RECRUITING NEWS
by Tonya Christensen

- 94% of recruiters are using social media
- 2.1b searches are being made on Twitter DAILY
- 76% of "social" job seekers found their last job on FB
- Sources: Facebook, Twitter, LinkedIn, JobsMap, Indeed, Web and more!

Tidbit:

External online sources include job search engines, job boards, and social media sites.

External offline sources include campus recruiting, agencies, walk-ins, and events.

Recruiting has one of the biggest impacts on people and businesses today.

This means talent leaders have a huge responsibility in changing people's lives and being a top source of business impact and innovation.

"Human resources isn't a thing we do. It's the thing that **runs our business.**" Steve Wynn

How will you attract skilled candidates in an evolving labor market?

It begins with understanding the job seeker behaviors, who will -

▶ Consider making a change

▶ Consider the company

▶ Consider the position

▶ Apply

▶ Commit to the process

▶ Accept the position

What leads to a career change?

Studies have found that people look for jobs when they are inspired by new opportunities or disillusioned with their current work.

Many have done most of the psychological work to prepare themselves for change.

Tidbit:

JOB BOARDS: DEAD AS DINOSAURS?

Not really. This year's data showed that job boards remain highly relevant sources. They yielded the second most interviews and the third most hires.

Passive Candidate

▶ **80% of the market are passive job seekers**

<u>Truly passive candidate:</u> Someone who is employed and not actively job seeking, but open to the right opportunity.

If this is true, it suggests that to attract the vast majority of candidates, you need to proactively source them through phone calls, email and social networks.

The belief is that passive candidates typically don't visit job boards or career sites, but they are willing to hear from recruiters about that life-changing role.

Active Candidate

▶ **20% are active job seekers**

Most people are quite active in their job search—a positive sign that the majority of those in the labor force have already considered a career change.

These candidates have decided to make a change, they've chosen your company (!) and they've considered a particular job and applied.

(9 out of 10 talent professionals would prefer to hire an active seeker vs. a passive one)

There have never been more ways to recruit talent, from staffing firms and talent marketplaces to employee referrals and job sites. All of these tactics fall into two basic frameworks—they are either designed to help you recruit inbound (active) candidates or outbound (passive) candidates.

Tidbit:
Former employees—otherwise known as Boomerangs are emerging stronger than ever! Company attitudes are changing in that 76% surveyed said they are more accepting of bringing back boomerang employees than they were in the past.

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5 best practices you can apply to find the right talent and improve the way you recruit today

#1 Sequence your recruiting tactics to maximize quality, cost and performance

#2 Shape your candidate pipeline

#3 Build a brand that brings talent to you. (GOBHI or "Your Career Awaits Beyond the Medical Model. Come to Rural Oregon!")

#4 Optimize the inbound/outbound candidate experience.

#5 Build a platform for inbound recruiting (inbound is much like marketing)

Most recognized, winning job ad in today's market looks like this –

"We're looking for thoughtful, well-rounded mental health counselors to join our team. If you're the right one for us, you love rural communities, take great pride in your work, think of counseling as more than just a job, and have a few great client examples to show off. You can take a thought and transform it into an awesome therapeutic experience with your own style and expertise."

The words in **blue give the reader a sense of the culture**. The words in **purple are the types of words that perform well in search**. The perfect combination of both will get your jobs in front of the right people and entice them to apply.