

Source Candidates using Face Book

IT WORKS!! IT IS FUNN TOO!



Kumar Vuppala

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Did you know that recently Facebook had 1 billion users log in on the one day? That's a staggering 1/3rd of all Internet users and 2/3^{rds} of their own users all in the one place at the one time.

So why aren't you fishing in this pond?

As a seasoned social recruiting trainer the excuses I usually hear are along the lines of it's personal, it's creepy, people won't like it, we're not allowed access (staggering in 2015!), my CEO is scared of it, and so on.

Sure, you're not going to be spoon fed like you are on LinkedIn, but you could be recruiting from an incredibly active pool of people that is 1.1 billion larger.

Now before you go thinking, "Oh but there aren't any professionals on there!" You are, right?

And what about your network of friends? Mine, which is only 400 strong, contains a leading surgeon and many other well trained health professionals, many developers and IT professionals, engineers, educators, therapists, entrepreneurs, lawyers, a theatre director and, of course, many recruitment industry professionals.

...and who do they know?

My non-recruitment friends are adept at using the network for referrals too and because they usually don't spray 'n' pray, this works well for them.

Let me knock a few of the misconceptions on their head.

You don't need to add anyone as a friend to source people on Facebook,
Graph search is alive and well
Job seekers are looking at you on Facebook, so give it an audit!
It's no longer purely a personal space, workrelated conversations happen on there all the time!

Fellow social recruiting trainer & recruitment marketing consultant, Chris South, and I will be presenting a fundamentals session at SourceCon on the 17th, which will leave you buzzing with ideas to add Facebook to your repertoire.

But if you can't be there, here are 3 things to do to get started.

Turn on & use Graph search

To turn it on Graph search you'll need to change your language setting to 'English US' (don't worry my British readers, it won't change your spelling!) and you'll most likely need to logout and log back in again.

Facebook's Graph search wasn't designed for recruiting but that doesn't mean it's not useful. You just need to be creative in your thinking and try different things. You can use a maximum of 3 terms.

Boolean doesn't work but you can use speech marks to return an exact word. For example, when searching for members of a group (see below), you need inverted commas.

Try these searches to get you started:

People who work at [company] and live in [location]
[job title] who work at [company] and live in [location]
[job title] who live in [location] are members of groups named "group name"
Members of groups named "group name" who live in [location]
[job title] who like [company or skill]
People who study [course] at [university] / People who studied [course] at [university]
People who checked in at [café, restaurant, pub near your competition?]

You'll find you need to swap 'who' and 'and' around too, just try different things.

[Check out Discoverly](#)

Discoverly is one of my favourite Chrome extensions for connecting the dots between Facebook, LinkedIn, Twitter and more.

It needn't be creepy; by using Discoverly, you could find a snippet of information that helps you open a conversation or gain a candidate's attention.

For example, you may see someone has recently had a child so you could emphasize that you have crèche facilities, flexible working or great healthcare, or perhaps they're a dog lover and you could mention that you have a bring dog to work policy. You don't need to say, "I saw on Facebook..."

Discoverly also reveals your mutual Facebook friends, which is a great way to increase referrals`.

[Investigate the groups](#)

Facebook groups remind me of LinkedIn's groups 5 years ago when the majority were a valuable source of information and engagement.

To find groups, type a term in the search box, (ignore the prompts) and hit enter. Then change the dropdown to 'groups'

As you would on LinkedIn, follow the group rules and be respectful. The majority of groups are designed for conversation and exchange of ideas, not for your job post. They're an opportunity to network your way to hidden talent and become known, liked and trusted.

Face Book - A Tool For Sourcing

Facebook has moved to a KISS model, "Keep It Simple Stupid." Search has been made "easier" but as sourcing and recruiting professionals that are used to the ease of LinkedIn and the Facebook Search Filters, the change is difficult (it shouldn't be difficult).

My soapbox on the current state of sourcing:

Sourcers (and recruiters who source) have been conditioned to expect that when we press the buttons or use the filters we get the candidates we want. We don't want to have to work too hard. We have lost the art of sourcing. There are only a handful of people in our industry who are still masters of the art of sourcing and what they offer is still important / critical to any organization.

In the name of efficiency, and I would argue self-promotion, people with platforms have been promoted to be the replacement of sourcers with technology, automating your sourcing, removing the human element all together. We have dumbed down sourcing, made candidate interaction cold, and damaged our industry greatly. Sourcers who have settled into predictable routine of data extraction have not worked to improve their skills by adding in the art of conversation and candidate assessment. While our focus should be on filling roles, we have hurt ourselves and our industry by neglecting the art of sourcing and the human part of what we do.

