

5 Reasons Why Your Company Can't Ignore Social Recruiting

Does your recruiting strategy include social media? Or, is your company executing its social media strategy, but has left the Human Resources department out of the picture? Whatever the case, if your organization is not using social media to source and recruit candidates, you are missing an opportunity to tap into a vast pool of talent that is ready, willing and able to engage with you!

Below are 5 reasons why your company can no longer ignore social recruiting:

Your Competitors are Recruiting on Social Networks

According to the JobVite 2011 Social Recruiting Survey, 89% of companies use or plan to use social media for recruiting. In terms of where hiring managers are targeting their efforts, 87% use LinkedIn as their primary tool, while Facebook is the second favourite platform with 55% using it, followed by Twitter at 42%. The bottom line then is, if you are not reaching out to candidates, your competitors are.

Social Recruiting is Effective

In the same study, 2/3 of companies have successfully hired using social networks, which is up from 58% reported the year before. While hiring managers agree that the best candidates come from referrals, direct sourcing and social networks also yielded high quality job seekers. What's most interesting though, is that job boards, once the dominant form of recruiting yielded less desirable candidates.

Social Networks Provide Greater Reach

It used to be that a hiring manager's Rolodex was considered sacred. By using the top social networks, you will be able to reach more candidates and extend your search more broadly than you would with just your own contacts. On LinkedIn where the model is based on 6 degrees of separation, using your 2nd and 3rd degree connections not only amplifies your network reach, but will help you to identify and connect with individuals you otherwise couldn't get to.

Social Media Enables Continuous Engagement

Once you have established your social media strategy and set up your online recruiting channels, you will attract "Followers" and "Likers". While not all of those individuals are actively searching for jobs at the present, you have a ready talent pipeline of either active or passive job seekers ready at your disposal when you may want to tap into them. But make sure you nurture your network and engage with

what could be future employees, otherwise they will lose interest in your company.

Social Recruiting Increases Your Company's Employment Brand Awareness

Of course we know that it's your Marketing department's responsibility to lead the charge in social marketing efforts to develop brand awareness, generate leads and sales. The added benefit of social recruiting though, is that when the Human Resources department establishes its own online channels, it can also contribute positively to increasing the employment brand awareness of your company among job seekers. This is especially important among younger job seekers who will be checking your company out on social media. Social media savvy in the HR team makes your company look a whole lot better to this web savvy group of job seekers.

See you online!



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