

Power of Social Media

Hot Topic



Revolution of Social Networking

The recruitment world is quickly changing and it is more important than ever to engage in business with the developing and advancing 'social media', as it is becoming the primary means of employing staff.

Recruitment has steadily started to increase in most sectors but companies are restricted by their recruitment budgets. Therefore, it is necessary for organisations to recruit in a more cost effective procedure and social media provides access for a 'free' people resource, which most companies are now operating.

Social networking is dictating and revolutionising the method in which the recruitment industry functions and can no longer be overlooked. Recruiters are now taking a much more proactive approach to sourcing and vetting candidates through use of their social media.



Blog



Twitter



LinkedIn



Facebook



YouTube

Influential Impact of LinkedIn and Twitter

The increase in online recruitment via social networking is considered to have given rise to such sites as LinkedIn and Twitter. For example, websites such as LinkedIn and Twitter allow people the opportunity to connect, offer opinions, exchange knowledge, as well as providing experience of jobs and interviews. This has the power of positively or negatively effecting a company's employer brand, and the image of a company's employer brand is paramount to attract a flourishing 'talent pool.'

However, social media is by no means a magical panacea to attract the best candidates by a cost-cutting process

A candidate's online application is becoming the first port of call for the majority of recruiters and applications are carefully analysed, streamed and vetted. Social networks permit employers, through the image and influence their employer brand, to tailor communication and contact the correct viewers. Nevertheless, for recruiters to receive maximum use of social media, careful strategy is crucial, as it is not as simple as building a fan page.

A prosperous recruitment strategy requires substance, engagement and collaboration but does not mean it is cheap. Any social network or social media outlet will present numerous opportunities for recruiters to source candidates. The key element is to vet and source wisely.

How social media reaches the 'passive' candidate

A person could be perfectly content in their present job but a friend may tell them of a good opportunity they have just seen via social media, which could have the effect of tempting them. This demonstrates the influence and pull of social media by reaching the 'passive candidate.'

Advertising via social media

Most employers will use their own website and job boards to attract and recruit new staff. This is a popular and effective method of recruiting online. It is a fast and efficient service of delivering the presence of recruiters in direct contact with jobseekers.

An organisation should deliver and approach their social media recruitment campaign with the same application as any online marketing campaign. The key element is to select the correct social media platform for your viewers, as there are thousands of smaller blogs, groups and other platforms that could attract a more selective viewer.

Magnetism of Social Media

The rapid and speedy influence of social media is having a global fundamental impact on recruitment. Candidates are looking for a job in numerous ways. In May of this year, the US Army launched a high profile on line recruitment drive, which is seeing them take full advantage of the power of recruitment via social media - admitting there is no better method of 'tapping in' to young people and potential recruits than by the magnetism of social media.

All kinds of businesses and industries are embracing new digital recruitment tools and techniques to decrease costs and boost the quality of their 'talent pool.'

Mobile Recruiting

The American firm Sears, which also includes the K-mart chain, is one of the biggest brands to adopt mobile recruiting. The service allows job-seekers to receive instant notification on their cell phones via Twitter, as soon as jobs are posted on-line.

With the advancement of technology, via social media, it is possible to directly eliminate the candidate acquisition expenditure for an organisation by identifying and recognising talent in the online and social world.

High performers gather towards one another, that's the way communities and societies promote networking, as it is often the case that the best pupils attend the same schools and in all probability end up being employed by the same companies. For example, for every good candidate a company recruits, that candidate will know other potential candidates of the same calibre that could do the same job.

International companies are building world-class teams by the power of social media, just by tapping into a huge talent pool and delivering their employer branding and establishing a presence.

The above tells us that if a company is not using the power of social media, they are simply 'missing the trick' and are denying themselves access to a wider audience.



resource
manage