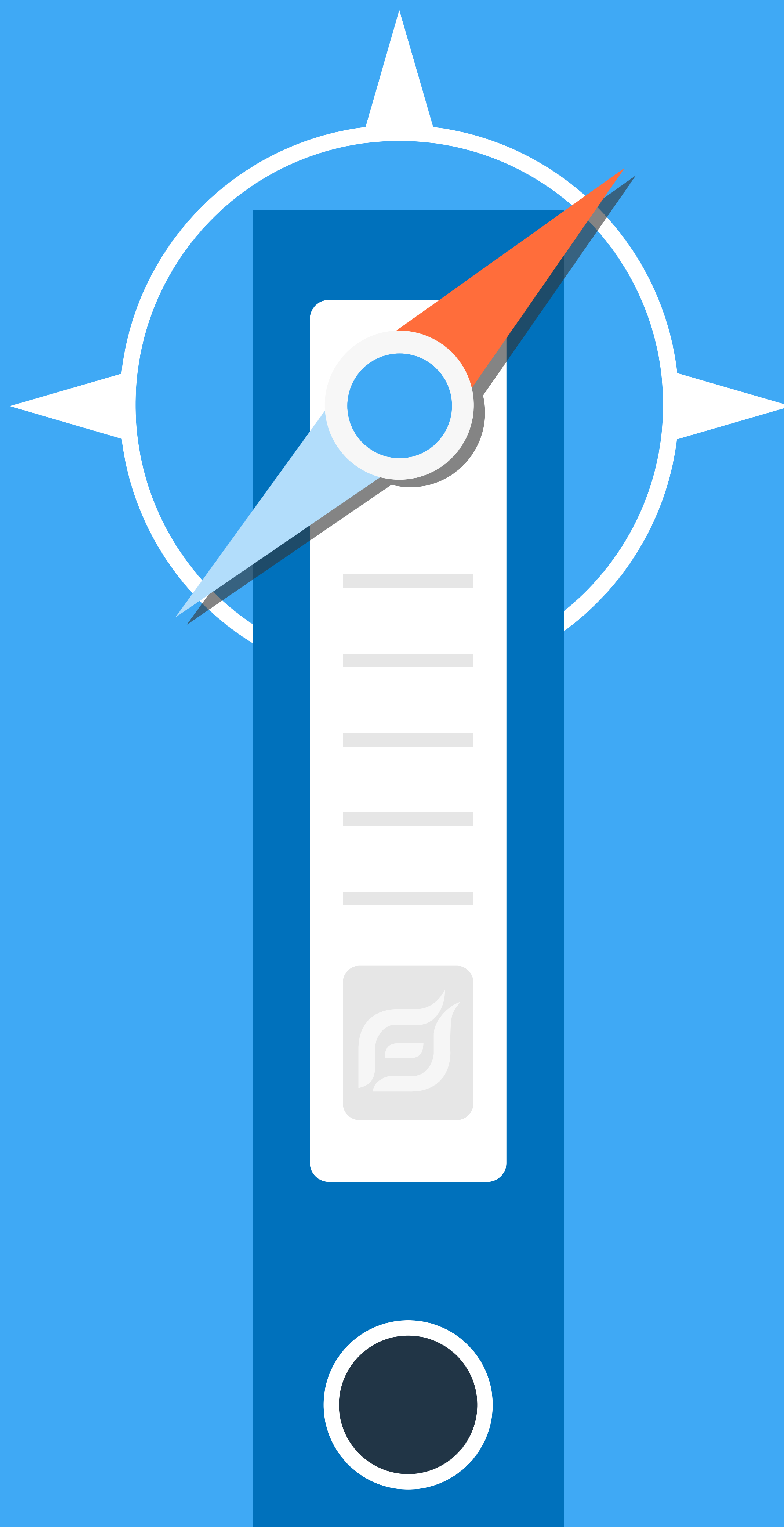


The Recruiter's Guide to Recruiting Generation-Y

聘請90後的招聘指南



Who this book is for?

誰需要此指南？

While anyone interested in recruiting brilliant Generation-Y Candidates will find this book valuable, we wrote it mainly for talent acquisition professionals who:

這本指南準備予所有希望聘請90後年青人才的僱主，包括:

Frequently source or engage Generation-Y Candidates

那些密切關注90後年青求職者的僱主

Frequently source or engage early stage candidates

那些積極留意仍在學的求職者的僱主

Are responsible for promoting their company's employer brand

那些主力推廣該企業僱主品牌的人



First of all, be familiar with Modern Recruiting

首先，你需要熟悉現代招聘

The recruiting industry has faced more change over the past 10 years, than in the previous 40. Recruiters have gone from relying on their contact lists and cold calling to engaging warm candidates within minutes of finding them online.

