The Index monitors online job opportunities across all European countries.



ComScore's website access survey

ComScore is an independent, globally based research agency which carefully analyses visitor numbers of various websites. Comscore shows the number of visitors to job boards and the average time they spent on the site. ComScore is a reputable agency which guarantees objective figures and research results.

Heeft u vragen en/of opmerkingen? Dan kunt u ons bereiken via onderstaande contactgegevens.

Monster.be

Website: www.monster.be

Mobiele apps: <http://carriere-services.monster.be/mobiele-apps/home.aspx>

E-mail: sales@monster.be

Telefoonnummer: 0800 77 421

Faxnummer: +322 753 11 11

Adres:

Monster Belgium nv
Medialaan 28b
1800 Vilvoorde

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De Social Media platforms van Monster.be:



Voor werkzoekenden

MonsterCoach Accounts

Career Coach:

www.twitter.com/MCoachAnn

www.facebook.com/MCoachAnn

CV Coach:

www.twitter.com/MCoachAnneke

www.facebook.com/MCoachAnneke

Personal Branding Coach:

www.twitter.com/McoachVincent

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