

## Social Media and Recruiting

**Presenter: Shally Steckerl – President, The Sourcing Institute**

Shally Steckerl is the President of The Sourcing Institute and has been actively involved in sourcing and recruiting since 1997. An industry pioneer, Shally builds enterprise recruiting engines for Fortune 500 brands helping them efficiently find unfindable talent. He is the author of the industry textbook *The Talent Sourcing and Recruitment Handbook*. Originally from Colombia, South America, Shally now lives with his family in Atlanta, Georgia. He is an Associate Adjunct Faculty at Temple University’s Fox School of Business and a regular speaker at HR conferences around the world.

### About This Presentation

In Shally’s presentation entitled, “Social Media and Recruiting”, he shares an overview of social media including the four primary goals to social media in building your personal brand.

### Meeting: “Social Media and Recruiting” by Shally Steckerl

**If you are reviewing this episode with a team, watch the entire Episode and use the guide below to expand on the content Shally provides.**

**Facilitator:** Shally starts with the reminder to be mindful in your intention-setting. Before you start thinking about the “what” and “how” behind your social media campaign, start first with the “where”. Where is your audience? What sites do they belong to, and where do they go for information? Be discerning; while it’s fair to have aspirations to dominate your niche, start first with being clear about the kind of audience you are going to target. Where is your tribe? To which sites are you committed to establishing a strong presence? Once you have listed your top destinations, assign a lead point of contact who is responsible for each “channel” as Shally described:

- \_\_\_\_\_ Channel Lead: \_\_\_\_\_

Next, start to address the “why”. Consider creating a vision statement for your social media efforts. This can be an overlooked step that results in a discombobulated and haphazard strategy; clearly and concisely convey the direction the intentions behind any efforts that take place. What is your vision statement for your social media efforts?

Example: *We are going to (destination site) for the purpose of identifying (type of talent) and here are the kind of activities we expect you to take on and the reasons why:*

Your Social Media Vision Statement: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Facilitator:** Next, let's talk about researching our competition. Social media allows you an outlet to offer explanations and suggestions, demonstrate how-to's, show thought leadership and generously offer useful content for your clients and candidates – how are others using it? Analyze your competitors – get an understanding of the topics they discuss, the frequency of postings, who writes them, and how they are shared – to get an understanding of what works and what doesn't.

Shally discusses the importance of implementing ways to engage in two-way conversations. Two-way conversation is a strategy to exude a human quality, showing (or pretending to show) that your search firm cares about what candidates and clients have to say. Social media has proved to be a useful marketing tool, but it isn't a surefire path to positive engagement. Think strategically about the content that will resonate most with your audience. At a loss? What questions are most asked of you, and of your team, by candidates and clients? What subjects are of frequent discussion, as initiated by the candidate or client? What kind of posts and articles do you see others in your market sharing? Clients and candidates ask me about:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

You don't know what you have and how it can be used until you understand your audience's needs, what they value and share and how your niche prefers to gather information about your organization and the value proposition associated with working with you. Get these answers and content opportunities become easier to identify!

Remember that a message is NOT a conversation. Resist simply throwing information and start instead with listening and responding; instead of broadcasting, start engaging. Social media in recruiting is anything that allows for two-way or multi-way engagement in a scalable manner. Responsive websites that serve different content based on who the visitor is, or drip marketing that adjusts the response based on what someone clicks or forwards.

**Facilitator:** Let's review the four pillars Shally covered, and think through how we are doing in each of these pillars and what our next steps can be to continue to build a robust social media presence.

**Branding:** Branding builds trust. Increased online presence elevates your brand and grows your network. People who recognize you and your employment brand are more likely to respond to your calls or emails. Actively participate on Facebook Pages, LinkedIn Groups, Twitter accounts, and blogs that belong to your prospects, target audience at large, specialty, sector, and industry.

What are our current strengths as it relates to branding: \_\_\_\_\_

\_\_\_\_\_

What are our immediate initiatives to improve our brand presence: \_\_\_\_\_

\_\_\_\_\_

**Engagement Builds Influence:** Build and strengthen two-way communication with your target talent population to improve their impression of your brand. Proactively and continuously soliciting referrals from your online network saves money otherwise spent on traditional channels. Increase your reputation by staying top-of-mind with your target community. Social media sites allow you to start and jump in on conversations and make direct reciprocal contact with specific individuals, groups, and communities.

What are our current strengths as it relates to engagement: \_\_\_\_\_

\_\_\_\_\_

What are our immediate initiatives to use engagement to build influence: \_\_\_\_\_

\_\_\_\_\_

**Traffic Building:** Think EYEBALLS! Increased hits to your jobs and careers pages reduces spend on traditional advertising. Comment on other's blogs, groups, and pages, and link back to your jobs and careers sections. Aim for 10 new incremental "backlinks" pointing to your domain each week (2 per workday). This results in favorable organic ranking increase. People care about their experiences with businesses, and that goes for online content as well. They'll be more likely to notice when something isn't working well, such as a poor navigation scheme, broken links and run-of-the-mill content. Bottom line, online users expect things to go well.

Take a step back and look at your organization's website through a new lens. Use Google Analytics or another analytics tool to see how people are finding the site in the first place. Next, back out by clicking that page and pretending you're a visiting candidate or client to your site. What do you see? Do you want to or feel compelled to click on anything else? Remember that prospects who are looking for specific information often have tunnel vision; make sure you broaden their horizons with additional content that pulls them further into your website.

What are our current strengths as it relates to website traffic: \_\_\_\_\_

\_\_\_\_\_

What are our immediate initiatives to increase the eyeballs on our site(s): \_\_\_\_\_

\_\_\_\_\_

**Sourcing New Channels:** No single site meets all of your recruiting needs. Use each one for its own unique functions and to complement other platforms. Take advantage of "friend of a friend" effect to build referral networks and viral marketing.

What are our immediate initiatives to source new channels outside of what we currently utilize? \_\_\_\_\_

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