chatterkick

THE ART OF

DIGITAL

RECRUITMENT

Identifying and Engaging Your Top Candidates

CONTENTS

INTRODUCTION

What is digital recruitment, what makes it so special, and where's the best place to start?

Digital recruitment, also known as e-recruitment or online recruitment, is the practice of using web-based technology to attract, find, qualify, interview, and hire candidates. For companies, the process wraps around everything that is published online, from earned media, press releases, blogs, social media pages, employment reviews, company and product reviews, paid advertisements, and even one-on-one digital correspondence.

The ultimate goal of digital recruitment is to hire the perfect candidates for your business. But in order to win that end game, you first have to find those candidates, and in order to find, you have to engage, and in order to engage, you have to attract, and in order to attract, you have to talk about your company and your positions in a voice they can relate to, using words they can identify with.

To put it simply, the best digital recruitment campaigns start with a strong, identifiable company culture. It's the basic recognition that people—candidates, managers, human resource personnel—are still people. Your first goal isn't to rush out and wave your arms in front of every job seeker. Your first goal is to create a company culture and company story that people want to be a part of.

Once you establish "who" your company is and "how" your company works, then we can get to the nitty gritty digital recruitment details.

So, to answer the above questions:

1. Digital recruitment is your online presence. Every single bit of it plays a role in how attractive you are to candidates.

2. It's special in that it's a living, breathing platform for business interaction, customer/candidate engagement, and constant change.

3. The best place to start an online campaign is with an honest offline assessment of what makes your company notably and remarkably different from the noise.

FIRST ASSIGNMENT: FIND YOUR COMPANY VOICE

This is your first assignment: Define what makes your company special, what makes it unique, what advantages set it apart from competitors, and what benefits your employees get that they can't get anywhere else. Although important and notable, think outside of financial perks, medical coverage, and retirement benefits.

THINGS LIKE:

WORK ENVIRONMENT:

- Do people keep to themselves or is it fairly collaborative?

- Do people generally like staying in the same position? Do they need and embrace change?

- How are family commitments handled?

- Do you have company parties? Lunches? Birthday gatherings?

- What do people wear? How self-expressive are they?

- How active is your company in the community?

UPWARD MOBILITY:

- How easy is it to move up in the company?

- Do you typically promote from within?

- How do you invest in your employees?

- What does it take to succeed?

- Are people generally happy enough to stay?

JOB SPECIFICS:

- What do most people find rewarding about this position?

- What can be the most challenging?

- What is valued most in this position? Dependability? Accuracy? Creativity? Friendliness?

FILL IN THE BLANKS:

If you don't like _____, this job isn't for you.

If you love to _____, you're going to love it here.

Our employees thrive on _____ _____.

_____ is the reason our employees clock in each day.

_____ is what we look forward to when we clock out.

Most folks here took the job because they _____.

ACTIVE VS **PASSIVE**
DIGITAL RECRUITMENT CAMPAIGNS

PASSIVE DIGITAL RECRUITMENT

Passive digital recruitment is keeping up a positive online presence. It's how you show how fun the place is to work without the big blinking sign that says "PLEASE WORK HERE. WE NEED YOU." It's the perfect combination of being good-looking with a great personality; people want to stay in touch, hear what you're going to say next, see what you're up to.

Here's what passive digital recruitment looks like:

- The employee who mentions he works for XYZ Company, and a friend saying, "That's awesome. I've always wondered what it would be like to work there."
- A company Instagram feed with real-life accounts of success stories.
- An active (and accurate) company Facebook page.
- Employees happily sharing company Facebook posts.
- A complete company website showcasing what your company does, how it engages with the community, latest news, etc.
- Company leaders sharing industry knowledge as experts in their fields on LinkedIn.
- Active involvement on product and employee review sites.

