

Creating a social recruiting strategy

Connect, attract and recruit

Agenda

- Change
- Business Drivers
- Social media and recruitment
- The four C's of social media
- Building Your Strategy
- Metrics
- Case Studies

Managing Change Is Key To Success



Lets Think About Big Change & What We Learnt



Used Print Advertising
Recruitment Agencies
Relied on Informal
Networks



Started Using Job Boards

★ Learning 1

**What Did We
Learn?
Who was
Instrumental in
Change?**



Do It Your Self
Recruitment



Started Using Internal
Recruitment Centres,
Web Sites, Recruitment
Technology & Online
Assessment

★ Learning 1

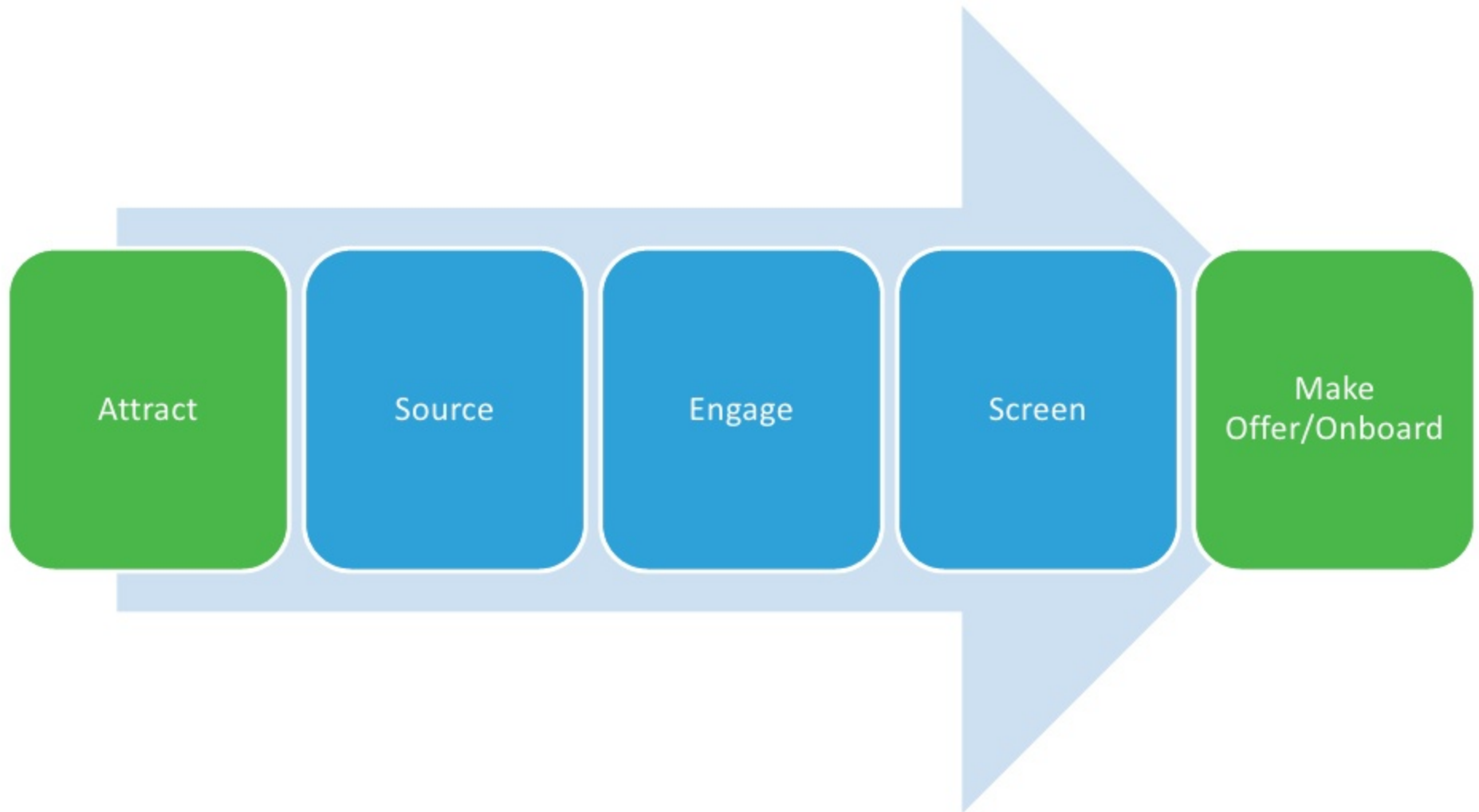
**What Did We
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Let's Brainstorm Some Business Drivers

