



The Social Recruiting

SURVIVAL GUIDE



Social Recruiting Defined

Social recruiting is a recruitment marketing method that uses social networks to reach qualified talent. A strategic social recruiting plan strengthens a company's brand and kicks off a positive experience for consumer-minded candidates.



Social recruiting enables organizations to attract and engage both passive and active talent.

**CONSIDERING
73% OF USERS
have more than
one social platform,
it is clear that social
recruiting is a great
way to reach a
large audience.¹**

1. Pew Research, 2018

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The Importance of Social Recruiting

Did you know 81% of today's working professionals are categorized as **passive candidates**? ²

Social recruiting opens the door to a larger pool of candidates.

Smart companies leverage social to bring awareness to their brand, post open roles, connect with potential candidates and showcase company culture.



2. CareerArc 2019 | 3. Glassdoor, 2018 | 4. SHRM, 2017

Use Social to Market a Genuine Employer Brand

Attract culture fits with your dynamic employer brand and use social to take it up a notch.

A company's employment brand influences the perception and beliefs held by current employees and potential job candidates.



To Attract the Ideal Candidate,
Start by Creating a Genuine
Employee Value Proposition
(EVP)

TIPS

To articulate your EVP, and then put it to work to attract best-fit candidates, follow these three steps:

1. Create your EVP based on employee feedback. Your EVP needs to be 100% authentic. Ask your employees what they think of the culture, check out what they share on social media & Glassdoor.
2. Build awareness by sharing your EVP on social media. Employees are your most trusted advocates, entice them to share your EVP on their networks as well.
3. Evolve your EVP as your business changes and grows. Make sure to update your EVP as you acquire more headcount or expand.

By building a strong social employment brand you'll attract the top talent that you want to work for your company. On the flip-side, your social employment brand also serves as a way for candidates who might not be a good fit to screen themselves out.

Today's Top Recruiting Tools Can Boost Your Recruitment Efforts

Your social followers could be your next employee. Are you using your social pages as a recruiting tool?

Don't treat all social media outlets the same. It's important to tailor your content to both your audience and the social network itself.

With an applicant tracking system (ATS) like iCIMS Recruit, automate job postings to social media networks and thousands of job boards to reach more candidates with less administrative work.



	LinkedIn	Facebook	Twitter	Instagram
Profiles	Professional	Personal	Personal and professional	Personal and professional
Ideal Character Length of Status Updates	140	40	140	125
Hashtag Performance	Medium	Low	High	High
Advantages	Trusted by job seekers and recruiters	Most active social media network	Reach a diverse and massive audience quickly	Fastest-growing social media network
Disadvantages	Passive candidates may not be active and therefore overlooked	With so much new content daily, it's a challenge to be seen	Newsfeed moves fast – need to post daily to be seen	Newsfeed algorithm can negatively impact audience reach

