



**LinkUp**  
job search engine

press release

FOR IMMEDIATE RELEASE

October 29th, 2010

## Facebook for Recruiting: LinkUp Launches New Features to Jobs Application

Minneapolis, MN - LinkUp announced the release of several new ground-breaking features to [Current Jobs at Our Company](#), the leading jobs and career application for Facebook. LinkUp's Facebook application helps employers more effectively leverage social media in their recruiting by allowing them to easily publish jobs from their corporate career site on their company's Facebook page.

Launched in July, 2009, LinkUp's Facebook app has been installed by over 150 companies including USA Today, Symantec, Hard Rock Café, and L'Oreal. Unique to the industry, the app allows employers to add a special jobs tab to their Facebook page and automatically replicate the job listings from their corporate website. When job seekers click on a job on Facebook, they are brought to that specific listing on the employer's website.

New features of [Current Jobs at Our Company](#) include:

- Keyword and location search
- Ability to specify which job listings appear on Facebook
- Customize and add multiple Jobs tabs within Facebook
- Ability to track ROI with custom tracking codes
- Job alert emails, analytics, and reporting
- Post jobs to a Facebook Wall to interact with fans
- Highlight specific jobs to increase exposure

LinkUp will be hosting a webinar on Wednesday, November 10th at 1:00PM CST to provide an overview of the new Facebook app features in greater detail and to demonstrate how other employers are leveraging Facebook in their recruiting. For more information, on the app or the webinar, please visit: [www.linkup.com/webinar/](http://www.linkup.com/webinar/).

LinkUp is owned and operated by JobDig, an employment-focused media, technology, and advertising company that has been serving employers and job seekers since 2001. With LinkUp, the company continues its history of innovation in the industry with completely unique paid search advertising solutions for employers and the highest quality job listings available on the web today for job seekers.

###

For more information regarding LinkUp's Facebook application or upcoming webinar, please contact Molly Moseley at 952.905.3022 or [molly@linkup.com](mailto:molly@linkup.com) or visit [www.linkup.com/facebook/tutorial](http://www.linkup.com/facebook/tutorial).