Searching Facebook

I'm off my soap box, when using Facebook Graph Search we have to keep in mind that this is not a recruiter focused tool. It's for people looking for things such as bars in Seattle, WA, friends, alumni information, etc. As recruiters, we should approach our searches in that way.

This shouldn't dissuade us from using the tool, but encourage us. As of January of this year [Facebook has 1.39 billion monthly active users](#). The number of unique monthly visitors to [LinkedIn is said to be 187 million](#). From the publication '[Unicorn: A System for Searching the Social Graph](#)' the authors describe Unicorn (Facebook's Search Engine) as "an online, in-memory social graph-aware indexing system designed to search trillions of edges between tens of billions of users and entities on thousands of commodity servers." Those numbers, if you are a researcher, should get you excited, if you are truly a researcher.

The very thing that made Facebook such a great place for recruiting from the very beginning was its lack of recruiting focus. The changes that have been made it more difficult to search; this limits the staffing professionals fishing in this pond. We will have to get back to being masters of search, understanding the technology, building the correct search strings to get the best results, navigating the constant changes in search results, developing compelling and carefully crafted messages, and thinking more about leveraging Facebook's advertising features.

We can no longer use the filters to the right of the search results. Now we don't have a crutch. Other changes include Facebook Graph Search on Mobile and removing Bing search results. Of Facebook's 1.39 billion monthly active users, they say that [half a billion are mobile-only users](#). The biggest news is the ability to search Facebook posts, which is somewhat beneficial but our main focus needs to be on people, which is the second tab when the search results are returned. It's important to remember your search results will filter results based on your connections and those will likely be at the top.

Tips and Tricks for Searching within Facebook

While I don't necessarily endorse creating a Facebook account without any connections, the results from searching from that page appear to be more pure.

Lets perform a test and run the same search in my primary Facebook account and run the same search in a Facebook I created for the Candidate Generator with no connection. We will perform a search for "Software Engineers At Google In Mountain View California".

Below are the results in my personal account.

The screenshot shows a Facebook search results page with the query "Software Engineers At Google In Mountain View California". The results are filtered by the "People" tab. The sidebar on the left shows the user's profile information and various sections like News Feed, Ads Manager, and Groups. The main content area displays profiles for several people:

- Wm Leier**: Senior Software Engineer at Google. Lives in Mountain View, California - From Palo Alto, California. Listens to Lionfish and 3 Leg Torsos. Read High-Tech Nomad.
- Larysa Aharkava**: Software Engineer at Google. Lives in Mountain View, California - From Minsk, Belarus. Studied at Matematicko-fyzikální fakulta Univerzity Karlovy v P. 119 followers.
- Zhenghui Wang**: Software Engineer at Google. Lives in Mountain View, California - From Xinxian. Studied Computer Science at Dartmouth College '13. In a relationship with Yuting Cheng since March 2, 2009.
- Yaroslav Markov**: Software Engineer at Google. Lives in Mountain View, California - From Saint Petersburg, Russia.
- Jing Wang**: Software Engineer at Google. Lives in Mountain View, California - From Jining, Shandong. Studied Computer Engineering at Carnegie Mellon University '12. 60 followers.
- Jipeng Han**: Software Engineer at Google. Lives in Mountain View, California - From Beijing, China. Studied Information Networking at Carnegie Mellon University '12.
- Kenny Franks**: Corporate Operations Engineer at Google. Lives in Mountain View, California - From Baghdad, Kentucky. Studied Computer Science at Georgia Tech. Read Low Carbing Among Friends and I Don't Really Read.

Now lets run the same search in my Candidate Generator account. Keep in mind, I haven't posted on this account and don't have connections.

The screenshot shows a Facebook search results page. The search bar at the top contains the query "software engineers at google in mountain view california". The results are filtered under the "People" tab. A single result is displayed for "Larry Zhang", described as a "Software Engineer at Google" who "Lives in Mountain View, California". The sidebar on the left includes links for News Feed, Messages, Events, Find Friends, Games, Pokes, Photos, Saved, Pages, Like Pages, Create Page, Create Group, Find New Groups, and Create Event.

Here are my results for people. This indicates that your connections do impact your search results.

