
A Practical Guide To Social Recruiting



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Social Recruitment: Changing The Way You Hire

The recruitment function has seen a strategic shift on how it adds value to organisations. Our latest research revealed that recruiting teams today define success not by volume-based metrics but by candidate experience, quality of talent they attract and hiring manager satisfaction.

With this shift, social recruiting is no longer a desired strategy or something to aspire to. It has become a must-have component of a talent acquisition plan.

In fact, LinkedIn's survey of 526 recruiters across APAC revealed that without social recruiting, 53% of recruiters in Australia, India, Hong Kong and Southeast Asia believe time to hire would be negatively affected. On top of this, 52% said their pipeline would suffer; 46% said quality of candidates would fall, and 43% said their hiring costs would be negatively affected.

How can you move from traditional recruiting tactics to socially driven strategies that provide increased engagement, quality candidates and ROI? What do you actually do to find, connect with, and hire candidates via social?

Today, the power is in the hands of the candidates. It's a talent's marketplace, and this has never been truer than on social platforms where candidates have unlimited access to information and opportunities.

At its core, social recruiting is about building relationships – even long before they become applicants for vacant roles. You need to engage with talent, build relationships, and maintain an authentic employer brand story. A strong social recruitment strategy will provide opportunities to candidates – matching the right talent to the right roles to help your business grow.

This practical guide has been put together to help you build a successful talent acquisition strategy. There is more to social recruiting than having online platforms and we're excited to provide you with a meaningful roadmap.

It's time to find, connect, engage, inspire and build a following.





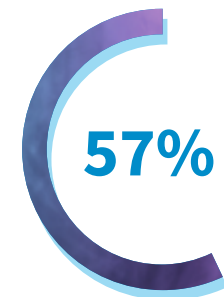
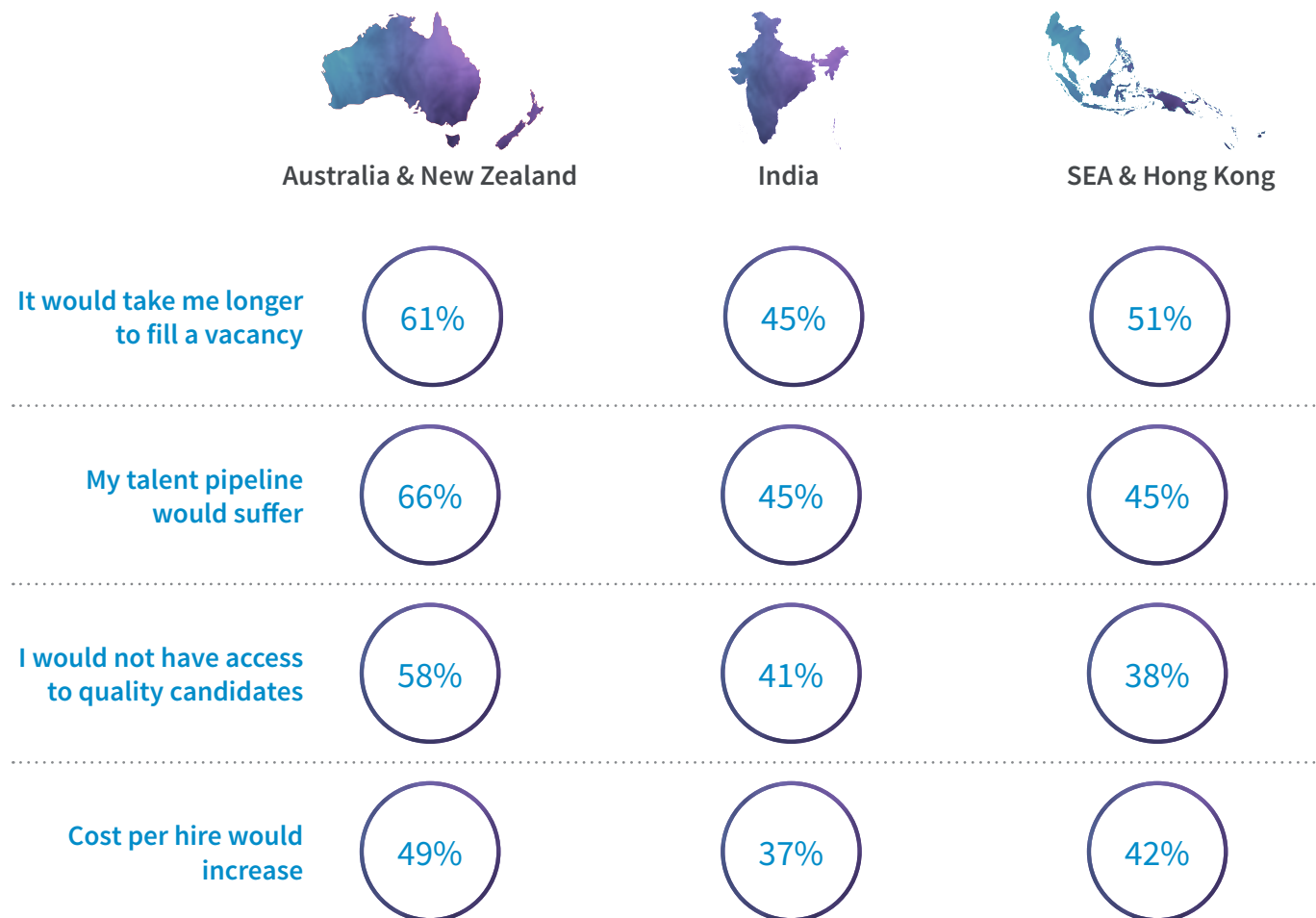
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Why Social Recruitment Matters