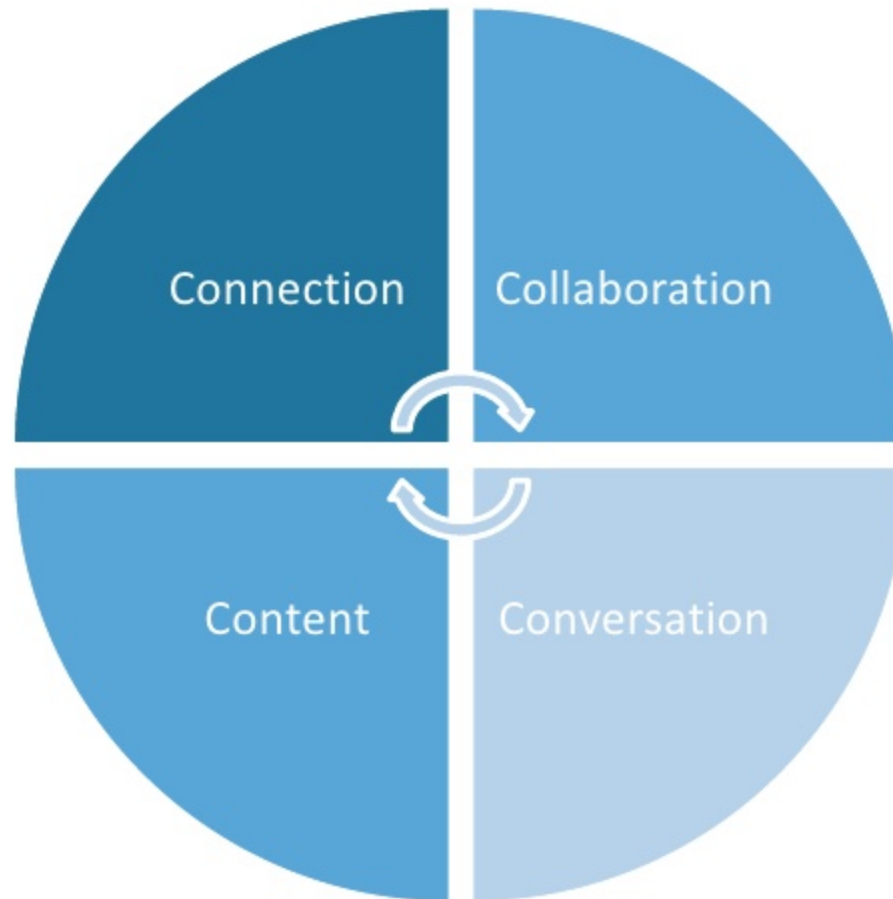




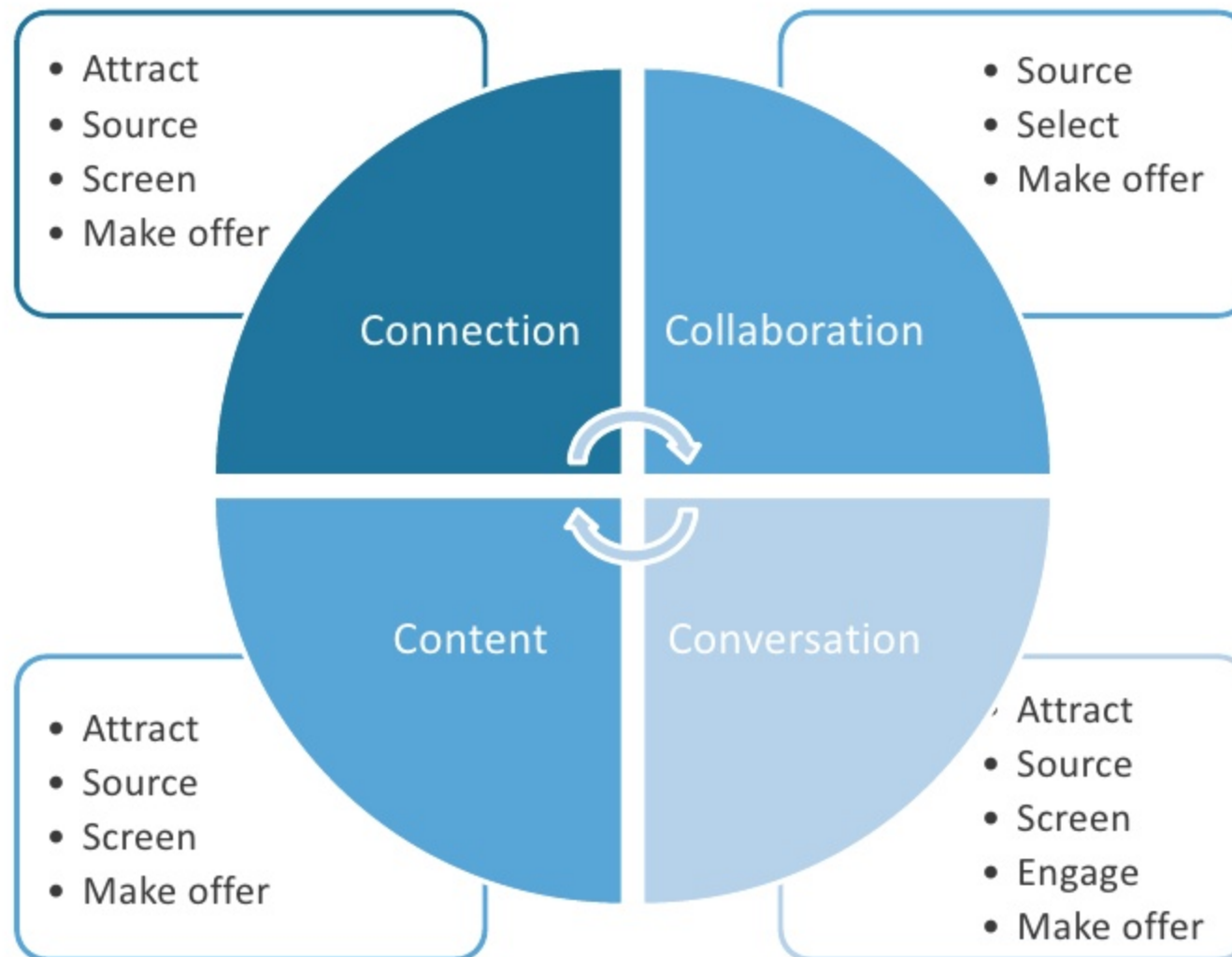
Recruiting and Social Media



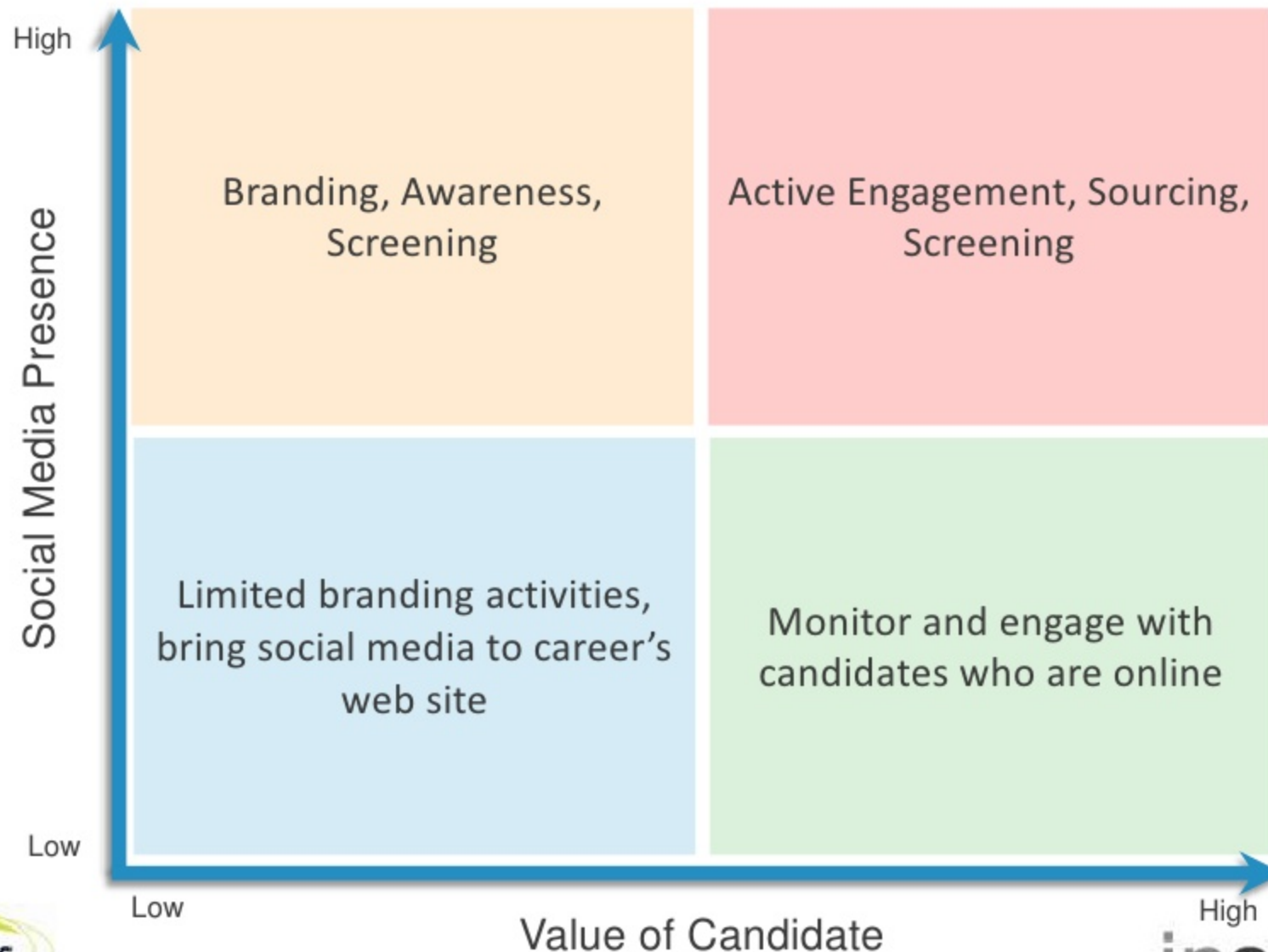
Four C's of Social Media



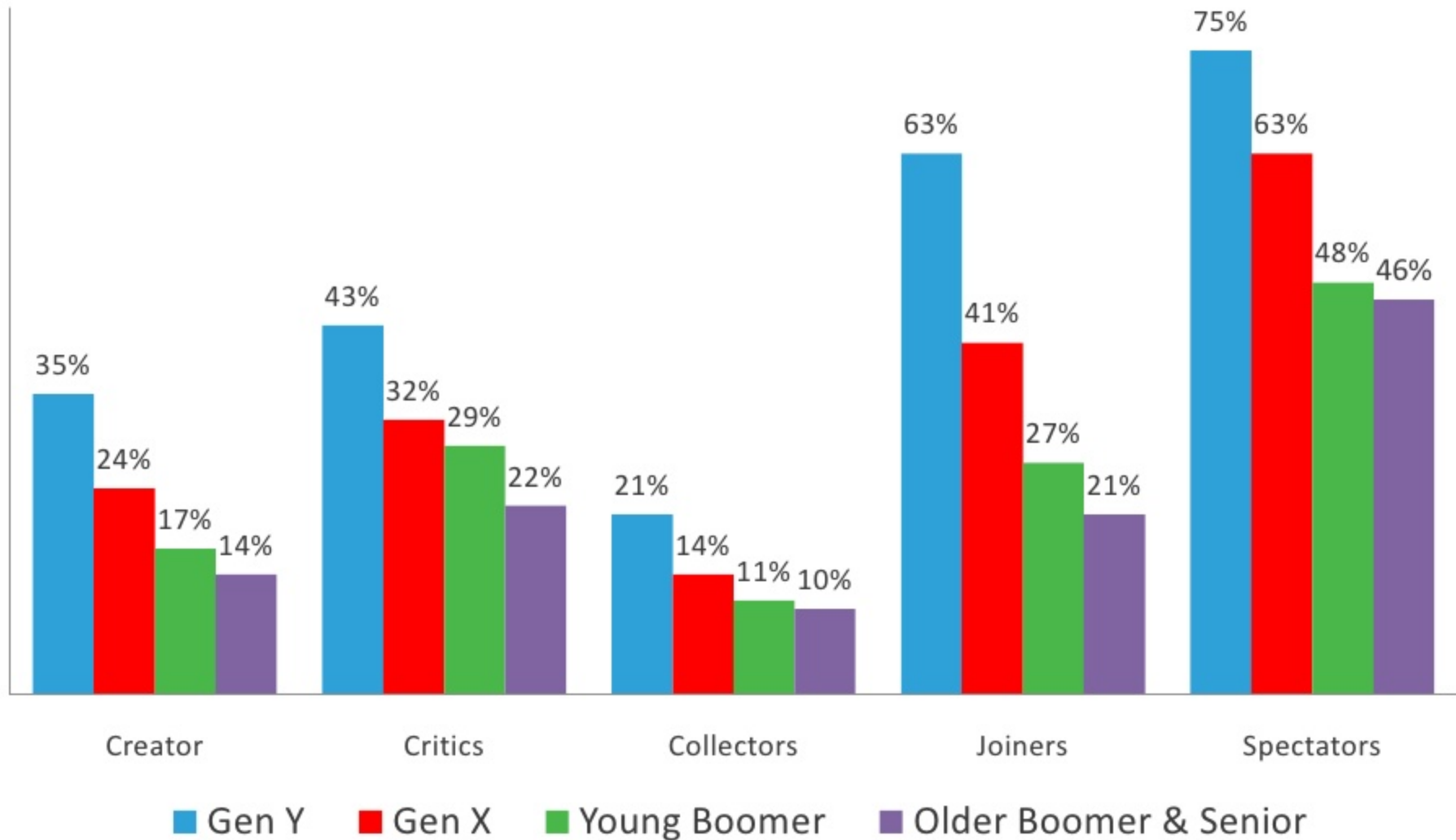
Four C's and Recruiting



Social Media Approaches



Social Media Approaches

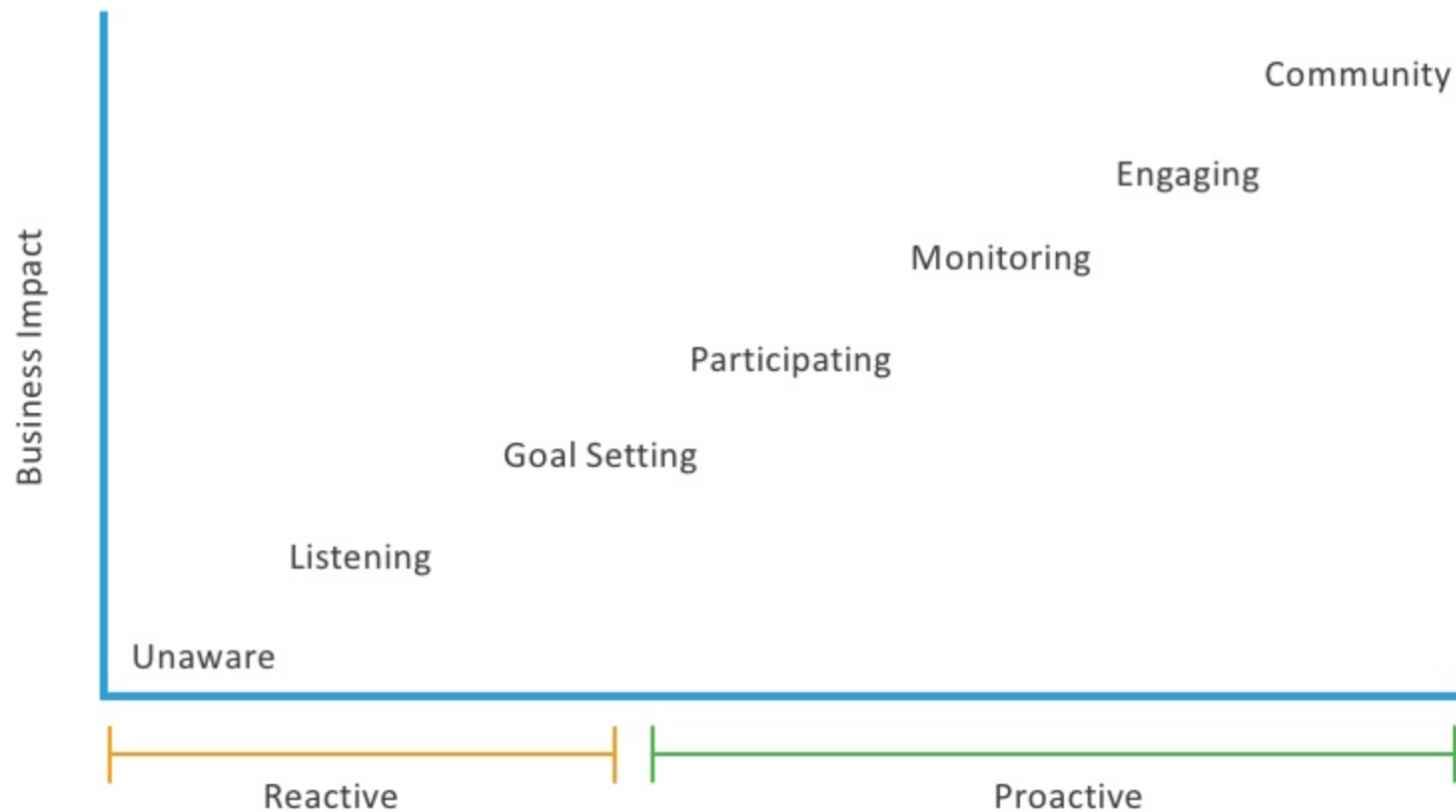


Social Media Approaches

	Call Centre/ Customer Service	Health Care	IT
