DIGITAL RECRUITMENT: WHY GOING SOCIAL IS ENGAGING (AND NECESSARY)!

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As social media had become more prevalent, businesses have struggled to keep a balanced view. Misuse can destroy productivity & harm the company's reputation. Yet, ignoring it can pinch the hiring funnel, alienate employees & customers, and leave you with a 'so last century' reputation. How does HR cope? In this presentation, current trends & best practices form the back drop of practical tips the HR professional can take to the office for immediate consideration.
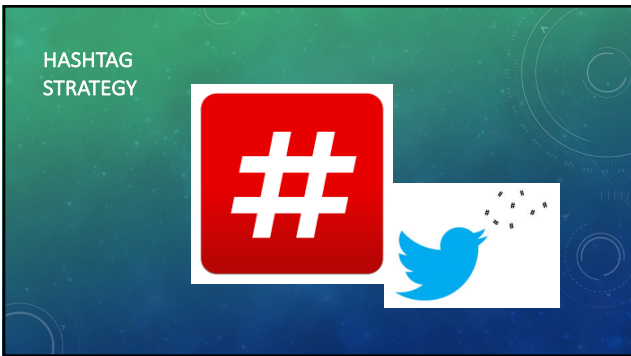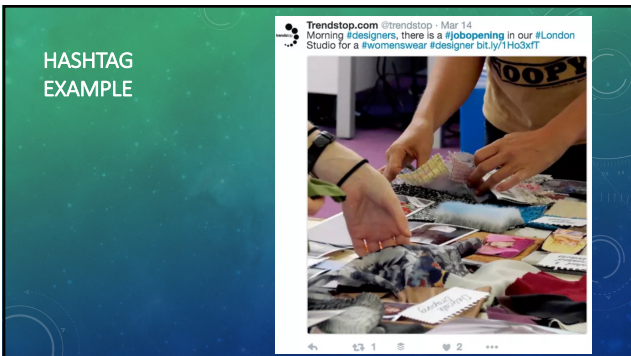
Objectives

1. List top social media for recruitment & name at least 2 up and comers
2. Describe 3 or more benefits of engaging in digital recruiting
3. Relate analytics & ROI that measure HR recruitment performance
4. Outline 5 ways a social media program impacts employee engagement, & state how employee engagement feeds the hiring funnel
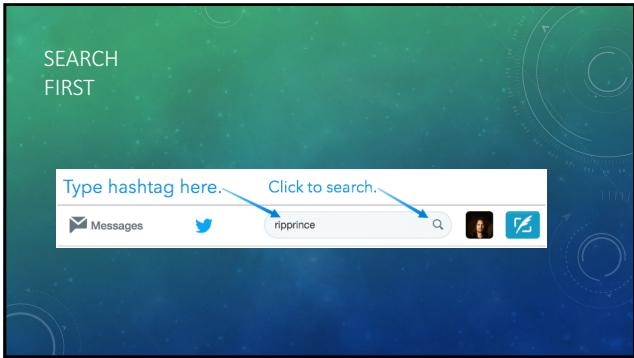

SOCIAL MEDIA FOR RECRUITING: TOP SITES

Source: www.work4labs.com/how-to-use-the-top-six-social-media-platforms-for-recruiting/

HASHTAG
STRATEGY

HASHTAG
EXAMPLE

SEARCH
FIRST

Type hashtag here.   Click to search.

Messages   ripprince

ALASKA
EXAMPLE

Doyon Jobs @DoyonJobs · 5h
Join the DL - Doyon Limited team! See our latest #job opening here:
bit.ly/2pLrHOh #IT #Anchorage, AK #Hiring

Help Desk Technician   Anchorage, AK

Leader In All We Do

DOYON
Limited™

Work
FOR US

FACEBOOK FOR RECRUITMENT

Slide 1

#1 IN RECRUITMENT

facebook RECRUITING

- Traffic / Exposure
- Diversity
- Introduces Your Culture
- Groundwork for Engagement

Slide 2

glassdoor.com

People love working here
Best Places
to Work 2016
glassdoor

Slide 3

ORION EXAMPLE

Feb 15, 2017   Helpful (1)

ORION **Corporate Interview**
Anonymous Interview Candidate

■ No Offer   ■ Neutral Experience   ■ Easy Interview

Application
I applied online. I interviewed at Orion Health.

Interview
Saw job on LinkedIn and applied through company website. Was contacted via email to set up phone interview with HR. Had a 30 min phone interview with HR where the basics of the role were explained and then I was asked questions about my background and how I fit the role. I was told I was an excellent candidate and would hear back on next steps by the end of...
Show More

Interview Questions
What is your current compensation package?

glassdoor

GLASSDOOR REVIEWS

Orion Health Reviews
195 reviews

Filter ⌄   Full-time ✕   Part-time ✕

2.7 ★★★☆☆   ☰ Rating Trends

49% Recommend to a friend   53% Approve of CEO   Ian McCrae 122 Ratings

195 Employee Reviews

Aug 23, 2016   Helpful (4)

"Lots of opportunity, great people - hang on for the ride!"
★★★★★ ▾ Current Employee - Anonymous Employee in Scottsdale, AZ

