



**MIGHTY  
RECRUITER**



# How to Use Social Media to Source Better Candidates

# Finding and Hiring Workers Is Harder Than Ever, Yet Also More **IMPORTANT** Than Ever

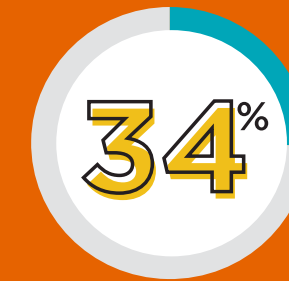
EMPLOYERS ARE NO LONGER IN THE DRIVER'S SEAT WHEN IT COMES TO CANDIDATE SOURCING. INSTEAD, TODAY'S CANDIDATE-POWERED JOB MARKET IS DRIVEN BY CANDIDATE PREFERENCES AND THEIR RECRUITMENT EXPERIENCES.

Companies that fail to "court" these empowered jobseekers will find themselves at risk of limiting their candidate pool and ultimately making poor hires. And when it comes down to it, settling for a second- or third-best candidate isn't a viable option in a market where good and great workers make the difference between positive margins and flat to negative ones.

More specifically, companies that excel at finding and hiring new employees see 3.5 times more revenue growth than those that struggle to do so, and profit margins for these companies grow 1.5 times faster than those of companies that struggle to hire well.

*One in four workers plan to change jobs in 2016, with another 25% expecting a salary boost of 5% or more; almost half anticipate up to a 4% increase.*

## More Companies Hiring = More Competition

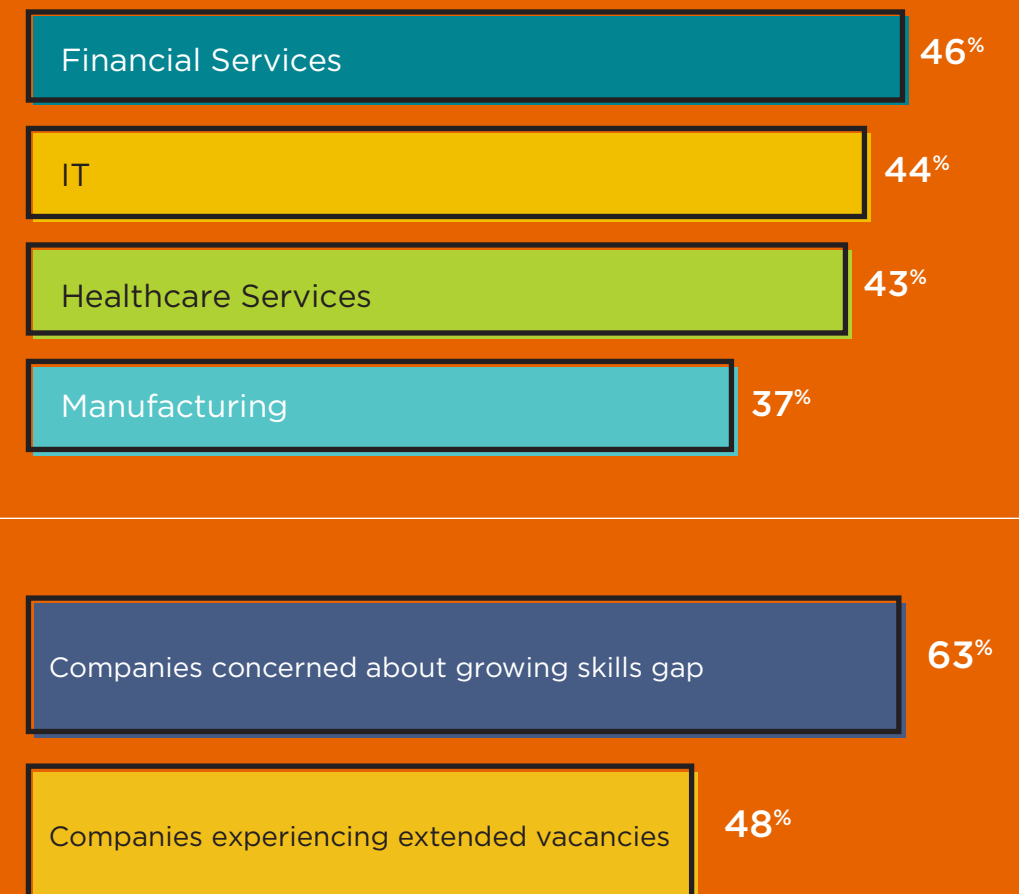


of companies plan to hire full-time, permanent workers in Q2 of 2016.



new jobs are added each month in the U.S.

