

Social Media as Recruitment Tool



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Social Media

- Social media is where people hang out online to express ideas and interact with each other.
- According to GlobalWebIndex, **the average internet user has more than 5 social media accounts.** People go to these different communities to share what's on their mind and converse with like-minded people. Like a town center, social media sites have become the focal point for online interaction.
- Sites like LinkedIn, Facebook, Twitter and a handful of others offer recruiters a tremendous opportunity to connect with candidates.

Importance of Social Media In Recruitment.

IMPORTANCE OF SOCIAL MEDIA IN HIRING



48%

of candidates believe their social media presence is important or very important to potential employers.

35%

of employers formally evaluate candidates' social media profiles, or are considering it.

39%

of hiring managers say questionable content or behavior is the No. 1 thing they look for.

Source: 2018 **MRINetwork** Reputation Management Study

How to Use Social Media as a Recruitment Tool

- **Take a soft approach and promote your culture:** Share content that shows your company is a great place to work so you can organically attract candidates.
- **Encourage employees to share company achievements:** Sharing interesting and impressive information about the business, including successes and thought of leadership content.
- **Clarify the Available Position and Employment Requirements:** add a link to a more detailed job posting on your organization's website where they will also find an application form and the resume submission process.
- **Pay Attention to Privacy Matters for Your Organization and for Candidates:** Your potential job candidates will appreciate your concern for protecting their confidential information available on resumes, cover letters and applications.

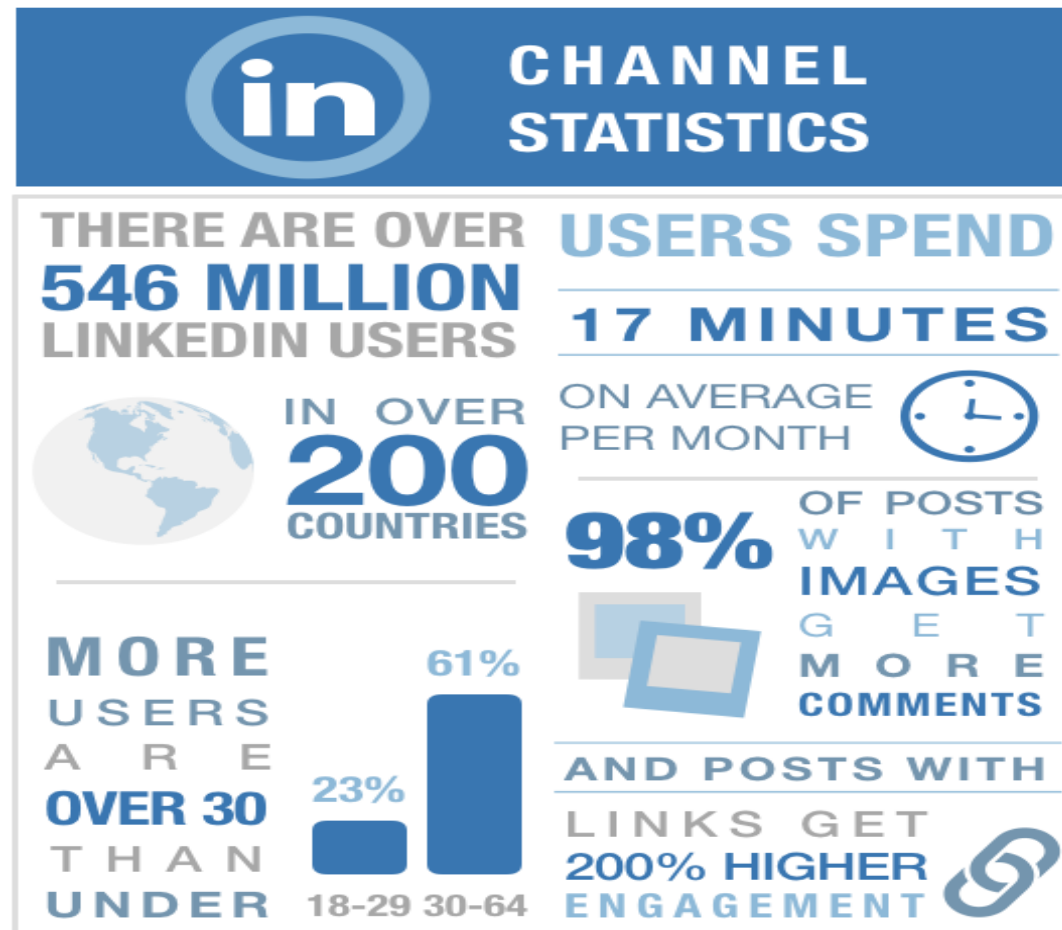
Social Media Sites

- Social media sites like LinkedIn, Facebook, Twitter etc are most commonly used platforms by both recruitment team and a job seeker.
- According to recruitment statistics of 2018 : Job seekers get to know about the job vacancies available in a company mostly in these pattern.



