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MONSTER & CAREERONE.COM.AU LAUNCH PROFESSIONAL NETWORKING APP FOR FACEBOOK WITH INTRODUCTION OF BeKnown™

[Monster Worldwide](#) including [CareerOne.com.au](#) has launched BeKnown™, a professional networking app designed to enable Facebook users to establish a professional network on the world's most popular social platform.

[BeKnown](#) is available free for download at <http://apps.facebook.com/beknown> to all Facebook users in 19 languages across 35 countries including Australia. Users can identify and connect with contacts from multiple sources including Facebook, Linked In, Gmail and Yahoo to enhance their professional profile and discover new career opportunities.

"BeKnown allows people to build their professional networks on Facebook and then keep those work-related contacts and updates separate from their personal profile," said Michael Harvey, CEO of CareerOne.com.au.

"More than 600 million people use Facebook globally including an estimated 10 million plus users in Australia and BeKnown allows them to do everything they want to on one platform," he said.

"Companies are also making use of Facebook in increasing numbers to reach consumer audiences and now BeKnown allows them to connect with potential employees as well," said Mr Harvey.

Benefits for Job Hunters

"BeKnown means a job hunter can create and maintain their professional network without ever leaving Facebook," said Mr Harvey.

"To make BeKnown as easy as possible to populate, Australian users can pull in details from their CareerOne and Linked In profiles as well as select contacts from Linked In and Facebook and other social networks to connect with," he said.

BeKnown users can:

- Connect to CareerOne's job search tools from within the BeKnown app.
- Easily invite contacts from other social networks to expand their BeKnown network. No need to send one invite at a time.
- See who among their professional contacts on BeKnown is connected to a company or job opportunity they are interested in.
- Update their social profile on Facebook without impacting their BeKnown page. BeKnown is a totally separate profile on the Facebook platform.

Employers/Recruiters

“The greatest advantage for employers and recruiters is that their CareerOne.com.au jobs will be searchable from BeKnown increasing their reach to a wider audience of relevant active and passive job hunters,” Mr Harvey said.

“BeKnown offers a vast source of potential global and local talent amongst Facebook’s extensive user group representing diverse ages, income levels, backgrounds and employment sectors including trade skills and professions.”

Mr Harvey said additional features for employers and recruiters are currently in development including the ability to create and post company profiles for free. Employers will then be able to post jobs to their profiles enabling BeKnown users to view, apply or recommend those jobs to their own networks.

BeKnown is the latest innovation developed by Monster and made available in Australia by CareerOne.com.au

“BeKnown is another extension of our commitment to meet the evolving needs of job hunters and employers by adding professional networking to online recruitment, job search and career management,” Mr Harvey.

Other features already available in Australia include mobile apps for job hunters and a job posting service for employers and recruiters that increases reach to 90 per cent of Internet users called the [CareerOne Ad Network](#)

To arrange an interview with Michael Harvey please contact PA Sally Seeto on 9288 7586 E: sally.seeto@news.com.au

About CareerOne

CareerOne.com.au, one of Australia's leading digital employment brands, is a 50/50 joint venture between News Limited and Monster Worldwide. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers, News Digital Media and Monster.com, creating a leading recruitment service with national and international reach. With jobs listed on-site and an unrivalled collection of career advice, articles and resources, CareerOne.com.au provides first-class information and support tools for people looking for jobs wherever they are at in their career. CareerOne also provides advertisers with a cost effective range of innovative recruitment solutions to attract both active and passive candidates including job listings, award winning resume database, behavioural targeted display campaigns, passive candidate reach through the CareerOne Ad Network, access to Monster worldwide network and Virtual careers fairs.

About Monster Worldwide

Monster Worldwide, Inc. (NYSE: [MWW](#)), parent company of Monster®, the premier global online employment solution for more than a decade, strives to bring people together to advance their lives. With a local presence in key markets in North America, Europe, Latin America and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 Index. To learn more about Monster's industry-leading products and services, visit www.monster.com. More information about Monster Worldwide is available at about-monster.com.