



White Paper

Scaling Up Social Recruiting:

Seven Steps to Successful Social Media Optimisation

Executive Summary

Social media is an ever-evolving communication channel, which requires new tools for targeted content delivery. On the Web, vacancy postings are search engine optimized (SEO) to get the attention of the right candidates. They are optimised with keywords, smart URLs, and other techniques to push them to the top of the search results.

On social media, vacancies are not found via keyword searching. They are found by sharing, liking, recommending, and by other viral actions. To get the attention of the right candidates on social media, a vacancy posting needs to be made highly shareable or viral to easily “travel” through these social sites and reach a large pool of candidates. But postings from the Web produce mediocre results on social media. To fully realise the benefits of social recruiting and maximise the return on investment, vacancies must be optimised in terms of format, content, and delivery time. Vacancies need to be social media optimized (SMO) to deliver results.

Seven Steps to Social Recruiting Success

While recruiting on major vacancy boards has declined, social media sites have experienced double-digit growth in traffic and revenue. LinkedIn alone now attracts more traffic than the largest vacancy board, and Facebook is larger than all vacancy boards combined. With over 600 million users, Facebook represents the world's largest talent pool. The majority of employers are leveraging social recruiting; however, most companies experimenting with social media recruiting strategies receive hit-or-miss results because they do not have a comprehensive approach. Those with a consistent SMO plan can expect to experience a dramatic increase in the number of unique candidates from the social Web, candidates who are hard to find outside the realm of social media.

This white paper outlines a proven approach to social media recruiting and identifies the seven essential components that maximise social-recruiting efficiency and return on investment.

Step 1: Social Media - Native Postings and Career Content

The saying goes, "Fish where the fish are", and it holds true in social recruiting as well. Facebook is not only the largest social network but also the #1 place on the Internet where people spend most of their online time. People who hang out on Facebook are there by choice, and if your vacancy postings on Facebook are just links which redirect them to your career page or a vacancy board, you'll lose a large portion of active and practically all passive candidates. Keeping postings native to Facebook increases the rate of candidate applications by 30% to 50%.

Successful social recruiting does not stop with vacancies. It is equally important to create the full career-site experience natively in Facebook including talent networks sign-up, career event announcements, and the company's career micro-site. For true social recruiting it is important that all of those vehicles for attracting and hiring candidates be native and that they not require prospective candidates to ever leave Facebook.

Step 2: Frequency

Social media has brought a new dimension to publishing vacancies and other career related content: the publishing frequency. This dimension is unique to social media and does not exist on the Web. The publishing frequency is of paramount importance for overall social recruiting success. Decisions about when and how often you publish significantly impact your ability to attract the right talent. If your career-related content is published during low-traffic periods, chances are that fewer people will see it. Furthermore, no one has the bandwidth to watch the clock all day and drop everything to manually push out vacancies at certain times. That's where an intelligent automated publishing scheduler comes in.

The state-of-the-art scheduler publishes vacancies during high-traffic hours so that your openings are seen by the maximum number of people. That way, these vacancies have the highest visibility in referral networks and reach the most prospective candidates. These automated systems should publish postings to both your company accounts and to personal profiles on Facebook, Twitter, and LinkedIn.

The optimum frequency of vacancy postings is specific to every company and depends on several factors including the total number, type of social media, type of company, and the frequency of other published content. For example, if you publish five news items to your Facebook wall per week, you can balance this with two to three vacancy postings during the same period. If your Facebook page is dedicated to career opportunities, you can opt for higher frequency. If your company has only a small number of openings, you can select lower frequency. The objective is to create a positive and diverse experience for your followers while maximising visibility of your postings.

Step 3: Content

As is the case everywhere else in life, content is king. Good, solid content is shareable content and sharing on social media is what determines how large an audience the vacancy can reach. Traditional postings on career websites were not designed to engage candidates and encourage sharing. The social media optimised vacancy needs to create an immersive experience through rich media such as video, quick access to company and/or recruiter social media profiles, blogs, and photos. It must also offer the ability to instantly communicate with recruiters.

Furthermore, content needs to be relevant to both active and passive candidates. On the Web, people who come to career pages or job boards are people who are looking for vacancies. They are active job seekers. Social media, however, offers significant exposure of a company's employment brand to these passive candidates. Facebook's patented news feed delivers your content effortlessly to anyone who "Liked" your page.