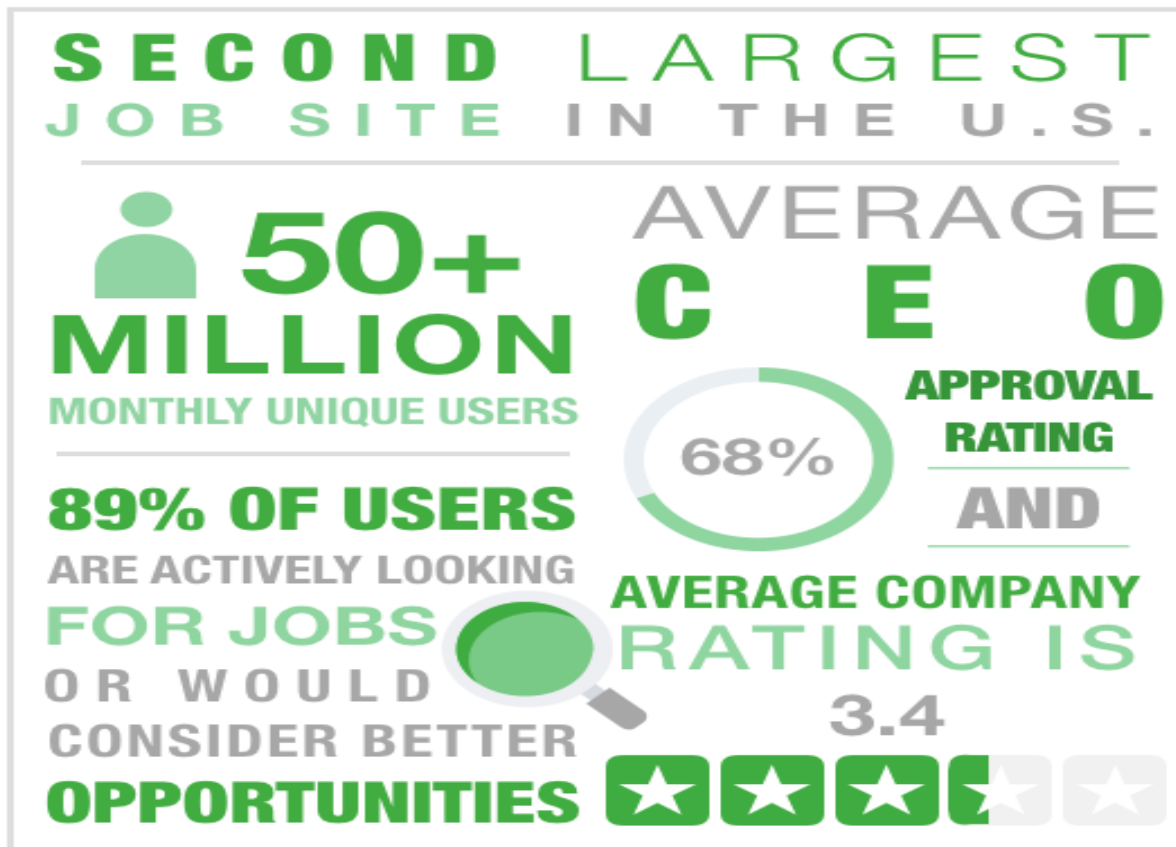
LinkedIn and Facebook

- Out of all the social media networks, LinkedIn is of course the best one for recruiting. Nearly everyone with an established career has a profile on the “World’s Largest Professional Network.”
- You can use the site to attract active candidates and connect with passive ones.
- According to LinkedIn stats 2018, 20,000 no of US companies use LinkedIn to recruit and 11million active job listings are available.
- Deloitte, Ernst & Young, Apple all have dedicated Face book recruitment strategies. Face book is used as a strategy to connect with passive candidates and build long term talent pools.



Glassdoor

- The largest job site in the U.S., according to Comscore Media Metric, Glassdoor provides a showcase for employers' brand position and company culture. With reviews, job opportunities and content, job seekers get a thorough look into what it's like to work at the company.



Pros of using Social Media in recruitment.

- **Reduces time for employers:** A typical recruitment process could be long and tiring for both the employer and potential employee. But social media saves a lot of time to learn about the candidate through Facebook and LinkedIn profiles.
- **Insight into the informal life of a candidate:** Social media is effective in providing such information, where the employers can see how a candidate behaves in a normal day.
- **Reach the elusive passive candidate:** social media possess great potential of targeting passive talents, those whose candidature you do not find easily on the mainstream job portal.
- **Save money:** Unless you promote job openings through paid campaigns, social media recruiting is completely free.

Cons of using Social Media in recruitment.

- **Invading privacy:** Social media screening is invading the privacy of the candidate. The information they share on these platforms are mostly for personal use and are not necessarily meant for professional use.
- **Compliance issues:** Unknowingly, an employer can be biased toward people with good social media presence, as compared to people who are not as active online.
- **Lack of reliability:** Social media is definitely not the most reliable source of information for everything.
- **Inconsistent information available:** Lack of consistent information about the candidates applying for same jobs is a problem that cannot be resolved by social media screening.

CANDIDATES, BE CAREFUL

— *what you post* —
ON SOCIAL SITES

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HIRING MANAGERS
& RECRUITERS

CHECK
CANDIDATES'
[**SOCIAL**]
PROFILES



*Even if they
are NOT
provided!*

1 of 3

EMPLOYERS
REJECTED
CANDIDATES
— *based on* —
SOMETHING
THEY FOUND IN
SOCIAL PROFILES



78%

RECRUITERS
DISAPPROVE OF
REFERENCES
— *to using* —
ILLEGAL DRUGS



67%

REACT
NEGATIVELY
ON POSTS
— *of* —
SEXUAL NATURE

References

- <https://expandedramblings.com/index.php/linkedin-job-statistics/>
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Thank you