As you can see "passive" is anything but "inactive." The takeaway here is that **successful passive digital recruitment not only benefits your candidate search efforts, but also your company as a whole. It's brand management at its finest.**

ACTIVE DIGITAL RECRUITMENT

Here, as they say, is where the rubber meets the road or, more appropriately, where your job postings hit the digital highway. Active digital recruitment is the specific targeting of job postings to a pool of candidates and the specific pooling of candidates towards certain job postings.

Active digital recruitment is where online candidate sourcing really shines. Not only is it quickly consumable and sharable, it's also trackable and measurable; it allows you to put the word out and immediately see where and how well it was received, informing your next decision. And here's the best part of the process: it's also flexible, which means if something isn't working—an ad isn't being clicked on, a platform is drawing crickets, a job description is attracting the wrong candidates—you can stop, adjust, and start again. As many times as you need to.

Here's what active digital recruitment looks like:

- Postings on online job boards like Indeed, Monster, LinkedIn and Craigslist.
- Google AdWords
- An active "jobs" or "career" page on a company website complete with current benefits and culture information.
- Organic posts about openings on Facebook, Twitter, and Instagram.
- Employee-shared posts about job openings.
- Promoted social media ad campaigns regarding open positions.

ACTIVE DIGITAL RECRUITMENT

Active recruitment is much more job and career centered, and therefore requires a more targeted approach. We'll spend the remaining pages showing you how you can continue to develop and hone your active recruitment strategy for your particular company and your specific positions, as those two things aren't always the same.

PRO-TIP:

Active digital recruitment is the most trackable form of "word of mouth." To find out exactly where your candidates are hearing about you, ASK.

- Did you search the internet before applying? Where did you learn the most?
- How did you first hear about this particular open position?
- Social Media?
- Company Careers Page?
- Friend/Employee?
- If you heard about the job from a friend, how did he or she tell you?
- In person?
- Was it on social media? Which platform?
- How did you first hear about our company?
- Did you use research our company online prior to applying?
- What made you want to apply?

Effective digital recruitment comes from a thoughtful approach to both passive and active candidates. You have to know where your candidates spend their time online, how they like to be talked to, what gets them excited, and what catches their attention. If this sounds like you are developing and marketing a product or service, it's because that's exactly what you are doing.

WRITE A BETTER JOB POSTING

Remember: Your job posting is NOT your final job description, which is often the document most candidates sign once they accept the position. The purpose of the job posting is to tell the company's story, showcase the value of the work and the potential employee, and invite the candidate to apply or learn more.

There are three things you need to keep in mind when writing an effective job description.

1. BE HONEST ABOUT WHAT YOU ARE LOOKING FOR.

The job likely won't appeal to everybody, so don't appeal to everybody. Be clear about the job expectations, the minimum requirements, its day-to-day functions, and what type of candidate would thrive in the role.

2. BE HONEST ABOUT WHAT YOU CAN OFFER.

It's important to list the financial benefits about the position, but also the job culture ones as well. It's not up to you to determine what a candidate may or may not value. It's up to you to portray it realistically.

3. REMEMBER YOU ARE HIRING HUMANS.

It's okay to show a little personality. Sometimes that means using images. Sometimes that means creating videos. Sometimes that means showcasing the little things that make your company the great business it is.

PRO-TIP:

JOB TITLES MATTER.

Keep your titles simple. Unique job titles may be fun, but they aren't always relevant in common searches, which means you may be missing out on candidates who would otherwise be a good fit. If necessary, use the standard title in the headline, and place the "actual" title in the body of the job posting.

SO DOES MONEY.

If you don't pay good candidates and good employees well, someone else will. The upside of digital recruiting is that everyone can be constantly exposed to passive and active strategies. The downside of digital recruiting is that your happy employees aren't immune. Do your research and stay ahead of the game to keep your best teams intact.

MINIMUM QUALIFICATIONS.

Don't be afraid to call this out specifically, stating "Candidates must possess the following to be considered for an interview." This helps both your HR department and your candidates use their time and energy wisely. Afraid to lose out on solid, but otherwise unqualified candidates? Encourage them to look at your other opportunities with a link to your website.

