

## Utilizing Social Media for Recruiting Purposes

I've been involved with social media now pretty much since its inception. Here some interesting statistics from a number of informed sources:

- By 2010, Gen Y will outnumber baby boomers and 96% of them have joined a social network
- If Facebook was a country, it would be the world's 4<sup>th</sup> largest, between the US and Indonesia
- 3 out of 8 couples married in the US last year met through a social network
- The #2 largest search engine in the world is YouTube (which you can use to post recruiting videos)
- More sites link to Twitter than the three top world newspapers combined
- Social media has replaced porn as the largest internet activity!

**Using LinkedIn and Twitter for recruiting.** With LinkedIn, search by industry or product, find associated groups and join them. I initiated a group called [Canadian Home Improvement Industry](#); in eight weeks, we have 150 members and growing. We're able to discuss business in general, post positions at no cost and view the members and make them aware of your company's opportunities and/or solicit referrals.

For example, we were retained to search out a general manager for a Caribbean retailer. We posted it in a few areas on LinkedIn aside from traditional sources. We heard from a soft goods corporate recruiter on the west coast who had a viable candidate; she sent him to me gratuitously, he's now the new general manager on Grand Cayman Island..and cost me nothing.

You can also **reference** potential candidates that way. We acquired new applicant tracking database software that, as soon as a candidate is entered, automatically fills in what social networks they belong to. Then, when John Smith applies for a position, we can automatically search LinkedIn and find his profile. In many cases, people have recommendations from fellow workers, customers and the like.

### Keys to success;

- Find the industry groups and search the questions that others have posted there. Answer the ones you know, and you start to develop a reputation as an expert in that area. You'll see organic growth with new contacts that may either be suitable for your company or know of others who are.
- Update your profile daily or every few days. It's just like Marketing 101; people start to take notice of you when you utilize advertising consistency and frequency .
- The same holds true for Twitter, which is by far and away the fastest growing social network. This is a different animal but again can be used to marketing products, services and opportunities. First, search out others related to your field. When I first got on, I found

corporate recruiters at companies like the GAP and Home Depot that I followed. As you start to follow others, they'll return the favour and follow you. I found companies in the home improvement industry like [MailBOSS](#), lockable mailboxes and [RESCUE](#), who make environmentally friendly pest traps. I actually met the marketing people from these 2 companies at the national hardware show in Las Vegas last May, and they're now in my database of contacts.

I also follow the western corporate recruiter for the GAP and Old Navy. She regularly posts positions that are available at head office and out in the field. Does this get you the right candidate every time? No, but it adds to your network of contacts to broadcast opportunities to.

I realize many of you have functions as your primary area of responsibility and can't devote hours and hours, but hopefully making the most of these tools will help you use your in-house recruiting efforts more effectively.