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**INCREASING NUMBER OF EMPLOYERS TURN TO SOCIAL NETWORKS FOR  
HIRING ACCORDING TO NEW STORMSTAFF WHITEPAPER**

*Specialized professional services firm releases new employment resource exploring the use of social networking sites during the hiring process*

**San Diego, California (November 8, 2010)** – The number of employers incorporating social networking sites such as Facebook, LinkedIn and Twitter in the hiring process has significantly increased in the past year according to a new whitepaper released by StormStaff, a San Diego-based [professional services firm](#).

The paper states that employers use these sites to obtain a more well-rounded view of job candidates, focusing on things such as communication skills, hobbies and affiliations and professional qualifications. The white paper also addresses the effects of social networks on the current workplace, concerns associated with the use of social networking sites for both employers and employees alike and tips on how job candidates can make their online profiles employer-friendly.

“Social networks have completely changed the face of the working world. More and more employers are using these tools to research potential employees, but these sites are also highly effective recruiting tools. StormStaff makes sure to keep a strong presence on Facebook, LinkedIn and Twitter. It helps us keep our finger on the pulse of social networking, get our name out to potential customers and to find qualified candidates,” said Kelly Strukoff, Associate Vice President of StormStaff.

To receive an online copy of this whitepaper, visit <http://www.stormstaff.com/SNSEmployment>.

StormStaff offers other employment and business resources. The [StormStaff Job Seeker’s Guide](#) provides useful tips for the job hunting process including resume writing guidelines, personal branding strategies and interviewing tips. The guide also provides cover letter, resume and business card templates. To access this and other StormStaff resources, please visit the StormStaff Website at <http://www.StormStaff.com>.

**About StormStaff**

StormStaff is a professional services company that specializes in providing Administrative, Legal, Finance and Accounting professionals to various organizations on a temporary, temporary-to-hire and direct-hire basis. The company’s expertise and vast array of resources, combined with their commitment to excellence and unique personalized approach, enable StormStaff to deliver optimal services that surpass the needs of clients and job candidates. For more information on StormStaff, please visit the [StormStaff Website](#) or our [blog](#).

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