Social Media Sourcing:
Complete Guide To Recruiting Via Social Media

talkpush

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Introduction

Social media usage has evolved beyond just building online communities and social networking to becoming tools for business. Over half the world's population is now on social media. This growth is fueled by the increasing need to build virtual connections, advances in technology and the proliferation of social platforms.

Competing platforms straining to stay ahead of the curve are engaged in a frantic grab for market share and presence on over 10 billion devices connected daily to the internet. Imagine the untapped potential leads for recruitment, especially for high-volume hiring companies. Indeed, companies who desire cost-effective approaches to lead generation must consider social media. The benefits are immense.

A Brief Look At The Current
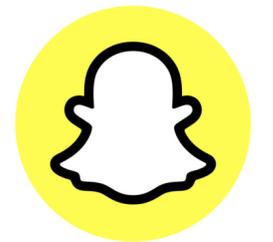# Social Media Landscape – *The Big Ones*

Launch: 2003
Users: 706 Million

Launch: 2004
Users: 1.6 Billion

Launch: 2006
Users: 400 Million

Launch: 2011
Users: 332 Million

Launch: 2010
Users: 1 Billion

Launch: 2016
Users: 1 Billion

The growth of social networks and their number of users took off in the early 2000's.

Social Media Use For Recruitment

The traditional way of recruitment usually involved advertising vacancies, either on a company's career page, a job board or even in the newspaper. Then, you sit back and wait for the talent to come to you. This might work if you are looking to fill one or two positions, but it will take a while to fill hundreds of positions if you rely solely on traditional recruitment strategies. Gone are the days when you wait for the talent to come to you. You have to actively search for talent and position yourself socially to attract the best.