DON'T UNDERESTIMATE YOUR LOCAL TALENT POOL.

No matter where you live, local candidates are already a step ahead in the job pool; they already know their way around town, understand the local culture, probably have a support system in place, and they aren't having to figure out a new job on top of the newness of everything else.

CASE STUDY #1: POSTINGS NEED POLISH

JOB POSITION: MICROBIOLOGIST
When previous job postings failed to bring in qualified candidates, this food safety company looked for options on social media to attract entry level graduates.

SOLUTION:
Created a dedicated multi-media landing page for job postings that presents the culture and job expectations in a realistic and inviting way.

BEST FOR:
Very specific, highly-targeted, highly qualified positions.

BEST PRACTICES:
• Identify the ideal candidate and work backwards.
• Play up the benefits and job importance.
• Create a targeted landing page to capture all traffic.

PLATFORMS USED:
Google AdWords, Facebook, Indeed, Craigslist, Website Landing Page

RESULTS AND FEEDBACK:
• **Indeed (Sponsored):** 19 applicants
• **Craigslist:** No qualified applicants
• **Landing Page:** 12 applicants (6 local, 5 non-local), 4 total interviews, hired 2
• **Facebook:** Facebook Multi Product Website Click Ad – 3 shares (367 website clicks)
   Facebook Post Engagement Ad (Video) – 1 share (7,145 post engagements, 7,136 video views, 3 link clicks)

CONCLUSIONS:
All open positions need to be posted on the website and all platforms. Many think this is a simple thing to do, but we found that most companies did not have their most recent openings posted online.

"WE WERE VERY IMPRESSED WITH THE NEW LANDING PAGE. WE ONLY HAD ONE OPENING BUT HAD FOUR INTERVIEWS WITH GOOD QUALITY CANDIDATES. THEY WERE ALL PEOPLE THAT WERE MOVING TO THE AREA. THESE WERE THE TYPE OF CANDIDATES WE HADN'T SEEN BEFORE."

ANNE NELSON, RECRUITING MANAGER

"WHEN EVALUATING EMPLOYEES, THERE ARE **3** THINGS THAT MATTER MOST TO MILLENNIALS **1.** GROWTH OPPORTUNITIES, **2.** RETIREMENT BENEFITS AND **3.** WORK CULTURE."

GLASSDOOR

CASE STUDY #2: CANDIDATES AREN'T QUALIFIED

JOB POSITION: GENERAL SALES MANAGER, SPECIALTY SERVICES
When the hard work of launching a job search results in less qualified candidates, this electrical company had to tweak its approach.

SOLUTION:
Created an organized, data-oriented campaign to help find out what really worked for the business, so the data can do the heavy lifting. Also, rewrote the job description to better clarify the minimum qualifications.

BEST FOR:
Businesses trying to target a specific pool of candidates on the platform they spend the most time on.

BEST PRACTICES:
- Lay out specific Minimum Requirements in the job description.
- Run A-B testing on different platforms to determine most effective route.
- Ask applicants how they heard about the position and what made them apply.

PLATFORMS USED: Google AdWords, Facebook, Indeed, Craigslist

RESULTS AND FEEDBACK:
- **Indeed (Sponsored):** 16 applicants (2 interviewed, 1 on-site)
- **Craigslist:** No qualified applicants
- **Total Applicants:** 61 (total of 20 interviews and phone screenings)
- **Facebook:** Facebook Multi Product Website Click Ad – 3 shares (760 website clicks)
 Facebook Post Engagement Ad – 6 shares (274 post engagements, 233 link clicks)

CONCLUSIONS:
The Facebook post and promotion stirred up a lot of traffic. Encourage employees and co-workers to comment and share the post which can organically start traffic and buzz.