人力資源市場於過去十年經歷了非常巨大的變化，甚至比以往四十年累積的轉變都要大。相比以往的僱主採取傳統方法包括cold call和依靠自己的人際網絡尋找人才，今天僱主更傾向利用網絡工具招聘。

Modern Recruiting is embraced and molded by the best recruiters who become trusted advisors to their organizations and have a seat at the table where company decisions are made. Modern Recruiting is both an art, and a science.

在現代招聘裏，最出色的招聘請者往往在機構裏擔當非常重要的角色，其意見也得到機構裏非常的重視並對企業的決策有著舉足輕重的影響。所以說有人說現代招聘既是一門藝術，也是一門科學。

Become a Modern Recruiter

作為一位成功的現代招聘者

Modern Recruiters are the whole package — they have the powers of persuasion to entice even the most passive candidates and the data at their arms to inform their organization’s recruiting strategy.

現代招聘比起傳統的招聘方式融入了更多的技巧，既需要運用不同的溝通「藝術」去令最被動的人才願意接受新的工作崗位和環境，還需要運用現代招聘中的各門「科學」技術，而這些新元素很大程度地影響著企業招聘策略大方向的訂立。

現代招聘者的角色非常多元化，他們從多方面入手替企業尋覓最合適的人才。

ART 現代招聘的藝術

Matchmaker 連接人：

Modern Recruiters have an inherent instinct for mutual connection between teams and candidates, just like matchmakers setting two people up on a blind date. Not only they are skilled networkers, they also know how to assess skillsets, hiring manager personalities and cultures to make a perfect match.

現代招聘者需要充當「媒人」的角色，幫助剛進企業的新人和其新加入團隊之間的連接和適應。同時，現代招聘者還需要知道如何因應企業的要求，就求職者的技能，學歷，個性和文化，和企業出完美的配對。

Marketer 市場營銷：

They think about jobs like marketers think about products. They know how to craft the right story for the right audience, whether it’s in their own profiles or through employer branding campaigns.

現代招聘者還要肩負起「市場營銷」的任務，因應企業招聘的方針，去為企業度身打造僱主品牌、招聘廣告等來為企業尋覓最合適的人才。

Salesperson 推銷員：

They are experts at constructing a pipeline, nurturing leads, and closing deals. They have the people skills and the negotiation wisdom to benefit both sides.

現代招聘者的角色還有點像「推銷員」，能透過出色的交際手腕和談判技巧令最合適的人才接受其代表企業的職位邀請，從職位的推廣到新員工正式上任也由他們一手包辦。

Talent advisor 人才顧問：

They are trusted advisors to their organizations regardless of their titles. They notify leadership of acute talent trends and have a seat at the table when strategic decisions are made.

現代招聘者也擔當著企業裏「人才顧問」的角色，他們熟知人力資源市場的最新趨勢，企業亦會很大程度參考他們的專業意見來制訂計畫。

SCIENCE 現代招聘的科學

Data Specialist 大數據專家:

Modern recruiters are at the frontier of the data revolution. They know: “if you can’t measure it, you can’t manage it.” They know that numbers and data will not only help them make better decisions, but also earn the trust of others in their organization.

現代招聘者非常重視數據分析，因為他們深明在大數據時代裏，數據就是一切。透過分析應徵者的數據，除了可以更準確地找到最合適的人選外，展現給企業的可信性也相當高。

Researcher 搜尋專家:

Modern Recruiters don’t sail blind. They frequently revise their research strategies by researching candidate pools, and by staying up to speed on the competition.