## How Many Businesses In Each Sector Are Hiring?



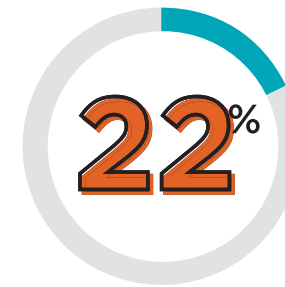
# Diving into the **PASSIVE CANDIDATE** Pool

ONE OF THE CHALLENGES OF FINDING AND ATTRACTING TODAY'S EMPOWERED JOBSEEKERS IS THE FACT THAT THE MAJORITY ARE "PASSIVE"—INDIVIDUALS CURRENTLY EMPLOYED WHO ARE NOT ACTIVELY LOOKING FOR A NEW POSITION BUT ARE OPEN TO CHANGE IF THE RIGHT OPPORTUNITY COMES ALONG.

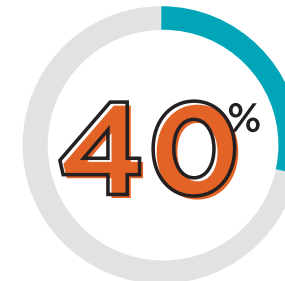
By some calculations, passive candidates comprise a whopping 70 percent of the potential candidate pool, with only 15 percent of this group saying they would not be willing to change jobs if a better opportunity presented itself.

Accordingly, organizations must find ways to engage with passive candidates in order to build sufficient volume and quality of talent pool.

But connecting with these passive candidates can be elusive, and hiring leaders and managers aren't the only ones reporting difficulties. An estimated 75 percent of recruiters indicate they struggle to connect with passive candidates.



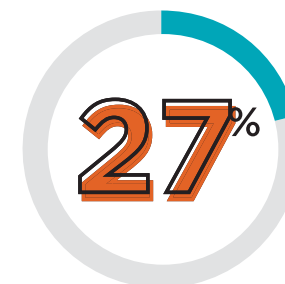
of new hires are passive candidates. Yet, only 61% of companies source passive candidates.



...of passive candidates research new job opportunities every month



Passive candidates are 120% more likely to want to make an impact, 56% more likely to be a cultural fit, and 33% more likely to want challenging work.



of companies enlist their employees in promoting employer brand on their social channels.



## Why Employer Brand Matters

Building a great employer brand helps organizations attract and hire better talent. 72 percent of jobseekers indicate employer brand has a significant impact on their decision to apply for and accept a position. A shocking 56 percent say it is the most important factor when considering a new job. And with the demographic changes taking place in the workforce, the importance of employer brand will only increase.

# Making the **SOCIAL CONNECTION**

SOCIAL MEDIA IS A CRITICAL CHANNEL FOR FINDING AND ENGAGING THOSE ELUSIVE PASSIVE CANDIDATES NOT USING TRADITIONAL JOB BOARDS, AND IT'S ALSO INCREDIBLY USEFUL FOR APPEALING TO EMPOWERED ACTIVE JOBSEEKERS.

For one, it gives recruiters and hiring managers access to an enormous pool of potential talent. Nearly two-thirds of Americans now use social networking sites, a 10-fold jump from just 7 percent in 2005.

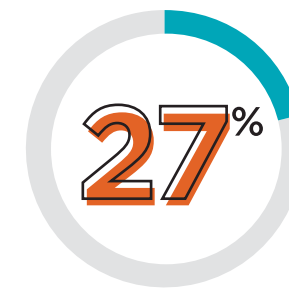
Perhaps more importantly, platforms like the “Big Three” (Facebook, Twitter, and LinkedIn) enable you to take advantage of an inexpensive sourcing option that won't make a sizeable, if any, dent in your budget.