**53% OF
JOB SEEKERS**

are looking for jobs on their phones ⁵

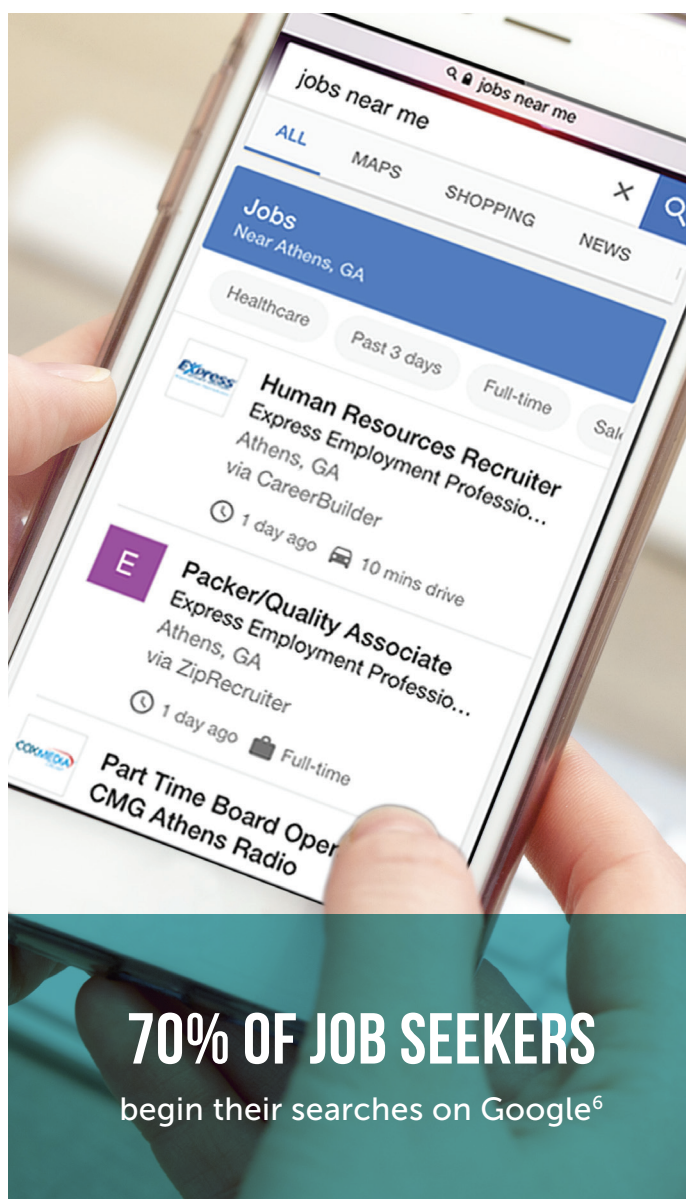
5. Glassdoor, 2019

Google for Jobs Increases Candidate Traffic

Why iCIMS' partnership with Google is a total gamechanger for the modern day recruiter

As social networks like Facebook and Pinterest build features to be more like the search engine giant Google, continue to expect Google to roll out more features.

Since Google for Jobs launched in 2017, iCIMS' clients have seen a **134% increase in candidates coming from Google.**⁶

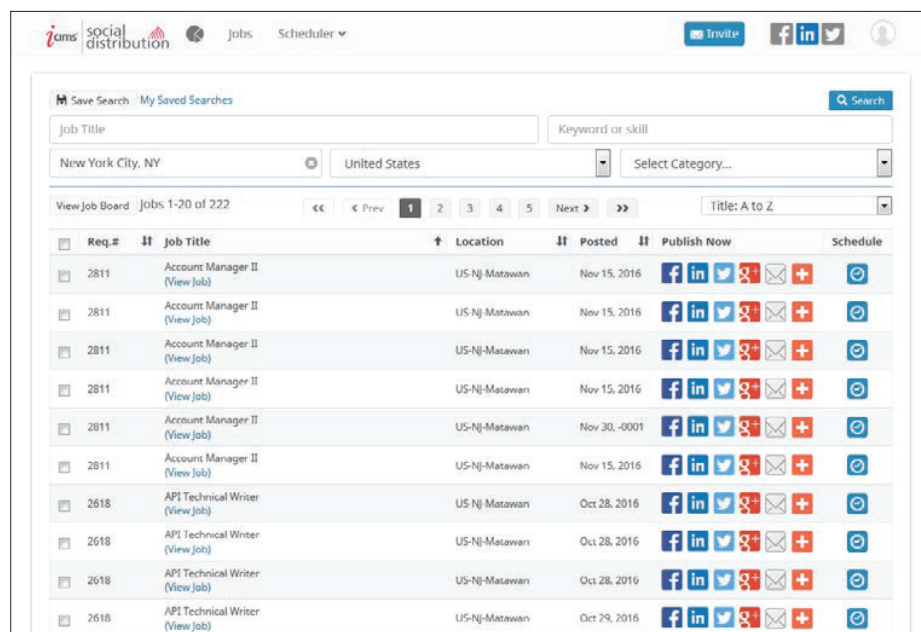


6. iCIMS, iCIMS Platform Data, 2019

Encourage Staff Referrals & Make Social Distribution Easy

Take the hassle out of manually posting jobs to social media sites. With intelligent publishing, schedule and automate employee-wide job postings to their social sites.

iCIMS makes it possible to automatically post job openings to participating employees' social profiles at a frequency of their choice.