現代招聘者也擁有相當出眾的搜索能力，在擁有海量求職者資訊的數據庫中，他們往往能快人一步找到最合適和匹配所需職位條件的人。

Talent Technologist 技術專家：

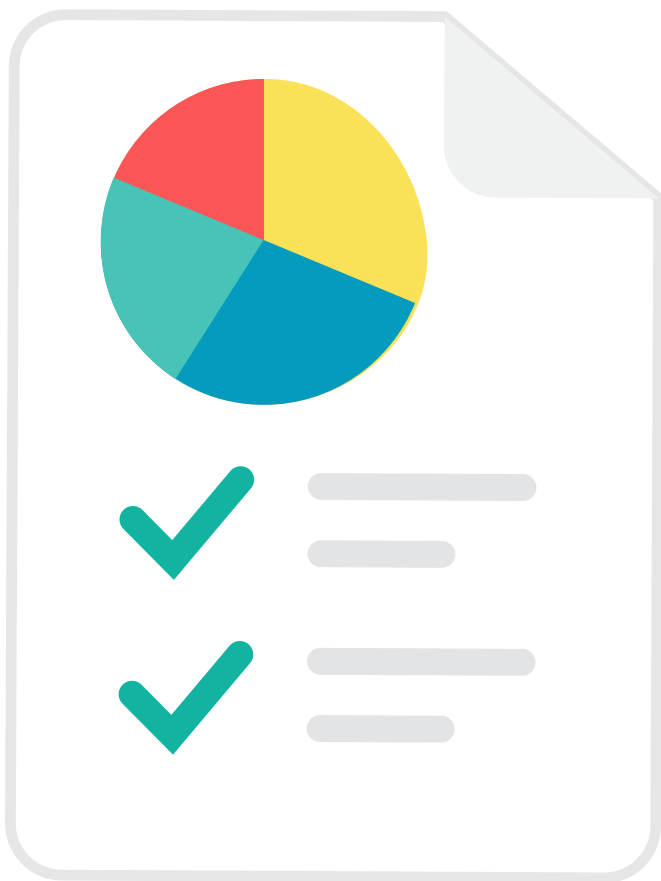
Modern Recruiters recognize and love the recruiting innovations that have flourished over the past decade. They know what work best, and are experts at how to use them.

現代招聘者也相當熟悉傳統的招聘技巧和手段，包括cold call、利用自己的人際關係等等，他們會融會貫通新舊的招聘技巧並把其發揮得淋漓盡致。

How to Distinguish an Average Generation–Y Candidate from a Great One? 如何發掘出資質優厚的90後人才？

Skilled candidates may not be hard to come by, but the ability to tell the difference between an “okay” candidate and a “must– have recruit” is invaluable.

要尋找到符合企業技能要求的人才並不難，但真正的難度在於如何找到優秀的人才而不只是素質不過不失的人選。



1

A candidate’s portfolio can speak a lot on their ability to work with a team.

Speaking confidently about a personal project shows that a candidate is a proactive self–starter who is passionate about their profession and has utilized their abilities to something besides a paycheck.

For hiring engineers, having followers on sites like GitHub or StackOverflow is also a good sign of quality work and credibility. The endorsement of other engineers means it’s likely your candidate can produce justifiable code, which is crucial if you are building a team who will be working attentively on the same project. With that said, a candidate’s portfolio is equally important for any roles such as designers or editors.

一個求職者的工作經歷可以非常實在地反映出他的能力、技術和態度。

以網頁編寫程式員為例，一個可以自信、從容、如數家珍般介紹自己曾負責及完成過的網頁的應徵者，足以證明他擁有非常的熱誠和把學習得來的網頁編寫技術學以致用的能力。

同樣道理，應徵設計師和編輯的年青人也應該帶同他們的設計作品或文章去面試，因為這才是反映考生技術、能力和熱誠的最佳證明。

2

Be careful of candidates' fluff 僱主要慎防對自己能力誇大其詞的應徵者。

A candidate who can articulate their work in a non-technical fashion is a good sign that they have a strong understanding of general concepts and a commanding knowledge of their projects. However, beware of candidates who offer a never-ending laundry list of trendy skills, with business jargons – candidates who practice this kind of keyword packaging is essentially waving a red flag.

一個應徵者如果能在避免使用過多的專業述語下向「外行人」清楚解釋和說明自己負責過的項目（例如是編寫一個手機應用程式），足證他是一個擁有良好溝通能力和非常熟知其專業的人才。但是，僱主要提防那些訛稱自己熟悉大量技術的應徵者，因為他們很可能誇大其詞，其實對於很多技術只是只知其名，不知其義。

