SIMPLIFYING SOCIAL MEDIA RECRUITING
About the Presenter:

Amy Hughes  
Director, Professional Services, Monster

Amy has over 17 years of experience working with clients in developing successful online recruitment campaigns. Since joining Monster in 1997, she has held various responsibilities, giving her a thorough understanding of the recruitment industry.

As Director in Monster’s Client Adoption team, Amy and her team maximize client ROI by evaluating, documenting, and making recommendations to improve online recruitment practices.

Her areas of expertise include employment branding, social media recruiting, Candidate Experience, recruitment media, job posting best practices, and career site best practices.
Agenda

• The World of Recruiting
• Evolving Job Seeker Behavior
  – Job Seekers as Consumers
• Recruiting through Social Media
• Simplifying Social Media
• Social Sharing
• Summary
• Questions
THE WORLD OF RECRUITING
Today's Recruiting Reality/Landscape

You

Find

ENGAGE

Reach

Engage

Hiring Mgrs

Interested People

Today's Recruiting Reality/Landscape

MONSTER
JOB SEEKERS = CONSUMERS OF WORK
Evolving Seeker Behaviour
RECRUITING THROUGH SOCIAL MEDIA
Recruiting with Social Media

Social recruiting usage has steadily increased over the past 6 years.

94%

Already use or plan to begin using social recruiting in 2013.

MONSTER SEPTEMBER 2014
Why Social Media for Recruiting?

• Increase Employer Brand Awareness
  - Create transparency into the organization; provide insight on what it’s like to work there

• Reach active and passive candidates
  - Engage real-time with potential candidates

• Increase referrals
  - Encourage employees to share opportunities with their network; create Brand Ambassadors internally

• Drive more traffic
Social Stats

• Facebook
  - Monthly active users have passed 1.3 BILLION
  - Total number of FB daily active users = 757M
  - Daily active users in the US = 128M

• Pinterest
  - Fastest growing network
  - 70 million users

• YouTube
  - 1 billion unique monthly visitors
  - 6 billion hours of videos are watched every month

Source: http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Social Demographics

- As of December 2013, 80% of online adults use social networking sites.
  - 71% use Facebook
  - 21% use Pinterest
  - 17% use Instagram
  - 18% use Twitter

Source: http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Twitter Demographics & Stats

• Twitter
  - 242 million monthly active users
  - 184 million access Twitter via mobile
  - Over 500 million registered accounts

Source: http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Where is your Audience?
Employment Brand and Social Media

• 69% of Americans would not take a job with a company that had a bad reputation...even if they were unemployed

• 15% would leave their current company for a company with a good reputation

• 20% people under 30 would take lower pay for a brand they believe in

Source: http://hrdailyadvisor.blr.com/2013/10/15/americans-would-rather-remain-unemployed-than-work-for-companies-with-bad-corporate-reputations
Social Recruiting’s Impact

Social recruiting has enhanced the way companies find and vet candidates. Percentage of improvements in:

<table>
<thead>
<tr>
<th>Category</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Hire</td>
<td>33%</td>
</tr>
<tr>
<td>Candidate Quality</td>
<td>49%</td>
</tr>
<tr>
<td>Candidate Quantity</td>
<td>43%</td>
</tr>
<tr>
<td>Employee Referral Quantity &amp; Quality</td>
<td>32%</td>
</tr>
</tbody>
</table>

SIMPLIFYING SOCIAL MEDIA
Things to Think About

• Decide and agree upon who will manage your social media presence. Who else should be contributing to your social media recruitment strategy?

• Do you have an existing Social Media Policy?

• How will you train employees on how to use social media sites and how to contribute to activity?

• If you have multiple locations/franchises, do you have established guidelines for them to follow?
How will success be defined?

• Brand Awareness
• Number of Fans/Followers
• Reach/Level of Engagement
• Conversion
• Share of Voice
Getting Started

• Decide how often you’ll post to each social network
  – Schedule in advance but understand you need real-time interaction as well

• Audit existing content, work with Marketing

• Share more than you promote
  – Provide useful, relevant content
  – Always be adding value

• Be interesting and genuine
What to post

• Employee testimonials
  – Tell stories by and about real people

• Career Advice

• New store openings
  – Local events (use geo-targeting capability)

• Company events
  – Anniversaries
  – Philanthropic activity

• What it's like to work here
  – Provide transparency into your company & culture

• DO NOT post jobs only
Small business fact: 98 percent of America’s private enterprises employ fewer than 100 people. Do you support small business?

With help from our agents, grieving mom can honor deceased child with gravestone (from @kgbt): hubs.ly/yOhksG0
Colonial Life
@ColonialLife

For 75 years, Colonial Life has helped America's workers preserve and protect the vitally important things they've worked so hard to build.

Columbia, SC
coloniallife.com
Joined September 2008

Colonial Life retweeted
Gil Youmans @gy1971 · 24 mins
I do! #smallbiz "@ColonialLife: 98% of America's private enterprises employ fewer than 100 people. Do you support small business?"

Colonial Life @ColonialLife · 1 hr

Small business fact: 98 percent of America's private enterprises employ fewer than 100 people. Do you support small business?

