

# Web 2.0 and the Pulp & Paper Industry

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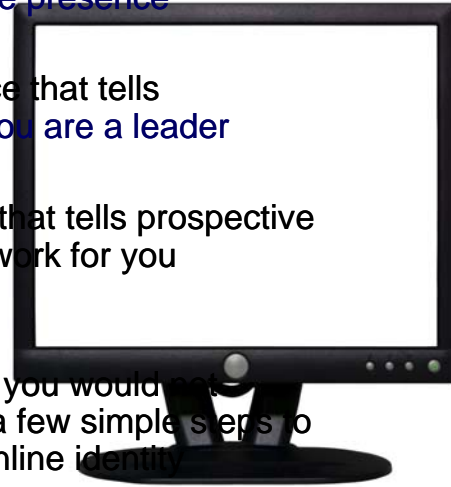


## Current Snapshot

- Engineering among the industries expected to be hard hit by the recession.
- However, with 76 million baby boomers retiring over the next 5 years, the pulp & paper industry will still be hiring
- How do you find & attract **top talent** in today's job market?

## Your Online Presence

- You MUST build an **online presence**
- Create an online presence that tells prospective employees **you are a leader**
- Create an online identity that tells prospective employees they want to work for you because...
- You can find people who you would not normally find if you take a few simple steps to create your company's online identity



## What is Web 2.0?

- Web 2.0 is the **next generation** of websites - now the content is created by the user
- Examples are social networking sites

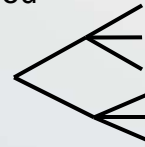


## What is social networking?

*"Making Invisible Networks Visible"*

Making your extended **network** visible to you

Who do your friends & colleagues know?



Networking the "old" way using today's **technology**

## Who are the they?

Social networking sites are part of the **Web 2.0** landscape –  
"the next generation of websites"

**LinkedIn**

**facebook**

**myspace.com**  
a place for friends

**friendster.**

...And hundreds more

## Is it here to stay?? YES!

MySpace – 70 million visitors!  
Ranks behind Yahoo.com in pages viewed & time spent

Social networking is now part of the **landscape...**  
...and part of **daily life**

Brent Rasmussen of Careerbuilder says "*43 percent of Internet users who are members of online communities say that they "feel as strongly" about their virtual community as they do about their real-world communities*"

*" Social Networks will soon be as ubiquitous as regular web sites."*

Marc Andreessen (founder of Netscape)

*" Senior-level executives continually agree that networking most often leads to career opportunities for them, and search firms and corporate recruiters are finding the majority of their candidates through their connections"*

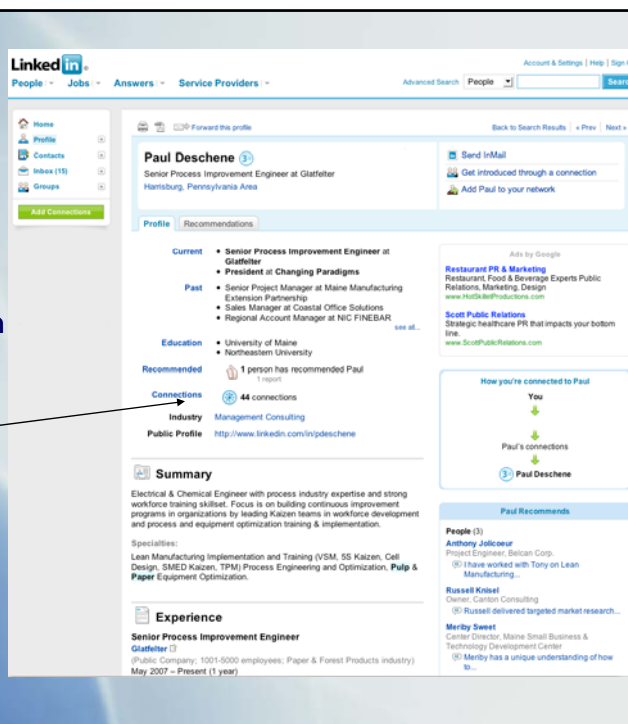
ExecuNet

## How does it work?

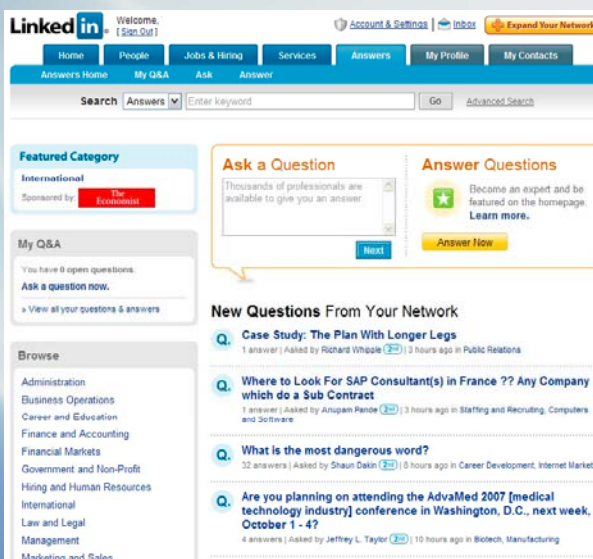
Create a profile

You invite people to join your network and become a connection

The larger the network, the more people's connections you have access to, just like regular networking - but online!



Ask or Answer Questions in your network on a variety of business and personal topics to build a strong online reputation



Another way to build your  
online presence....

**Blogging!**

Don't get scared, you  
don't have to start a blog  
to benefit from them...

Why Should Pulp & Paper Companies  
Use Social Networking Sites & Blogs?

**Because Your Competition Already Is.**

# Thank You

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