

Social Networking Tips

When Recruiting Candidates

Social networking is wonderful...for some things.

When it comes to recruiting employees it is very time consuming and expensive on a cost per hire basis.

When does recruiting with social media make sense?

1. When you are opening a new business or need to hire a lot of employees with skill sets that match those of the general population. (Think hourly employees.)
2. When existing employees can tell you specific social media they and their friends use when looking for jobs. (Be sure to ask them how often they check the site.)

There are several shortcomings when it comes to using social media for recruiting.

Understand the shortcomings and have your plan in place to overcome those BEFORE you commit time and recruiting dollars.

Most common shortcomings to recruiting on social media.

1. Reaching types of candidates you want is very spotty. Do the people you need for this position(s) look for jobs using the social media you are considering?

To overcome: Identify employees or people in the position you need and ask them which social media they use to find jobs. How often? Their tips on how you can best advertise on the social media site.

2. Understand that most of the candidates you reach out to will be unresponsive.

Everyone is registered on Facebook. Many in our industry are on LinkedIn and are members of lots of groups. That does not mean they are looking at the site the day you “reach out.” Or even the week. If you are a member of a social media professional group how often do you really read information you receive?

Place ads on job boards and at least you will get candidates, even if 95% are unqualified or marginally qualified. Typically 95% of people on social media sites won't respond at all. Most that do, won't be any more qualified than most job board applicants are.

It's a numbers game. Staying on top of the social media sites you use can be very time consuming. Budget time and dollars for it.

3. People on some social media are getting bombarded with recruiting offers. They are getting really turned off...by the social media and those sending out the messages.

This is especially true of social media sites that supposedly reach out to people

about jobs. Too many people are reaching out asking people if they are interested, or who they know...usually about jobs way under them. People have enough challenge doing their own job much less helping you with yours.

To overcome: Be very targeted in who you reach out to. Identify exactly why you are contacting them. Last, ask how you can reciprocate and assist them.

4. Social media does not replace your own recruiting efforts.

It can be one of the things you do. A good rule of thumb: 5% of your recruiting time and budget can be committed to social media recruiting. Second rule of thumb: Any hires are a bonus. (Like the perfect person walking through the front door the very day you need them, and have the time to talk to them, and can round up others to interview them as well.) Yep, sometimes serendipity happens. (We all wish it happened a lot more often!)

5. The higher up the position the less likely it will be filled by candidates from social media sites.

We are a search firm in the hospitality industry. We ask candidates which social media sites they use when looking for jobs. People in our industry, above \$60,000 tell us they spend very, very little time on any social media site. Way less than 1% use social media sites when looking for jobs. (A few spend time on social media sites to keep track of family, etc.)

Do most of them belong to lots of groups on LinkedIn? Absolutely, but most of them tell us they don't have time to follow all the stuff that comes to them by email. That's not where they expect to see information for jobs that would fit them.

Who do they rely on when looking for career opportunities? Search and placement firms, peers and friends in the industry, and former bosses.

Final thought: Young people are all over social media. Stay abreast of how your employees use it to help identify employers they might be interested in. Social media eventually will have a real role in recruiting. It is a very new media.