Human Resources

Candidate Experience
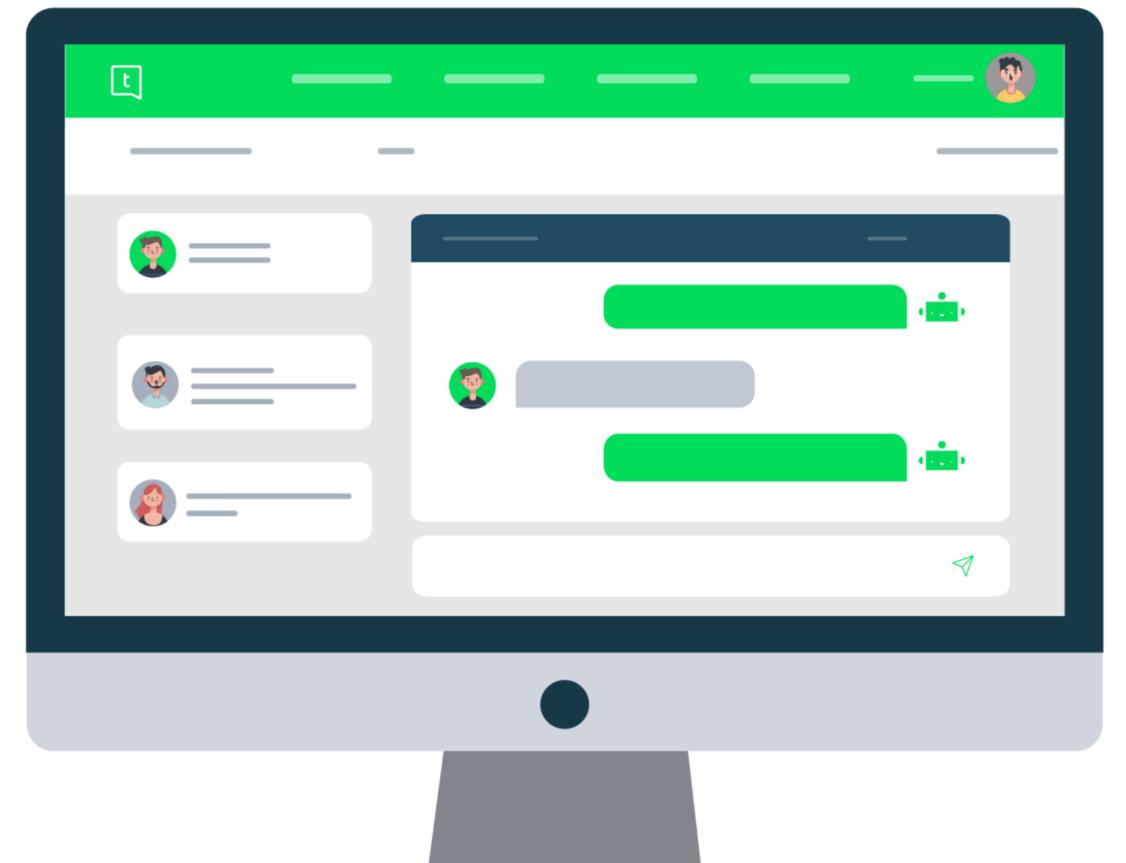
Social Media
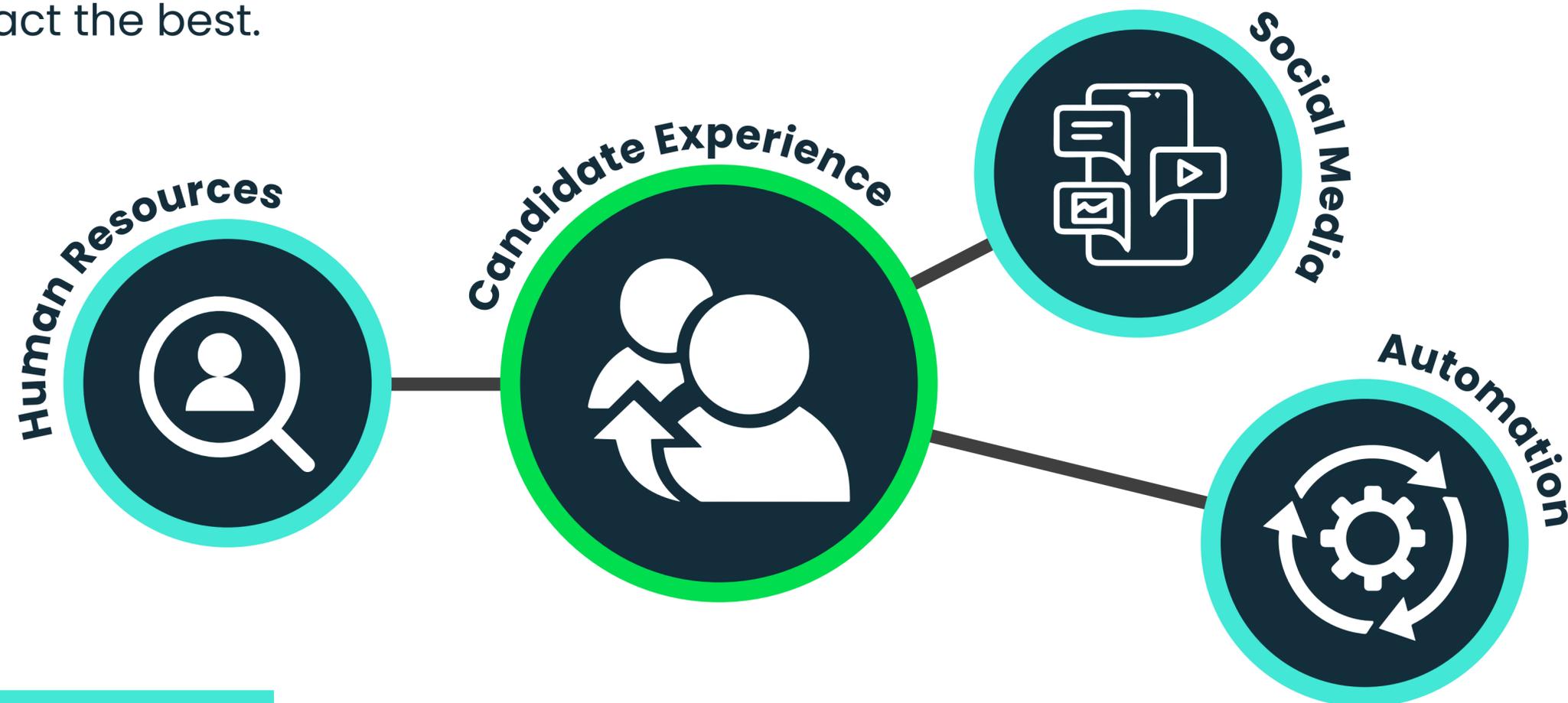
Automation

To win at social recruitment will require a strategy that incorporates people, social media, and automation, with candidate experience at the center. HR executives will have to place more importance on not just sourcing and attracting leads but also on engagement. This attraction process will focus on more than just lead generation. Job branding, candidate engagement, and building and maintaining relationships are crucial for building viable talent pools.

Social media platforms are excellent sources for building talent pipelines, as you have access to millions (even billions) of possible leads. Facebook alone offers 1.6 billion users, so you can leverage the platform's existing audience to build substantial talent pools, especially for high-volume hiring.

Managing these large talent pools will require automating your processes so that your recruiters do less grunt work. Certain recruitment platforms like Talkpush can pre-screen your leads, so your recruiters only engage with candidates that have been qualified.

Talkpush also helps you engage with candidates at scale and improve the application journey through the use of messaging apps that will allow your candidates to interact with you via their preferred communication channels.

