

The Renaissance Network News

8 Tips for Implementing An Effective Social Media Recruiting Strategy

Why Social Media Matters for Recruiting Top Talent

With over 1.5 Billion users on Facebook, Twitter, and LinkedIn, Social Media provides the vastest candidate pool possible for growth-directed companies looking to hire top talent. Today, most companies use Social media to tap into their customer market; many companies are now using Social Media to recruit top talent.

As the leading search firm for sales, marketing, and leadership team expansion for the Education and Technology market, we have in place a strong social media recruiting strategy that allows us to target the best candidates in the industry. When used effectively, a Social Media Recruiting Strategy can:

1. Help you cultivate an online community of potential employees;
2. Allow you access to a larger pool of passive candidates;
3. Help you identify a better quality hire; and
4. Reduce time to hire.

In our June Newsletter, we are pleased to provide expertise on how to use Social Media to recruit, including 8 Tips for Implementing an Effective Social Media Recruiting Strategy.

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8 Tips for Implementing an Effective Social Media Recruiting Strategy

As Social Media allows you to increase your candidate pool to hire the best candidate to grow your business, implementing an effective social media recruiting strategy is fundamental to continued revenue growth. Here are **8 Tips to Implementing an Effective Social Media Recruiting Strategy**:

1. Use marketing techniques to increase Social Media presence and brand awareness to attract top talent.

Remember that social media requires a marketing skill set to promote your organization. Integrate your hiring plan with your marketing efforts.

2. Use Social Media to actively target and hunt passive candidates.

By creating your job descriptions and the key performance indicators prior to starting your search, your candidate research team can use the key words from your profile to identify strong profiles of candidates to target. As an example, if you are looking for a sales executive selling technology to districts, you would use combinations of the key words “sales”, “K-12”, “district-level” “technology” to pull candidate profiles matching

Whose Responsibility is Social Media Recruiting: HR, Marketing, or Both?

Social media is directly tied to increasing brand awareness. Whether you are targeting potential customers or new hires, you are marketing your organization to an audience to generate leads.

In using social media to recruit your content must attract interest to build a network of potential new hires. From short tweets to job postings, your content must be brand-specific and inventive to attract top talent and stand out from the competition; market analysis will uncover how and when your competition is positioning their growth messages. The ROI of your social media recruiting strategy – or if you are attracting talent—will be measured by the market analytics.

Because the skills necessary for social media recruiting are tied intrinsically to the core competencies of a strong marketer, it is important that HR and Marketing work together on building and executing your social media recruiting strategy.

The Costs of Implementing an Effective Social Media Recruiting Strategy

- Premium Social Media Accounts (\$15-25K/year)
- Recruiter Employment and Time Costs for Hunting Talent
- Time and Employment Costs for Social Media Researcher(s) (\$15-25K per year)
- Hiring Manager Employment and Time Costs for Evaluating Candidates
- Time and Employment Costs for HR and/or Marketing to Implement Social Media Recruiting Strategy

If the costs of implementing a social media recruiting strategy are too steep, considering working with the experts.



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the key words. While this sounds simple, we have three researchers on our team who would say differently! There are a variety of strings you can use, and using them all can be time consuming. As the candidate that is typically the best hire is far outside your network, it takes time and skill to identify the candidate.

- 3. Invest in Premium Social Media.** As the best candidates are typically outside of your own network, you may not be able to see a top candidate's profile without a Premium Social Media account. As an example, LinkedIn will allow you to see 1st and 2nd connections as well as members of groups you have joined; however, if you would like to target someone at your competitor's organization who is a 3rd connection, without a premium account, you may only be able to see a first name and initial. Investing in a premium account will open your network up to many more profiles.
- 4. Remember that the number of connections you have does not directly correlate to an increase in quality connections.** Just because you have invested in a Premium Social Media Account does not automatically mean that the quality of your connections has increased. You still must target profiles, hunt them, and then evaluate a full pool of candidates to make the best hiring decision. We evaluate hundreds of social media profiles to build a large candidate pool within which to hunt quality candidates.
- 5. Do not waste time evaluating profiles.** The content in a social media profile may not be a perfect match to your position. Unlike a formal resume, a social media profile may not contain all of the information necessary to pre-qualify a candidate for an interview, therefore keeping a broad perspective on which candidates to include in your candidate pool will save time.
- 6. Use appropriate Social Media Etiquette.** Not only the content you use to promote your organization, but also the manner in which you promote your organization and communicate with candidates can impact potential candidates' perceptions of your organization and their desire to accept a job. Remember, an organization without a strong online social media presence can also be detrimental.
- 7. Advertise your growth plans with links to your job postings but do not rely on inbound applicants alone.** Posting your career opportunities will increase the knowledge that you are a growth-directed organization that will put the time and resources into a quality expansion plan. When your employees post career openings, it shows that they, too, are committed to your continued growth in the market—an attractive quality for all candidates, both active and passive. Remember, though, that many of the direct applicants may not be the best suited for the position you are recruiting. The best candidates are the ones that are committed to their organization and may not apply.
- 8. Implement a formal interview process.** Continue to evaluate candidates fully during a formal interview process. Use a chronological interview to compare what the candidate listed on their social media profile to the resume and their interview answers. Ask probing questions relevant to what candidates have posted on their social media profiles in terms of the career experiences, the products they have sold, and the decision makers they have sold to. Conduct formal behavioral-based interviews and use an assessment to identify internal behaviors and talents. The social media recruiting strategy you implement cannot replace a strong interview and evaluation process.



The Renaissance Network

Sales Team Expansion Specialists



The Renaissance Network is an award-winning executive search firm, specialized in uncovering and hunting over-achieving sales and leadership talent in the Education and Technology markets. We strategize with our clients on their sales, marketing, and leadership teams' organization and compensation plans, we analyze the competencies necessary to be successful contributors to our clients' organizations, and then we aggressively hunt top talent within the industry. With a combination of efficient methodologies, knowledgeable team members, and the largest network of contacts within Education and Technology, The Renaissance Network offers its clients a trusted search partner, decreased search time, increased hiring success, confidence in hiring, improved internal interview effectiveness, and a rapid market impact.

- One of the first six search firms nationwide fully accredited by the National Association of Personnel Services (NAPS)
- Ranked as one of the top 25 recruiting firms in the Northeast by the Boston Business Journal
- President, Lisa Sacchetti, is a member of the Software & Information Industry Association (SIIA), a member of the SIIA Education Division Membership Committee, and was named one of Boston Business Journal's 40 under 40 Best Executives for 2008

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