Recruiting 3.0: Myths and Power of Social Media in Acquiring the Best Talent

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Social Networking
Blogging
Microblogging
application
Podcasting
channel
Flickr
account
YouTube
video
Brand
Virtual
widgets
page
Blog
accounts
blogs
Blog
Facebook
corporate
Crowdsourcing
Facebook
fan
It's all about hiring people. Filling positions. Everything is a means to this end.

Remember when it was simpler?
Recruitment Has Evolved – Quickly

Monster has evolved to provide reach, engagement, semantic search and more for an integrated Recruitment 3.0 strategy.
It’s all about hiring people.
Filling positions.
Everything is a means to this end.

But the world of work is changing…
The New World of Work
In 45 minutes or so

- Why “social” matters for talent acquisition:
  - Social media is social *business*
- 6 big realities
  - (and a little advice along the way)
- Are you ready? A recruiting 3.0 checklist
- Helpful resources
It's social **business now** (with big opportunity for people functions)

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<th>Category</th>
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<td>Business</td>
<td>• New categories, models, winners and losers</td>
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| Company  | • Create preference and drive revenue  
          • Infuse social into products, services and experiences |
| HR       | • Participatory culture evolves through new communications tools and management styles |
| Recruiting | • Employer brand must engage, recruiting strategy = online + offline |
| EEs      | • Learn, participate, gain personal brand via social platforms – internal and external  
          • Changing expectations |
“Yes, but…”

Top 5 social-media goals

- Increase awareness of and interaction with our brand: 94.1%
- Create a community for our customers and fans: 76.1%
- Increase traffic to our website: 55.1%
- Identify and react to customer needs: 50.3%
- Identify new business opportunities or leads: 49.0%

6 biggest obstacles hindering social-media adoption for business

- I am not the decision maker: 33.3%
- Confidentiality issues: 33.1%
- Not allowed to use social networking at work: 20.6%
- Lack of knowledgeable staff: 19.8%
- Not relevant to our market: 14.9%
- Management resistance: 14.7%
6 New Realities for Talent Acquisition

**REALITY #1**
“Social” does matter – and you already know all about it.

**REALITY #2**
Your people are your brand. And they are either working for you or against you.

**REALITY #3**
New tools and technology are here to help. But tools are not a strategy.

**REALITY #4**
Beware of candidate labeling. Today’s candidate has multiple sources.

**REALITY #5**
Search is the new killer app.

**REALITY #6**
As the economy improves, recruiting will be different this time.
“I guess I have to.  
But where do I begin?”

REALITY #1
“Social” does matter. The good news? You already know a lot about it.
If you’re human, you already “get” the secret to social media.

• Reciprocity
• Fairness
• To help and be helped
• Recognition and belonging
• Tribes
REALITY #1: “Social” does matter. The good news? You already know a lot about it.

New practices

• Keep it real, for you and for them

• Enable the conversation, don’t try to control it

• Embrace, but don’t overreact

• Toughen up your skin, and choose your battles

• Get used to a messier, less linear world

• Expand your comfort zone
“How are candidates finding out all this ‘inside info’ about our company?”

REALITY #2
Your people are your brand. And they are either working for you or against you.
Your employees are your best brand ambassadors.

Specialist sources most credible

How credible do you believe each of the following is as a source of information about a company?

- Conversations with employees: 41%
- Articles in business magazines: 44%
- Stock or industry analyst reports: 49%
- News coverage on the radio: 38%
- Conversations with friends, peers: 37%
- TV news coverage: 36%
- Online search engines: 35%
- Newspaper articles: 34%
- Corporate communications: 32%
- Social networking sites: 19%
- Corporate or product advertising: 17%

Source: Edelman Trust Barometer

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It’s about putting a face behind the brand and giving your people a voice.
Dispel the Biggest Myths/Fears

> How will this affect workplace productivity?
> How can we control it?
> What if someone says something bad?
> Isn’t social media just a fad anyway?