3

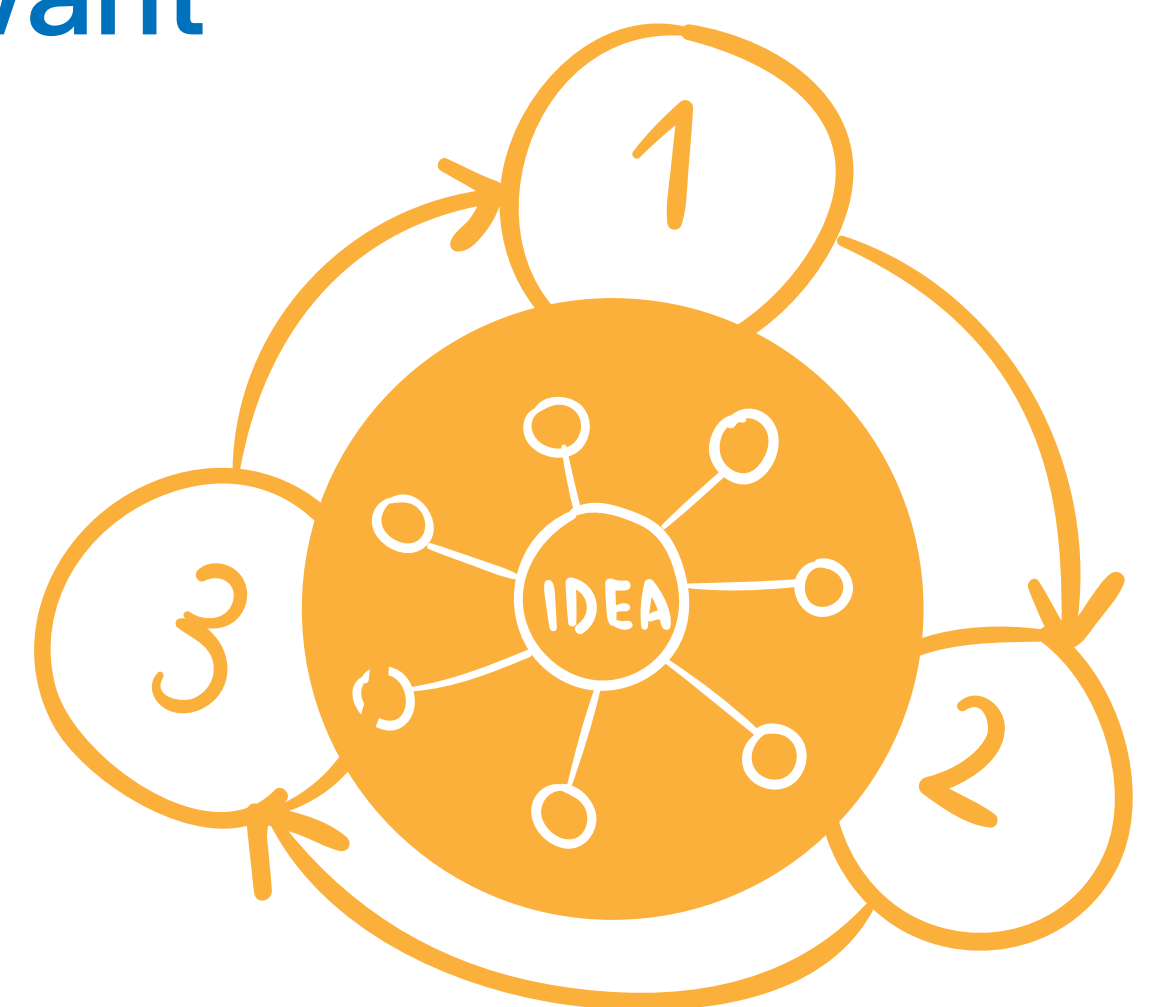
Measure attention to detail on the job with their grammar & spelling accuracy.

A typo on a CV or email is a sign of a lack of attention to detail. Keep in mind a lack of attention to detail in the workplace can cause a huge problem. For example, an errant character in a line of code is often disastrous for many engineering projects.

所謂見微知著，僱主應該仔細留意應徵者的履歷表和求職信，注意求職者有否犯下大意錯誤如文字和文法上的錯誤。因為即使是微小的過錯也反映出求職者的粗心大意，放眼實際工作上這些粗疏錯誤可能帶來很大影響。

Perks that Generation-Y candidates really want 90後求職者追求的是發揮所長的機會

Skilled candidates may not be hard to come by, but the ability to tell the difference between an “okay” candidate and a “must-have recruit” is invaluable.



1

Freedom to create, modify, and collaborate 創作、融合與改變的自由

Displaying how your organization removes obstacles and encourages proactive work demonstrates the impression that your company cares more about substance and development than sticking with established processes. Display to them the variety of challenges you have, and how you'll provide them with the latest tools to craft solutions.

嘗試展現你的企業積極鼓勵員工主動工作和自由發揮其創意，強調你的企業重視實質性發展與進步多於因循苟且地跟從舊制。同時亦顯示你們將為員工們提供最新的工具、設備和支援協助他們解決一系列的挑戰。

2

Opportunity for advancement 晉升機會

Generation–Y candidates are keen for growth. A hunger for ambition leaves many of them longing to get ahead. Whether you’re creating a job ad, reaching out with an email or phone call, or speaking face–to–face in an interview, you need to clearly show them opportunities for advancement.

