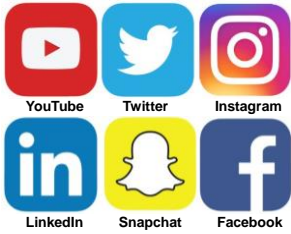


Using Social Media for Recruitment



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Using Social Media for Recruitment



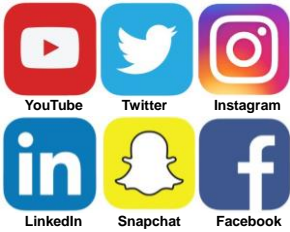
Strategies to use social media for recruiting

Agenda

1. Social Mediums Between Generations
2. Social Media Recruiting
3. Benefits, Risks, and Appropriateness
4. Utilizing Communication for Recruiting Strategies
5. Developing A Plan

Audience Question

What Social Media Networks Do You Use?



Audience Question

How many hours a week do you spend on social media?

- A. Less than 5 hours
- B. 5-6 hours
- C. 8 plus hours



Social Mediums Between Generations

Baby Boomers

- Social Media Average:
 - 4hrs 9min per week
- Most preferred:
 - Facebook and LinkedIn
- Least preferred:
 - Twitter and Instagram
- Least likely to jump to a variety of social media platforms



Social Mediums Between Generations

Generation X

- Social Media Average:
 - 6hrs and 58min per week
- Most Preferred:
 - YouTube, LinkedIn, and Facebook
- Least Preferred:
 - Twitter, Instagram, and Snapchat



Social Mediums Between Generations

Millennials

- Social Media Average:
 - 6hrs and 19 min per week
- Most Preferred:
 - YouTube, Snapchat, Instagram, and Facebook
- Least Preferred:
 - Twitter
- Most likely to jump to newer social media platforms



Social Media Recruiting

What is it?

- Using social media platforms to advertise jobs, find talent, and communicate with potential candidates.
 - Examples of Platforms:
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter

Social Media Recruiting

Why Use It?

- Marketing Your Company
 - Ability to get brand name, culture and values out to a large audience quickly
 - Quick and easy connection with potential candidate and partners
 - Announcements, updates, job postings, and more in real time

Social Media Recruiting

Why Use It?

- Sourcing Candidates
 - Key to reaching out to passive candidates
 - Access to a larger and more versatile pool of candidates



Social Media Recruiting

Why Use It?

- Better Understanding of Candidates
 - Endorsements for skills
 - Past and/or present employers, professors, and peers
 - Connection with the industry
 - Company, employees, or industry in general
 - Would they align with company culture?
 - Appropriate or inappropriate behavior, comments, and postings.

Benefits, Risks, and Appropriateness

Social Media Benefits:

- Increase brand awareness & loyalty
- Connect with your target audience
- Improve client retention
- Find resume details without a resume



Benefits, Risks, and Appropriateness

Social Media Benefits:

- Increase traffic and conversion on your site
- Open up opportunities for sharing
- Keep track of your competitors
- Save money



Benefits, Risks, and Appropriateness

Social Media Risks:

- Damage to Professional Image
 - Unprofessional content and behavior by employees and hackers
- Legal Issues
 - Regarding privacy laws, content ownership, harassment, and discrimination
- Cyber Security and Data Breaching



Benefits, Risks, and Appropriateness

Appropriateness - The Don'ts:

- Ignore comments
 - No engagement shows lack of customer service
- Rely on automation
 - Automation results in the loss of personal touch among candidates, partners, and customers



Utilizing Communication for Recruiting

Participate in The Right Conversation

- Find the people you want to communicate with rather than just anyone
 - Get job openings in front of candidates you want to apply
 - Utilize hashtags for quick help in reaching out to mass candidates

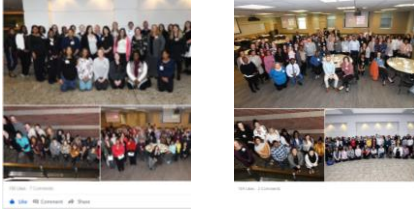


Utilizing Communication for Recruiting

Promote Your Company Culture

- Go beyond posting open roles
- Share content about company
 - Culture and values
 - Updates in company and related news
- Uniqueness often gets more shares

Utilizing Communication for Recruiting Promote Your Company Culture



Utilizing Communication for Recruiting Promote Your Company Culture



Utilizing Communication for Recruiting Keep Post Frequent, Not Overwhelming

- Facebook
 - 1 post per day
 - Key times: 1pm-4pm
 - Reshare a post every other day
- Twitter
 - 15 tweets per day
 - Key times: Anytime
 - Retweet about 7 tweets a day



Utilizing Communication for Recruiting

Keep Post Frequent, Not Overwhelming

- LinkedIn
 - 1 post per day
 - Key times: 10AM-11AM
 - Reshare a post every other day
- Instagram
 - 1-2 posts per day
 - Key times: 8AM-9AM



Utilizing Communication for Recruiting

Look Beyond Niche Networks

- Social media goes way beyond Facebook and LinkedIn
- Different generations use different social networks
- Unpopular networks can be more attractive to unknown candidates



Utilizing Communication for Recruiting

Adjust to a Changing Workforce

- Monitor and update strategy to accommodate new ways of generations
 - Auto fill applications
 - Submitting resumes through a variety of social channels
- Newer generations are attracted to more tech savvy companies

Developing A Plan

Determine Your Goals

- Goals should align with overall business goals
 - Grow business further
 - Increase brand awareness
 - Generate more leads
- SMART goals only
 - Specific, Measurable, Attainable, Relevant, and Time-bounded



Developing A Plan

Tap Into the Right Platforms

- Consider where ideal candidate would spend time
 - Examples:
 - Graphic designers with Instagram and Pinterest
 - Salesperson with platforms like LinkedIn
- Different platforms different approaches
 - Twitter: Hashtags
 - Facebook: Career pages and job groups

Developing A Plan

Create A Presence That Reflect Your Brand

- Company culture is key to attracting talent
- Highlight the most valuable parts of your company
- Allow employees to share in your company's voice



Developing A Plan

Learn and Go Beyond The Basics

- Participate in LinkedIn and Facebook groups
- LinkedIn and Twitter advanced searches
- Facebook graph searches
- Develop your own videos



Developing A Plan

Involve Every Employee

- More users more social media power
- Encourage employee postings
 - Job openings
 - Company or industry updates
 - Interesting articles related to audience
- Participation and usages of accounts daily



Ending Remarks

“If you’re not regularly experimenting with your social media efforts, you’re not maximizing your social.”

-Neal Schaffer

How else can I be helpful?



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