



## RECRUITMENT USING SOCIAL MEDIA: HOW TO INCREASE APPLICANT REACH AND REDUCE RECRUITING COSTS

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### ABSTRACT

The impending retirement of baby boomers there is an urgent need to recruit university graduates in large numbers. Previously university recruiting has been the preferred channel though a small number of students focus campus career fairs otherwise locates information sessions and their campus career centers helpful. As alternative employers should consider using social media as a recruiting tool to attract and recruit university graduates. The purpose of this paper is to offer an alternative approach to traditional campus recruiting using the social media. Particularly we suggest a three step approach by means of Facebook to attract as well as recruit university graduates. The approach used in this paper is in three steps. In Step-I, employers use Facebook to attract as many target students as possible to an employer's Fan page. In Step-II, employers actively engage with students to enhance their employer brand as a prospective employer. In Step-III, employers start a call to exploit to support students to act upon a job prospect as well as apply for the position. Social media recruiting has the potential to help smaller employers stand out along with superior employers reach out to a superior pool of candidates speed up the recruitment procedure and decrease overall recruitment expenses.

### KEYWORDS

Social media, baby boomers, Recruitment.

### INTRODUCTION

#### HOW TO USE SOCIAL MEDIA AS A RECRUITING TOOL

There are millions of people on social media sites like LinkedIn, Facebook or Twitter. More companies are using social media to target candidates. Here's how to use social media as a way to find your next hire.

As a recruiter you want to be where the most qualified, talented, and largest pool of applicants is. Human resources can leverage social media to tap in to potential recruits. This type of head hunting is called social recruiting. It's about engaging with users and using social media tools to source and recruit talent.

LinkedIn, Facebook and Twitter have over 535 million combined users. That equals a lot of potential talent for your company. But how do you find the right person for the job you have available using social media? Here's how to get started.

#### HOW TO USE SOCIAL MEDIA AS A RECRUITING TOOL: UNDERSTANDING EACH SOCIAL NETWORK

By now you should be familiar with LinkedIn, Facebook and Twitter. But just in case you are not here is a quick overview. LinkedIn is an interconnected network of experienced professionals from around the world representing 170 industries and 200 countries. You can find be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals states the company website. That is the corporate way of saying they are a giant jobs board and you can connect to other professionals. There are over 65 million professionals on LinkedIn.

Facebook is the largest of the social networking sites with over 400 million users. Facebook is a social utility that connects people with friends and others who work study and live around them. It is intended to connect friend family and business associates. The model has expanded to include connections to organizations businesses and interests not just individual people.

Twitter is a micro blogging social networking service. Messages are better known as tweets are no more than 140 characters. According to their website Twitter is a simple tool that helps connect businesses more meaningfully with the right audience at the right time.

While baby boomers start to retire in huge amount employers are faced with the challenge of recruiting a new cadre of younger talents. Historically university recruiting has been a major source of hiring for professional managerial and technical jobs. Employers attend university career fairs and hold information sessions to compete for the best talents on campus though only one third of university students attend such fairs. Recruiters also frequently fail to convey the information students seek at career fairs while university students found written materials to be less helpful. They also have low expectations of their campus career centers in helping them find jobs consequently it should not come as a surprise when students lose interests in attending university career fairs or do not frequent their campus career centers. Therefore contemporary university recruiting will require more than holding information sessions attending career fairs and posting jobs at campus career centers. This paper documents how social media tools can be used to formulate an effective social recruiting strategy to attract and recruit university students who are now using the Internet when conducting job searches. Purposely we focus on Facebook as it is one of the most popular social media sites among university students. Although there is extant literature on applicant attraction to assist employers in finding the right talent few offer an Understanding and guidance on university recruiting using social media tools. Social media has the potential to help employers recruit qualified job applicants stand out among larger more established employers and also reach out to a larger pool of candidates at a fraction of the costs associated with traditional campus recruitment methods.

#### RECRUITMENT THROUGH SOCIAL MEDIA

Social media recruiting is defined as exploiting social media tools to communicate engage inform and recruit future talents. It involves informing prospective candidates about available positions and engaging them in a way that leads to their hiring from social media sites. Thus beyond posting jobs on social media sites employers should inform university students on what opportunities are available what the employer is looking for and what it is like to work for the organization. In Canada Volkswagen provides an example of how organizations can use Facebook Fan pages to create an engaging fan base to influence their purchasing decisions. The company had its best sales year in 2014 in its history by increasing its Facebook Likes from 66000 to 385000 with a corresponding 120 per cent increase in unique traffic to the VW.ca Web site from 2014 to 2015 Constructing an engaging Fan page

can help build a responsive fan base of passionate people who will ultimately purchase from the brands they like on Facebook. Within the context of university recruiting employers can adopt a similar Facebook strategy by constructing a fan base of university students who will apply for a position with the organization following graduation from university.

### **I. HOW TO USE SOCIAL MEDIA AS A RECRUITING TOOL BY USING LINKEDIN**

The most obvious ways to use LinkedIn are to post jobs you have available and search for candidates. It costs \$200 to post a job for 30 days. Or you can buy job credits and pay less per job posting if you buy more credits. You can also sign up for LinkedIn Talent Advantage. It is an exclusive suite of tools for recruiters. But if you do not have the budget to pay for job postings or join the Talent Advantage you can still tap in to the free resources LinkedIn offers. You should start by building connections to people you already know. This could include former co-workers or current client's local entrepreneurs and even friends and family. Because you never know who someone else may be connected too that could make for a top notch candidate. You should also join groups where you might connect with potential candidates. For example if you are always looking for IT consultants you can find an affiliated group on LinkedIn. Once you join relevant groups find ways to begin discussions with people in the group. If you notice people who are active in the group they always ask questions and answer others questions those might be the people you hone in on for job opportunities.