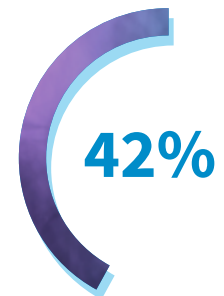
Because, quite simply, if you are ignoring social mediums to recruit talent, you are missing an opportunity for a competitive advantage.

Today, social recruiting is a must-have recruitment strategy and has improved the way companies look for talent. Talent leaders told us:

“ If I didn't use social recruiting...



Of talent leaders believe social recruiting should be a required strategy



Candidates respond better when reached out to via social media



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How To Step Up Your Social Recruiting Game

Can Social Recruiting Find Me The ‘Right’ Candidates?

In short, yes, but top talent isn't going to simply appear once you've embarked on a social media recruiting journey. You've got to plan for strategic success.



End-to-End: A successful recruiter engages with candidates through social media for the interview process, from beginning to end.

2.5x Successful recruiters shared 2.5x more job posts through LinkedIn in the last six months than unsuccessful recruiters

69% of successful recruiters have reached out to candidates via social media

54% of successful recruiters keep in touch with applicants through social media through the entire hiring cycle

34% of successful recruiters have conducted a reference check via social media before making an offer

According to our research, talent acquisition specialists who evaluate themselves as “successful” are more engaged through social media throughout the entire recruitment cycle than those who deemed themselves to be “unsuccessful”.



Social Life: A successful recruiter is more likely to be active on social media at all times.

36% of successful recruiters have “strongly communicated their company’s employer brand” through social media in general.

33% of successful recruiters have built “a community of followers” on social media

45% of successful recruiters have utilised advertising on social media to create awareness about job opportunities

2x Successful recruiters have shared more than 2x more company updates through LinkedIn than unsuccessful recruiters.

The benefits of social recruiting are incredibly clear to talent acquisition experts who have realised its potential.

“

Engagement is King, but Content is Queen

Social recruitment is so much more than simply being present on social platforms.

In order to showcase your business effectively, you have to actively engage with an audience, and provide them with interesting content to build your audience.

Engage: Talk to people, share relevant content, provoke a response, and encourage people to ask questions. Regular, authentic engagement builds relationships and strengthens your employer brand.