Benefits Of Social Recruiting

Increase your organization's online brand presence and reach

By advertising your company's vacancies on social media, you increase your brand's visibility. Your job posts attract potential recruits to visit your company profile who will then gauge your company culture to determine if it's a good fit. This is why it's essential always to put your best foot forward online to strengthen your brand visibility and establish trust.

Increase the number of applications received

Social media is an avenue for building large talent pools when you leverage the existing audience of these platforms. Posting your jobs on social sites can attract many leads if you do it right.

Improve quality of hire

Social media allows for detailed targeting. You can segment audiences by age groups, demographic characteristics, interests, likes, skills, and even work history to fit your ideal candidate persona. This way, you attract quality leads that you ultimately convert to hires.

Increase in referrals

You can use social media to support your employee referral programs. Referrals are a great source of candidates as they often lead to hiring the best candidates. Your employees tend to have like-minded people in their social communities already, and by asking them to post open positions on their social pages, you attract great matches.

Better engagement

Posting jobs on social media will attract people who interact with your posts, ask questions and improve page engagement metrics, improve your SEO ranking and help you reach people who would have never learned about your company. You can also personalize candidate engagement through the use of chatbots. This way, you can manage applications better and engage with every applicant. Then you can follow up with text messages and phone calls once you qualify your leads.

Reduce cost per hire

Although it's not free to run ads on social media, it is free to open a social media account and post your vacancies. Also, using social media ads tends to be less expensive than recruiting on other sources like job boards or newspapers, especially when recruiting at a large scale. It will cost less to reach a broader audience on social media than other traditional sourcing methods.

Reduce time to hire

Traditional recruitment methods require more time to fill open positions since the applications trickle in. But with social media, word gets around faster, and it's easier and quicker to communicate with candidates via social platforms, especially when the process is automated.

Getting started with
Social Media Recruiting

Here are a few steps to take when implementing a social recruitment strategy :

Build up your organization's profile on social platforms

Do you want to attract top talents? Then show them what they will be missing out on if they do not consider your vacancies. Your social media pages can be a window through which people see what's happening within your company. So think of candidates as customers you want to attract to check out your offering. To attract the right talents, ensure your page is well branded and displays how you engage and reward employees.

You can get started by reviewing current content on your social pages and ensuring you have posts that show how dedicated you are to your employees.
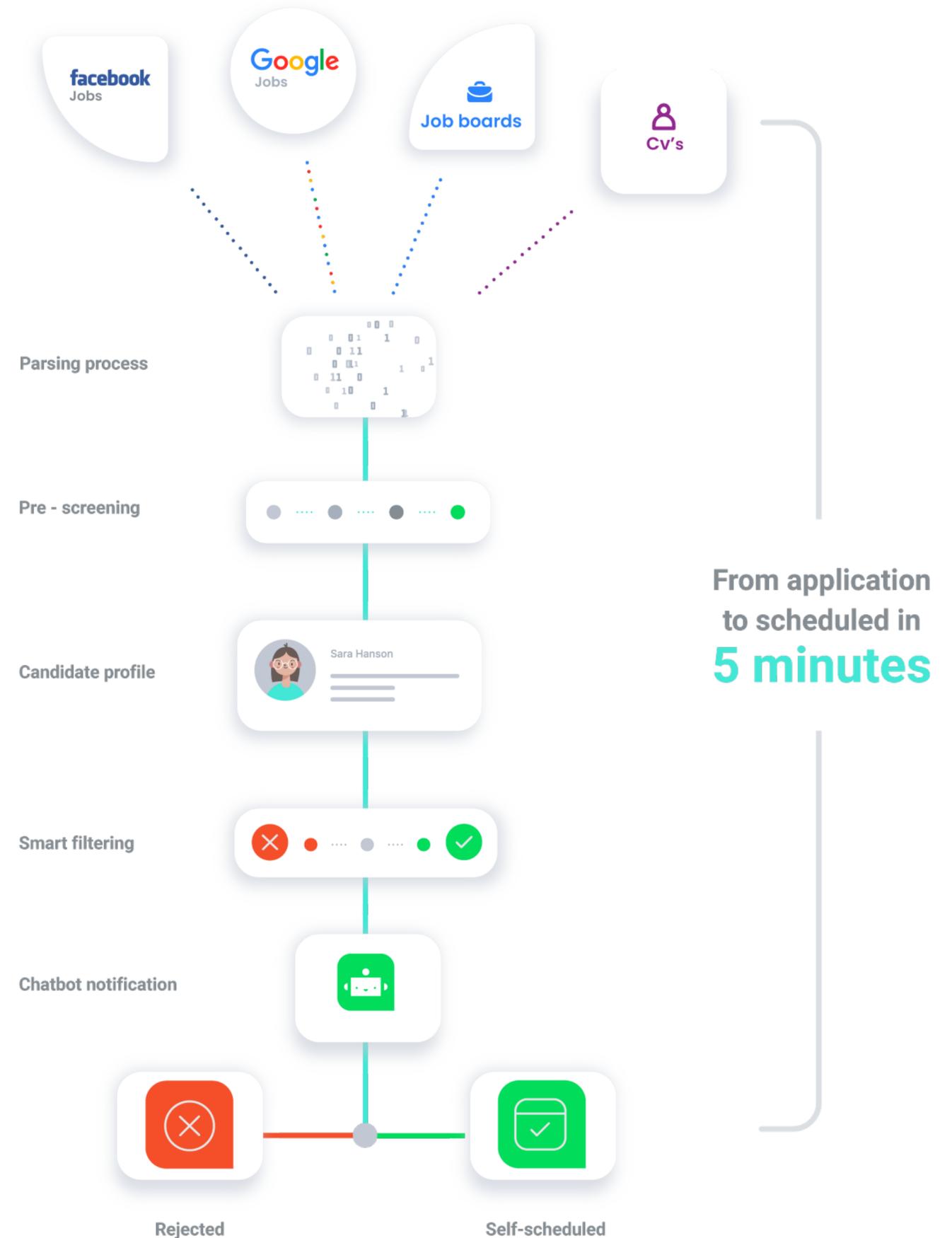
Start with a few platforms