90後都渴望成長，亦抱有希望出人頭地的野心。所以，無論是製作一個招聘廣告、或是透過電郵、電話甚至面試的招聘方式，你都需要清楚地闡釋他們擁有絕佳的晉升機會。

3

Support for career goals 支持90後追求他們的目標

Generation–Y candidates are dreamers. They want to make a difference in the world so you need to pave a detailed path of how your company helps them achieve this. Get to the core of the issue: utility and opportunity. Give them the liberty to work with like–minded colleagues, and take a chance on solving some of the toughest problems in their discipline.

90後是夢想家。他們希望藉自己的努力改變世界，所以你需要展現你的企業如何重視他們的目標、協助他們實踐這種想法。即是回到核心的問題：給予他們一展所長的機會。企業可以嘗試在給予90後一定的自由度下讓他們以發揮自己的創意，運用自己的技能去負責企業的項目。

Creative ways to engage Generation–Y candidates

創意聘用90後

Generation–Y candidates are pretty abundant, but there’s also a high chance that they’re probably not looking for you. Go down the unconventional route to find top Generation–Y candidates for your open requirements.

社會不缺90後生力軍，但你選擇他們的同時，他們同時在選擇你。如何打破常規，招聘到更優秀、更適合企業的90後？

1

Make mobile recruiting quick, easy, and accurate.**提供更快捷、更輕易、更準確的手機支援招聘**

Generation–Y candidates are more mobile than before. Make sure your career pages and application processes are mobile –optimized. Give candidates mobile access to a summary of your company and available opportunities, and they can easily decide whether or not they’re interested in joining your team.

現今90後手機不離身，因此要確保你的就業招聘網頁可以支援手機應用，讓他們對你企業以及招聘的崗位一覽無遺，方便他們輕鬆決定是否應徵。

2

Attend or host an event to spot your next best hire.**參加或舉辦活動以發掘更好的90後員工**

Case competitions are a great way for candidates to create and collaborate on projects, but these events also offer a prime opportunity for your team members to build their network and find well–suited, qualified candidates to fill open positions. Case competitions give you insight to candidates’ working habits, style, and ability to create a solution to a problem. Fundamentally, it’s a live skills assessment.

舉辦案例比賽是一個非常好招聘90後的方法。透過吸引90後參加你企業舉辦的比賽，你可以為企業物色優秀的人選。更重要是在比賽中參加者會實在地展現出他們的技術、能力和工作態度，這是非常具有參考價值的，讓你可以更準確地評核這些人選的能力。

3

Go big to get an even better team.

尋求最出眾的員工來壯大你的團體

If you really want to grow your organization at an exceptional rate, recruit talent from high-level competitors. Hire this kind of valuable talent to dig into the kind of work top players are working on and to understand how your organization and technology can be improved to.

要你的企業可以迅速發展必先擁有最優秀的員工和團隊。從你的競爭對手中發挖人才是非常有效的。當然，除了給予更優厚的薪酬外，亦要讓你的心儀人選知道你可以給予他更多的發展空間和機會。

FreshLinker: the best channel for Modern Recruiters to target Generation-Y candidates FreshLinker是讓你尋找90年青員工的最佳平台

As Hong Kong's largest young talent network collaborating with over 150 student societies/alumni groups and over 15 universities and colleges, FreshLinker is the best platform to target Generation-Y candidates.

We'll now walk you through everything you need to know on how to use FreshLinker to recruit Generation-Y candidates and promote your employer brand to them.

FreshLinker是一個致力協助年青人職業規劃的招職平台，我們和超過150個香港學生組織合作與15間本港大學和大專院校合作。FreshLinker招職平台是你尋找90後年青人才的最佳選擇。

“

Start with who you are

How to make your Employer Brand stands out

如何建立你的僱主品牌

”

Your Company Page is key 你的公司專頁是關鍵所在



Your Company Page is often the first impression candidates have of your company. Whether it's the culture, mission, or products your company offers, think about why YOU joined your organization. Does your Company Page reflect it?

90後年青人對企業的第一印象是建基於企業在FreshLinker的公司專頁。公司專頁應該要反映出企業的文化、核心價值、風格、產品、服務和職位空缺。嘗試以自己為例子，想想你當初為何加入這間企業，而這些吸引你加入的元素又有否出現在公司專頁裏。

Showing your culture and opportunities is a scalable way to turn your visitors into candidates and help you nurture meaningful relationships. Inject genuine company personality into your pages can help making your content more relatable to audiences. Use this freedom to your audience and think like a marketer!

在公司專頁展示企業文化及提供職位空缺是一個很好的方法讓企業與求職者築起良好的關係。但要做得更好，不妨用上多一點市場推廣的點子，例如在撰寫專頁內容時，可以嘗試為內容注入一個人物性格，例如以「小編」自稱，並以輕鬆活躍的語氣，通過第一身角度去分享自身經歷，會令訪客覺得內容更有趣和可靠，從而更加留意你公司專頁的內容更新。

4 easy steps to boost up your Company Page

4個簡單步驟令你的公司專頁訪客人數突飛猛進

Remember that your Company Page should mirror your overall brand and provide a unified experience for your audience — make sure you talk to your marketing team to synchronize your approach.