Colonial Life @ColonialLife · 4 hrs

With help from our agents, grieving mom can honor deceased child with gravestone (from @kgbt): hubs.ly/y0hksG0

MONSTER
There are lots of new and exciting opportunities on our team. Come check them out! #jobs #hiring

jobsearch.monster.com/search/?co=xip…

Cybercrime Gang Targets Execs Using Hotel Internet blogs.wsj.com/digits/2014/11…

Ready for a change? We have the career you've been looking for. #hiring

jobsearch.monster.com/search/?co=xip…

Time for a #career change? We have your next gig! #jobs

jobsearch.monster.com/search/?co=xip…

It's never too soon for retailers to begin preparing their IT infrastructure for the holiday e-commerce spikes.
Be Consistent with Employer Brand
Monitor your Audience

• Listen to and respond to your audience, good and bad
  – Say “thank you” when someone shares content
  – Acknowledge posts and comments

• Accept the fact there will be negative posts about your company
  – Respond to negative posts with an apology and a solution
  – Take conversations offline whenever you can

• Turn negatives into positives
Sounds Easy, Right?

• We don’t have the resources
• We don’t have time
• We don’t have content
Influencing Change

• “We don’t have the resources for Social Media”
  – Partner with Marketing to cultivate and post Careers related content
  – Make it a team effort, identify 1-2 administrators but work collaboratively; create a cross functional team
    ▪ Engage hiring managers, department leaders, and employees
  – Use employees as Brand Ambassadors
    ▪ Generate organic content

RESOURCES

*click here*
Influencing Change, cont.

• “We don’t have time to manage Social Media”
  - Create a content schedule
    ▪ Weekly
    ▪ Bi-weekly
  - Use Social Media Management tools to schedule content in advance
    ▪ Buffer
    ▪ HootSuite
  - Allow 10-15 minutes/day to review and reply
  - Automate part of the process with Monster Twitter Cards
Influencing Change, cont.

• “We don’t have the right content to share socially”
  – Employee Generated Content
  – Marketing
  – Employee spotlights
  – Company milestones
  – Seeker tips- guiding them through hiring process

• Monster Twitter Cards populate job content automatically
Facebook Job Feed

- Showcase your current open positions on Facebook Timeline and Timeline App
- Includes: Job ads integrated into each profile page through a customized job feed which updates automatically, and tracks clicks and Job Views
- Monster Job Feed is automated and updates with every new employer listing
- The link goes directly to the Monster job ad
Facebook Ads

• Benefits:
  ▪ Target ideal candidate
  ▪ Low cost high value
  ▪ Build a Facebook Talent Community
  ▪ Reach a large Audience
  ▪ Target passive job seekers
  ▪ Includes: Creative, design, copy, reporting & optimization

• Where do they appear
  ▪ Right Gutter
  ▪ News feed for desktop
  ▪ News feed for mobile
Facebook Ads Targeting Options

- Location
- Competitors
- Interest
- Education
- Skill
- Job Title
- Language
- Other Facebook profile criteria
55% of companies are currently using Twitter for recruiting¹

Who is on Twitter?

34% of SMBs and 77% of Fortune 500’s tweet each day.¹

There are 271 Million active Twitter users.²

There are 500+ Million tweets each day.²

Over 40,000 jobs are tweeted each business day on average.³

72% of followers are more likely to purchase from businesses they follow.⁴

61% follow to interact with businesses.⁴

Who is on Twitter?

- 50% make an annual salary of $60K-$100K+³
- Over 40% of active jobseekers use Twitter¹

- 60% are between the ages of 20-49³
- 68% of recruiters use Twitter²

Source:
²http://www.mediabistro.com/alltwitter/recruiters-twitter-2_b52321
MONSTER TWITTER CARDS

Want to work for Publix Super Markets, Inc.? We're #hiring! #Orlando
jobview.monster.com/-139037431.asp...

Publix Super Markets, Inc. is hiring!

Electrician Class A, AM, Industrial Maintenance - Orlando ...

Department: Industrial MaintenancePosition Description:â€® preferred qualification, current Industrial Maintenance associateâ€® performing a number of functions on a variety of industrial electrical...

View on monster.com
The Benefits

• **It’s Social.** All day activity of branded job announcements on your Twitter feed daily.

• **It’s Engaging.** Expanded content drives additional reach, engagement, and interaction with seekers.

• **It’s Automated.** After a quick initial setup, your new jobs will automatically be distributed each day.

• **It’s Mobile.** Your jobs will also appear on Twitter’s mobile app, where 78% of its users are active.

MONSTER
Monster Twitter Cards Engagement Stats

- On average, **30%** of Twitter Cards received one or more retweets, favorites, and/or job views.

- For clients who have more than 1,000 followers, this number is more than **60%**.
Summary

• To reach both active and passive seekers, you must be where people live online
• Social Media has changed how seekers consume and compare careers and companies
• Social Media can be managed in 3-4 hours/week
• Monster has products to help you manage social media more effectively and reach new audiences
QUESTIONS?

For more information on Facebook Recruiting Solutions and Twitter Cards, please contact your Monster Sales Representative.

For more information on Social Media Consulting, please contact Amy Hughes at amy.hughes@monster.com