

RECRUITING BEST PRACTICES

TIPS AND TECHNIQUES
FOR YOUR TEAM

SMARTEST 2-FOR-1 RECRUITING TECHNIQUE...BROKEN DOWN IN SEVEN STRATEGIES

Seven Marketing Tactics to Apply to Recruiting:

- 1 Connect with your applicants through drip and nurture campaigns.
- 2 Reach lots of targeted candidates in minutes with granular advertising and select groups.
- 3 Bake social networking into your everyday schedule using social automation and analytics.
- 4 Design your open requirements around the demand cycle with your own data and mapping process.
- 5 Build quick opt-outs into your process by being transparent about your product or organization.
- 6 Use videos to create a community by showing your real workplace and employees.
- 7 80/20 your way out of bad hires by focusing only on those who fit your target demographic and hiring for culture over skills.



FROM: WEBINAR, Seven Marketing Strategies to Apply to Your Recruiting Department Today

MOST HAUNTING TAKEAWAY FROM 2013

No news is bad news.

"77% of candidates are likely to share a negative recruiting experience with their network. A negative experience reduces the amount of accepted offers. Many believe that if they don't give their candidates a negative experience, the experience is neutralized. Once a recruiter has attracted a candidate to an opening, and he or she doesn't follow up with that relationship, the recruiter has created a negative experience. The moral of the story? Tell it like it is — your candidates will learn to love you for your honesty."

Maren Hogan, CEO of Red Branch Media

FROM: EBOOK, The Five Essential Steps for Social Recruiting Success

BEST APPROACH TO BEING A REAL HUMAN RECRUITER

Make it personal. Ditch the formalities.

Create a personal and informal sounding message for your initial contact, but don't forget to:

- Share something about yourself.
- Tell why and how you've found this person.
- Discuss the career advancement potential and benefits of a new role.
- Provide your contact info.
- Provide a direct link to the job posting.
- Provide a link to the hiring company's website.

FROM: EBOOK, Boolean Search Logic: The Trick to More Productive Online Candidate Searches or How 19th Century Math Rocks Your Search Results

MOST UNDERRATED RECRUITING STRATEGY

Throw some parentheses on it.

Remember your algebra? First solve the parenthetical, then the equation? No worries, we don't either, but don't sweat it. Your search engine does it by default.

Boolean search

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- 1 An online search method named after 19th century mathematician, philosopher and logician George Boole, which combines keywords with search modifiers such as AND, NOT and OR to further produce more relevant results.
- 2 A late-night quest for a tasty, yet fat-free slice of Boo.

In Boolean search, parentheses come into play for more advanced searches, where you're employing multiple phrases and specific criteria. As noted, the search engines will assign priority to anything within the parentheses.

Important: Parentheses must be used to join group terms connected by more than one Boolean command. (Don't hurt yourself trying to figure that sentence out, it'll become clear in our excellent examples to follow).

Example: You're interested in hiring an employee who has 10+ years experience as a manager or director in the accounting sector of the convalescent care or hospice industries. Start with a general, wide-ranging search:

accounting AND (manager OR director)

You'll get a sizeable number of results. So, let's narrow it down, still using parentheses.

accounting (manager OR director) AND (convalescent care OR hospice)

You'll get managers or directors who have either convalescent care or hospice care experience. Want to take it a step further? Maybe you're particularly interested in someone who worked at, say, Kaiser Permanente. Here's what you could do:

accounting (manager OR director) AND (convalescent care OR hospice) AND
Kaiser Permanente

You'll get results with the same parameters as before, but only if they have worked for (or still work for) Kaiser Permanente.

FROM: BLOG, 3 Ways to Build a Consistent Social Recruiting Brand Across Platforms

EASIEST WAY TO BECOME INSTANTLY MORE NOTICEABLE

If you've got it, flaunt it.

branding
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- 1 How you package and present yourself to the marketplace. These days, a brand is not just a corporate or product image. You must now establish your own personal brand.

Brand building is a skill, and one that can help you build a rich candidate base for recruitment. But it's not enough to have a presence on every social media platform available. You want a brand with a single identity that's recognizable across every platform.