以下4個步驟，可以協助你快速提升公司專頁的訪客人數，但請謹記，你的公司專頁同時也體現了你企業的品牌形象，所以請確保和市場推廣部及營銷部的同事進行清晰的溝通，以保持你企業在不同渠道所展現出來的品牌形象是統一的。

1

Use video and rich media.

利用多元媒體

Use videos, SlideShare, PDFs, images and links.

例如視頻短片、簡報、PDF、圖像和鏈結等

2

Engage visitors with Targeted Status Updates.

利用多元針對目標訪客更新專頁日誌媒體

Post interesting facts, expert tips and questions to interact with talent pools.

例如企業內部的趣聞分享、專家行業貼士和問題去引導訪客互動

3

Extend your reach by content.

通過分享多元化的內容吸引更多關注

Frequent Updates let you reach talent outside of your followers.

不斷更新內容能夠助你更容易接觸到專頁粉絲以外的人。

4

Grow your visitors.

壯大專頁的訪客人數

Maximize the use of social sharing & ‘Follow’ buttons.

鼓勵訪客分享你公司專頁裏的內容。



3 steps to a stronger employer brand on FreshLinker

3步增強你企業的僱主品牌

You need to promote an employer brand that Generation-Y candidates can't resist. A strong talent brand is vital, as the following stats show.

在現代招聘中，僱主品牌的打造十分重要，以下的數據展示了透過打造一個無懈可擊的僱主品牌，對招聘90後人才有莫大的重要性。

82% of talent acquisition leaders trust employer brand has a significant impact on ability to recruit great talent, and top talent is 56% more likely to care about finding the right culture.

82%從事人力資源的專家表示，僱主品牌對招聘人才起到至關重要的作用，因為比起其他考慮因素，最優秀的人才往往更關心一間企業的文化是否適合自己。

Strong brands enjoy higher engagement rates from candidates and yield cost savings of up to 50% per hire, as well as up to 28% lower turnover rate.

數據表明，一個好的僱主品牌可以吸引更多求職者的關注，將每次成功招聘的成本降低50%，並將離職率降低28%。



1

Maximize your presence, involve your entire organization 邀請你的同事一起打造僱主品牌

Modern recruiters know they can't foster a winning employer brand alone. Partner with these three important stakeholders:

成功的現代招聘從業員深明如要打造一個勝人一籌的僱主品牌，需要與企業不同部門同事溝通，尤其是以下三類：

Your marketing and communications teams 市場推廣部門

They know how to build brand promises and amazing content. Companies with strong consumer and employer brands financially outperform their competitors by 36%.

市場推廣部門對內容的掌控和品牌的打造可謂駕輕就熟，所以在這方面務必多請教他們。數據表明，擁有強大的客戶品牌及僱主品牌的企業在招聘表現上比起其他同行優秀達36%。

Your hiring managers 人力資源部門

Educate them on your employer brand. Let them express their enthusiasm about working for your organization to your Company Page.

人力資源部門無疑對人才的挑選有著自己的一套，但要達至超出預期的效果，你需要讓人力資源部門知道僱主品牌的重要性。每個僱員之所以選擇在一間企業工作，必定對這份工作懷有熱誠，在撰寫公司專頁的時候，將這份熱情表達出來，引起潛在求職者的共鳴，是打造僱主品牌最重要的理念。

Your employee base 所有優秀的僱員

Your own employees are your best brand ambassadors. Educate them to make the most of their profiles.

你的企業其實還有大量「品牌大使」，沒錯，就是那些優秀的現職僱員。現職僱員對企業的優良口碑無疑最能引起求職者的共鳴，讓他們分享在你企業工作的點滴，對推廣你的企業的品牌也是很有幫助。

2

Reach key talent pools with Targeted Status Updates 通過針對性的內容瞄準目標求職者

Company Page visitors have a strong interest in career opportunities, making targeted status updates a brilliant way for interested Generation-Y candidates to engage with your employer brand.

一般來說，瀏覽公司專頁的90後，都對自己的生涯規劃十分重視。因此針對你的企業想要招聘的求職者包含他們感興趣的內容，能大大吸引他們的關注和與你的企業互動。

Mix it up 豐富的內容更新

Share relevant news stories about your company, employee interviews, blogs and more. Go beyond than just job openings.

