Your guide to Social Recruiting

Strategies for embarking upon your adventure in social media recruiting.

What's inside

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Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence.

Sean Gardner

The expectation nowadays is that your organisation has a social media presence. Not alone that, but you're expected to have an active presence on multiple platforms, not just the obvious of LinkedIn.
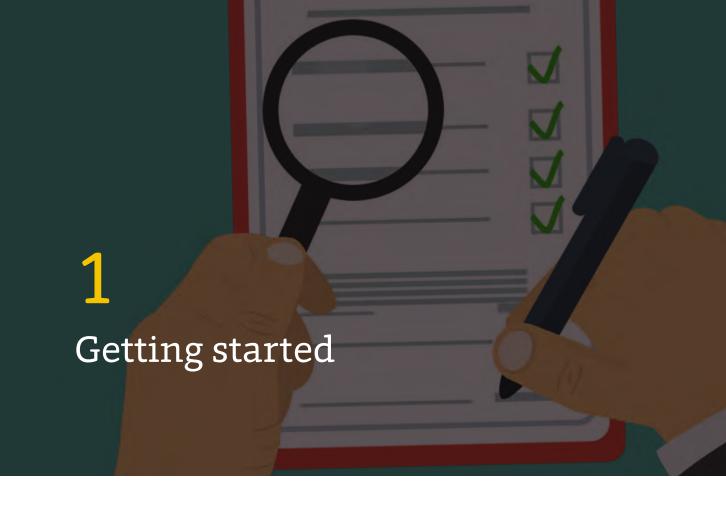
This should not be considered a hindrance or a nuisance – social media offers the opportunity to reduce expenses, reduce the time to hire and most exciting of all – set yourself apart from the competition as an organisation. Social media is a friend to the recruiting process, not a foe.

Using social media as a tool for recruiting does not stop at posting jobs. Social media offers a platform to showcase your company brand and culture to prospective hires, illustrating to candidates who exactly you are as an organisation. It helps you build a talent pool by taking advantage of your existing network of connections. It assists in sourcing and acquiring talent. The whole lifecycle of recruiting is seen to, with even background checks being simplified by this resource.

Best thing of all about social recruiting is it requires little financial input, just a little organisation, planning and creativity, which is ideal for any growing business. Once you post regularly and keep in conversation with your online connections, you've pretty much got the knack of it. Once you get the basics covered and bear your hiring objectives in the forefront of your mind, your only real limit in social media recruiting is your imagination.

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Creating relevant social media content is a great way of increasing your reach and finding more relevant, interested candidates. Candidates will do their research and an active social media presence, where the whole team is involved will of course leave a lasting impression. Social media recruiting is what you make of it so take the time to set out your strategy and get the best out of what the social network can offer you.

In this handbook we aim to to point out a few strategies and hints to give you confidence in embarking upon your own adventure in social media recruiting.

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Getting started

A little organisation and planning at the beginning of any project is a good idea, so why would social media recruiting be any different? The first step is setting out your objectives. What are you looking to achieve with social media recruiting?

By developing a clear approach it makes the job very easy for the sole recruiter, or a wider HR team.

Things to think about
- ✔ Are you actively hiring and advertising jobs?
- ✔ Are you looking to build your employer brand?
- ✔ Are you looking to offer information about your organization to prospective candidates?
- ✔ Are you looking to build your talent pool from your current network of connections?

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Your next step should be choosing your platforms. Does your company already have a Twitter, Facebook or LinkedIn page? If so, are you recruiting such a volume that you require dedicated careers accounts for advertising jobs and sharing information about your organization?

Are other platforms appropriate? Could YouTube be an effective way to share information about your company, roles available at your company or to highlight your culture.

You should try to post once a day to these platforms, even when not actively recruiting or in the middle of a campaign.

You should also decide on how and when you want to communicate with prospective candidates. You should try to post once a day to these platforms, even when not actively recruiting or in the middle of a campaign. You should connect with organisations with whom you have shared interests and with candidates who are active in your area.

One very effective way of sharing your message is connecting with social influencers or experts in your industry.

Once you have a general strategy of what you want like what platforms you want to use and who you want to connect with, your strategy can be rolled out to your whole team.

It may even be an opportunity to bring in people from teams that are not directly related to your recruiting project to help build your social media voice.

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Analytics and metrics

While creating interesting content to publish on social media and networking with candidates in your industry are both important, social media recruiting is pretty much meaningless if you're not quantifying the results. You'll quickly be able to determine how effective social media is for successful recruiting through analytics.

Furthermore, you'll be able to get an edge on the competition in the war for talent through these insights. In the beginning you can do this on an ad hoc basis, cross referencing certain applications with social media followers.