Content: Provide insights and new information. Don't sell; share. Be yourself and create content for your ideal audience. By create value through content you will build an audience, gain their trust and keep your business front-of-mind for candidates.

And then? Promote, promote, promote! Put your marketing hat on and share your content internally and externally. If you've got the right tools and knowledge, it's much easier than you think to build a social audience.

Your Social Recruiting Rulebook

Say you are at a conference. Who are you likely to connect with better: someone who immediately approaches you to start selling their services, or someone who takes the time to build conversation and gets to know you and your challenges?

It's easy to forget interactions on social need to mimic real life. You're dealing with people, and the conversations you have online should align with how you'd build trust and convert a candidate in person.



Don't sell; share

Don't kill your hard work by spamming out jobs and constantly promoting your business. Instead, share information, relevant trends, reports or breaking news to put yourself on the candidate's radar.



Make your profile all about the candidate

Instead of a "me, me, me" approach, focus on how you can help others. Your profile should persuade people to talk to you, because you can help them. Get smart with your keywords.



Employee Advocacy

Building an employer brand is much more successful as a team effort. Partner with the Marketing team to roll out a social media strategy that gets all employees on board with how to share messaging on social media to create a following. Authenticity is key.



Personalise

Make the candidate feel valued by ensuring they know your message is personalised – not something you've sent in bulk and simply changed the recipient's name. Talent is savvy, and they know when you've put in the effort.



Test, Learn, Adapt

If you're not getting the results you want from your approach, test a different method and track your progress. What works well for talent in one industry may backfire in another, so take the time to assess and tweak your approach.





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Building Your Social Recruiting Roadmap

Social Recruiting Roadmap

No two paths to hiring success are the same. While one social recruitment strategy might work for one company, another business might need an entirely different approach.

However, there are a few pointers all talent acquisition leaders can consider as you map out your social hiring journey.

How To Create Your Social Recruiting Roadmap

1 Build Your Social Strategy

Social should be a huge part of your talent acquisition strategy. If it's not, you're going to need to sort that out first and foremost.

2 Create Your Content

Build and deliver relevant content for a target audience that drives behavioural change and engagement. You don't always have to create content from scratch. Reposting articles from thought leaders and curating content from experts lends credibility, too.

6 But Don't Forget Non-Critical Roles

The roles that tick over in the background might be less important, but it's necessary you have a holistic grasp on your social sphere. Cover all your bases.

7 Monitor Your Employer Brand

Does HR know what Marketing is doing, and vice versa? If not, think about whether they should. Working together rather than in silos can strengthen how you go to market with the right messaging, tone and content.

3 Finding Your Audience

Where are the people you need to hire? What channels are they using? How are they engaging with others in those channels?

4 Know Your Baseline

What's your core social recruiting presence? Who are you to a potential candidate? What are your key messages for them? What are your competitors doing on social?

5 Focus on Critical Roles

Take the most important 20% of roles and spend 80% of your time on filling them. Target your social strategy to reach, engage with, and source candidates for the toughest-to-fill roles.

8 Measure, Monitor, Adapt!

This is an ongoing process to stay competitive. Monitor who has viewed your profile, engaged with your updates and published posts. Follower statistics and how you rank for profile views are other things to watch for. Talent Brand Index from LinkedIn can also be a suggested measure for you to see how preferred is your company vs your industry peers in being preferred by talent.



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Top Social Recruiters Talk: Our Social Stories

Case Study: Shangri-La Hotels & Resorts

How Social Recruiting Reached the Right Candidates



Arthur Wan
Human Resources Officer
Shangri-La

The Challenge

Shangri-La Hotels and Resorts is Asia-Pacific's leading luxury hotel group, with more than 90 hotels to its name. From a recruitment perspective, its biggest challenge was reaching global candidates for local opportunities. As the luxury chain evolved into a truly worldwide business, the HR challenge became establishing a consistent and unified employer brand across all markets, and developing a global talent pipeline. The business recognised the need to strategically develop its talent brand to compete in an increasingly competitive marketplace.