Building multiple profiles across different platforms all at once can feel overwhelming. To ensure you get things right from the jump, you can start with one social platform before making your way to others.

For instance, you can get started with Facebook and work towards increasing your engagement on the platform. Try out the different sourcing features, including your company page, Facebook groups, paid ads, and even Facebook Live. After some time has passed, review your performance and determine if the platform suits your sourcing needs. Then, you can make your way to other social networks.

Automate!
Automate!

Scared of application volumes? Automation is your answer. Why should your handful of HR professionals do all the work? Auto-mating certain stages of your recruitment process frees up your talent sourcing executives to focus on creating better candidate experiences.

facebook
Jobs

Google
Jobs

Job boards

Cv's

Parsing process

Pre - screening

Candidate profile

Sara Hanson

Smart filtering

Chatbot notification

From application to scheduled in
5 minutes

Rejected

Self-scheduled

A great way to automate is by investing in a recruitment automation tool that will pre-screen applications received via your social sourcing efforts, ensuring only qualified candidates make it into every stage of your hiring funnel. This means candidates are engaged at every step of the process, and none falls through the cracks.

With Talkpush, volume hiring is a breeze. Applications from different social sources are centralized in one dashboard, saving your recruiters the time they would have spent sorting through multiple spreadsheets. Also, candidates can complete their applications via social media or their preferred messaging platform.

Ready to help you!