If you can master building queries on Facebook, you just made yourself move valuable as a staffing professional. I still hear different feedback on the effectiveness of reaching out to people on Facebook, some say that they have great success and others say they do not. I still believe that it depends on your outreach, be thoughtful, be personal and respectful but keep using Facebook as an outreach tool.

Additional resources to help with these basic searches include:

[Under the Hood: The natural language interface of Graph Search](#)
[Unicorn: A System for Searching the Social Graph](#)
[Under the Hood: Building out the infrastructure for Graph Search](#)

Beyond Facebook Graph Search

There is a new tool based on [Balazs blog](#), [Facebook Search](#), which simplifies the Facebook Graph Search. Lets take a look at the tool and a search I crafted.

As you can see with my sample search using the tool, I was looking for people at Amazon, who are Software Engineers in Seattle that graduated from Stanford. *Note* You will notice that the first and second fields say "Current Job" it seems the way the tool is developed that the drop down box if you select "Current Job" it can include "Employer" or "Job Title".

Here are the results I receive using the Facebook Search tool for the search string I developed- "software engineers currently at amazon.com in seattle who graduated from stanford university". You have to be logged into Facebook and the results of your search will open in Facebook.

The screenshot shows a Facebook search results page with the following details:

- Todd Davis**: Edit Profile, News Feed, Ads Manager, Messages (20+), Events (1), Photos, BLD | North Seattle ... 1, Saved (3).
- Humberto Acevedo**: Add Friend, Message, ... Software Engineer at Amazon Web Services. Studied Stanford Center for Professional Development at Stanford ... Lives in Seattle, Washington - From Bellevue, Washington. Read Edward Conard - Unintended Consequences.
- Michael Sutton**: Add Friend, Message, ... Software Engineer at Amazon.com. Studied at Stanford University '13. Lives in Seattle, Washington - From Arlington, Texas. Listens to East Coast Soul and Boston University BosTones.
- Stephen Savitzky**: Add Friend, Message, ... Software Development Engineer at Amazon.com. Studied Computer Science at Stanford University '71. Lives in Seattle, Washington - From Norwalk, Connecticut. Read Norstrilia, The Silmarillion and Lord Of The Rings.
- Adam Jeffreys**: Add Friend, Message, ... Software Engineer at Amazon.com. Studied at Stanford University. Lives in Seattle, Washington - From San Diego, California. Single · Male · Interested in females.

TRENDING (on the right):

- Char Pans surre
- Anje op-ed freed
- Robi says Cobb
- Clev Depa Tami
- Willia League Charl
- Terry Richardson: Photographer releases outtakes of Nicki Minaj from recent Rolling Stone cover shoot
- Peter Griffin: Man dresses the part to impersonate 'Family Guy' dad at New York Comic Con
- Steve Ballmer: Los Angeles Clippers owner twists and shouts to Fergie's 'L.A. Love (La La)' at game
- Phylicia Rashad: 'Cosby Show' co-star says she was misquoted in report on Bill Cosby rape allegations
- Sia: Singer apologizes for 'Elastic Heart' video after 'pedophilia' complaints

Get UID, Delete List, Or new Lists, Select Old List, Download, Chat (27).

What I notice that is that my search also included **Amazon Web Services** as well as **Amazon**, my hand written search pulled back 3 results and the tool pulled back 4 including the person at Amazon Web Services and not just Amazon.

Lets take a look at the URL's and see if we can we can identify anything-

Facebook Search (tool)

<https://www.facebook.com/search/str/Amazon/pages-named/employees/present/intersect/str/Software%20Engineer%20/pages-named/employees/present/intersect/str/Stanford/pages-named/students/intersect/str/Seattle%20/pages-named/residents/present/intersect>

Notes- With the tool results, you can remove Amazon and place any company in the string

My Search String URL

https://www.facebook.com/search/str/software%2Bengineers%2Bcurrently%2Bat%2Baamazon.com%2Bin%2Bseattle%2Bwho%2Bgraduated%2Bfrom%2Bstanford%2Buniversity/keywords_users

Notes- Kind of a mess, but if you replace amazon.com with amazonweb services it will return the result that was included in the Facebook Search tool.

Other Thoughts

One thing you can't do with the Facebook Search tool is diversity searches. For Example. female software engineers who work at microsoft in redmond washington

If we look at the URL for the search, can we change some of the keywords from the URL?

https://www.facebook.com/search/str/female%2Bsoftware%2Bengineers%2Bwho%2Bwork%2Bat%2Bmicrosoft%2Bin%2Bredmond%2Bwashington/keywords_users

Notes- If we changed Microsoft to Amazon and Redmond to Seattle in the search string we can see results for women engineers at Amazon in Seattle, WA, but why would I manipulate the URL when I can change the keywords in the search string?