Shangri-La saw an opportunity to reach more relevant candidates for its dynamic hiring needs through social recruiting. Core to this success was an authentic employer brand that differentiated it from the competition. The next decision was to draw on employees to tell the company's story.

Arthur Wan, Human Resources Officer at Shangri-La, says, "It's not just putting a corporate image on the Career Page and describing who we are – we want our colleagues to tell their stories and be the face of our brand."

As the HR team started to transform their approach, Shangri-La needed a more cohesive and centralised process that was versatile enough to operate in 24 countries or regions. As a growing enterprise with a prestigious reputation to uphold, Shangri-La needed to be able to respond quickly to changing hiring needs, and to access the right talent at the right time

The Solution

The new LinkedIn Career Pages gave Shangri-La the platform it needed to unify its employer brand and put employees at centre stage. Rich media has exploded the way the hotel chain tells its employer brand story. For example, by sharing a video of its Colleagues' Month – where hotels celebrate the contribution of colleagues with a series of activities – Shangri-La can give an authentic snapshot of life in the company. Showcasing employee perspectives allows potential candidates to connect with their future colleagues – and picture themselves as part of the Shangri-La brand.

"With LinkedIn, we see that the employer brand is important for us to differentiate ourselves and promote ourselves as an employer of choice, and we're trying to do that through authentic stories from our people," says Wan.

The Results

Turning to LinkedIn Talent Solutions has enabled Shangri-La to build a strong talent pipeline for critical and high-volume or seasonal roles, with exceptional candidates all over the world.

Since migrating to the new LinkedIn Career Pages, Shangri-La has seen a 75% increase in job clicks, and a 47% increase in page views per person. This means visitors are engaging with much more of the company's content and taking a keen interest in the positions posted.

The company now receives more than 15,000 job applications per month, up from 10,000 in 2013, with around 15–20% coming through LinkedIn.

As the dynamic content of the new Career Pages puts the business in front of even more LinkedIn members, Shangri-La only expects this pipeline to grow. Within the organisation, word about the success of the Career Page is spreading.



Results:

- 75% increase in job clicks
- 47% increase in page views per person
- Receives more than 15,000 job applications per month
- 15-20% of job applications come through LinkedIn
- Content helps to drive candidate engagement

Case Study: THE ICONIC

Evolving a Fashion Brand into a Technology-Based Employer Brand



Katy Harris

*Head of Talent and Employee Experience
THE ICONIC*

The Challenge

THE ICONIC is Australia's largest online fashion and sportswear retailer based in Sydney. Being one of Australia's most respected online fashion retailers is complex when you're trying to hire outside your incredibly strong consumer brand. How do you let prospective employees know that in addition to being known for the best in fashion, you're also a legitimate tech brand?

THE ICONIC, which develops its own digital platforms inhouse, has an entire floor in its building dedicated to more than 50 in-house app developers and engineers. In a rapidly growing online retail business, premium tech talent is a top strategic priority.

The Solution

Katy Harris, Talent Acquisition Manager of THE ICONIC, generated great results by using the free solutions on LinkedIn, then saw a significant acceleration of results when THE ICONIC bought into Talent Solutions.

She cites LinkedIn Talent Solutions as being the "main incubator to THE ICONIC's success".

Lessons learned:

1. "Talent branding is paramount to the success of recruitment in a small team with a low budget. It really is the bread and butter of what recruitment is these days. Recruitment is marketing."
2. "Apply pull marketing methodologies in the same way your marketing department does by using blogs, videos, SEO, social recruitment – these are all things that now need to be in the tool belt of any successful recruiter."
3. THE ICONIC's top three industry followers are now retail, IT and services, and apparel and fashion, due in part to this new strategy.

Nimble Recruitment for a Modern Brand

Describing talent branding as the "bread and butter of recruitment", Harris quickly realised that THE ICONIC could better represent itself as a technology employer through LinkedIn Talent Solutions. It was already one of the major online shopping retailers of choice – why not translate that to the technology world too?

