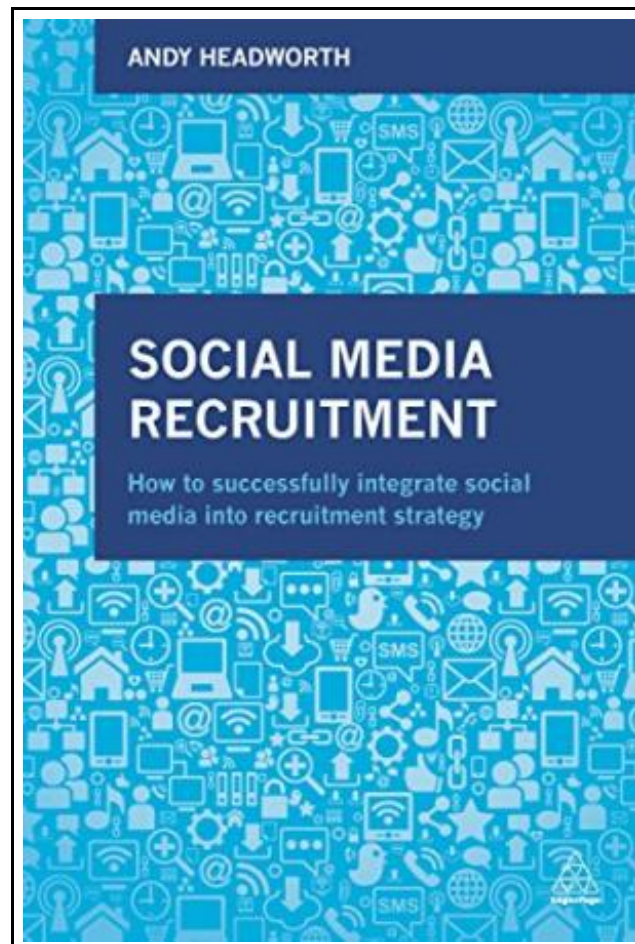


Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy



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SOCIAL MEDIA RECRUITMENT: HOW TO SUCCESSFULLY INTEGRATE SOCIAL MEDIA INTO RECRUITMENT STRATEGY



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Kogan Page Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.As the recruiting landscape changes, different methods are needed to attract talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the knowledge and understanding to create a social media recruiting strategy. Social Media Recruitment combines practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what social media means for HR and recruitment and how to successfully integrate and use it. In a series of easy-to-follow chapters and manageable steps, Social Media Recruitment covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future. Ideal for all HR and recruitment professionals, and anyone responsible for talent strategy, Social Media Recruitment focuses on devising and implementing a social media recruitment strategy that works for your organization and is aligned with your recruitment objectives.



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