

# Jobvite



The Essential Guide To Developing  
A Social Recruiting Strategy

Bigger. Better. **Hired.**

*Part 3*



## Table of Contents | Part 3

<b>Social Recruiting Analytics</b>	<b>3</b>
What to measure?	4
Benchmarking success	8
Re-allocation of resources	10
<b>Conclusion</b>	<b>11</b>
<b>Resources</b>	<b>12</b>
EBooks	12
Jobvite Surveys	13



*This is the third, and final, part of a three-part series on building a comprehensive and cohesive social recruiting strategy that is unique to your company. Click for access to [Part 1](#) and [Part 2](#).*

## Social Recruiting Analytics

After working through the first two installments of this workbook, you should be well on your way to implementing your new social recruiting strategy. However, an essential step in ensuring that your efforts are successful in the present and in the future, involves referring back to the data collected thus far. You must gauge how effectively the strategy you have chosen has been at achieving your social recruiting goals.

It begins with analytics and measurement. With empirical metrics in hand, you will engage in a recurrent process of learning, fine-tuning and preparing for the future. Each informed adjustment, revision or re-evaluation you make serves in crafting a more seamless social recruiting mechanism.





## What to measure?

Measurement is absolutely key in benchmarking success as well as determining spend and re-allocation of resources. When social media hit the world of business, so many were worried about the return on investment (ROI) and mapping dollar amounts to sales goals. There isn't one direct metric that defines engagement and the business value of social.

However, we can use a number of metrics to help us see the relative ROI, especially in terms of campaign influence. Social has proven success in a variety of other departmental areas. For example, sales and customer satisfaction have increased exponentially since companies have implemented social.

Now as the job market grows and social has come to the HR world, we can cannibalize what was learned when social media came to other business areas and see the gaps and opportunities for social recruiting as well as a way to see the ROI of your efforts.

### What are the top three sources for applicants?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What are the top three sources for quality candidates? (This applies to those who have multiple interview levels.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

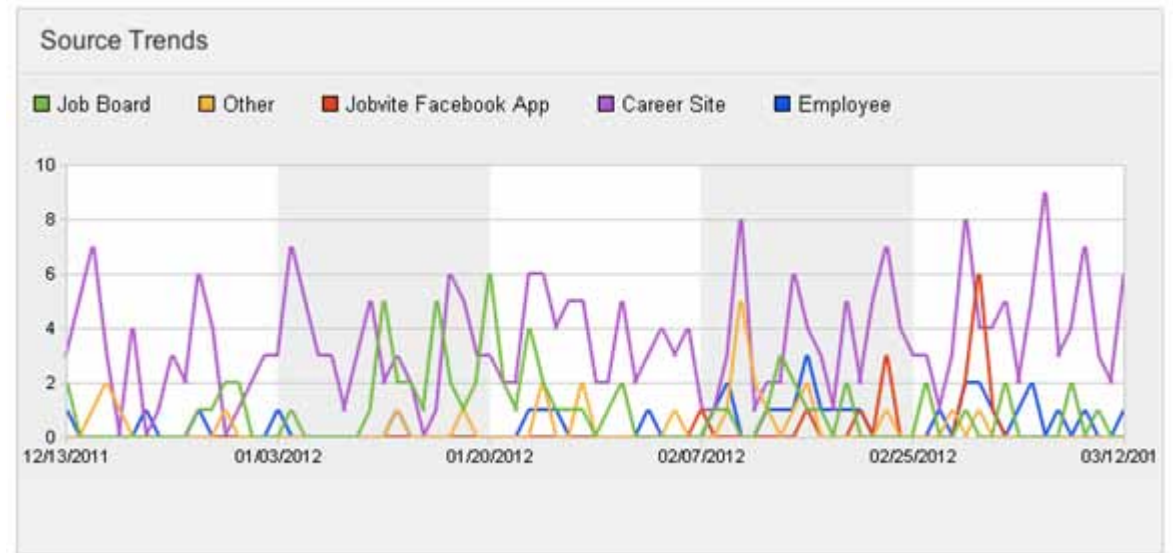


**What are the top three sources for hires?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What is your apply to hire conversion rate by source?**