At the tail of every email you send, blog post you make, or social media update that you post, give users a way to find you. And don't be afraid to ask. Your LinkedIn followers might not realize that you have a Pinterest account unless you say so and provide a link to get there. Add links to all of your profiles using LinkedIn, Twitter, Facebook, Google+ and Pinterest.

Wherever you find candidates, help them find you everywhere else.

tweet
\\'twēt\\

- 1 A Twitter posting, 140 characters or less.

For more consistency, keep conversations going across platforms. When there's an interesting discussion on Facebook, tweet about it and include a link to your Facebook profile. If a Twitter conversation sparks a creative idea, consider making an infographic about it to post on Pinterest.

FROM: BLOG, The Top 3 Ways to Make a Lasting Connection with Passive Candidates

PROBABLY THE MOST NOTEWORTHY LESSON FROM 2013

Use it or risk losing it!

social recruiting

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- 1 Leveraging the voluminous, highly active and involved population on social media such as Facebook, Twitter, LinkedIn and others in order to source qualified candidates.

Social recruiting is multi-faceted. If you don't take advantage of everything it has to offer, you're selling everyone short including you, your company, and the candidates you're working so hard to find. Treat your candidates like the unique people they are. Engage with them early and often, and always be thinking of new ways to let them know you're listening.

FROM: PODCAST, The Art of the Ask: How to Successfully Message Candidates

BIGGEST “DUH” MOMENT IN COMMUNICATING WITH CANDIDATES

For everyone's sake: Double-check your work.

When given the choice between two online recruitment ads — one with generic, boilerplate language and one with in-depth descriptions and engaging content — nearly 90% of job seekers surveyed, both active and passive, said that improper grammar and spelling errors in recruitment content played a significant role in their decision not to apply to a position.

Jessica Levinson, President of Enchanted Careers

FROM: BLOG, How to Encourage Candidates to Refer a Friend

BEST WAY TO LEVERAGE YOUR CURRENT NETWORK

Work with what you've got.

When a referral leads to a hire, be sure everyone knows about it. The only thing more enticing than an incentive is recognition. [SmartRecruiters](#) says sharing the number of new hires, the amount of company resources saved, and the names of which employees are responsible for it makes other employees take notice.

Think of the morale boost when both parties, the one referring and the one being referred, come from within the company. [TInt](#) further suggests that internal referrals show the potential for growth within the company. When companies foster internal growth, it improves the overall reputation of the business.

FROM: BLOG, Make the Most of Your Employee Referral Program

QUICKEST, EASIEST FIX TO MAKE TO YOUR REFERRAL STRATEGY

Be specific.

“Can you refer anyone?” is a vague question that probably won’t elicit the list of qualified candidates you’re hoping for. Try this instead: *“Can you think of four physicians who perform surgeries, work with children, travel, or practice family medicine?”* This question gives a specific number of candidates and breaks down the need into categories. Target the candidate requirements to make it easier for employees to think of potential hires.



FROM: BLOG, 4 Ways to Be a Better Recruiter

THINGS RECRUITERS SHOULD KNOW BY NOW

Promote the opportunity, not the profit.

Successful recruiters discuss the company, position, and a candidate's ability to be a great leader. Instead of leading with salary details, describe the position as a chance for the candidate to explore a new career path, develop more skills, or take on a managerial position. Understanding and addressing a candidate's needs and concerns not only makes you a stronger recruiter, but also one that isn't easy to forget. Candidates who feel like they are treated with courtesy and respect are more likely to either take on the job offer or refer the position to another potential hire.

Remember quality over quantity.

Too often, many recruiters think that a higher number of résumés is a telltale sign of a victory. Truth be told, it usually isn't. Narrowing your choices to a select number of the very best candidates is time-efficient and boosts credibility. Nobody likes sorting through a thick pile of "maybe" résumés. Be certain with a smaller number of superior contenders and you'll be more satisfied with what follows, including quickly hiring a candidate that's an excellent fit for the job.

FROM: BLOG, 5 Recruiting Myths Debunked



BIGGEST MISCONCEPTION RECRUITERS HAVE ABOUT CANDIDATES

Unemployed people aren't who you're looking for.

This has more to do with a recruiting mindset than recruiting methods, but it's an important point. With traditional methods, what you know about a candidate is one dimensional. Social media radically changes that.