There is also a free way to advertise that you are hiring on LinkedIn without posting a job. Use your network activity box also known as a status box to broadcast that you are hiring. Looking for the IT consultant if you know someone may be even you.

When you find someone who may be a good fit for your company you have to evaluate their LinkedIn profile. Does the person have a complete profile including a picture? Do they have recommendations from peers, managers and colleagues? Are they a member of groups relevant to their field? Do you have any second or third degree connections to the person to get a more personal referral? You can find out a lot about a person from their profile before contacting them for an interview. As small business owners you can easily leverage LinkedIn to find talent.

### **II. HOW TO USE SOCIAL MEDIA AS A RECRUITING TOOL BY USING FACEBOOK**

How many candidates do you have in your database? Whatever the number is it does not come close to how many potential candidates are on Facebook. Facebook provides easy and affordable ways to increase your applicant pool. First utilize the Facebook Directory to search for users pages groups and applications.

You can post a job for free in the Facebook Marketplace. The ad requires basic information such as location job category subcategory title why you need to fill this position description and if you want to post your photo with the job posting or another image. The limitation of a free job posting is that you cannot target it to a specific group of people like you can with a Facebook Advertisement.

Facebook Pages are another free resource within Facebook. A Facebook Page is a public profile that enables you to share your business and products with Facebook users. If you do not have a Facebook Page you can search other Facebook pages to find people both active and interested in your field or that would be interested in your available position. If your company has a Facebook page you may want to use it as a recruiting tool. Make sure the information about your company is relevant and up to date. You can also post job openings for your fans to see. These people are passionate about your company and can be just as passionate about working for your company.

Another option is to post a Facebook Ad if you are not getting the

results you want from searching. The advantage of the ad platform on Facebook over its rivals Google Ad words and Yahoo Advertising is that Facebook has laser targeting ability. With a Facebook Ad you can choose the exact audience that you are looking to target. The system will ask a series of questions about the characteristics of the people you want to see your job posting ad. You will be asked about the group's age as well as gender and specific keywords related to the position. Facebook will then calculate how many users fit those criteria. You have the choice to pay per click how many people clicked on your job ad pay per impression how many people potentially saw your ad and set how much you are willing to pay. You can decide whether to run the job ad continuously or only during a certain time.

For example if your company is in Minneapolis and you are not including relocation in the budget for this position you can target the job posting to only be shown to people that live in Minnesota or bordering states. If the position is an entry level position you can target the job posting to a younger age demographic. Because if you know a woman would be better suited for your position you can target your job posting to only be seen by women. The options are endless to how narrow a field you can define. Be careful to not make the criteria too specific or you may not get the applicants you want.

### **III. HOW TO USE SOCIAL MEDIA AS A RECRUITING TOOL BY USING TWITTER**

Twitter can be powerful for small companies or a recruiter who wants to get an edge over the competition. The easiest way to recruit is to tweet jobs you have available. If your company has a Twitter account but not a lot of followers you can expand your network and build relationships with clients and job candidates on Twitter. Run a quick search on Twitter for anybody discussing a specific keyword and you can get hundreds of contacts. You can search for people you know, by location by industry or interest or by popularity or by time and more.

To make your job posting tweets stand out you can also use hash tags. Hash tags are used as a way to filter and find information on Twitter. All you have to do is include the hash tag with a keyword in your tweet and it becomes instantly searchable. Here are a few examples of hash tags you might consider using

- job
- job-post
- employment
- recruiting
- hiring
- career
- staffing
- sales job

You can use more than one hash tag in your tweet but remember you are limited to 140 characters so be strategic in which hash tag or tags you use.

You can engage with candidates and see what topics they tweet about. There is also the opportunity to market events you will be attending. Stop by our career booth at the Sales Tech Expo. There are companies like Ad Logic that help businesses target to a particular Twitter audience. Ad Logic lets clients create custom job feeds and corresponding specialized Twitter profiles for each area that they recruit for.

Your company Twitter account is also an opportunity to inform potential hires about your company. Your tweets say a lot about the company and what topics are important to your company.

When you find a potential candidate on Twitter evaluate their activity to see how often they tweet if they have a healthy balance between followers and following how big is their network and the quality of their tweets.

### **CONCLUSION**

Finally, it is important to assess the effectiveness of Facebook or

LinkedIn and Twitter as a recruitment channel and ensure that the strategy is implemented correctly to yield the right job candidates for the employer. When measuring employers recruiting efforts on social media platforms they can use Facebook Insights and Google Analytics to assess if their social media efforts are effective. Facebook Insights provides employers with market intelligence such as the demographics of their Fan page. This information will aid employers in producing and posting relevant contents for their target audience to maximize engagement on their Fan pages. When you find a potential candidate on Twitter evaluate their activity to see how often they tweet if they have a healthy balance between followers and following how big is their network and the quality of their tweets. Social media recruiting helps an employer get to know a potential job candidate. Is this a highly skilled well rounded individual that fits with your team? As with any job opening using social media recruiting requires time and effort but it is an investment in longer term benefits for your company. Using LinkedIn or Facebook and Twitter takes recruiting back to its grass roots of networking but for a digital age.

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