The screenshot shows the iCIMS social distribution interface. At the top, there are navigation tabs for 'iCIMS', 'social distribution', 'Jobs', and 'Scheduler'. Below this is a search bar with 'Job Title' and 'Keyword or skill' fields. A location filter is set to 'New York City, NY' and 'United States'. A 'Select Category...' dropdown is also present. The main section displays a table of job postings with columns for 'Req. #', 'Job Title', 'Location', 'Posted', 'Publish Now', and 'Schedule'. The table lists several 'Account Manager II' and 'API Technical Writer' positions, each with a 'View Job' link and social media sharing icons (Facebook, LinkedIn, Twitter, Google+, Email, Print, and a plus sign for more). The 'Posted' column shows dates like 'Nov 15, 2016' and 'Nov 30, -0001'.

Req. #	Job Title	Location	Posted	Publish Now	Schedule
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 15, 2016	[Social Icons]	[Schedule Icon]
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 15, 2016	[Social Icons]	[Schedule Icon]
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 15, 2016	[Social Icons]	[Schedule Icon]
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 15, 2016	[Social Icons]	[Schedule Icon]
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 30, -0001	[Social Icons]	[Schedule Icon]
2811	Account Manager II (View Job)	US-NJ-Matawan	Nov 15, 2016	[Social Icons]	[Schedule Icon]
2618	API Technical Writer (View Job)	US-NJ-Matawan	Oct 28, 2016	[Social Icons]	[Schedule Icon]
2618	API Technical Writer (View Job)	US-NJ-Matawan	Oct 28, 2016	[Social Icons]	[Schedule Icon]
2618	API Technical Writer (View Job)	US-NJ-Matawan	Oct 28, 2016	[Social Icons]	[Schedule Icon]
2618	API Technical Writer (View Job)	US-NJ-Matawan	Oct 29, 2016	[Social Icons]	[Schedule Icon]

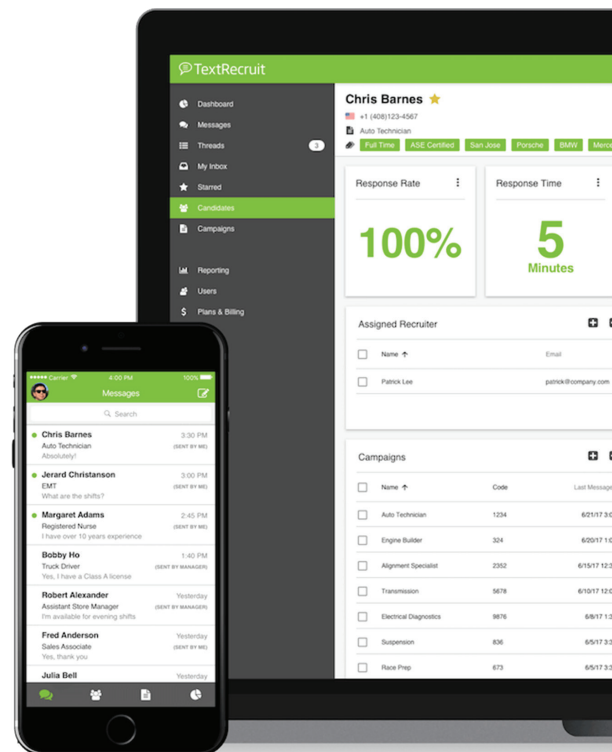
Companies can **expand their talent pool by 10x** by recruiting through their employees' networks.⁷

81% of companies with award-winning candidate experiences use social media distribution systems & **91%** use automated job distribution⁸

7. INC., 2018 | 8. Talent Board, 2018

Enhance the Candidate Experience

Mobile devices have taken over the ever-changing world of recruitment. Empower candidates and improve their experience at all touch points.



Texting and chatbots help engage candidates throughout the hiring process in real time, while enabling recruiters to be more efficient and effective.



If your candidates are using social media to hunt for jobs, it's imperative your career portals are optimized for mobile and social users.

- Through iCIMS, candidates get a consistent, easy career site experience regardless of what device they're using, with the ability to complete an application through social media apply, Google Drive, Dropbox, or OneDrive resume upload.
- Expand your mobile recruitment process by providing candidates with the ability to apply with a simple text from anywhere and live chat with recruiters. With iCIMS TextRecruit, your organization can consolidate and manage these consumer communication channels under one platform.