People are unemployed for a myriad of reasons. Some might not be the best fit for your company, but what about the potential candidate who moved to a new town when his spouse transferred jobs, and he just hasn't found a new job yet? Or what about a person who was laid off by a company in financial trouble?

talent
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¹ Refers to the candidate(s) in question, i.e., "Mr. Haines, I've sourced some terrific talent for that open position you folks have in marketing."

HR Examiner warns, "Don't make value judgments about the unemployed. Be sure that your recruitment technology isn't filtering them out. Instead, look for opportunities to take advantage of another company's firing mistakes. There is talent and potential out there, and it's not even hard to find." Once again, social media helps you build relationships. You'll learn more about candidates and what makes each of them unique than you ever could from reading a résumé.

FROM: BLOG, 3 Strategies to Boost Your Company Branding Online



QUICKEST ROUTE TO BECOMING A BEST-SELLING SOURCER (SORT OF)

Choose high-quality content over floods of information.

While a rapid-fire stream of material certainly gets attention, too much can backfire. This is especially true when quality is sacrificed for quantity. The number of times a potential consumer, client or recruit candidate sees your company's name is important, but ensure everything sent out is something the organization is proud to have associated with its name. Content can't be an afterthought, explains the [Roundhouse creative agency](#). When creating material, or blog posts, social media updates or straight advertising, quality helps brand loyalty grow.

Roundhouse also recommends informing your target audience rather than selling to them. Every marketing and recruiting strategy ultimately supports or detracts from the brand. Get to know your target audience and strive to reach them on a fundamental level. For example, show how your hospital solves a candidate's problem or helps her achieve a personal goal.



FROM WEBINAR, Hacking LinkedIn: Secrets to Finding Your Next Great Hire

BEST WAYS TO BE SUCCESSFUL ON LINKEDIN

Get out there!

Build your profile first, make sure it looks spiffin' because once you start building and working, you're going to have people look at your profile. You want it to represent you well. You want to dress up and show up to the party appropriately — and don't forget to mingle, mingle. You can't just start a profile; you have to be consistently active and responsive.

Establish a routine.

Engage in your groups and look in your inbox for about five minutes each morning when you come in. Scan the news and updates and engage in a couple of groups for about five or 10 minutes around lunchtime. In the evening, at least twice a week, spend 20 or 30 minutes in the groups and really dive in and see what you can find. If you also dive in a little deeper on your personal profile, you're going to have consistency and success. People won't know who you are unless you show up.

Be more than a recruiter — be human.

Like and comment on status updates. Participate in group discussions. Send messages to candidates you're interested in and show genuine interest for their personal and professional interests. It's easy to think first as a recruiter, but remember, at the end of the day, you're a person communicating with other people. Treat it that way.



FROM: EBOOK, The Ultimate Book of Recruiting Checklists

TOP THREE REASONS TO BE ON SOCIAL MEDIA

- 1 Posting on job boards and waiting for the right prospect to call isn't working anymore. Great candidates are falling through the cracks, as keyword screening and other automation separates the wheat from the chaff, often throwing out a lot of wheat.
- 2 Quality candidates in search of placement assistance will find you — always a preferable and more cost-effective way to do business.
- 3 Messages sent through social media are far more likely to be noticed, opened, and generate a response. That makes initial contact and ongoing communication a lot easier.

FROM: EBOOK, Social Recruiting Predictions and Trends for 2014

BIGGEST “AHA” MOMENT OF 2014



platform
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- 1 With regard to social media, the platform is whatever program you are using to connect and network. For example, Facebook, Twitter, and LinkedIn are social media platforms.

Recognizing how integral social media channels currently are to your daily work as a recruiter is key to smoothing out the kinks and embedding it in a way that causes less hassle and pays dividends. In too many cases, we feel that social media is what we do on the side, almost as if we are being somehow unfaithful to the traditional methods of recruitment. Forget for a moment the different platforms, and recognize that all these channels are simply new ways to find candidates, to communicate with them, and vitally, to record that activity in a way which was never possible before.

Stephen O'Donell, Founder of the National Online Recruitment Awards and PC Evaluate

FROM: EBOOK, The Ultimate Book of Recruiting Checklists; EBOOK, Social Recruiting Predictions and Trends for 2014

BEST WAY TO HAVE TOP TALENT CALLING YOU

Get engaged. (No, not like that.)