Another recently released tool that will search Facebook for you is the Chrome extension UIDExtractor V7.0 2015 Super Engine. The primary focus of the extension is the harvesting of Facebook UID's and emails but at the bottom of the tool there is a search feature similar to the one I mentioned above. It's handy to have it sitting in Chrome as opposed to a website and the search features are good if not better than the Facebook Search tool. Using this with the FB UID Scraper which will extract names, titles, etc, you can create a robust sourcing and extracting combo.

In regards to tools, at the end of the day do you want to show someone how to use a tool or how you can craft search strings that get results inside Facebook and extract that data? The argument of saving time will come up, but you can archive your Facebook searches in you Search History for future use. Either way if you are searching Facebook, contacting people and extracting data, you are ahead of the game in many ways. Don't be intimidated that the filters went away; work hard at mastering searching Facebook.

Extracting Data

You should have also noticed that tools such as Facebook UID Scraper, Facebook Sensei and others are not working due to the Facebook changes. The good news is that the [Facebook UID Scraper](#) (Chrome Extension) has been updated and is better than ever. This extension allows you to scan full user information from Facebook Graph Search and download it to a CSV. There are a few buggy things, like getting to the view you need in the tool, you need to refresh the page. It's somewhat annoying that you have to "Hide" the extension, it automatically appears when you get on Facebook, and the Get UID only seems to appear when your Facebook Graph Search results are returned. Additionally, recent searches show that not all of the search results are being extracted by the Facebook UID Scraper, searching and extracting data from Facebook will continue to change.

The screenshot shows a Facebook search results page. On the left, there's a sidebar with various filters like 'News Feed', 'Messages', 'Photos', etc. The main area displays several profiles of female software engineers. On the right, there's a 'TRENDING' section with news items and a sidebar titled 'Get UID' which lists user profiles with their names and links.

Here is an example of a UID Scraper results for my search for "women engineers at amazon". Another search I performed for software engineers at amazon.com resulted in many more results than the extracted 588.

A	B	C	D	E	F	G	H	I
UID	Name	Sex	Profile	Location	Job	Company	Work	Education
2	1E+14 Amber Bouchat	Female	https://www.facebook.com/amber.bouchat?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	University of C
3	39512450 Amanda Kauppila	Female	https://www.facebook.com/amanda.kauppila?ref=br_rs	Columbus, Ohio	Software Developer	Amazon.com	Victoria's Secret	Amazon.com
4	1E+14 Ruzi Zhang (Lucy)	Female	https://www.facebook.com/rizi.zhang?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	Dartmouth Col
5	5.09E+08 Jenny Zeng	Female	https://www.facebook.com/livelfe.jj?ref=br_rs	Carlsbad, California	Software Engineer	Amazon.com, Inc	Amazon.com, Ir	University of V
6	1E+14 Yiyi Huang	Female	https://www.facebook.com/yiyih11?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	Amazon.com
7	5.67E+08 Anna Dubinsky	Female	https://www.facebook.com/anna.kryznyaya?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Seattle, Washin	Amazon.com
8	10710902 Laura Finney	Female	https://www.facebook.com/lfinney13?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	University of V
9	1E+14 Jingyi Ren	Female	https://www.facebook.com/ren01?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	Syracuse Univ
10	1.02E+09 Rui Wang	Female	https://www.facebook.com/rui.wang.52?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	Franklin W.
11	6.66E+08 Sandra Marie McMullen	Female	https://www.facebook.com/MidniteDemon?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	Amazon.com
12	1E+14 Ranjeetha Ranjeetha	Female	https://www.facebook.com/profile.php?id=100006958095487	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	Anna Unive
13	1E+14 Arual Corazon	Female	https://www.facebook.com/lanegra.negra.503?ref=br_rs	Virginia Beach, Virginia	Software Engineer	Amazon.com	Amazon.com	Amazon.com
14	60717181 Madison Leigh	Female	https://www.facebook.com/madison.leigh.370?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	University of N
15	1E+14 Ritisha Laungani	Male	https://www.facebook.com/ritishalaungani?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Seattle, Washin	Amazon.com
16	5.63E+08 Noreen Sudirman	Female	https://www.facebook.com/noreen.sudirman?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	University of II
17	6.08E+08 Victoria Hunsaker (Sater)	Female	https://www.facebook.com/VictoriaSater?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	Amazon.com
18	1E+14 Swathi Bhumireddy	Female	https://www.facebook.com/swathibhumireddy?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	IIT Patna
19	7.51E+08 Pushkara Chaganti	Female	https://www.facebook.com/pushkara.chaganti?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	Amazon.com
20	1.15E+09 Rachel Redner	Female	https://www.facebook.com/rachel.redner?ref=br_rs	Amazon.com	Software Engineer	Amazon.com	Amazon.com	Rensselaer Col
21	1.03E+09 Madeline Enright	Female	https://www.facebook.com/madeline.enright.9?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	Washington U
22	1.54E+09 Joyce Chen (Jalei)	Female	https://www.facebook.com/superbrainchen?ref=br_rs	Seattle, Washington	Software Engineer	Amazon.com	Amazon.com	University of P
23	1E+14 Karen Patane	Female	https://www.facebook.com/karen.patane?ref=br_rs	Glendale, Arizona	Software Engineer	Amazon.com	Amazon.com	The Zoo
24	8.16E+08 Amanda Tu	Female	https://www.facebook.com/Rossilla?ref=br_rs	Surrey, British Columbia	Software Engineer	Amazon.com	Amazon.com	Amazon.com
25	1.64E+09 Jena Graham	Male	https://www.facebook.com/jena.graham.77?ref=br_rs	Portland, Oregon	Software Engineer	Amazon.com	Amazon.com	University of

