5 Secrets
To Successful Social Recruiting
Why Social Recruiting?

If you are not tapping into your company’s social network for recruitment, you’re missing out on a free source of quality candidates. Each day, your network grows with every added Facebook friend or LinkedIn connection. Here are some things to remember:

- Nearly 70 percent of companies use social networking or social media to support their recruitment efforts. If you use social networks for recruiting, or even if you are among the 30 percent of companies that don’t, there are additional steps you can take to make sure you utilize these tools effectively.

- Using free social networks to target the most qualified candidates inside—or even outside—your network increases both the ROI and overall effectiveness of your recruitment strategy.

- One of the most important ways to measure the success of a social recruitment strategy is its impact in hiring referral candidates. Referral hires are more productive on the job, result in higher retention rates and tend to fit better in your company culture.

Social media has emerged as a tool to reach out to referral candidates directly and as a method for potential candidates to share their work histories online. If done right, social recruiting taps into your cumulative company network through multiple forms of social media. The results? A smart, cost-effective recruitment strategy and high-quality hires that fit your company culture.

Here are five simple secrets to successful social recruiting you can use right now.

The efficiency of referrals is one of the single most important characteristics of US hiring practices.

Career Xroads Source of Hire study, 2009
Secret #1: Find Strength in Numbers

A successful social recruiting model takes advantage of the free social networks in which your employees already engage. Rolling these networks together creates your company network, a powerful recruitment tool. With each new friend, contact or follower an employee adds, your network expands and a larger pool of referral targets becomes available to you. Some things to consider:

• Referrals are a proven method of finding high quality hires and an effective way to find passive candidates with the specific experience you need. Now you can use social networks to actively target referrals. Engage, enable and energize employees to tap their networks for referral prospects.

• The average Facebook user has 130 friends. The average Twitter user has 126 followers. Think about the potential number of social network contacts all your employees have…and the number of connections those contacts have. How far does your company network reach?

• Leverage the power of the multiple, free social networks and social media sites in which your employees already engage. Find out about the social sites used by people at your company and expand your recruiting network to include them.

• As companies compete for high-quality candidates, you can no longer afford to leave recruitment solely to recruiters. Using your employees’ social networks puts them in a proactive position to reach out to friends and contacts. Hiring is everyone’s job.
Secret #2: Don’t Guess, Measure

One of the predominant challenges of social media is that success isn’t measured using traditional methods. Engagement, a frequently cited benefit of social media, can be difficult to quantify and even harder to communicate to senior executives.

Social recruiting bucks this trend. With social recruiting, you can set clear goals, track and monitor your progress, and ultimately demonstrate value. Not only can these hard success metrics be communicated directly to the senior brass, but they will also help you to refine and perfect your approach as you ascertain the channels and messages that attract specific candidates.

- Social recruiting is a strategy, not a tactic. Using social channels to drive your recruiting efforts is not an isolated endeavor; it needs to be fully integrated with your overall HR strategy, continually tracked, monitored and refined as appropriate.

- Don’t think of social recruiting and social networking as two separate entities. Whatever your marketing team is doing on social channels, such as the company blog, will invariably affect your efforts and vice versa.

- You would never engage in a new marketing campaign without measurable analytics. Why should recruitment be any different? Your social recruitment efforts will only succeed if you track and monitor which tactics work best for you.

- Set quantitative goals, and then track the contacts, candidates and referrals that result from your social media efforts. Evaluate what works and adapt accordingly. The more experimentation you do early, the more refined your approach will be long-term.

“In 2009, nearly one in two businesses will make use of enterprise 2.0 software.

July 2009 Nielsen Global Online Consumer Survey
Secret #3: Social Media Is Good For Your Brand

Some companies take a conservative approach to social media, concerned about the risks to a corporate brand. But the biggest risk is not being on the social networks where your employees, customers and competitors are. Activity on social networks can help an organization to communicate its brand and culture. Broadcasting your company image through social media channels will spark your social recruitment efforts as candidates become familiar with your company culture. By creating opportunities for people to find out more about your company in an open and genuine way, you’ll draw prospective candidates to your opportunities.

- Give your employees concrete ways to help as they engage in their personal social networks. It can be as simple as asking the colleague sitting next to you to look for a good fit for a job in his or her LinkedIn network. Positive, regular posts by employees in professional social media sites can help a company by evangelizing the brand to broad networks of people.

- Lead by example. Make a commitment to social media and recruitment. Consider posting daily Twitter updates, creating a Facebook fan page and writing or commenting on blog posts on trends in your industry. When candidates see company employees engaged in intelligent social media, it enhances your company image.

- Though new forms of social media are constantly popping up, social media itself is no fad. Prepare yourself and your company for the long haul. Continue to explore, listen for ideas and get feedback from your employees about ways to improve social recruitment.

"We’ve allowed our brand to evolve from our internal culture. That’s resulted in a lot of blog posts, a lot of people tweeting, a lot of people recording and posting online videos about what they’re working on."

Ed Scanlan, CEO, Total Attorneys
Secret #4: Hunt, Don’t Just Gather

Active candidates who come directly to you will always be an important factor of recruitment. But social recruitment empowers you to go after passive candidates, people who fit your needs, but may not be actively looking for a new job. Extending your recruitment reach to passive candidates through your social network improves the overall quality of your hires over the long term.

- In the social media era, recruitment is a two-way street. Yes, you’re looking for candidates, but they’re also looking for you. Every Tweet, every Facebook status update and every blog post could potentially reach a future hire; plan and post accordingly.