Gen Y	45%	17%	22%
Gen X	31%	33%	41%
Young Boomer	15%	32%	24%
Older Boomer & Seniors	9%	18%	13%

Source ABS 2006 Census

Becoming Proactive



Social Recruiting Strategy





**PROFITS
AHEAD**

Benefits

- Enhanced communication - inside & outside
- Cost effective connections with candidates & clients
- Engage with candidates
- Reduced candidate and client turnover
- Increase in knowledge retention
- Higher levels of productivity

Benefits

- 69% of businesses have gained measurable benefits from Web 2.0 technologies. Source: McKinsey Global Survey on Web 2.0, 2009
- Russell Herder and Ethos Business Law Survey in July 2009 on 438 Executives:
 - 81% believe social media can enhance relationships with customers/clients;
 - 81% agree it can build brand reputation;
 - 69% feel such networking can be valuable in recruitment;
 - 64% see it as a customer service tool;
 - 46% think it can be used to enhance employee morale.

Things to measure – Traditional

Agency Metrics

- Number of new clients
- Actual revenue billed
- Number of new job orders
- Number of candidates submitted
- Number of interviews
- Conversion rate of resumes submitted to interviews
- Number of placements

Employer Metrics

- Days to fill key jobs
- Pre-Hire Quality of Hire
- Post-Hire Quality of Hire
- Manager satisfaction
- Candidate satisfaction
- Quality of Hire by Sources
- Referral Rates
- Cost of hire
- Size of talent pool

Things to measure – Social Media

- Unique Visitors
- Page Views
- Visits
- Return Visits
- Subscribers
- Stick-Rate
- LinkedIn Group Members
- Linking
- Backlinks
- Conversations
- Referrers
- Link Popularity
- Relevant Actions
- Social News Tracking
- Sentiment



**Fresh
Ideas**