Harris says appreciating the importance of talent branding is fundamental to succeeding as a modern recruiter. Talent branding provides a better platform for finding the best talent in niche areas, such as app development and engineering. It increases engagement, conversion of candidates and hiring success, as well as reducing hiring time.

As a result of using LinkedIn, THE ICONIC's Talent Brand Index increased from 4% to 37%. The business also increased its engineering audience by 30% in 12 months, demonstrating LinkedIn's ability to help their brand better communicate and engage with relevant professionals. Creating talent pipelines in all departments was one of the key goals in overhauling the reactive recruitment model to a proactive one. THE ICONIC continues to see huge results with this approach – the business is finally reaching relevant candidates and continuing to gain traction as an employer of choice across industries.



Results:

- THE ICONIC'S Talent Brand Index increased from 4% to 37%
- Increased its engineering audience by 30% in 12 months
- Increased overall LinkedIn following by nearly 10,000
- The business is finally reaching relevant candidates and continuing to gain traction as an employer of choice across industries

Case Study: redBus

How redBus Used Social Recruiting to Get Talent Onboard



Prakash Sangam
CEO
redBus

Recruitment Challenges

redBus is the number one inter-city bus ticketing service in the world and India's primary online travel group. The next wave of growth depended on people who had an entrepreneurial mindset. A fast growing company, redbus partnered with LinkedIn to accelerate their journey and hire their leadership team. They were also seeking talent with an entrepreneurial streak and strong business acumen to expand their employer base. Specifically, they were looking for Senior Product Managers in the IT/ITES space.

From Cruise Control to Acceleration

redBus decided to begin by building a strong talent brand using their LinkedIn Career Page at the heart of all conversations. The Career Page has helped redBus actively engage with key talent since May 2015. Their social maneuvers took them from cruise control to acceleration in one year. The Talent Brand Index, a mean measurement of brand engagement and reach, shot up on the back of engagement.

Skyrocketing Engagement and Participation

redBus's Career Page on LinkedIn saw a steep incline in follower base. They witnessed a 94% (from 10,092 to 19,574) increase in follower base in a span of just one year. From this, the desired candidate set was attracted; 41% of follower base consisted of senior management professionals, while 51% of the follower base comprised of tech/software professionals. They successfully managed to tap into the right talent pool.

Thanks to LinkedIn, the desired segment was engaged and 46% of Career Page visitors were from the senior management segment. This targeted approach and sustained community building on LinkedIn helped increase monthly job applications by 189%.

“Social recruiting made a difference in our sourcing strategy in two ways,” says Prakash Sangam, CEO of redBus. “One, it has allowed us to expand our talent pools by tapping into the professional networks of our employees for referrals. Two, it has provided us with a low-cost and none-intrusive way to keep people informed about developments and opportunities at redBus.

“This ensures that in future, when we engage with them for an opportunity, redBus will be top-of-mind as an employer of choice.”



Results:

- 94% increase in follower base in a span of one year
- New candidate set attracted - 41% of follower base consisted of senior management professionals, while 51% comprised of tech/software professionals



Conclusion

Making it Count

Throwing out a wide net in the hopes you'll catch the fish does not guarantee a successful day's fishing. Similarly, simply posting ineffective job ads with little targeting will not attract the candidates you need.

The key to social recruitment is engagement, and that comes only by relying on quality content and authentic social interaction to gain people's trust and build a relationship, and thus a strong employer brand.

Building your own social recruiting roadmap starts with a clear plan of what you need to achieve, and then working through the points in this eBook to cover all your bases. You already know the basics of quality recruitment – they should be no different on a social platform.

About This Report

This LinkedIn online survey was conducted in December 2016 among 500+ recruiters in Australia, New Zealand, India, Hong Kong and Southeast Asia. Respondents were invited at a random basis with no quota control on gender or racial background.

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.