- Social media that is casual, colloquial and open will attract both passive and active candidates. If content is deemed too sales-driven or if blog comments are answered cryptically, the company can appear to be antiquated, stodgy, or worse, dishonest.

- Just because passive candidates aren’t actively looking for a new job doesn’t mean they wouldn’t make great additions to your company. Think carefully about the characteristics of the talent you need and be where they are - on blogs, forums and networks. Leveraging your network to land a referral-based passive candidate is the best result you could receive from social recruitment.

“90 percent of consumers trust peer recommendations.”

July 2009 Nielsen Global Online Consumer Survey
Secret #5: Analyze, Adopt, Adapt

Years ago, MySpace was the catalyst that triggered the social media explosion. Today there are hundreds of social media options - and more are on the way. It’s important to continually analyze new forms of social media. If they are appropriate to your business, adopt them early. As more burst on the scene, adapt your social media and recruitment strategies.

- Building a social recruitment program is easier than you may think – recruiting and jobseeking has always been a social process. Now social technologies can help us communicate and connect more efficiently than ever before – if we analyze and target social recruiting efforts to achieve specific results.

- As social media takes new forms and usage increases, it’s important to experiment. By adopting early you ensure that you are on board for the “next big thing” in social media and, subsequently, recruitment.

- Social networking is not just for kids. Internet users of all ages and professional levels have adopted social media in droves. In fact, the fastest growing age group of Facebook users is between 45-65. Individuals have adopted and adapted to this new opportunity – and corporate recruitment efforts must, too.

- Social network usage now exceeds Web-based email, according to a Nielsn study. As communication becomes more social, so should your recruitment. Be prepared to continually adapt your social recruitment strategies in order to hone in on your desired target candidates.

Overall, nearly 50 percent of Facebook users in the US today are over 35, and nearly one-fifth of all US Facebook users are over 45. Most of America’s biggest brand advertisers are working with Facebook now, and it’s clear that they’re reaching users across the age spectrum.
Social Recruiting Starts Now

When done right, social recruitment dramatically increases your percentage of the most valuable hires: referrals. It's important to tap into multiple forms of social media to boost your recruitment efforts. Doing so involves every one of your employees in the recruiting process and reduces the costs and time of targeting and ultimately hiring new employees. These new hires provide lower churn rates and increased return on investment, and further expand your company’s network.

Here are several simple steps you can take to improve your social recruitment right now.

• Make sure you have clear direction of what you want to accomplish with your social media initiatives and communicate this to your employees. Examine each aspect of social media that you are currently engaged in and ask, “If this the message our company wants to send?” Make sure the answer is yes.

• If you haven’t already, create a LinkedIn corporate page Facebook fan page and Twitter account. If your company has social media pages established, carve out a section to feature jobs and content that lets people know what it’s like to work at your company – or start new pages specifically for this content.

• Encourage the use of personal blogs for your employees to comment on important trends in your industry.

• Develop an incentive program to get your employees involved and recruiting through their own social networks.

• Consider expanding your social media presence to include YouTube, social bookmarks, message boards, wikis, photo-sharing sites and podcasts, if appropriate to your business. Intelligent conversation attracts candidates and improves your company image.

• Experiment with new forms of social media to determine if they are a right fit for your company and recruitment strategy. If so, adopting early will expand your network to an untapped resource of potential candidates.
Drive Change

Even though social media continues to grow in popularity at a tremendous rate, 54 percent of businesses still do not allow employees to visit social networking sites, according to a recent survey by Robert Half Technology. Here are some conversation starters for you to drive change in your company and improve your recruitment strategy.

- Immediate Savings - Referral hires targeted through social recruiting are 1/5 the cost of a direct hire and 1/8 the cost of an agency hire.

- Long Term ROI - Referral hires are proven to be more productive, stay at your company longer and fit in with your culture better.

- Easy-to-use and Flexible Solution - A successful social recruiting platform is a simple, easy-to-use application that can be used on its own or in combination with other recruiting technology your company already has in place. Employees will engage in referrals if you make it really easy for them.

- Measurable Results - Sort candidates and results by using a variety of metrics to determine what works and what doesn’t in your recruitment strategy. This insight can help you better allocate resources internally and better manage the external perception of your company.

- Referral Hires - A company is defined as much by its products as it is by its people. Referrals create a network of friends that are more engaged and invested in your business.

Referrals are 1/5th the cost of a direct hire and 1/8th the cost of an agency hire.
Enhance Engagement

Social recruitment is a natural extension of social networking. Employees reach out to their friends every day across a variety of social networks. Here are some easy ways to encourage your employees to engage in social recruitment to help grow your company:

- **Friends, Not Coworkers** - Utilizing social networks allows employees to actively choose the candidates they want to work with every day.

- **Self-defined Culture** - A network of friends working together creates a positive environment and dynamic culture that is defined by employees as well as management.

- **Take The Lead** - Employees who feel empowered to influence decisions, such as hiring, are more invested in their business and more productive over the long-term.

- **Become a Connector** - When employees help friends find jobs through social networks, they improve their personal online brand and position themselves as a quality connection in their industry.

- **Incentive Program** - If working with friends isn’t reason enough, a little extra money in your employees’ pockets will always be a prime motivator in recruiting.

“60 percent of people said they are likely to use social media sites to pass along information to others online.”

*Study by DEI Worldwide*
About Jobvite

Jobvite offers web-based software applications that help companies find the right candidates and manage all aspects of hiring.

Jobvite, Inc.
270 East Lane, Suite 3
Burlingame, CA 94010
650.376.7200

www.jobvite.com

Twitter: www.twitter.com/Jobvite
Facebook: www.facebook.com/Jobvite