



Thought Leadership

Social Savviness Survey: The Top Three Most Underutilised Opportunities in Social Recruiting

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When it comes to social recruiting, how savvy is your organisation?

In recent discussions with ADP RPOSM clients, a large percentage have shared that while social platforms have quickly become a key component in their talent acquisition toolbox, most of these strategies remain in the infancy stage. As social talent solutions continue to evolve, now is the time for organisations to move beyond community creation and seek out additional ways to fully maximise this powerful medium. HR Leaders looking to create a more comprehensive and sustainable social recruiting strategy should evaluate the following opportunities.

1. Leverage Social Intelligence - Both the upside and downside to social media is its transparent nature. However when it comes to social intelligence, this transparency can offer a unique view into the competition and help organisations to develop a more compelling employee value proposition (EVP). Social sharing sites like Glassdoor® and Vault® offer further insight into candid thoughts, experiences and opinions of your competition as well as your own brand, which provides invaluable intelligence. By systematically gathering, filtering and harmonising social acumen, HR leaders can better hone their recruitment and retention strategies, which in turn drives better business value and a more successful HR strategy.

Begin here:

- Start with a comprehensive social media review of the competition. Map the community profiles, feeds, pages, blogs and other forms of social engagement. How are they positioning themselves to candidates? What does their employment brand look like? What are candidates saying about them? Compare and contrast your brand with theirs, how can you position yourself favorably against the competition?
- Commit to dedicated monitoring to ensure all competitive data is up to date. Keeping a close pulse on any changes will not only help from a recruiting perspective but can be useful business intelligence.

2. Maximise Free Resources - One common misconception when it comes to creating a robust social recruiting platform is the amount of money it takes to realise desired results. Today, a staggering amount of organisations are missing robust opportunities that are available at no cost. In fact, some of the most successful organisations who have been publicly recognised for their social recruitment strategies are the ones who have the smallest social recruiting budget. With organisations of all sizes competing for the same talent these days, social recruitment solutions can help to level out the playing field in a big way.

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Begin here:

- Start with Google®. As a multimedia powerhouse and owner of YouTube®, the third highest trafficked site in the U.S. daily, as well as Google+®, one of the fastest growing social networks, users are able to create a free account which then enables access to free advertising and a rich network of other users. Today, only small populations of employers utilise YouTube and Google+ for career branding, yet report high conversion rates. From there, determine and explore other popular social sites offering free services that may be appropriate for your organisation. This may include Vimeo®, Flickr®, XING® and Wordpress®.
- Commit to a continuous flow of content. Remember that social media is optimised for search engines, making it a great free tool for getting people interested in your company. However, content is driven by time stamps, picking up the most recently updated material first at the time of search. Organisations who only post weekly or monthly, will show up lower in search results compared to that of a competitor who posts daily.

3. Tap into Internal Assets - Because the best talent is typically connected to a network of similar peers, the emergence of social media provides a rich new medium of promotion before the employee referral stage. To maximise and fully leverage top talent, HR Leaders should seek out creative ways to tap into employee networks as well as develop and train employees as social brand ambassadors. Social brand ambassadors provide a key opportunity to tap into new markets, generate buzz and can provide a human element to the company through candid posts and observations. And while the risks and challenges of granting employees open and honest dialogue can be daunting, social media experts contend that brand ambassadors are vital to extending the visibility of your organisation.

Begin here:

- Start by developing a strategy to identify key individuals that get” the objective of the brand, are socially savvy and can provide the passion and personality that can help enhance your employment image. Keep in mind that there is no standard method for finding the right people, and look across all departments and positions to maximise results.

- Create a firm set of guidelines to help employees keep the message consistent, factually accurate, and appropriate. Ensure employees are properly trained before giving them the official “green light” to represent the company and track and monitor activity. From there, establish an on-going dialogue to help feed key messages and gather feedback on a regular basis. •

About ADP RPOSM

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