1. Job Board: \_\_\_\_\_
2. Career Site: \_\_\_\_\_
3. Agency: \_\_\_\_\_
4. Employee Referral: \_\_\_\_\_
5. Notification: \_\_\_\_\_
6. Other: \_\_\_\_\_



**What are the top three performing recruitment-marketing campaigns?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**What are the top three traffic sources to your career site?**

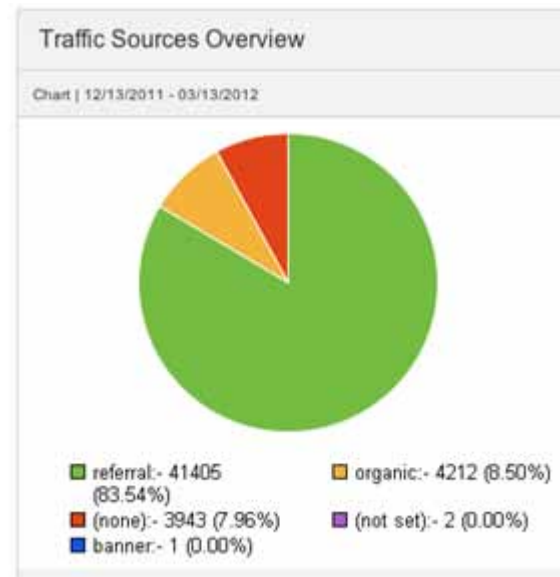
- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**What are the top three performing jobs?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

One of the forefront results that recruiters in the social space see is the ability to increase high-quality, low-cost hires through employee referrals. According to our customer data, although employee referrals account for only 7% of applications for open positions, 40% of those applicants are eventually hired ([Jobvite 2012 Index](#)).

Employee referral hires also began work on average 18 days before hires sourced from more traditional outlets like job boards and career sites, and almost half stayed with the company for more than three years.





**Who are the top three employee referrers?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**What are the top three networks on which employees refer?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_



## Benchmarking success

Now that you have a clearer vision of where you stand in the social recruiting world. You must revisit these questions monthly, quarterly and annually in order to benchmark your success and to ensure continued improvement.

If the hardest part of social recruiting is deciding to do it, the second hardest is maintaining it. Now that you have a cohesive strategy in place, you'll need to review your metrics and set percentage goals.

Take a moment to review your short-term, mid-term and long-term goals that you wrote out on [page 5 in Part 1](#). After reviewing your current metrics, add percentage goals to each of the social initiatives that you want to accomplish in that time frame. Keep in mind that this is an ever-evolving process, as your metrics will change your vision and your goals going forward.



### Short-term goal

Initiative 1: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 2: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 3: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_





**Mid-term goal**

Initiative 1: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 2: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 3: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

**Long-term goal**

Initiative 1: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 2: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_

Initiative 3: \_\_\_\_\_

Percentage Goal: \_\_\_\_\_



## Re-allocation of resources

Measuring your success in social recruiting is incredibly important for a number of reasons. Namely, you don't want to leave money on the table. This means that if you were spending money on a specific channel that is not capturing quality candidates or hires, you would want to know so that you can put resources toward the ones that are working.

In order to do this, you'll need to understand your metrics. Moreover, you may have to sell social recruiting to other areas of your company, such as finance and HR. For a deeper look at which metrics matter to whom, download our eBook [Recruitment Analytics: 5 Ways to Benchmark Success](#).



## Conclusion

Social recruiting is a continuous effort, much like recruiting in itself. With today's employees always on the prowl for new opportunities, recruiting has become an on-going effort. We all know that it does not stop once you've hired for your positions. There will always be growth, and we always need to be recruiting.

Social is exactly the same. We must maintain a continual effort in order for social to work and work well. This is not an overnight miracle, but a process that will help you build and engage your talent pool as well as provide value to job seekers nationwide and even worldwide – helping them to see your company as the best candidate for their next career move.

This workbook is printable for a reason – so that you can continue to take the exercises here and revise, rewrite, re-allocate and reward your efforts.

We hope this workbook has provided value to you and your company. Your opinion matters, so if you found this workbook helpful, we'd love to hear it. Please take a minute and share your thoughts through any of our social network channels.