After extracting the data I would make sure to copy and paste your data from a CSV file to a Google Drive spreadsheet (see below), it then becomes a web document and you can leverage research tools like [Sales Search](#) and [Prophet](#) to research the people on the list to gather a more in-depth social / web footprint and to gather contact information. Ultimately the data should end up in a CRM or an ATS. Other extraction tools like Facebook Sensei v0.6 are lacking and I do not recommend using.

Facebook Search Example

UID	Name	Sex	Profile	Location	Job	Company	Work	Education
1	7.40E+08 Laurion Burchall	Male	https://www.facebook.com/laurion	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Brown University
2	49000116 Bryan Benson	Male	https://www.facebook.com/bryan.n	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	New Mexico State University
3	1.00E+14 Sheng Lu (Lancer)	Male	https://www.facebook.com/sheng.l	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Carnegie Mellon University
4	1.00E+14 Swati Bhumreedy	Male	https://www.facebook.com/swati.b	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	IIT Patna
5	5.02E+08 Soo Young Yang	Male	https://www.facebook.com/soo.y	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Cornell University
6	1.12E+09 Bobby Martin	Male	https://www.facebook.com/johnq	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Arkansas
7	1.10E+08 Rodrigo Lopes	Male	https://www.facebook.com/rodrigo.p	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	New Mexico Institute of Mining & Technology
8	1.00E+14 Jeremy Calvert	Male	https://www.facebook.com/jeremy.calve	Seattle, Washington	Senior Software Engn	Amazon.com	Amazon.com	University of Maryland
9	1.18E+09 Yongguo Mei	Male	https://www.facebook.com/meyon	Seattle, Washington	Software Engn	Amazon.com	Seattle, Washin	Amazon.com
10	5.43E+08 Arun Nambari	Male	https://www.facebook.com/arun.nambari	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Kannur University
11	9.00E+08 José Antonio Tizán (Tizon)	Male	https://www.facebook.com/tizano	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Czech Technical University in Prague
12	5.08E+08 Timothy Vance	Male	https://www.facebook.com/tim.vance	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	North Carolina State University
13	5.92E+08 Geoff Pare	Male	https://www.facebook.com/geoff.p	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Waterloo
14	1.37E+09 JungJoon Park	Male	https://www.facebook.com/jungjoon.p	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Washington
15	5.66E+08 Bruno Figueiredo	Male	https://www.facebook.com/bruno.f	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	USP - Universidade de São Paulo
16	1.45E+09 Insk Park	Male	https://www.facebook.com/inskus	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	The University of Texas at Austin
17	6.36E+08 Karan Singh (Jude)	Male	https://www.facebook.com/karan.j	Seattle, Washington	Senior Software Engn	Amazon.com	Amazon.com	University of Southern California
18	6404604 Craig Maas	Male	https://www.facebook.com/craig.m	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	California Polytechnic State University
19	5.10E+08 Eric D Villiers (Keith Villiers)	Male	https://www.facebook.com/eric.villiers	Seattle, Washington	Software Engn	Amazon.com	Seattle, Washin	Amazon.com
20	6.17E+08 Dat Tien Nguyen	Male	https://www.facebook.com/dtendat	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Iowa
21	39201459 James Frasca	Male	https://www.facebook.com/jfrasca	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Central Washington University
22	9902372 Jon O'Connor	Male	https://www.facebook.com/wormitz	Seattle, Washington	Software Engn	Amazon.com	Seattle, Washin	Amazon.com
23	1.00E+14 Richard Harris	Male	https://www.facebook.com/richard.harris	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Texas at Dallas
24	1.26E+09 Edgar Ivanyan	Male	https://www.facebook.com/edgar.ivanyan	Seattle, Washington	Software Dev	Amazon.com	Amazon.com	SEUJA
25	6.86E+08 Nam H. Pham	Male	https://www.facebook.com/nampham	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	Iowa State University
26	5.91E+08 Wagner Patriota	Male	https://www.facebook.com/wagner.p	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	State University of Campinas
27	1.00E+14 Ravi Gupta	Male	https://www.facebook.com/ravigupta	Seattle, Washington	Software Engn	Amazon.com	Seattle, Washin	Amazon.com
28	5.01E+08 Nick Peters	Male	https://www.facebook.com/nickpeters	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	CSU Channel Islands
29	1.23E+08 Brad Bushell	Male	https://www.facebook.com/brad.bu	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	University of Waterloo
30	6.50E+08 Vikas Sharma	Male	https://www.facebook.com/vikasharma	Seattle, Washington	Software Engn	Amazon.com	Amazon.com	NC State University