FAQs
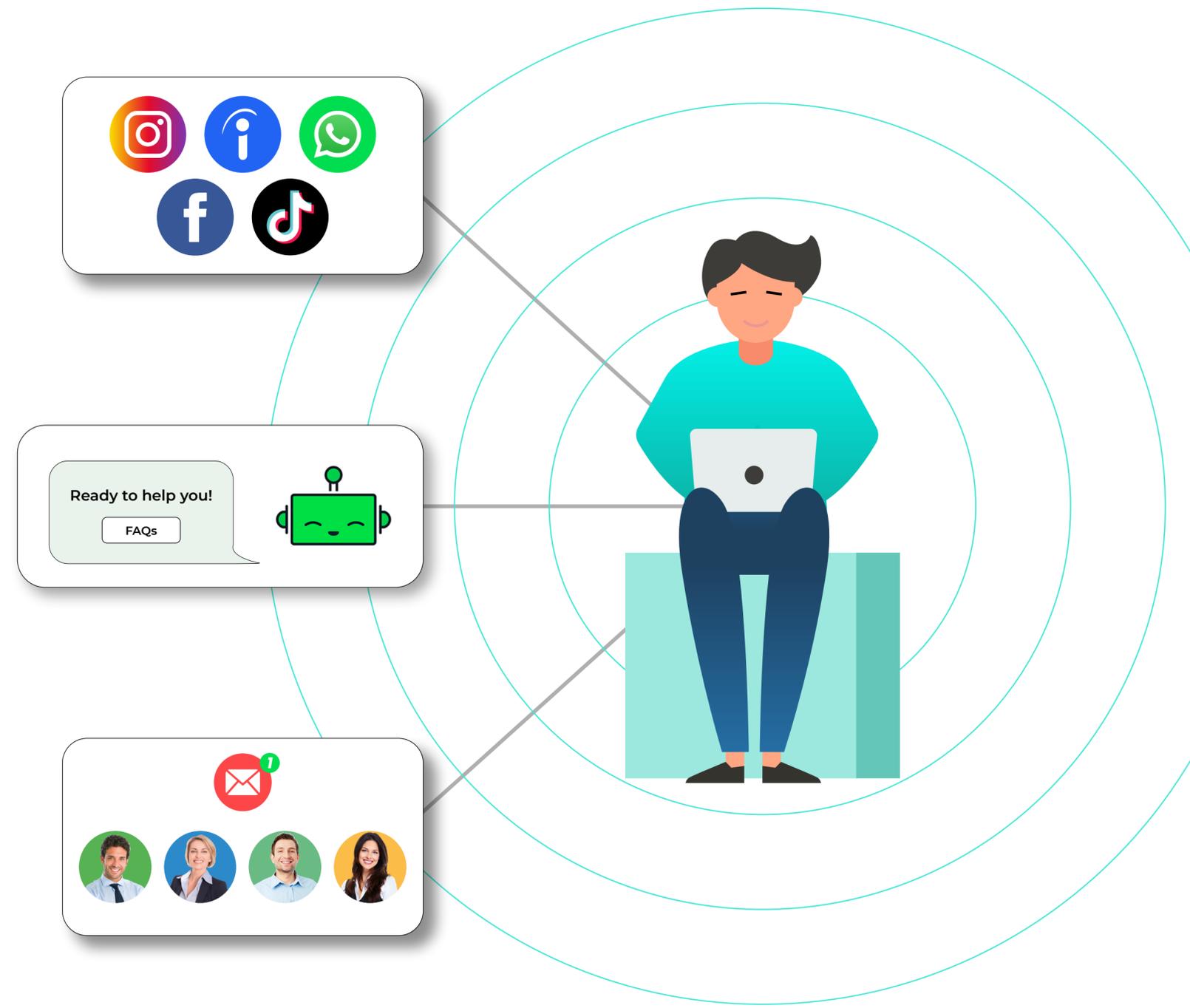
Top Social Sourcing Platforms

Facebook is one of the big ones. **Facebook** and **Instagram** often go together (especially when running ads), which gives you a wider reach since whatever ads you have on **Facebook** can easily be made to pop on **Instagram**. Recruiters, especially high-volume ones, are leveraging **Facebook** as a top sourcing channel, and if you aren't yet, you are certainly missing out.

Getting started with **Facebook** will involve developing your candidate personas to ensure content on your page will attract your ideal hire. It's just like marketing, ensuring that your content is appropriate for your target audience. This means that you need to understand what motivates them.

Ensure that your company culture, benefits, and other attractors are clearly showcased on your company page.

Lead ads are important when recruiting via **Facebook**. They help you bypass the platform's algorithm and increase your reach, which yields a higher volume of leads captured. It is also essential to run engagement campaigns so that your leads can interact with your posts and get to know your company better. Lead ads also work better when engagement ads are activated because **Facebook** has more data and information about the target audience and thus can deliver more results.

To make your lead campaign effective and reduce candidate dropouts, it is essential to invest in a tool that will manage the top of the funnel hiring stages and engage your leads within seconds of clicking your job post's CTA. A traditional ATS is not furnished with the capabilities for engaging leads. A robust tool to manage multiple conversations and relationships is essential to ensure real-time engagement. For example, with Talkpush, your leads go through pre-screening within minutes of engaging with your job posts. This ultimately reduces your application drop-off rate and improves your completion rate as candidates do not feel ignored.

Linkedin as the top social platform for recruiting and a hub for career professionals, LinkedIn is one of the top social recruiting platforms. LinkedIn allows you to search for potential candidates already employed in the field or position you are looking to fill. And, since members on the platform have to include their job roles, current place of employment, and interests when building an account profile, targeting through LinkedIn ads is quite precise. Even manually searching for suitable candidates via relevant keywords will turn up promising results.

Another way to source on **LinkedIn** is by asking employees to share job postings on their feed if you happen to have an in-house referral program in place.

Lastly, you can join relevant groups where you know your ideal candidates are members. This way, you can directly engage them or wait for them to come to you.

However, it is essential to consider other social sites like Facebook for recruitment alongside LinkedIn if you want to attract volume. LinkedIn still lags behind other social media sites regarding adult usage.

Why Twitter? It's simple; it's one of the leading social media platforms and a go-to source of entertainment and information for people between 23 and 38. So, if you are looking to recruit within this age group, you can consider including Twitter in your recruitment strategy. With close to 400 million monthly, it is certainly worth the effort to see if your ideal candidates can be found on the platform.

