

People Store Staffing Solutions Embraces Social Media



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TORONTO, ONTARIO--(Marketwire – June 08, 2011) [People Store Staffing Solutions](#) is proud to announce the expansion of its Social Media presence. This news is an extension of the company's recent association with [Facebook](#), [LinkedIn](#) and [YouTube](#).

[John Nalli, President & CEO](#) of People Store explains; "With more and more recruitment experiences occurring via Social Media it is important to continue being the source that people look to for all their recruitment and staffing needs". People Store has not only fully embraced Social Media as a way to bridge their services to a diverse audience, but the company goes further in providing sophisticated tools which are designed to coach associates through a variety of real world scenarios.

People Store partnered with a global marketing firm *Cheil Worldwide* and developed a strategy that speaks to the public with a compelling and meaningful message. The strategy then became a focused effort to convey information with an educational and informative spin. The result was a series of interactive videos showcasing real-life instructional and knowledgeable expertise.

The Social Media experience allows People Store to reach a broader audience who will find the networking provided by these platforms very advantageous. "Not only are these tools for the job seeker, but they allow someone to send a friend or family member useful video clips of tips for before or after an interview and prior to a job offer. These help to create successful situations by putting interviewees at ease and assisting in additional clarification points of interest" says Nalli. In addition to assisting and coaching job seekers, these tools also help employers hone in on what specific areas are important through the interview and selection process.

<http://www.facebook.com/pages/People-Store/190421647640336>
<http://www.linkedin.com/company/people-store-staffing-solutions-inc.>
<http://www.youtube.com/user/PeopleStoreCanada>

About People Store Staffing Solutions:

Unlike any other company, People Store provides a continuous partnership with its clients through a unique tiered approach to staffing: Diagnosis and Implementation. By providing the industry's widest array of services through a unique human resource business model, People Store retains expertise in 9 highly specialized service lines.

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