Search Strings (please add your own in the comments)

[software engineers at amazon.com](#)

[people who like java platform, enterprise edition](#)

[Software Engineers who graduated from Stanford University](#)

[Software Engineers who graduated from Massachusetts Institute of Technology \(MIT\) in 2000](#)

[software engineers who graduated in computer science](#)

[Senior Software Engineers who graduated from Stanford University in Computer Science](#)

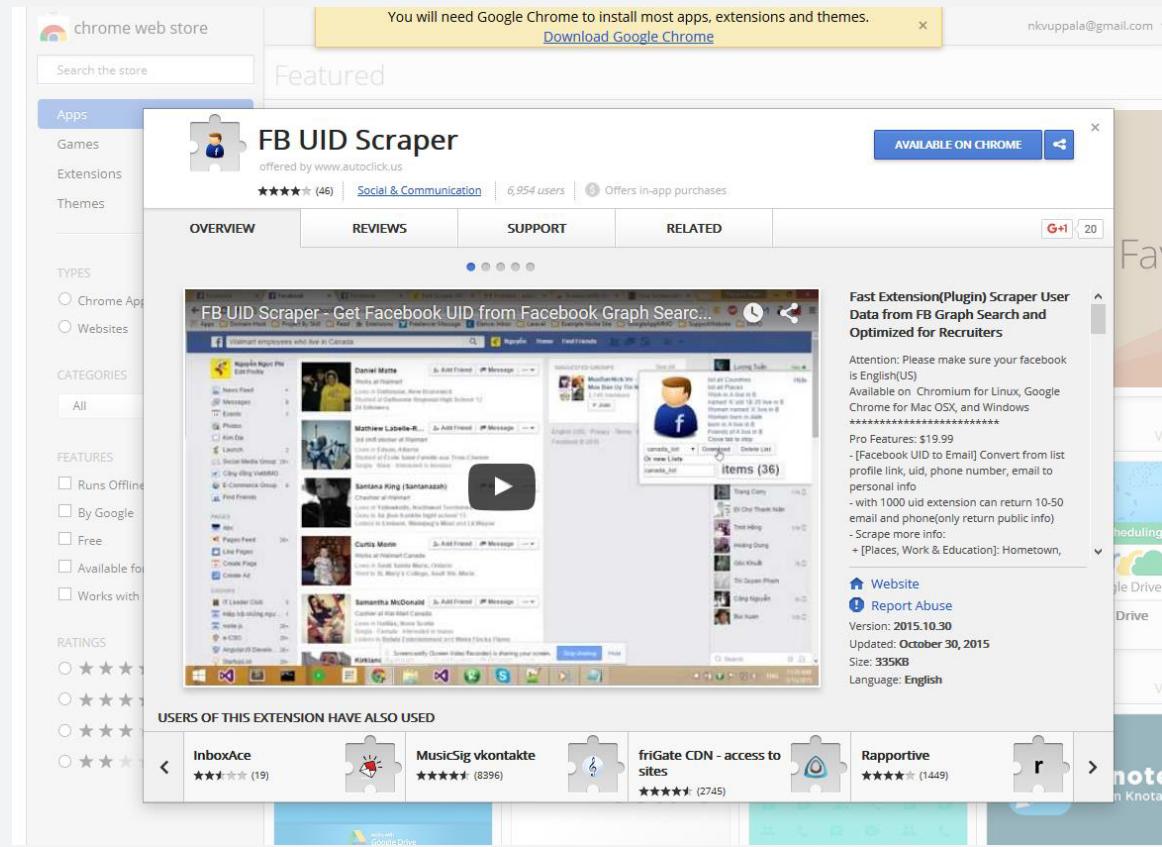
[people who like django web framework](#)

