

of credibility and name recognition with the powerful technological advances and large user base of employment websites.⁴⁶

Niche Employment Websites. Although there are advantages to open recruitment, as described earlier, it is also possible to conduct a more targeted web-based recruitment effort through niche employment websites.⁴⁷ These sites focus on specific occupations (there are employment websites for jobs ranging from nurses to geologists to metal workers), specific industries (sports, chemicals, transportation, human services), and specific locations (cities, states, or regions often have their own sites). Increasingly, employment websites are targeting blue-collar jobs as well. Recruiters looking for examples of niche job sites for a specific occupation can simply do an Internet search of "employment websites" coupled with the occupation of interest. Although any one niche job board is unlikely to have a huge number of posters, collectively these more specific websites have been estimated to account for two-thirds of Internet hiring. Experienced recruiters claim that the audience for niche employment websites is often more highly qualified and interested in specific jobs than are applicants from more general job sites.

Niche job sites have also been developed that cater to specific demographic groups, including women, African Americans, and Hispanics. Organizations that want to improve the diversity of their work sites or that are under an AAP should consider posting in a variety of such specialized employment websites as part of their search strategy. Survey data suggest that applicants believe that companies that advertise on these targeted websites are more positively disposed toward workforce diversity, further serving to enhance the usefulness of diversity-oriented advertising.⁴⁸

Searching Employment Website Databases. As opposed to actively posting jobs online, another (but not mutually exclusive) means of recruiting on the web is to search for applicants without ever having posted a position. Under this process, applicants submit their résumés online, which are then forwarded to employers when they meet the employer's criteria. Such systems allow searching the databases according to various search criteria, such as job skills, years of work experience, education, major, grade-point average, and so forth. It costs applicants anywhere from nothing to hundreds of dollars to post their résumé or other information on the databases. For organizations, there is always a cost. The exact nature of the cost depends on both the database(s) to which the organization subscribes and the services requested.

Social Recruiting Sources

A second major type of recruiting source is social networks. These recruiting sources rely on the relationships that potential employees have with either those