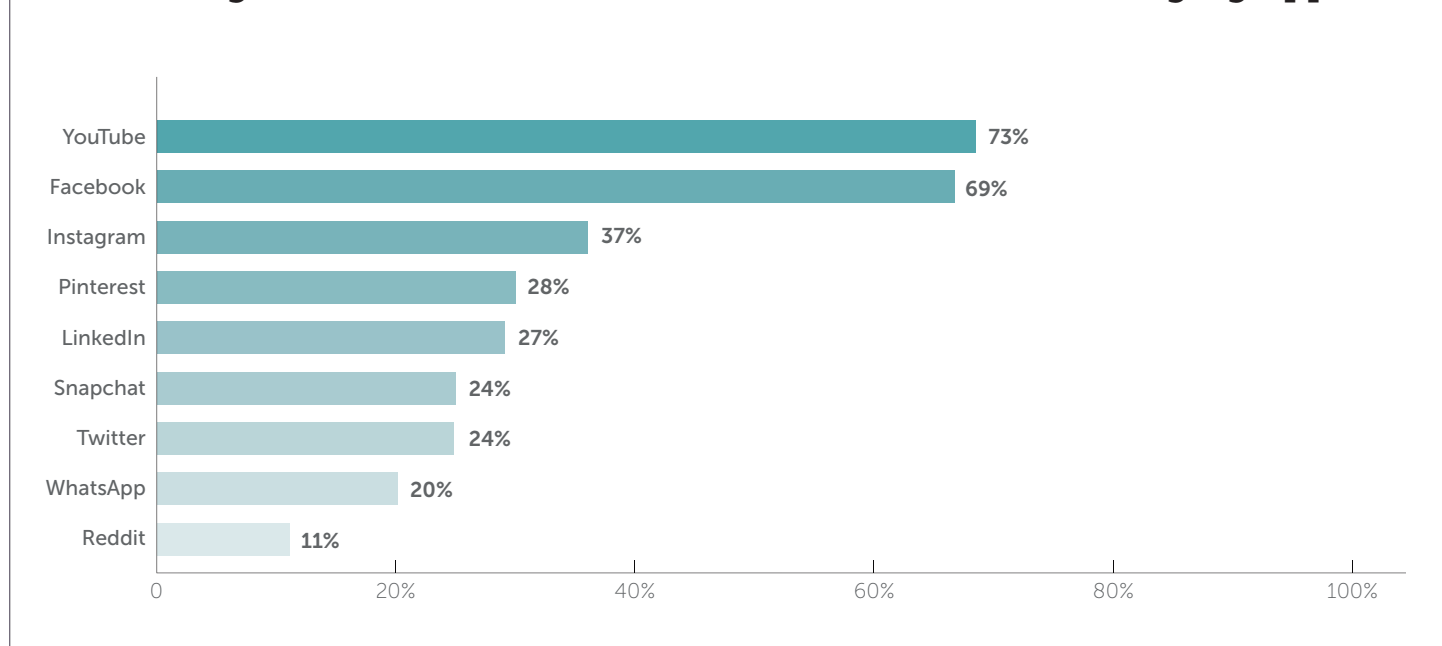
Make Social Recruiting Part of Your Talent Acquisition Strategy

Dominate the social recruiting landscape to win the war for talent.

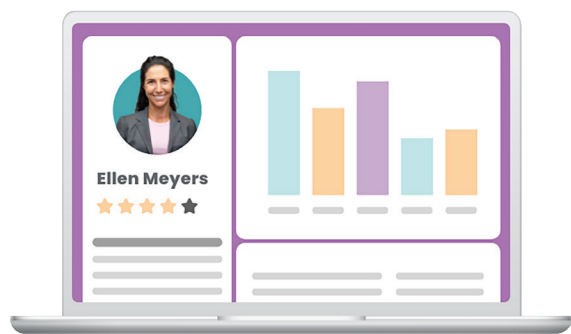
Recruiting is more complex and dynamic than ever before. If your organization doesn't have the best tools available to implement these social recruiting strategies, your candidate experience, and ultimately your business, is at risk. Today's candidates expect a world-class, consumer-like experience when they apply to jobs.

A best-in-class recruitment solution will not only help you deliver a world-class candidate experience, it will also help centralize your recruiting workflows and enable better collaboration within the organization.

Percentage of U.S. Adults Who Use Online Platforms or Messaging Apps ¹⁰



10. Pew Research, 2019



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action