For more detailed analytics and insights, we've thankfully got a wealth of resources available, namely Google analytics, which can help you determine where the traffic is coming from and what platforms are worth your time and money. The type of content that candidates are responding to will also become even clearer through social media analysis.

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We also love Moz.com, a paid analytics tool for tracking where your canidates are coming from.

Post-recruitment, you've got data on which social media tools are bringing you the highest quality candidates. Better again you can achieve acutely targeted sourcing, as you understand what candidates are reacting to particular content.

Engagement of candidates can be quantified through data gathered using Google Analytics. The time spent by a candidate on a page, or what pages they visit will let you know whether they are getting a greater insight of your organisation or not.

ATS or recruiting software can be another great way of tracking where candidates come from and can be seamlessly integrated with your social strategy. HireHive reporting tools will give you a straightforward overview of and solid data about sources of traffic. The role of social media in your recruiting process will be elucidated by these insights.

When getting down to the brass tacks of recruiting, social media analytics can offer you information on time to hire and cost per hire. This kind of data is essential to any HR department, to ensure the recruiting process is optimised and made as efficient as possible.

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Social media will help you build up loyalty of your current customers to the point that they will willingly, and for free, tell others about you.

Bonnie Sainsbury

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Branding

Branding on social media is really all about presenting your company in a positive light and showing what it's like to work with you. Any good candidate will do their research when applying for a job or going for an interview, so it's important that you're letting the world know what sets your company apart.

Reputation is everything, so you need to create a clear, compelling picture of what it's like to belong to your organisation.

Your existing employees are the best brand ambassadors you have, so making sure everyone is on the same page is essential. Branding is as much about your existing team, as it is any prospective candidates. Get your current employees to contribute to your social media platforms and communicate actively with them.
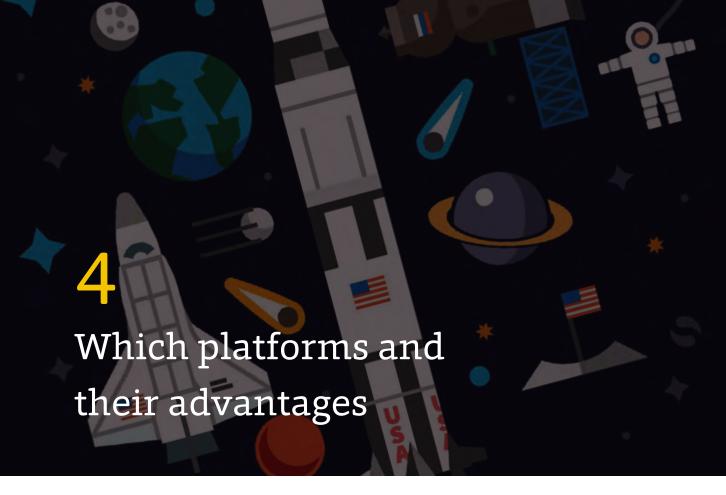
If you can articulate or share company values and principles via social media content, do it. Whether you've got unique employee benefits, you

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foster leadership or you have a five-a-side soccer team, letting candidates know will help them form a better understanding of your organisation.

How you use various platforms can present a certain view of your organisation. You should assert yourself as an industry leader or a unique place to work. For example, LinkedIn allows you to participate in groups related to your industry. It also facilitates the sharing of industry focussed content. Both of these allow your organisation to set itself apart as knowledgeable or industry leading.

Do you have an active presence on social media platforms outside of LinkedIn? You can again regularly post industry expert content and communicate with industry experts to show your expertise. You should keep a consistent professional voice across all platforms. You can offer a clear insight about what your company is about by having cooperation among all departments.

Your online presence is essential for company branding and should consistently reflect what life at your organisation is like. Communications is pretty important to your company brand too, here's where recruiting software can help greatly in communicating with candidates in a professional way.

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Which platforms and their advantages

LinkedIn

An active presence on LinkedIn is essential for social recruiting, as it is the social recruiting industry standard. It can be used in tandem with recruiting software, like HireHive. It allows you to connect with various industry connections. Along with the obvious of connecting with potential candidates and sourcing talent, LinkedIn offers a number of other advantages to a recruiter.

Groups are a great way of connecting with people in your industry and industry experts. You can search topics related to the industry you are in or hiring for and join groups relevant to this.

