

# Leveraging Social Network

## Advantages of sourcing through social networks:

- Get passive candidates
- Targeted Marketing
- Employee Branding
- Increased Exposure
- Cost Effective

The war for talent is becoming increasingly tougher. Recruitment teams in organizations from all domains and of all sizes have been expressing their concern over the dearth of quality candidates. The probability of finding the right candidate has reduced considerably given the numbers of applications that each position receives, with most of the candidates not even close to being the right fit.

With more and more people taking to social networking, it is not surprising that it is being used as an important recruitment tool. Social networking helps you to:

- Extend your database
- Publish positions to a target audience
- Publish vacancy to a larger audience
- Source passive candidates
- Reduce recruitment costs
- Increase Brand Awareness

### Extend your Database

You are already utilizing the job portals and employee referrals to the maximum. You have to reach out to more candidates. Social networks provide you a very effective platform to reach out to a group of people who are connected to each other. There is a degree of trust and the ground is already laid when an offer arrives from a second or third degree connection.

### Publish Positions to a Target Audience

Social networks provide you with the option of publishing positions to a specific group- geography, skills or at a certain level of experience. This enables you to find niche candidates that suit the job requirement the best. It saves time spent in selecting the right candidates from the numerous applications that you receive. It ensures that you get quality candidates and options to choose the best of the lot!

### Publish Vacancy to a Larger Audience

Publishing a vacancy on a social network definitely assures better exposure. Hence it works better than a newspaper advertisement or a job portal.



## White Paper

### Talent Relationship Lifecycle

It is the relationship an organization has with a person over time.

\* [http://blogs.gartner.com/jim\\_holincheck/2009/02/27/talent-relationship-management-social-networking-meets-talent-management-in-the-talent-relationship-lifecycle/](http://blogs.gartner.com/jim_holincheck/2009/02/27/talent-relationship-management-social-networking-meets-talent-management-in-the-talent-relationship-lifecycle/)

Due to the high usage rate of social networking platforms, recruitment takes lesser time. Targeted publishing and a level of trust helps in reducing the response time of the candidates.

### Source Passive Candidates

Sourcing candidates from social networks is a cost-effective and better way to source passive candidates who are not actively looking out for a change but might be open to new ventures. By the new concept of "talent relationship lifecycle"\*, you should build and nurture your relationship with a potential employee over years. Social networking websites have made this much simpler! Keep updating potential employees about your organization through LinkedIn, Facebook, Twitter or your company blog.

### Reduce Recruitment Costs

Sourcing through the social networking website also help you reduce recruitment costs to a large extent. They reduce the recruitment lifecycle for each position and also help you reach out to a larger audience without any extra expense.

### Increase Brand Awareness

Branding is considered as a strong talent acquisition strategy that could provide the organization with an edge over the others. Having a presence on social networking sites can aid the process of organizational branding to a large extent. Brand awareness is considerably increased when prospective candidates know of the organizations presence and activities through current employees present on such sites.

### To conclude

The use of Internet has changed drastically over the past couple of years. Recruiters need to understand this trend to succeed in the future years when the competition will only amplify. Recruitment through social networks is surely going to be the next big trend in e-recruitment. Used judiciously, organizations will be able to leverage this trend to the maximum for fulfilling their recruitment needs effectively.

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