To begin your recruitment journey, you can choose to use your main company page or open a separate page for posting vacancies. If you decide on the latter, be sure to retweet posts from the company page. Potential applicants who visit your job account will learn about your company culture this way.

Setting up your job posts on Twitter is easy; tweet them!

Twitter's 280-character limit ensures posts are straight to the point. This means you will have to learn how to compose tweets that strike gold using minimum words. In your tweets, you can include:

- Hashtags like #jobs #hiring #(industry/field)jobs and much more
- Links to the application page or send them to engage with you via DM (Direct Message)
- Images and videos

To attract volume, you can invest in Twitter ads which will allow you to promote your job tweets, company account, or a hashtag peculiar to your vacancy. Again, it is important to consider other social sites like Facebook and Instagram for recruitment alongside Twitter if you want to attract volume.

Measuring Results From
Social Sourcing Efforts

Now that you understand the benefits of social recruiting and how to get started with implementing an effective social media sourcing strategy, how do you go about measuring results from your social sourcing efforts? Measuring results are critical for justifying your ad spend, automation costs and how much you've probably saved your company.
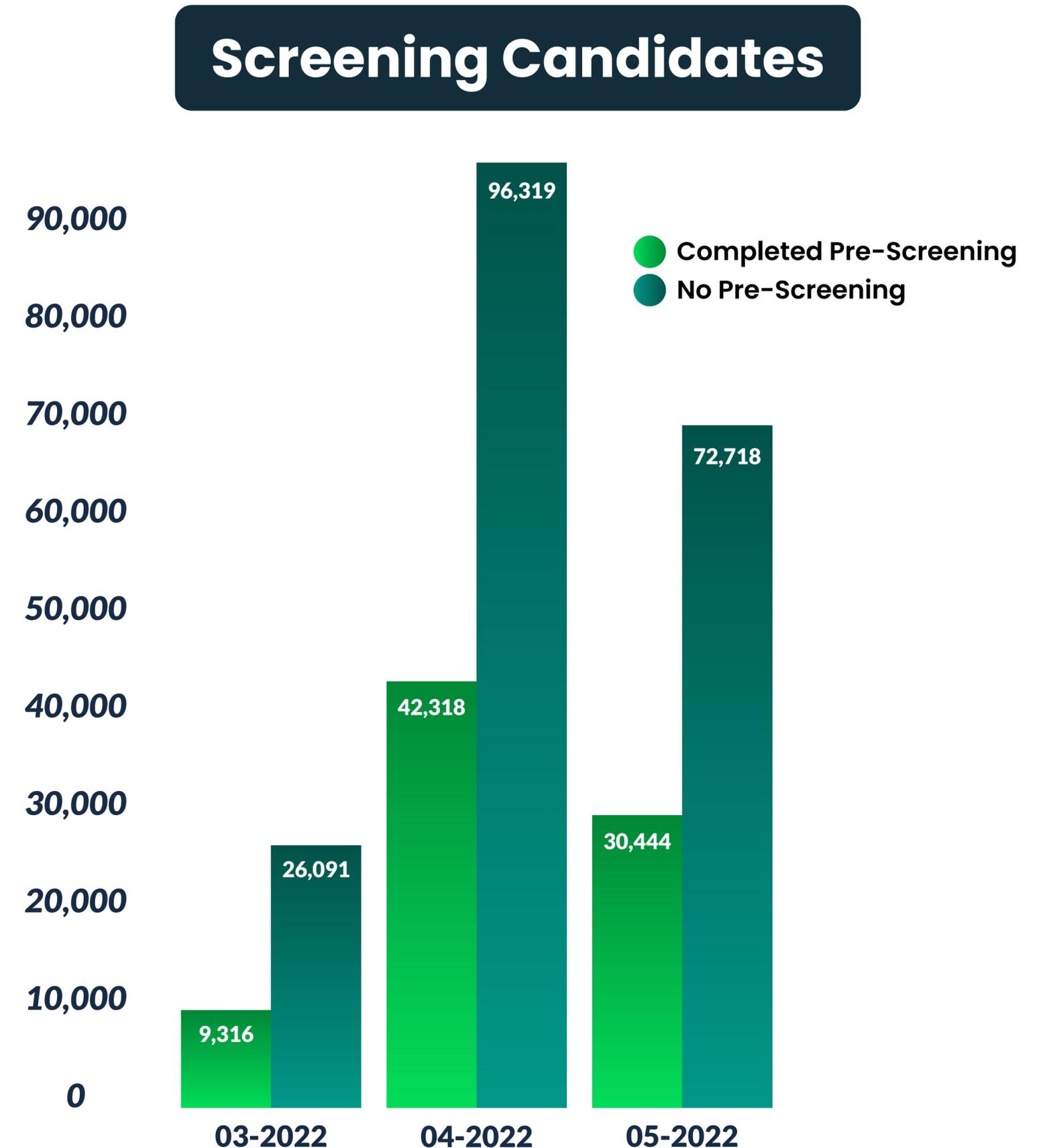
A few metrics to keep in mind are:

- Top sources of leads
- Number of leads attracted over a specified period
- Number of candidates screened
- Lead conversion rate
- Time to fill
- Time to hire
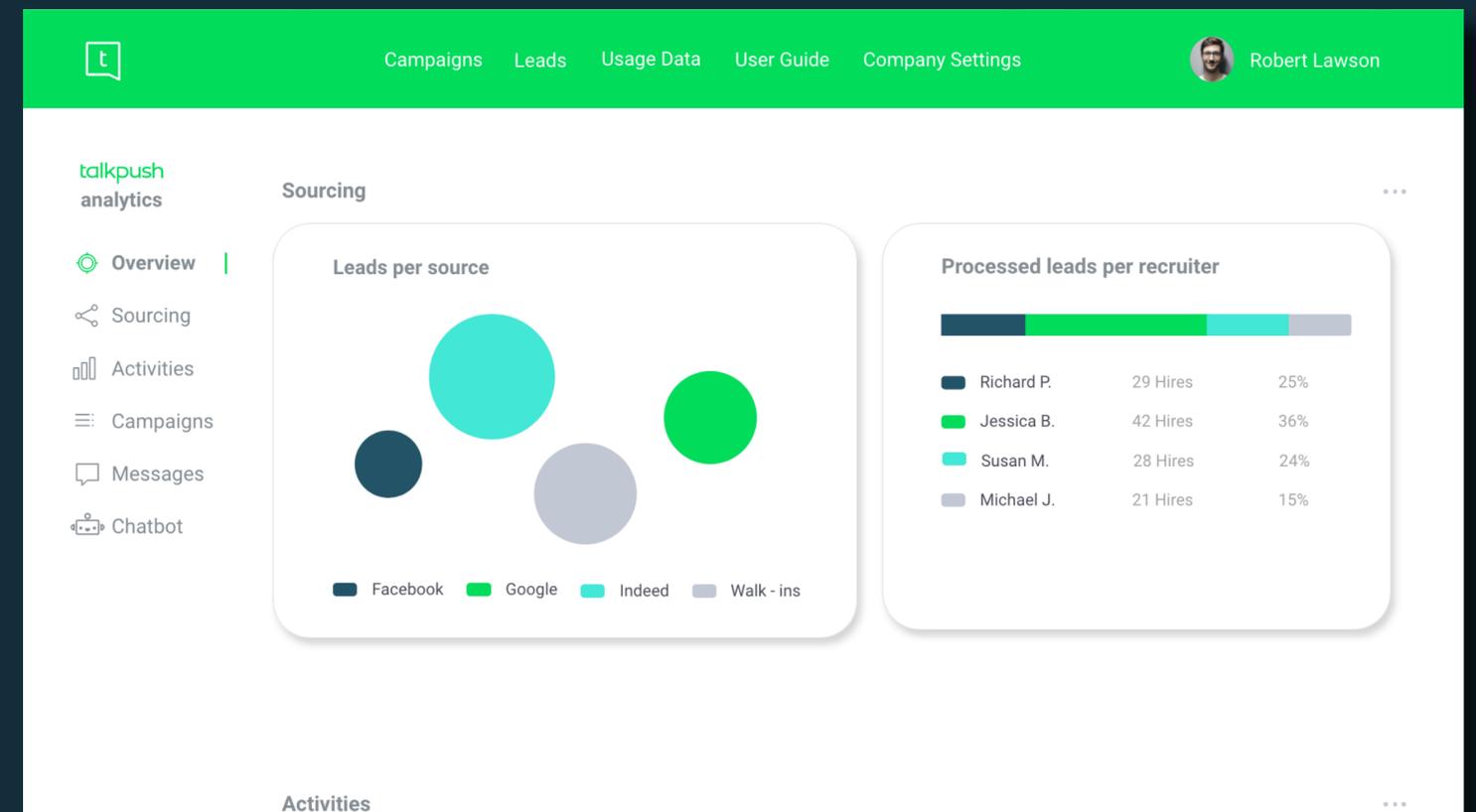
An efficient recruitment automation software like Talkpush can show you some of these metrics at a glance via a dashboard using charts and graphs.

Talkpush pools all leads sourced from different social channels into one place and shows you a centralized dashboard. You can apply filters utilizing available features to show results per metric identified.

Over a period of time, you'll be able to make comparisons and communicate the effectiveness of your social sourcing efforts.