Blog posts on topical subjects can also be a way of starting conversations with potential talent and generating traffic to your organisation's page. This is great for developing your brand and projecting what your organisation is about.
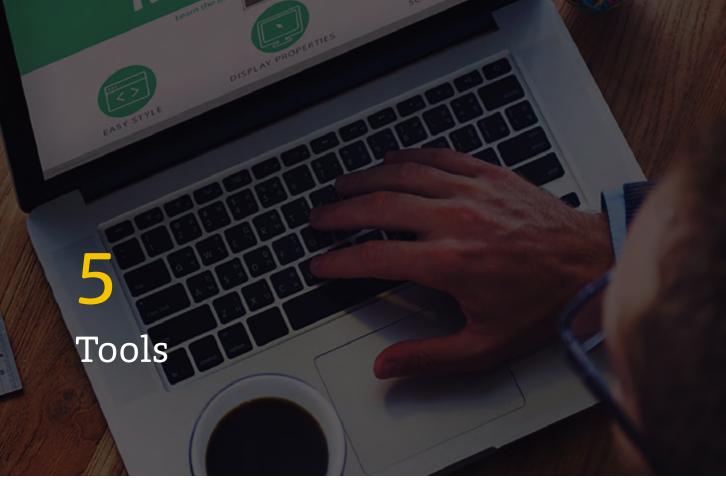
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Twitter

Again this is very useful for connecting with your own employees and those interested in your organisation or industry. Job advertising has proven particularly effective on Twitter, as the tagging system allows you to reach potential candidates through popular hashtags. *#JobFairy* is widely used in an Irish context, but *#Jobs* or industry-specific tags can bring you the right kind of attention. Twitter lists are useful for managing followers and Twitter facilitates easy posting and re-posting of job ads.

Twitter is also great for searching and sourcing candidates. With advanced search tools, you can search Twitter bios for candidates in a sought after industry and geographical area. Connecting using Twitter can leave a positive first impression on candidates. Twitter is a powerful branding tool, so make sure to tweet early and often.

Facebook, YouTube, Instagram

Twitter and LinkedIn should be your go-tos for social recruiting, but other platforms can offer specific advantages. Due to the fact that Facebook is widely used, by a wide demographic, presence is essential. It again offers the opportunity to post and repost content even on other platforms. Job ads or content with mixed media are easily shared here.

YouTube is fantastic for posting content about your organisation and your team, giving a great insight to candidates. Visual content is much more attention-grabbing, so visual media like YouTube or Instagram will grab candidates attention. Instagram is great for visual job advertisements and offers the opportunity to get creative.

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Tools

Social media recruiting can be as beneficial as it can be cheap and quick for smaller organisations. What can make social media recruiting quicker is the breadth of tools available to optimise their usage.

By scheduling posts or analysing your most popular posts, you can skip a lot of work or experimentation. Here are a few of the most popular and most effective social media tools.

Hootsuite

One of the most widely used tools in social media. Hootsuite allows you to manage a number of social media accounts, including scheduling and analytics. It's also mobile optimised, which is useful for social recruiting on the go. Hootsuite site

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Buffer

Buffer is one of our favourites and does the job of scheduling social media posts brilliantly. It makes sure your various social media platforms are kept up to date and lets you modify your posting pattern, depending on the medium. Buffer site

SproutSocial

Mobile-optimised tool, SproutSocial lets you manage all of your social media channel feeds from one place. SproutSocial site

Followerwonk

Followerwonk allows you to search Twitter bios for targeted sourcing and developing your talent pool. Followerwonk site

Feedly

Feedly news aggregator helps you keep up to date with news and social media trends related to your industry/company. You can organise your news sources and also save things to read later. Feedly site

Sendible

Another social media management platform , this allows you to monitor your social media presence and provides analytics and tracking so you can measure the return on investment of your channels. Sendible site

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Mention

Useful for branding, this tool allows you to monitor your online presence and gives you an insight into what's being said about your organisation, letting you join the conversation if you like. Mention site

Tweriod

Tweriod tells you the best time to tweet, so you can reach the widest audience, using past tweets as its basis. Tweriod site

Bit.ly

Bit.ly lets you create short, custom URLs making tracking and analysis much easier. It also allows you to fit more into an update if there's a character limit. Bit.ly site

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About HireHive

We've created easy to use software that helps you manage your recruiting from start to finish. Post jobs to job boards and social media channels with just one click and manage all your candidates in one place. You can set up referral campaigns and keep track of exactly where your hires are coming from.

Unlimited admins

Add your colleagues to HireHive and collectively manage all your hiring in one place. Discuss applications with your team using the @mention.

Job board posting

Get the right candidates for your jobs with automatic job board posting.

Unlimited Referral Campaigns

Let your employees can help you find the best candidates with easy to set up referral campaigns for your roles.

Candidate communication

Send an email to candidates directly through HireHive and easily keep track of all communication with each candidate.

Learn more at hirehive.io