"

"THIS POSITION WAS A NICHE, HIGHLY TECHNICAL, HIGH LEVEL POSITION, SO IT WAS A CHALLENGE TO FIND THE RIGHT CANDIDATE. THE INDEED CAMPAIGN STIRRED UP A LOT OF TRAFFIC AS WELL AS THE FACEBOOK CAMPAIGN. WE ENCOURAGED OUR EMPLOYEES TO SHARE AND COMMENT ON THE POST AND AD."

LINDSEY KOVARNA
HUMAN RESOURCES DIRECTOR

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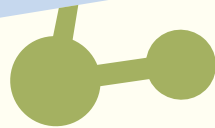
A STRONG EMPLOYER REPUTATION CAN WOO PASSIVE CANDIDATES: 84 PERCENT OF SURVEY PARTICIPANTS WOULD CONSIDER LEAVING THEIR CURRENT COMPANY IF ANOTHER COMPANY WITH AN EXCELLENT REPUTATION OFFERED THEM A JOB.

GLASSDOOR

CASE STUDY #3:
GREAT JOBS GET LOST

JOB POSITION: REGISTERED NURSE RN (CHARGE NURSE)
This retirement community needed help getting the word out about several similar positions in the nursing field. Trying to be heard in a saturated job market was proving difficult, and they needed to try a different strategy.

SOLUTION:
Used sponsored and promoted posts to expand reach and engagement within a specific audience.

BEST FOR:
Entry level positions or positions where there may be a lot of candidates.

BEST PRACTICES:
• Play up what makes your company stand out
  (benefits/culture/fast growth).
• Increase ad spend for promoted posts.
• Find attractive, position-appropriate graphics.

PLATFORMS USED: Facebook, Indeed, Website Landing Page

RESULTS AND FEEDBACK:
• **Indeed:** 5 applicants
• **Landing Page:** 2 applicants
• **Facebook:** Facebook Post Engagement Ad – 25 Shares
  (384 post engagements, 267 link clicks)

CONCLUSIONS:
This campaign was relatively short, yet it still generated several leads. A longer campaign length would have provided additional qualified candidates and insight where the sponsored budget proved most effective.
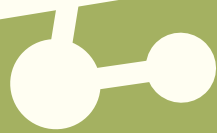
"THIS CAMPAIGN WAS VERY BENEFICIAL. I HAVE BEEN USING INDEED FOR RECRUITING, BUT WE HAVE NOT BEEN SPONSORING ANY OF OUR JOB POSTS. NORMALLY WE HAVE OUR JOB POSTINGS OPEN FOR 1 MONTH, AND I USUALLY GET 5-10 CANDIDATES.

I AM INTERESTED IN KEEPING THE NEW JOB POSTING LANDING PAGE LIVE, SO CANDIDATES CAN UPLOAD THEIR RESUMES AND APPLY UNTIL OUR NEW WEBSITE IS UP AND RUNNING."

KANDIE TERRY
HUMAN RESOURCES DIRECTOR

"SOCIAL MEDIA ALLOWS YOU TO MAKE YOUR JOBS MORE HUMAN. TELL TALENT ABOUT THE PEOPLE BEHIND YOUR PRODUCTS. TRUST YOUR RECRUITERS TO BE YOUR DIGITAL WARRIORS. DON'T SECOND GUESS IT."

MELINDA APPLEBY, DIGITAL MEDIA PROGRAM MANAGER, HEWLETT-PACKARD

5 STEPS TO PLANNING

A SUCCESSFUL ACTIVE DIGITAL RECRUITMENT STRATEGY

1

Use better words
Recruitment isn't just nuts and bolts; it's sales and marketing. Is your copy what it's supposed to be?

2

Maximize current platforms
Have a great online reach already? Great. We'll show you how to make it go even further.

3

Try new platforms
Different positions and different results require different tactics. This is a great time to be fearless.

4

Spend money to make money
Promoting positions on social media is a highly effective and inexpensive way to increase your chances of being seen.

5

Keep learning
Online recruitment translates to a ton of data. We'll help you make sense of the numbers.