*33% of talent acquisition leaders say they don't spend a thing on social recruiting.*

Furthermore, sourcing candidates using social networks is proving to be very effective in helping employers to promote their brands. In fact, talent acquisition leaders list social media as the most important channel for building their employer brand.

This is especially valuable as hard-to-reach passive candidates are much more likely to entertain job openings with employers they know and with ones that have positive brand reputations.

Part of this employer brand-building process via social includes engaging employees to amplify new brand content and activities on their own social networks. This can be accomplished through internal communications, social media advocacy tools, and gamification and referral programs.



**Only 27% of companies post employer branded content other than job ads on social media.**



## Getting Value from Social

Recruiters and hiring leaders most certainly recognize the value of social for finding and hiring workers. 65 percent report discovering new hires through a social media channel during this past year. 69 percent post jobs on LinkedIn, and 62 percent search for candidates on LinkedIn. Twenty-nine percent tweet new job openings on Twitter, and 65 percent use Facebook in some way for candidate sourcing and/or vetting.

# Linking with Candidates on LINKEDIN

DESPITE OTHER SOCIAL NETWORKS SUCH AS FACEBOOK, INSTAGRAM, AND PINTEREST TOUTING MORE USERS, LINKEDIN IS STILL THE PLACE TO BE FOR SOURCING CANDIDATES. TALENT RECRUITMENT PROFESSIONALS AGREE. 94 PERCENT USE LINKEDIN TODAY TO SEARCH FOR AND FIND CANDIDATES. IT MAKES A LOT OF SENSE: **111 MILLION U.S. WORKERS USE LINKEDIN TODAY.** THIS INCLUDES ACTIVE AND PASSIVE JOBSEEKERS.

The following are three recommendations that recruiters and hiring managers can use to get the most from their LinkedIn accounts:

## 1 Company Page

A critical lynchpin in using LinkedIn is the Company Page, which allows your employees to validate their employment and gives you a channel for communicating your company culture, achievements, and job openings. LinkedIn Company Pages need to represent your brand look and feel.

## Response Rates for LinkedIn Outreach



## 2 Social Profiles

Hiring managers and recruiters, along with anyone else involved in the hiring process, need to develop and manage their LinkedIn profiles. This is important since these individuals represent your brand and are often the first interaction with your company. Considering that the most effective outreach to passive candidates is from known LinkedIn connections, it is particularly important that LinkedIn profiles are up to date and representative of your brand.

## 3 Content

LinkedIn Pulse, Updates, and Groups are prime platforms where you can develop your employer brand. Accordingly, your postings must be more than just new job listings. Rather, publish content that showcases your company culture, employee experiences, and product and leadership achievements. This also enables you to tap into niche talent pools for specific skill sets and industries located in different groups, targeting them with content that finds and attracts “nascent” candidates who aren’t active on the online job boards.

*71% of people who follow a company on LinkedIn do so because they want to work for that Company.*

# Connecting on FACEBOOK

IF FACEBOOK WERE A COUNTRY, IT WOULD COUNT MORE PEOPLE THAN EVEN CHINA. THE SOCIAL MEDIA NETWORK HAS OVER 158 MILLION USERS IN THE U.S. ALONE, AND IF THE SHEER VOLUME OF POTENTIAL CANDIDATES ISN'T ENOUGH TO CONVINCING YOU OF ITS VALUE, YOU'LL PROBABLY BE INTERESTED TO KNOW THAT PEOPLE AREN'T JUST GOING THERE TO CONNECT WITH FRIENDS AND FAMILY.