Participate in industry-related chatrooms and forums, write a guest article in a trade magazine, speak at industry events, or write an ebook.

engagement

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- 1 To reach out and solicit a response from a company or potential candidate, and to have that solicitation answered. Once they respond, you're officially engaged. Congratulations.

One unconventional recruiting technique is to engage candidates in online conversations about opportunities in general rather than having candidates apply directly to a specific position. Belonging to and engaging in online groups is an essential part of networking. Becoming a go-to resource in these groups will pay huge dividends in the future.



FROM: EBOOK, Social Recruiting Predictions and Trends for 2014

BIGGEST NEW TREND FOR 2014

Go mobile.

Candidates want to search for and apply for jobs from their mobile device. Recruiting Millennials is the biggest new trend for [social recruiting in] 2014 because they spend more time accessing their social networks from mobile devices than a desktop. If you want to go where the talent is, you have to go mobile. For the love of talent pools, top talent, and all things good in the world of HR, please make your recruiting mobile in 2014!

Ryan St. Germaine, CEO of Jobcast

mobile recruiting
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1 The act of finding job candidates through the use of mobile career pages and social platforms. According to some sources, nearly 20% of job seekers use mobile devices (phones, tablets) to search for jobs. This is noteworthy to recruiters in that many companies have not optimized their websites for mobile viewing and interaction.

FROM: EBOOK, Social Recruiting Predictions and Trends for 2014

TOP SOCIAL NETWORKS TO BE ON

Social networks and sites that recruiters should keep an eye on in 2014 are Facebook, LinkedIn, Instagram, Twitter, SlideShare, Vine and Glassdoor.

The growth of Instagram provides recruiting with an opportunity to share what a work environment is like through pictures and to help attract candidates based on workplace culture. Twitter is for engaging followers, not dumping current job postings. Misusing Twitter by simply broadcasting jobs is a trend recruiters should avoid. It immediately diminishes the value of the person tweeting and the company they represent because they are no longer perceived as a contributor of great content.

Christopher Young, CEO of Async Interview



FROM: EBOOK, The Ultimate Book of Recruiting Checklists; EBQOK, Social Recruiting Predictions and Trends for 2014

MOST EFFICIENT WAY TO IMPROVE AND INCREASE COMPANY BRANDING

Show off your brand!

Companies should empower all employees to be “brand warriors” or “brand ambassadors” using social media so that they are the ones conveying the message about their company, and not just the marketing, HR and PR departments. All of these departments should work in tandem.

FROM: EBOOK, The Ultimate Book of Recruiting Checklists; EBOOK, Social Recruiting Predictions and Trends for 2014

BEST WAY TO IMPROVE YOUR SALES AND PERSUASION SKILLS ON SOCIAL MEDIA

Listen, assess, respond.

People think of salespeople as the quintessential fast-talkers, but the most successful are actually the best listeners. Tune into any objections or concerns your candidate has, and be ready to address them. While a majority of recruiters will continue to shout out through their social megaphones, the smart ones will be listening and engaging on a personal level with their valuable candidates.

FROM: EBOOK, The Ultimate Book of Recruiting Checklists; EBOOK, Social Recruiting Predictions and Trends for 2014

MOST INNOVATIVE RECRUITING TECHNIQUE

Flip the tactic of networking around.

Instead of making networking about who you know, make it about who knows you. Salespeople refer to the term, “ABC” as “Always Be Closing.” For you, it should be “ABM” — Always Be Marketing.

passive candidate

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- 1 Refers to someone who might be perfect for the position you're trying to fill, but is not currently in the job market—usually because he or she already has a job. Of course, that's not to say the right offer wouldn't catch their interest. In many cases, a passive candidate is the ideal person for the job.

Passive candidates [unlike active job seekers] require a different strategy that focuses on trying to get them to come to you. To accomplish that, you need content that is useful, engaging, relevant and worthy of being shared to the people you want to recruit.

About Identified

Identified is a data and analytics company focused on professional information. Founded in 2010 and headquartered in San Francisco, Identified pioneered SYMAN (Systematic Mass Normalization), a proprietary technology that collects, standardizes, and organizes professionally relevant data from the social web in order to create new products and insights for companies and individuals.

For more on Identified, look at identified.com or follow us on Twitter, [@Identified](https://twitter.com/Identified).