

Sue O' Donovan – CIPD Social Media and Technology Award Presentation Speech

On the background of an improving economy, the employment market has become increasingly candidate-driven. As top candidates gain more leverage due to a shrinking talent pool, employers must develop innovative processes to recruit and retain exceptional talent.

HR teams today are making more and more use of social media and technology across a multitude of areas including recruitment, employee feedback, employee behaviour, training and development, employment brand, and employee wellbeing.

These technological innovations are helping us increase the visible talent pool from which to engage and recruit, and now complement traditional recruitment methods where individual, face-to-face relationships and in-depth industry knowledge are key.

The innovation in social media and technology category recognises much more than simply social media recruitment practises. HR teams demonstrate excellence in best practise through a variety of other strategic HR areas. Some examples include utilising blogs, wikis, and other collaborative technology to deliver engagement initiatives, company communications, training and development and HR policies; creating interactive online support channels, reducing enquiries or empowering managers to manage teams more effectively. Investing in efficient systems can also be an excellent way for organisations to identify key data and metrics and add real value to the bottom line.

This year's nominees have proved that using technology to innovate the way they do HR has positively affected all areas of their business.

They are...