

GUIDE

How to get the most out of **social recruitment**



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Introduction

Now that we have a mostly internet savvy workforce, it is imperative for recruiters to reach these individuals using a social recruiting strategy in order to bring their talent to your organization. So let's talk about Social Recruiting.

Social Recruiting refers to the use of social media platforms to advertise jobs, to recruit applicants, and to connect to the potential workforce. About 92 percent* of employers use social media to reach talent. For many of these organizations, social media is the main recruitment tool.

LinkedIn is a prominent platform for finding talent. More than 20 million* job listings are posted on LinkedIn with 50 million companies represented. Every second, 55 job applications are submitted. This is why LinkedIn is the leader for social media hiring, but they are no longer alone at the top. Companies are reporting a high success rate in hiring qualified applicants through Facebook and Instagram as well.



01 Does Social Recruiting Work?



It sure does. When it is done properly, your company can use social recruiting to reach out to quality job candidates. About 86 percent* of job seekers use social media in their search, and 71 percent* of employers who use social recruiting say it helped them screen applicants. Approximately 40 million* job seekers check listings on LinkedIn every week. Those are statistics that cannot be ignored!

Traditional recruiting methods are still being used, but social recruiting is more effective at keeping costs down and expanding reach. You can post listings on your page for free, or you can run ads that target a specific group for less money than, say, posting the opening on a job site. Either way, you are focusing your efforts on getting a listing seen by the desired job seekers.

Use of social media by company recruiters has increased over the past several years. In fact, 80 percent* of employers believe social recruiting has been helpful in finding passive job seekers, while 70 percent* asserted that they had hired applicants from social media. With these numbers, there is no doubt that social recruiting growth is not slowing down any time soon.

02 Benefits of Social Recruiting

Most job boards and websites target the active job seekers, those who are actively seeking employment. Social media can reach those potential candidates, as well as the passive job seeker, who is not actively seeking a job, but is open to the right opportunity. Passive candidates make up about 70 percent* of the talent pool.

Your listings will have a larger reach via social media, seen by candidates that would not necessarily see it on a job board. Passive job seekers are probably not looking at employment websites, but they are likely looking at their social media feed, perhaps even on a daily basis.

Despite not actively looking for a job, passive job candidates can often be the best fit for a position, and social media has proven to be a wonderful place to find these candidates. Approximately 82 percent* of organizations currently using social media have reported success with recruiting passive job candidates.

It costs over \$4000* to hire a new employee and takes an average of 42 days* to fill a vacancy. Job board ads are expensive, and there is no guarantee that your ideal candidate will apply. The chances of reaching that applicant through social media are much higher for less time and less money.

Social media is also a fantastic way to boost your employer brand. Almost half of job seekers find company culture to be the reason they leave a company and the reason they want to stay. Through social media, you can promote your culture in your posts and show potential applicants why they may want to work for you.



03 How to Begin Using Social Recruiting

If you are ready to begin adding social recruiting to your strategy, here are some tasks to consider.

- Firstly, your company should have **accounts** on any platform you intend to use, and hopefully you have built up followers. Once you post a job listing, your followers can share the post with their friends and networks, who will share it with theirs, and so on. The more who share the post, the more reach you have, and the more applicants you have the potential to receive.
- **Set your goals.** What are you trying to accomplish? Perhaps you want to shorten your company's hiring process. Maybe you want to attract more higher quality applicants. You can do both. Once you know what you want to do, you can choose metrics to measure how well you are doing, which may suggest how to do more. Some popular recruitment KPIs to use are cost per hire, time to hire, how many clicks to your hiring page are coming from social media, and time spent per applicant.
- Once you have your goals set, spend some time thinking about what kind of applicants you want to attract. Understand what **skills and traits** this person would need to perform well in your company. This will lead you to targeting just such a person in your recruiting efforts.
- Now that you know who you are seeking, think about where you can find them. Some social media sites may be aimed at the kind of applicant you want, so you will want to post your listing there. Knowing **where your ideal candidates spend time online** will guide you to the correct platform.
 - **TIP**
ask your employees which social media sites they frequently use.

- **Look at what your competitors are doing** successfully in their own social recruiting. They may be engaging well on their social media pages, and you can learn from that. But if they are not doing well, you can learn from that as well what NOT to do. Either way, you will know exactly what you are up against.
- **Nail down your employer brand.** To promote your company culture on social media, you need to know what it is. Your posts and other content should reflect that. Inform your employees of company initiatives, so they can participate in your recruiting in their own way, such as writing content about the workplace and sharing job listings on social media to their networks.
- **Create attractive job descriptions for your open positions.** Be sure that you include the location and job title in your job post. It seems obvious, but you would be surprised how many recruiters neglect to add this information to their listing. And don't forget to add a descriptive yet catchy caption as well as choose a high resolution image that communicates what the role/your company stands for. You just want to make it as easy as possible for qualified candidates to click "apply".





One click away with Talentech

Social media recruiting is definitely a boon for modern hiring teams. Not only does it allow you to show off your company culture, but it also enable you to connect with much more relevant candidates.

And as more internet savvy people enter the workforce, **recruitment through social media will continue to grow** and become an even more valuable asset.

For Talentechers

When using a Talentech recruitment system, you are just one click away. After uploading a new job to the Talentech platform, simply press the **Talentech Social Media'-button**, fill out information and perfectly put together job ads will be published to your chosen social media platforms.

Sources:

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