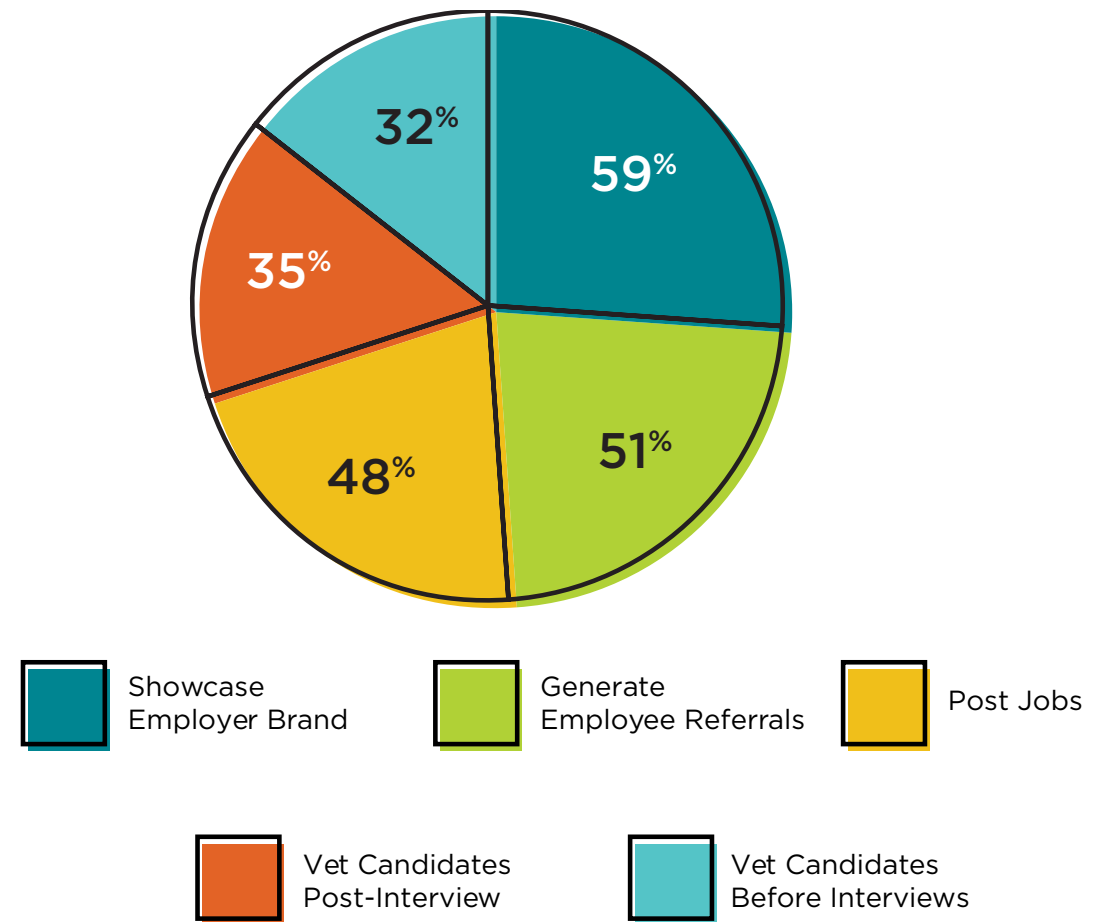
Eighty percent of jobseekers go to Facebook to look for job opportunities. Hiring leaders know this, with 67 percent of companies using Facebook to source candidates. With this in mind, using Facebook as a platform to leverage employee referrals is particularly valuable, as you can reach candidates who likely would have never applied for the job posting.

There are a several things to remember when posting to Facebook:

## 1 Career Page

Companies must ensure their Facebook Career Page is set up and configured correctly. This page is separate from the company Facebook page and includes information on what it is like to work at your company, particularly from the perspective of an employee. You should also make it easy for candidates to apply straight from your Facebook Career page (viz., don't prompt them to leave Facebook).

## How Companies Use Facebook When Sourcing Candidates



## 2 Timeline Postings

Like postings on LinkedIn, those on the company Facebook timeline need to include updates about company culture, employee engagement and activities, and job openings.

## 3 Rich Media

Facebook supports all types of rich media, and it is a great social channel for distributing it. You can also tag the content in your company photos and videos.

# Tweeting on TWITTER

MORE JOB OPENINGS ARE POSTED TO TWITTER THAN ANY OTHER SOCIAL MEDIA CHANNEL. THIS MAKES SENSE CONSIDERING THE FACT THAT TWITTER ALSO HAS MORE JOBSEEKERS THAN MANY OTHER SOCIAL CHANNELS, INCLUDING LINKEDIN.