Things to Read

[Recruiting on Facebook – The Professional Network? by @FindSouth](#)

[Important Facebook Graph Search Developments](#)

[Balazs blog](#)



First Of All : Are you aware there is extension that is meant for recruiters ...? See above screen shot.

On a recent Monday 1 billion people used Facebook.

1 BILLION....

Facebook is a VERY viable tool for sourcing.

As sourcing/recruiting professionals we should know how to handcraft our Facebook searches and what tools (like [FB UID Scraper Pro](#)) we can use to optimize our sourcing and extracting.

From the information we source we can build a great pipeline of talent and leverage tools like Blockspring, any of the tools like Connect6, LeadiQ and others to gather contact info, etc.

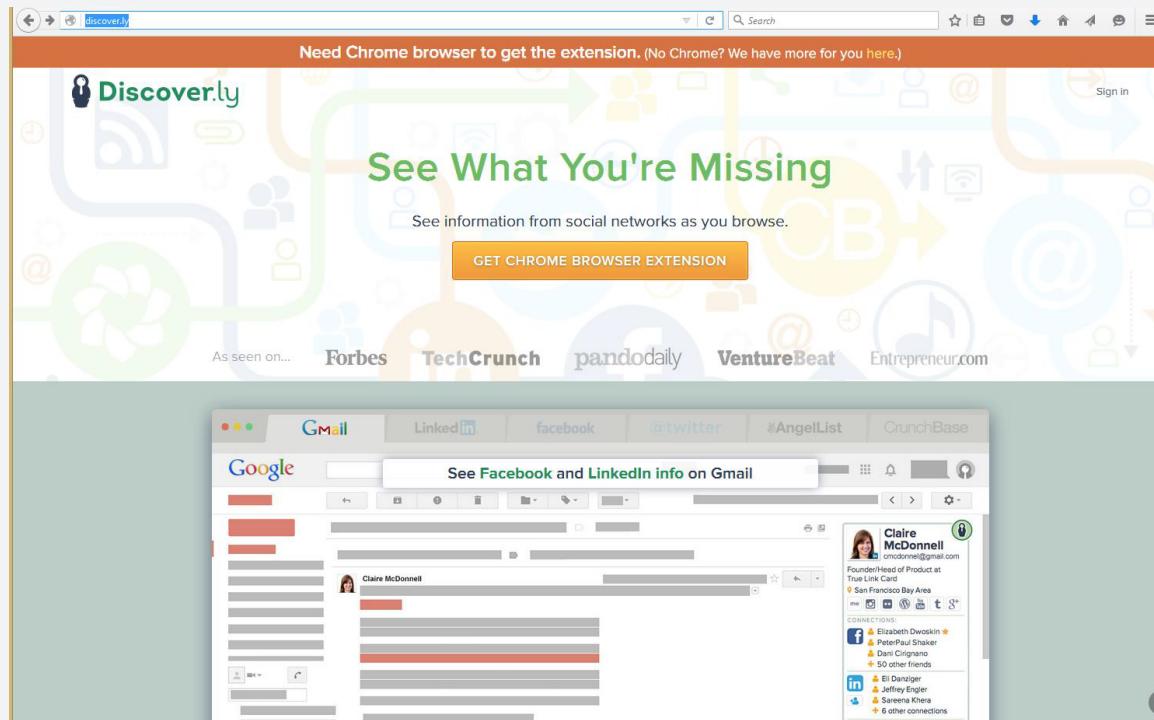
Here is a link to an example. We can search by school, company, title, current city, hometown, gender and more. You can search for people in all fields, from software engineers to cashiers and at all stages of their careers.