■ Recommends   ■ Positive Outlook   ■ Approves of CEO

I have been working at Orion Health full-time (More than a year)

glassdoor

S

I N S T A G R A M

EXAMPLE

Instagram   Q Search

alaskatourjobs Follow ▾ ···
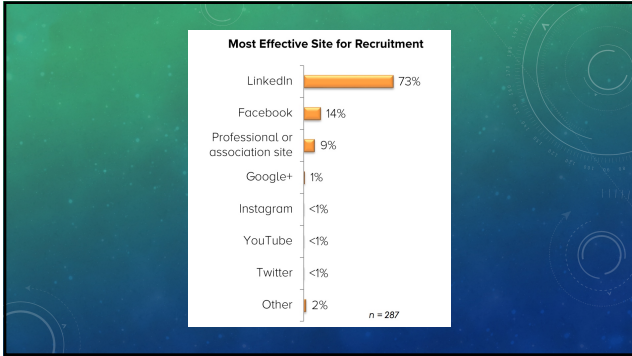4 posts   147 followers   3 following
Alaska Tour Jobs Summer jobs in Alaska and the Yukon!
www.alaskatourjobs.com

STEPS

ZENDESK EXAMPLE

Most Effective Site for Recruitment

Site	Percentage
LinkedIn	73%
Facebook	14%
Professional or association site	9%
Google+	1%
Instagram	<1%
YouTube	<1%
Twitter	<1%
Other	2%

n = 287

Social Media Sites Used for Recruitment	2011	2013	2015
LinkedIn	95%	94%	96%
Facebook	58%	54%	66%
Twitter	42%	39%	53%
Professional or association social networking site (other than SHRM Connect)	23%	29%	35%

WHO DO RECRUITERS LOOK FOR ON SOCIAL MEDIA?

SHRM SOCIAL MEDIA RECRUITMENT & SCREENING SURVEY

JOB LEVELS RECRUITED THROUGH SOCIAL MEDIA

87% NONMANAGEMENT, SALARIED EMPLOYEES

82% MANAGEMENT

55% NONMANAGEMENT, HOURLY EMPLOYEES

45% EXECUTIVE/UPPER MANAGEMENT

EFFECTIVENESS OF SOCIAL MEDIA RECRUITING IN DECREASING TIME TO FILL POSITIONS

71% SAID IT WAS EFFECTIVE TO DECREASE TIME TO FILL NONMANAGEMENT, SALARIED POSITIONS

67%: EFFECTIVE FOR MANAGEMENT POSITIONS (E.G., DIRECTORS, MANAGERS)

59%: EFFECTIVE FOR EXECUTIVE/UPPER MANAGEMENT POSITIONS (E.G., CEO, CFO)

53%: EFFECTIVE FOR NONMANAGEMENT, HOURLY EMPLOYEES

METRICS FOR SOCIAL RECRUITING

3 Topline KPIs Every CEO Needs to Know

1. **OVERALL COST-PER-HIRE**
   Establishes a key recruiting benchmark by dividing the sum external (e.g., job boards advertising) and internal costs (e.g., in-house recruiters) by number of hires.

   $$\frac{\Sigma\ (External\ Costs) + \Sigma\ (Internal\ Costs)}{Total\ Number\ of\ Hires\ in\ a\ Time\ Period}$$

2. **BEST SOURCE-PER-HIRE**
   Lets you double down on channels (e.g., job boards) or programs (e.g., employee referrals) delivering the best ROI or most-qualified candidates.

3. **EMPLOYEE ATTRITION RATE**
   Helps accurately forecast required headcount for a given time period.

4. **TIME TO HIRE**

METRICS FOR SOCIAL RECRUITING

Specific Channels to Track

	Number of Hires	Rate Quality of Hire (1 = lowest quality / 10 = highest quality)
Job Boards:	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □
Employee Referrals:	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □
Display Advertising:	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □
Internal Recruiters:	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □
External Recruiting: Outsourcing and contractors	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □
Applicant Tracking System:	_____	1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10 □

METRICS FOR SOCIAL RECRUITING

Cost-Per-Hire by Channel

Job Boards: $ _____

Employee Referrals: $ _____

Display Advertising: $ _____

Internal Recruiters: $ _____

External Recruiting: $ _____
Outsourcing and contractors

Applicant Tracking System: $ _____

WHY?

- `<iframe width="560" height="315" src="https://www.youtube.com/embed/6JYjaBb3P8o" frameborder="0" allowfullscreen></iframe>`

TIPS
- **Have a plan**
  - **Develop a multi-channel sourcing strategy**
- **Recruit an advisory team (HR, IT, recent employees)**
- **Be consistent**
- **Evaluate**
- **Commit to changing the 'look & feel' 2 – 4x per year**
- **Share metrics throughout your company**

RESOURCES

- Case Study: Digital Recruiting and Hiring Process. (n.d.). Retrieved from https://www.kwantek.com/kblog/case-study-digital-recruiting/

- Fallon, N., 11, B. N. D. M. E. J., & EST, 2016 10:57 am. (n.d.). Hiring in the Digital Age: What's Next for Recruiting? Retrieved from http://www.businessnewsdaily.com/6975-future-of-recruiting.html

- Joyce, S. (2016). THE INTERNET REVOLUTION: Digital Disruption in Recruiting & Job Search. *Career Planning & Adult Development Journal*, *32*(2), 14–20. Retrieved from http://ezp.waldenulibrary.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=eue&AN=116325606&site=eds-live&scope=site

- Managing and Leveraging Workplace Use of Social Media. (2016, 1/19). Retrieved from https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/managingsocialmedia.aspx

- Nambisan, S., Lyytinen, K., Majchrzak, A., & Song, M. (n.d.). Digitizing Talent: Creative Strategies for the Digital Recruiting Age | Conferences. Retrieved from https://conferences.shrm.org/conference/2017-talent-management-conference-exposition/session/digitizing-talent-creative

- MacDonnell, L. (2017, January 12). Recruiting Trends for 2017. Retrieved from http://statesmanmedia.com/recruiting-trends-2017/

- SHRM - www.shrm.org search 'social recruiting'; also Social Media Recruiting Screening (pdf)

THANK YOU

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