除了職位空缺外，務必分享一些與你的企業或行業有關僱員訪問、文章及新聞，令到你企業的專頁內容變得豐富多元。

Have a plan 制定計劃

Draft out what you will say in advance and initiate a conversation with your visitors.

為公司專頁即將發佈的內容制定計劃，確保每個更新都能達至你想要的互動及回響。

Stay on brand 打造品牌效果

Remember the messaging you are trying to get across and think about how to integrate it into your updates.

確保每個內容更新，都準確表達你想傳達給訪客的資訊。

3

Build your employer brand at scale with FreshLinker Company Page

利用FreshLinker公司專頁，打造及推廣你的企業的專屬僱主品牌

Company page is a place where you can showcase your employer brand and engage candidates with personalized, and relevant content. Use videos, images, infographics, and employee interview to show case your culture and what it means to work there.

通過公司專頁，讓你可以打造及展示企業的僱主品牌，以及通過個性化的相關內容與求職者互動。通過展示照片、視頻片段以及僱員訪問等資訊，展示企業文化以及在你的企業工作的好處。

Think visually 從影像出發

Use images to give a real-world preview into your organization.

在公司專頁中擺放企業的照片能令求職者可以彷彿如親身般感受到企業的工作環境。

Think digitally 符合網絡瀏覽習慣

What you say, keep it concise. Content from your slick graduate recruitment brochure probably won't make sense online, where attention spans are shorter.

請勿將企業的校園招聘小冊子的內容一字不漏地照搬到公司專頁。研究表明，一般人在網絡瀏覽文章用時少於5分鐘，為了符合網絡訪客的瀏覽習慣，你需要令內容儘量簡短和清晰，明確表達你的意思。

Think video 利用視頻短片

You'll be able to engage candidates more deeply if they hear real people tell their own stories, so make video an essential part of your strategy.

視頻短片的優勢在於你可以令訪客聽到一個真實僱員講述自身的故事，這往往更加能夠引起求職者的興趣，所以務必為你的企業的專頁添加短片。

Think customized 為目標求職者打造內容

Adapt your content to viewers based on their FreshLinker profiles. You can target your Company Page based on a candidate's job function, industry, and more.

通過瀏覽FreshLinker為你統計的訪客記錄，你可以得知他們的興趣及專長所在，嘗試針對他們打造吸引的內容，吸引更多訪客瀏覽你的企業的專頁。

3 steps to success with job listings on FreshLinker 3步輕鬆完成職位廣告刊登

As little as ten years ago, recruiters were tied to post and pray sourcing — posting a job description on a job board and hoping good candidates would apply. However, as recruiting has modernized, so have job listings.

在十年前，一個僱主想要為一個職位作招聘，只能在求職網站上刊登招聘廣告，然後等待求職者的回應，但如今隨著資訊科技的發展，現代招聘變得智能化，刊登招聘廣告也不再像以前那樣被動。

Now, instead of solely resting on a web page waiting to be found by active Generation-Y job seekers, FreshLinker allows employers to distribute their jobs through matching algorithms and via professional communities. Our members can see personalized job listings when they visit their homepage, a company page or FreshLinker's blog.

FreshLinker針對90後人才，並引入最新的配對算法，可以幫助不同的職位匹配最合適的求職者，除了將企業的職位空缺直接顯示在Fresh-Linker的求職板上，也會同時顯示於公司專頁、職場資訊的邊欄，以多渠道推廣企業的職位空缺。

1

Create a winning job description

撰寫勝人一籌的職位描述

Job descriptions can isolate, discourage and intimidate Generation–Y candidates whereas they can also engage, encourage and inspire Generation–Y candidates. A good job description will make it easy for Generation–Y candidates to self–select; saving everyone time and get better–matched candidates.

一份乏味的職位描述可能無法令求職者對你的企業產生興趣，甚至會令其敬而遠之；而相對地，一份精彩的職位描述絕對能為你的招聘廣告錦上添花，吸引到更多的求職者關注，並且節省雙方的搜尋時間。

Keep you job title simple 確保職位標題簡潔明確

Make it easy for job seekers to find your job via FreshLinker & 3rd party search engines.

簡潔明確的職位標題能幫助求職者更加容易通過FreshLinker或其他搜尋引擎搜尋到你的企業的職位。

Promote your employer brand 推廣僱主品牌

Share specifics that make your company different from the rest. Think like a marketer and promote your company.

用市場推廣的方法去思考寫什麼內容能令到求職者認為你的企業有別於其他同行。

Emphasize the position's impact 強調職位的重要性

Excite candidates with specific project examples. Remember, Generation–Y candidates want to make a difference.