A	B	C	D	E	F	G	H
UID	Name	username@facebook	Link Profile	Current City	Current Work	Company	Education
1	162427143 Alok Sharma	alok.sharma127@facebook.com	https://www.facebook.com/alok	Seattle, Washington	Software Development Engin	Amazon	University of Florida
2	624231607 Jared Bergman	jared618@facebook.com	https://www.facebook.com/jare	Seattle, Washington	Software Developer	Amazon	University of Maryland,
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Current Work	Company	Education	Public Phone	Public Email	Public Website	Gender
2	Software Development Engin	Amazon	University of Florida	-	http://about.me/alok_sharma	Male
3	Software Developer	Amazon	University of Maryland, College	-	https://profiles.google.com/u/0/10:	Male
4	Software Development Engin	Amazon	Arizona State University	-	-	Male
5	Software Engineer	Amazon	Arizona State University	-	-	Male
6	Software Engineer	Amazon	Virginia Tech	-	https://jplahn.github.io	Male
7	Software Development Engin	Amazon	New York University	-	https://cs.nyu.edu/~sg4287/sahil.htm	Male
8	Software Development Engin	Amazon	Cornell University	-	-	Male
9	Software Development Engin	Amazon	Stanford University	-	http://www.ryanmatsumoto.com	Male
10	Software Engineer	Amazon	Georgia Institute of Technology	-	-	Male
11	Software Development Engin	Amazon	University of Texas	-	-	Male
12	Software Engineer	Amazon	Vanderbilt University	-	-	Male
13	Software Engineer	Amazon	Arizona State University	-	-	Male
14	Software Developer	Amazon	Case Western Reserve University	-	-	Male
15	Software Engineer Intern	Amazon	University of Washington	-	http://yuwei.lm/	Male
16	Software Development Engin	Amazon	University of Maryland, College F(443) 504-2832	-	http://www.cs.umd.edu/~gregbenh-	
17	Software Development Engin	Amazon	University of Florida	-	daxkerchner@hotmail.com	Male
18	Software Development Engin	Amazon	University of Central Florida	-	-	Male
19	Software Development Engin	Amazon	Carnegie Mellon University	-	-	Male
20	Software Development Engin	Amazon	Purdue University	-	-	Female
21	Software Development Engin	Amazon	Rutgers University	-	http://www.bilalquadri.com	Male
22	Software Development Engin	Amazon	Carnegie Mellon University	-	-	Male
23	Software Development Engin	Amazon	University of Massachusetts Amh	-	-	Male
24	Software Development Engin	Amazon	University of Southern California	-	-	Male
25	Software development mana	Amazon	(Ctrl) - Osburg University Of Pe	-	-	Male

One more Tool :

<http://discover.ly/>



HAVE YOU EVER REALLY THOUGHT ABOUT HOW A SEARCH ENGINE WORKS?

Many people don't realize that when running a search on any site like Google, the results returned are not live or new, but actually stored, archived information that has been pulled from different websites. With millions and millions of pages currently on the World Wide Web and loads more being added daily, no two search engines will show the exact same results in the same period of time.

Of course, you will see some of the same results when searching commonly used sites like Google and Bing, but each search engine contains hundreds and hundreds of unique pages, and in order to access even 60% of what is on the Web, sourcers should attempt to get used to using multiple search engines and not just sticking to Google when using different search techniques.

Here are three less used search engines that can help provide you more results:

1. **Exalead:** exalead.com is growing in popularity but is still not used as much as it should be. Exalead lets you search for web results, images, videos, and Wikipedia article and uses the standard Boolean operators and field search commands. It also has a desktop search feature and a bookmarking option directly from the results page. Exalead is typically the best site to use when doing flipsearches (looking for hyperlinks on a page).
2. **DuckDuckGo:** Per their website, duckduckgo.com "gives you great results without tracking you." The site emphasizes protecting user privacy and doesn't focus on providing you personalized results because they claim they don't track your IP. It uses typical Boolean operators and even has its own syntax, !Bang, that lets you search another site directly.
3. **MillionShort:** millionshort.com allows searchers to filter out the top million websites (or the first 100k, 10k, etc.) on the web, thus providing a unique set of results. If you are feeling stuck or looking to generate new ideas, MillionShort is a good place to start.

It can be challenging to break from the routine of typing www.google.com into your search bar whenever you start sourcing, but I strongly encourage you to give it a try.

Good LUCK in your Sourcing