Each vacancy posting should include a simple way to sign-up to a company's talent network. Without the talent network a company loses 90% of passive candidates.

Ultimately, social media optimised vacancies must deliver content that encourages sharing into a referral network – "Hey, this company is really cool, I will share their vacancy!"

Step 4: Sharing

Content spreads on social media through sharing. People like to share things they appreciate; it's how Susan Boyle's YouTube video made her an overnight, international star. To capitalise on the sharing impulse, use a system that enables one-click sharing.

Typically, only about a half of candidates who read a posting proceed to the actual application. The other half consists of people who are likely to share your vacancy – if you make it easy to do so. Any system that requires the installation of an application to access a social graph decreases sharing and drastically limits any social recruiting efforts. Ease of sharing is key to high-sharing rates for vacancies across job seekers' referral networks.

To maximise sharing, ensure that your vacancies can be shared to any of the 300+ social networks. Limiting where candidates can share limits your reach. Enable all types of sharing capabilities such as Facebook's "Send", "Post to Wall" and "Like". For people who want to spread the word about your company and its opportunities, provide options of how to do it.

Finally, use systems which automatically pre-fill shared content message and make the sharing one-click easy.

Step 5: Engagement

Social media users are savvy consumers and have a short attention span. If your posting doesn't grab them and engage them, they're likely to move on to something more interesting.

Embed rich interactive features such as your company's YouTube channel and your personal or company blog into your postings to increase engagement and make the employment brand memorable. Enable active job seekers to browse all your openings on your Facebook page. Allow passive candidates to join your proprietary talent network. Create a superior experience with advanced vacancy searches, so candidates can quickly zero in on the most suitable opportunity. Communicate and enable registration for your career events. The longer your followers interact with your Facebook page, the more exposure your employment brand receives.

Step 6: Visibility

The goal is to be seen by as many candidates and friends of candidates as possible. A solid social recruiting platform should maximize visibility of the company brand and vacancies across all social networks and leverage all publishing formats available.

Company career content should be automatically published to the following locations on Facebook, Twitter and LinkedIn.

Facebook

- Company Page Tab
- Company Page Wall
- Recruiter/Employee Wall
- Recruiter/Employee Facebook Micro-site

Twitter

- Company Branded Account
- Recruiter/Employee Account

LinkedIn

- Company Page
- Recruiter/Employee Status

Step 7: Personalisation

Social media has created a new ecosystem in which both candidates and recruiters can connect and interact directly in real-time. Social media optimized vacancy postings should feature links to recruiter profiles on LinkedIn, Facebook, and Twitter. Enable vacancy seekers to learn about the recruiter's background and expertise. Promote the recruiter's blog with vacancy search advice and interview tips. Allow candidates to send a message to the recruiter and inquire about an open position and/or a company. The most successful companies in social recruiting have these recruiter features enabled on all postings, regardless of whether a posting is on a personal profile or a company Facebook page.

Personalisation is an important component to start a two-way conversation between a recruiter and a prospective candidate and eliminate the proverbial "résumé black hole". At the same time, personalized vacancy postings give recruiters powerful differentiation and competitive advantage in attracting the right talent.

SMO: A Roadmap for Social Recruiting Success

The advent of social media has changed the rules of engagement for recruiters. Standard SEO practices work well for the Web but not for social networks. Social media optimisation of your vacancy postings is a best practice for today's socially connected world, but you need to map out a comprehensive plan that makes your vacancies and your employment brand highly engaging and shareable in order to get maximum visibility. Greater visibility corresponds to a larger candidate pool, which means more vacancies are filled with qualified candidates.

About iCIMS

iCIMS, a leading provider of innovative Software-as-a-Service (SaaS) talent acquisition solutions, is an Inc. 500 and Software Satisfaction honoree focused on solving corporate business issues through the implementation of easy-to-use, scalable solutions that are backed by award-winning customer service.

iCIMS Social Distribution solution enables organisations to efficiently advertise vacancies and to source candidates from Facebook, Twitter, LinkedIn, and 300+ other social networks at a fraction of the cost of traditional approaches. To view a quick demo of iCIMS Social Distribution, [click here](#).

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