請謹記，90後人才想為企業帶來改變，所以在撰寫職位描述時，可以通過引用項目例子來強調該職位的重要性。

Boost high–priority positions 優先推廣緊急的職位

Sponsor jobs to reach targeted candidates through FreshLinker's matching algorithms. Assertively invite passive candidates to apply your positions based on the filters YOU set.

通過FreshLinker最先進的技術，你可以按照你所需職位設定篩選的條件，將用人要求較迫切的職位直接推廣給適合的求職者，邀請他們申請你的職位。

2

Post and promote to the right candidates

將刊登的職位推廣至最適合的求職者

On FreshLinker, you can purchase packages based on your hiring needs, ranging from 2 active jobs per month to tailor–made Enterprise packages. We believe FreshLinker is an investment in your talent acquisition team and culture. So we set our pricing at a level that allows us to invest in building a solid product, and more importantly, a great experience for you as customers.

為了能給所有僱主提供最佳的90後人才招聘及品牌推廣服務，FreshLinker用心打造不同的招聘服務套餐給有不同需求的僱主選擇，從每個月2個職位廣告到大型企業訂製套餐，你可以按照招聘需求選擇對應的套餐。更重要的是，FreshLinker提供給僱主的價值不僅限於人才招聘，還有企業品牌的推廣和更智能化的人才匹配系統。

Please feel free to check out our packages:

請點擊以下網址瀏覽套餐詳情

www.freshlinker.com/pricing/packages

Invite the right candidates to apply based on the filters YOU set

訂製你的招聘需求，FreshLinker為你精準篩選最合適的人才

For each job listing you post on FreshLinker, you can sponsor the job to targeted candidates through FreshLinker's matching algorithms, based on the filters you set. You can filter FreshLinker users by graduation year, major, language and many more. And you'll only get charged for this sponsorship if the targeted candidates have applied to your sponsor job.

在FreshLinker平台上，你可以通過畢業年份、主修科目、語言能力等作為篩選條件，將已刊登的職位根據你設定的篩選要求對特定求職者推廣，FreshLinker會利用最先進的技術為你配對最適合的求職者。最重要的是，只有在這些求職者申請你的職位空缺之後才會產生費用。

[Learn more about](#)

www.freshlinker.com/pricing/jobinvitations

3

Measure your performance by using real-time feedback and user-friendly interfaces

與傳統招聘網站相比，FreshLinker為僱主提供更多實時數據分析和更便於使用的招聘及品牌推廣工具。

The only way to know whether your Jobs efforts are working is to measure it. Use applicant analytics to understand:

利用FreshLinker數據分析工具可幫助你瞭解和衡量你的招聘進程：

Who's engaging with your job? 誰曾經看過你的職位？

You can see precisely which type of Generation-Y candidates are engaging with your jobs online. Use these feedbacks to your advantage by modifying your job listings to suit your target audience.

FreshLinker會自動為僱主統計曾經看過你的刊登的職位廣告的求職者類型，利用這些數據統計能幫助你撰寫更好的職位描述。

How and when are they engaging with you job? 閱讀人次統計

FreshLinker shows you how often your jobs has been viewed, applied to, searched for, and shared with others.

FreshLinker同時為你提供閱讀、申請、搜尋和分享人次統計。

Who's viewed your company page? 公司專頁訪客統計

Once you've posted a job, job seekers who view it may visit your company page to find out more about your company. This is a good indication of the kind of candidates you're attracting.

瀏覽你職位的求職者同時很可能會瀏覽你的公司專頁以了解更多關於你的企業的情況，所以FreshLinker也為你的公司專頁提供數據分析工具助你更加瞭解對你的企業感興趣的求職者。

About FreshLinker

關於FreshLinker

FreshLinker is transforming the talent acquisition industry and essentially giving companies a competitive advantage in hiring great Generation–Y talent. Powered by data science, consumer —friendly technologies, social signals and predictive analytics, the FreshLinker platform help companies find, qualify, engage and hire Generation Y talent across all industries and functions.

人才招聘市場的格局正在發生變化，一成不變的招聘平台已經不能幫助你招聘到最合適的90後人才，而FreshLinker全新的招聘平台絕對能幫助你招聘最適合的年輕人才。革新的大數據分析工具、貼心的用戶交互設計、創新的社交招聘模式以及預測分析，FreshLinker能幫助所有行業的公司搜尋、吸引、篩選至招聘任何職位的90後人才。

FreshLinker is used by growing companies to recruit the Generation-Y talent they need to innovate and succeed – smarter and faster.

To Learn More:

Email hello@freshlinker.com

Call (852) [3547 2513](tel:35472513)

Visit www.freshlinker.com

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