

HOW RECRUITERS CAN USE SOCIAL MEDIA TO MAKE BETTER RECRUITMENT MATCHES



In the age of modernity that we find ourselves in, we are incredibly connected, with 2.46bn social media users worldwide. With mobile phones now working as fully-functional, hand-held computers, conducting online searches and liaising with people on the internet is easier than ever before. While many recruiters will already be using social media to scout for talent, it can be tough to get a handle on how these powerful tools can really be used to our advantage. With the ability to do much more than simply inbox candidates and post a job description, this eBook aims to provide a true guide to how recruiters can use social media to make better, more informed recruitment matches; launching their success rate in the process.

WHY USE SOCIAL MEDIA OVER OTHER RECRUITMENT TOOLS?

While the digital age has given us tools such as online jobs boards and mobile applications, nothing has supported recruiters as much as social media, with recruiters now in reach of a bottomless pool of hungry talent ready and waiting to be recognised. Being all about making connections, social media platforms are made for people to share details about themselves; putting information about their lives, skills, and careers into the public domain.

With 75% of people being in the 'social media generation' by 2025, recruiters will continue to be inundated with profiles/leads, needing to utilise the tool in order to make the most of the ever-growing community of social media users.

Renowned for being a procrastination tool, social media is where many of us learn and become inquisitive, able to read up on job opportunities even if we are not actively looking for a new role. For this reason, social media gives recruiters the chance to advertise to job-seekers and sway those that aren't with attractive proposals.

LINKEDIN

Having opened up new paths of engagement and revolutionised the exchange of information, social media is where people are actively seeking information on jobs prospects; especially LinkedIn. With a tagline that reads 'connecting people', LinkedIn is the most utilised platform for recruiters, understanding the type of content and users the site attracts. If you are a recruiter, here are some top tips on using LinkedIn to recruit.

Create a profile - Whether you are a recruitment agency, an established employer or a start-up, it is essential that you have a company profile on LinkedIn. Being a user's point of reference, on your profile you can feature information about services, links to your website, other social media sites, testimonials and much more. Recruiters should also be posting regular updates, sharing engaging blog posts, images and videos in order to increase their following.

Reach candidates – With the power to engage with candidates, LinkedIn is built with many tools for recruiters to utilise. From pitching job opportunities directly to people through the InMail feature, to posting job adverts to your growing timeline of followers, there are plenty of ways LinkedIn can support you in your search for the perfect candidate. LinkedIn also has "Sponsored Jobs" in which employers may bid for the top placement in the "Jobs You May be Interested In" section of the LinkedIn homepage.

Get involved in groups – While LinkedIn provides you with an endless supply of leads, you may want to be more defined in marketing your recruitment services. This is where groups come in; being an ideal way to source candidates; and you can post positions in them! The great thing about joining and forming groups is that the more you participate, the more exposure your posts and profile will receive.

Target passive candidates – A recent survey revealed that there are now over 500 million LinkedIn users internationally, with 80% of those users regarded as 'passive'. This means most of the people engaged on LinkedIn are not looking for a new job, but may be interested if a new opportunity is offered to them.

INSTAGRAM

Although a platform full of celebrity endorsements, Instagram is also a great tool for recruiters, with its 50 million users sharing images of pretty much anything. Categorized through hashtags, we are seeing more and more recruitment agencies joining Instagram. But, how can recruiters make the most of their accounts?

Build your brand – Like a Twitter or Facebook page, your Instagram profile should be an extension of your brand, screaming your brand values and positioning your company as a modern recruiter. Showing that you take Instagram seriously, it is important that you use high-quality images, input your company details in the right fashion and ensure your profile is aesthetically pleasing.

Regularity – One of the most important tips for recruiters using Instagram is to be active, with regularity being the key behind becoming a recognised brand on Twitter. By posting daily, using high-resolution imagery and using consistent hashtags that relate to your industry, you will be sure to see an increase of both engagement levels as well as followers.

Utilise the location tool – Just last year, Instagram formed an interesting partnership with FourSquare; a technology company that uses location intelligence to build meaningful consumer experiences and business solutions. This means that recruiters now have the option to 'tag' a location when posting on Instagram, permitting users to localise posts and target candidates and businesses of a certain area. This tool can also assist with candidate attraction. If you search for #[location] you will be provided the Location tags provided on that search, finding people situated within that area that could potentially be that 'perfect candidate'.

FACEBOOK

"It's easy to make fun of Facebook. The depressed stock, the misguided political comments, the unguarded vanity of high school "friends"—all tend to reinforce the inanity of the social network. But a billion people still use it. Even those who complain (like me) still use it. And for large, multinational companies, it's becoming an increasingly valuable tool for recruiting employees."

Proven to be an invaluable platform for recruiters, Facebook is a tool that many companies are not making the most of, with new integrations making the huge community of users even more attainable. If you are looking for ways to utilise Facebook when recruiting, take inspiration from the following:

Search bar – The Facebook search bar allows you to input any type of query. From people that work for a certain employer to females/males within an age group; through the search bar you can really refine your candidate marketing. Our advice would be to start broad then get creative when narrowing down.

Reviewing profiles – As a recruiter it is your responsibility to conduct research into potential candidates, with Facebook being a source that permits you to do exactly that. Most Facebook users will feature their work experience, education, and interests as public information, giving recruiters a way to match social behaviour against CVs; seeing whether they will be suitable for a certain vacancy.

Liaising with candidates – The majority of Facebook users now have Facebook Messenger as a separate application, with the instant messaging tool proving to break down the communication barriers between recruiters and candidates. However, if you are not 'Friends' with the candidate, your message will filter into a separate mailbox. One way to get around this is to request an introduction from a 'Mutual Friend'. This will help you stand out, encouraging a better response rate as a result. This is due to the fact that candidates trust their friends and family members, extending that trust to those in their second-degree network.

TWITTER

Twitter is extremely popular, but how can you use it to recruit top candidates? Though not built for recruiters, there are many ways Twitter can help you find candidates and share your job openings. Below are just a few ways you can get creative when social recruiting with Twitter.

The all-important bio - Although you only have 160 characters to work with, building a biography on Twitter needs to be carried out with a strategic head on. Establishing who you are and what you do in just a few words, your bio will give potential candidates and clients either a reason to or a reason to not engage with your Twitter content. While many view profile content as 'fixed', it may be worth refreshing these words on a weekly basis, keeping your bio in line with exactly what you are looking to achieve on Twitter.

Don't simply post jobs – Whether you are a large agency or head of HR in the private sector, you should not simply use Twitter to post vacancies. As a sophisticated community of internet-users, we do not like being advertised to, wanting to see creativity from brands that we follow. For this reason, it is advisable to get creative with imagery, retweet relevant news stories and generally show that you have your finger on the pulse, attracting talent that appreciates such efforts.

Twitter Video – A recent study showed that video in 2017 74% of all online traffic will come from video, with Twitter continuing to give more weight to video content. For this reason, more recruiters are engaging with content marketing, sharing short, snappy posts of themselves, staff members and their offices; giving users an insight into what they can do.

HOW CAN Zoho RECRUIT HELP WITH YOUR SOCIAL RECRUITING STRATEGY?

Here at Zoho Recruit, we work with businesses across the globe, helping grow their social media marketing strategies through a variety of software solutions. Managing multiple social networks, we can help schedule unlimited posts, monitor keywords, and collaborate with your team; all from a single dashboard.

For more information on how Zoho Recruit can measure and improve social media performance, get in touch today.



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