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# The ROI of Social Recruiting

## Metrics that Matter

Social recruiting has become a must-have talent acquisition strategy, improving the way companies source and engage with talent, as well as the overall quality of hires.

A recent LinkedIn survey of 526 recruiters across APAC revealed social recruiting improves a company's pipeline of talent and quality of candidates, bringing down the overall cost of hiring and time to hire. [LinkedIn's Practical Guide to Social Recruiting](#) covered the 'why' and the 'how' of setting up your social hiring roadmap – now it's time to focus on measurement.

As your social recruitment strategies mature, it's important to take a deeper look to quantify how your efforts are affecting business success.

- What impact is social recruiting having on your business goals?
- Can you quantify the ROI to business leaders to show the strategy is driving the right results?

The issue lies in the fact that there is no one-size-fits-all social recruiting strategy, and therefore no fixed process of measuring ROI.

However, how you define success can be measured and aligned with your social recruitment efforts.



## 1 Define the ROI that matters to you

To begin to measure social recruiting success, you have to identify what success looks like to your business. There are numerous ways to quantify results, and your business could benefit from measuring success or failure against these metrics:

Source of hire	Where are your best candidates coming from? By measuring the source, you can see the channels that contribute to your company's pool of potential talent.
Cost per hire	The costs associated with filling an open position.
Quality of hire	Varies between organisations, but typically includes employee's job performance, ramp-up time, cultural fit and management abilities, as well as retention levels.
Satisfaction rate	Understanding how satisfied your hiring manager and candidates are with the recruitment process.
Number of applications received	Completed applications you receive from social networks.
Link clicks and views on job post	Track how many interested candidates have viewed or clicked on a job post.
Visits to Career Page	Number of followers, unique visitors and repeat visitors coming to your page. This can determine a rise or fall in candidate interest, and which sourcing channels contribute to your talent pool.
Cost of recruiting channels	The amount you are spending on each social recruitment platform, and which is most effective.
Utilisation of InMails	For example, LinkedIn finds that top recruiters will usually send 18% more InMails than average recruiters
Utilisation of job slots	How quickly you fill up jobs; how many open jobs you have



## 2 Identify your company's unique goals

Once you have established what to measure, you can set goals and targets. The effectiveness of your social recruitment strategy should be aligned to business goals and benchmarked to both your competitors and internal objectives.

Example of goals you might set include:



The % you reduce agency spend by better utilising social



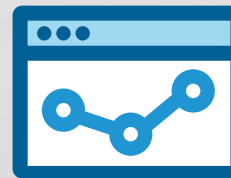
X number of link clicks and engagement to job postings through social platforms



X number of page views and unique views on your company's job portal microsite



X number of qualified candidates sourced through social per month



Improving your Talent Brand Index

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## Measure like a Marketer

In order to complete the funnel and hire and retain candidates, talent leaders must embrace employer branding strategies and work in unison with marketing teams to execute these. As the connection between consumer and employer brands grows, metrics and measurements will evolve in tandem, and many traditional brand marketing metrics have relevancy here.

### 7 Ways To Measure Social Media Campaigns

#### Traffic

Number of visits to your career site is great, but knowing where those impressions came from and which campaigns are driving them is key.

#### Engagement metrics

A qualified candidate might apply for a job after clicking on a video you shared, so interactions, likes, comments, retweets and shares matter.

#### Lead generation

A thought leadership piece, an image on Facebook, a video, or a direct CTA through a targeted eDM. These are all opportunities for content to drive qualified leads. Quality content is key – and it involves some trial and error to ensure what you put out brings in the right talent.

#### Social analytics

Each social media channel has its own custom analytics dashboards you can use to boost your measuring efforts. Pinpoint the data that's relevant to you and incorporate it in your own custom dashboard for measuring social recruitment.

#### Tracking links

When promoting jobs on social media, always add tracking parameters to ensure you can measure the success of that specific link – from views, to click-throughs, to applications and conversion.

#### Word of mouth

Social media is where people discover and share content; they begin conversations. Employee advocacy is necessary to boost this, and referral rates are a solid metric with which to measure success.

#### Promotion and boosting

Organic engagement is great, but paid and targeted promotion is a strong avenue for talent acquisition ROI. Always set aside additional budget for boosting content to promote social media campaigns.



### Your Talent Brand Index

On LinkedIn, 83% of employers believe their brand has a significant impact on their ability to hire great talent, but only one third of them regularly measure it.

With the [Talent Brand Index](#), LinkedIn gives you a simple metric to quantify and benchmark your talent brand — and determine how attractive you are to the talent you want to hire



**LinkedIn**® Talent Solutions

### About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 467 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



### Results of a Strong Talent Brand

**31%** higher InMail acceptance rate

**43%** decrease in cost per hire

Top social recruiters attract **8-18X** more leads across APAC\*

**2.5X** more applicants per job post on LinkedIn

\*5 or more recruiters; average TBI of >50%; top 10% of companies ranked in APAC