Yet, many companies are doing a poor job of using Twitter for recruiting workers. Nearly half of jobseekers rate companies as “ineffective” at using Twitter to post frequent job postings, and nearly the same number give the same rating when it comes to communications with jobseekers.

So, if companies are failing on the recruitment front, how are jobseekers using Twitter in their job searches? More than three-quarters do so to review company profiles. The potential of Twitter for connecting with active and passive candidates is still being unearthed. Companies that get a head start have a competitive advantage.

The following are several recommendations for using Twitter:

## 1 Career Account

Once you have your Twitter account set up and humming along, you will want to set up a career account for your company (e.g., @ABCCompany for your company account and @ABCCompanyCareers for your career account). This allows jobseekers to follow you specifically because of their interest in job openings and work culture.

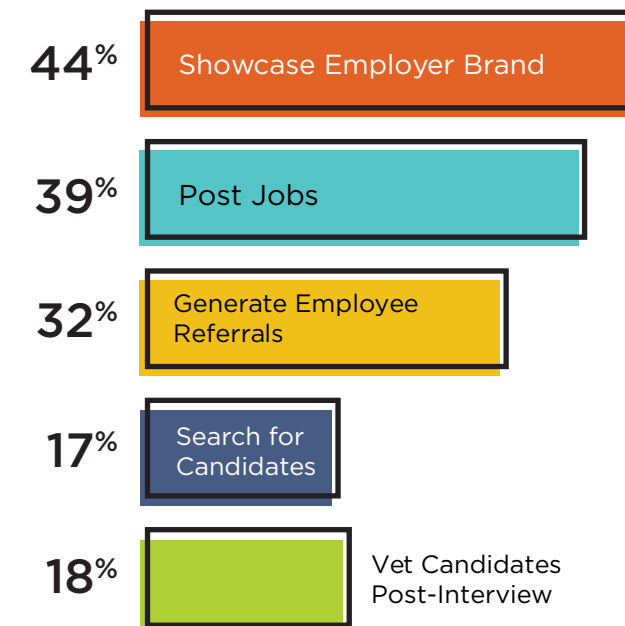
## 2 Volume and Content Management

When tweeting and retweeting, make sure that you don't overwhelm your Twitter followers with too many communications, or else they will delink themselves from your account. That said, you have the ability to post more on Twitter than other social networks. The 80/20 rule should apply here: 80 percent of content should be related to the company, showcasing your culture, employees, and other dynamics related to your employer brand. Only 20 percent should relate to job postings and other promotional activities.

## 3 Hashtags

Assuming you know what makes your company stand out and a great place to work, you should use those words within hashtags (e.g., #greenjobs, #flexiblework, #workperks, etc.). These will attract the attention of jobseekers interested in the same attributes.

## How Companies Use Twitter When Sourcing Candidates



# Get Help from MightyRecruiter, Your **One-stop** **HIRING SOLUTION**

MIGHTYRECRUITER IS THE WHIP-SMART, LIGHTNING-QUICK, AFFORDABLE HIRING SOLUTION DESIGNED TO HELP BUSINESSES—BIG AND SMALL—HIRE RIGHT, HIRE FAST, AND HIRE AT A PRICE THAT MAKES SENSE.

## KEY HIGHLIGHTS OF MIGHTYRECRUITER INCLUDE:

- Streamlined job posting to multiple job boards with a single click
- One-click publication of job descriptions to your career site and social channels
- Premier placement of job opportunities on the #1 resume builder site in America
- Access to a massive database of 10+ million active resumes
- Easy-to-use dashboards that make it a cinch to manage job postings and candidates
- Built-in employee referral program that turns your workers into recruiters in seconds
- Instant, anytime access on any device—no login required

MightyRecruiter also puts job promotion experts with years of experience at your service. They'll help you optimize your job board spend and identify the best sites for your postings. They can even post on your behalf. It's this human expertise that really sets MightyRecruiter apart from other solutions—and helps you get the most out of your recruiting spend.



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