Social Media at Work: Enable your Employees to Be Company Advocates

By Shel Holtz
REALITY #2: Your people are your brand. And they are either working for you or against you.

New practices

• Get a social media policy in place

• Walk the talk internally

• **Find evangelists in your company**

• Team up with marketing

• Keep everyone educated and engaged

• Know what people inside are saying outside
“I just downloaded TweetDeck and I’m starting to Tweet! Now what?”

REALITY #3
New tools and technology are here to help. But tools are not a strategy.
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| radian³ | twitter | facebook | LinkedIn | Google alerts
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New practices

- Listen and monitor (non-stop)
- Think AND not OR
- Start small, with focus
- Pick three not ten
- Get the engagement habit
- Enjoy while it’s free
“Passives’, ‘actives’, ‘poised’, ‘browsers’, ‘internal,’ ‘external’… is this smart?”

REALITY #4
Beware of candidate labeling. It’s not that simple.
Passive Seeker

Active Seeker
I’ve been here for 15 years and am comfortable. But I’ll listen to a recruiter’s pitch.

I’d never consider joining that company after how they treated an unemployed friend of mine who applied there.

I am actively seeking a better job with a great company.

What’s my career path here?
REALITY #4: Beware of candidate labeling – It’s not that simple.

New practices

• Resist labeling; challenge assumptions
• Focus on candidate experience
• See your database as a social source
• Source inside
• Be accessible to anyone interested in learning more
• Don’t close the folder
“I am looking for the sharpest needles in the biggest and best haystacks. And I need to find them first.”

REALITY #5
Search is the new killer app.
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Today’s candidates search for info and opportunities across many platforms ....

Recruiters pinpoint and compare talent from large and diverse sources.

To find the right candidate from the most possibilities.

“Semantic tools create matches based on ideas, not just keywords, and serve-up additional job candidates who would not previously have been found.”

– Sue Feldman, IDC
REALITY #5: Search is the new killer app.
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New practices

- Reconsider your sourcing strategy
- Think skills and experience, not keywords
- Mine the talent pools you already have
- Consider OFCCP compliance as you search
- Retool your recruiters
- More face time, less screen
“I’m worried about resources, focus, change. 2011 is a huge year for us.”

REALITY #6
As the economy improves, recruiting will be different.
At Monster, we’re driven by the beliefs that…

The world of work is different now.

- Careers are less ladder, more journey.
- Everyone is connected, and has a say.
- The right people are companies’ growth engine, more than ever.
- Recruiting that talent is more complex than ever.
- For most job and career seekers, finding the right job is still paramount.
- The most effective recruiting strategies are a mix of proven and new solutions
“Today’s employers feel that employees are loyal due to the economic times, but the reality is they are not. Because of this, there is a strong likelihood that when the economy turns for the better, employers could find themselves with valued employees jumping ship. This places pressure on them to put retention measures in place now.”

Katherine Jones, HCI Research Fellow.
REALITY #6: As the economy improves, recruiting will be different.

New practices

• Re-evaluate your recruitment process
• Optimize your reach and targeting
• Prepare to resell current employees
• **Plan now to recruit recruiters**
• Add at least one social media capability
• Build in capacity for innovation and change
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Recruiting 3.0 –
Is your company ready?
A Recruiting 3.0 Readiness Checklist

- Our company has clear goals for integrating social media into the hiring process.
- We have the people resources and bandwidth to commit to Recruiting 3.0.
- We know which social media sites are popular with our target audience.
- We produce enough quality content to sustain social media conversations.
- We are embracing the power of new search technology.
- Our career website is prepared for social media integration.
Resources for Learning More

http://smartblogs.com/socialmedia/
http://mashable.com/2009/06/02/social-media-policy-musts/
http://www.socialmedia.org/disclosure/
http://www.socialmediatoday.com
http://www.recruitingblogs.com
http://www.monsterthinking.com
Questions?

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