### CONNECT WITH US





## Resources

### eBooks

#### [How to Reduce Your Cost-to-Hire Conversion with a Successful Employee Referral Program](#)

Employee referral programs are a tried and true method of generating cost-effective and efficient job candidate leads. Although 7% of job applicants are collected from employee referrals, a whopping 40% of these candidates were hired. There's no doubt that a successful recruiting strategy has an employee referral program.

#### [The Essential Guide to Developing a Social Recruiting Strategy — Part 2](#)

This workbook is a comprehensive guide that will walk you through key steps on how to build your strategy and execute it effectively and consistently while integrate company's qualities and requirements.

#### [The Essential Guide to Developing a Social Recruiting Strategy — Part 1](#)

Learn what social recruiting actually mean and how you can use it to directly benefit your company's hiring practices.

#### [Social Recruiting Playbook: 10 Winning Strategies for 2012](#)

The beginning of each year marks an influx of hiring among companies as budgets are approved and company growth has been forecasted. This playbook provides you 10 proven strategies for recruitment success in 2012.

#### [9 Essentials Guide for Recruiting Success](#)

It's no secret that corporate recruitment success depends on winning and attracting top quality candidates. So what's the best way to grow your talent pipeline—and costs down? Read the 9 Essentials to Corporate Recruitment Success to find out.

#### [21 Career Sites that Sell](#)

Career pages are among the most highly trafficked pages on your website. It's up to you to make those visits count. In this new eBook, you'll learn how 21 companies like yours created career sites to capture the interest of the right talent and convert them into hires.



### Recruiting Analytics: 5 Ways to Benchmark Success

There's a new recruiting metrics model. How and why is it different and what are the new best-practice benchmarks? Find out in this new eBook details on what to measure, when and how to measure and communicate results to senior management.

### Increase Employee Referrals in 5 Easy Steps

When it comes to quality candidates and lowest cost per hire, employee referrals are the Holy Grail. So how do you evolve your strategies to optimize referral rates? Read this eBook to find out how companies like yours are applying practical and innovative steps to boost their referral rates.

### 10 Great Moments in ATS

Learn how you can integrate yesterday's applicant tracking innovations with the new developments of today's social web to drive greater hiring success.

### 33 Social Recruiting Stats

Are you reaching the best possible talent pool? Understanding the latest data on social recruiting empowers you to benchmark and refocus strategies that drive effective hiring. Pulling from the latest national polls and customer surveys, this eBook gets at the stats that count in social recruiting.

## Jobvite Surveys

### Social Job Seeker Survey 2011

It's no secret that job seekers (active and passive) use social networks to find jobs. So how do you and your corporate recruiting team keep a pulse on your ideal candidates' attitude and behaviors online?

### Social Recruiting Survey 2011

Each year Jobvite publishes the industry barometer on how employers are using social networks to recruit. Get the complimentary report for detailed information on current social recruiting trends and practices.

### Job Seeker Nation 2010

Who are the Proactive Career Managers and how can you attract this motivated talent to your company? Get the results of our nationwide survey of working Americans for detailed information on job search intentions and practices now.



## About Jobvite

Jobvite is the only recruiting platform that that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast growing companies today use Jobvite's social recruiting, sourcing and talent acquisition solutions to target the right talent and build the best teams.

Jobvite is a complete, modular Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company. To find out more, take a [product tour](#).

**Jobvite Hire** is a practical, intuitive web-based platform that helps you effectively manage every stage of hiring. It's the only social recruiting and applicant tracking solution that makes it easy for everyone to work together on hiring. With Jobvite Hire, you can improve the speed and quality of talent acquisition, create a great candidate experience, and increase referral and social network hires – all while using fewer resources.

**Jobvite Source** is an easy-to-use, web-based application that can help you achieve your recruitment sourcing goals today. It's the only social sourcing and candidate relationship management application that helps you target relevant talent through employee referrals, social networks and the web – then build and engage your talent pool. Jobvite Source is one intuitive platform to manage all sourcing programs and see the results.

Ready to learn more? [Request a free demo](#).