Screening Candidates

Completed Pre-Screening
No Pre-Screening

	03-2022	04-2022	05-2022
Completed Pre-Screening	9,316	42,318	30,444
No Pre-Screening	26,091	96,319	72,718
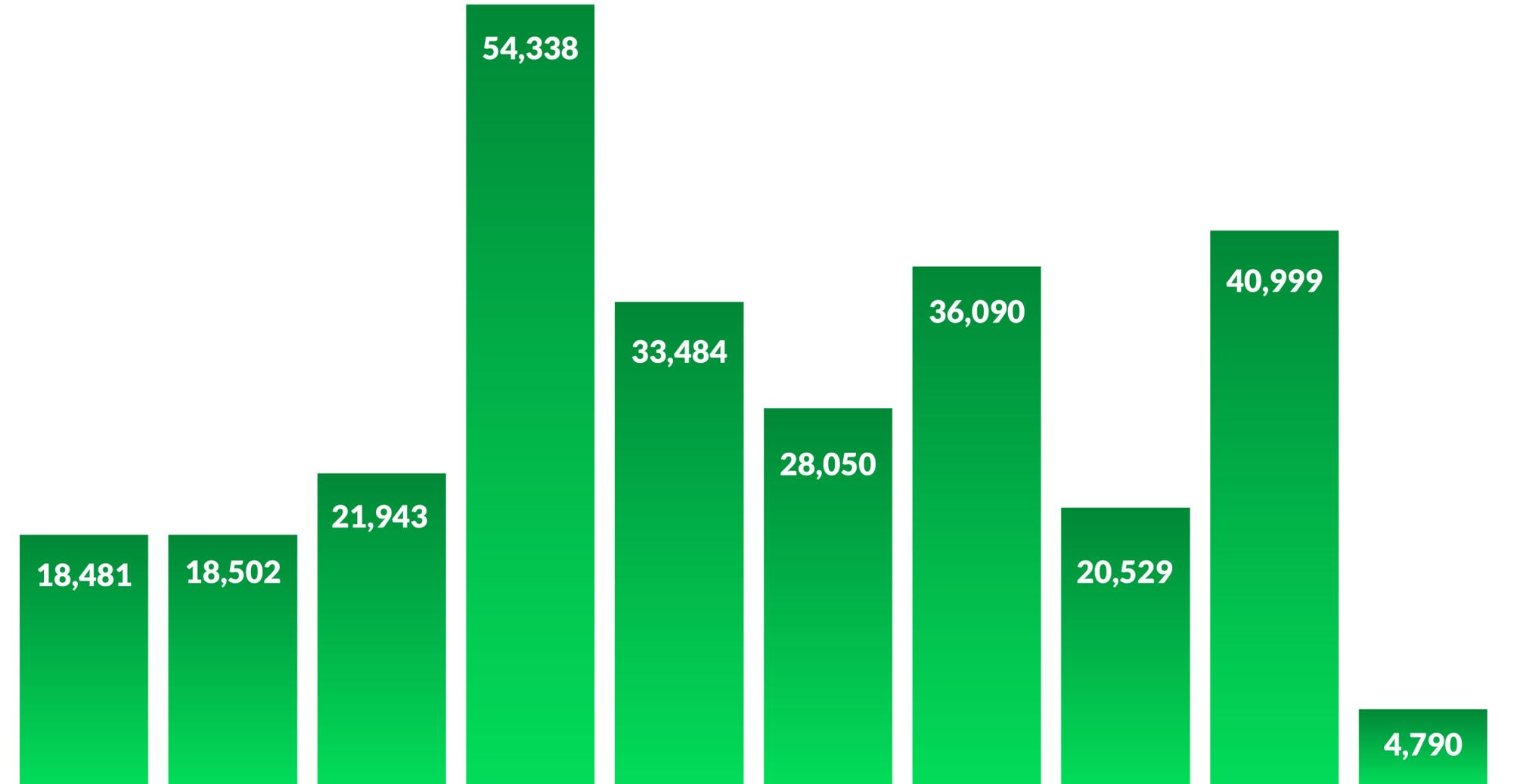
Conclusion

If you want to build substantial talent pools that you can continue to engage and re-tap, social recruiting is the way to go. This means curating leads, engaging, segmenting them into talent pools and ultimately converting these leads to hires. Automation is key to effectively managing your talent pools.

Without automating your volume hiring recruitment strategy, your recruitment process will be time-consuming, inefficient and lead to minimal conversions. Talkpush automates your engagement efforts to improve candidate experience and prevent drop-offs.

If you need guidance on getting started with social recruiting and building talent pipelines, you can book a free social sourcing consultation with us.

To learn more about Talkpush, book a demo now.