

## Diversifying your business: E-recruiting

By Gillian Davis

Recruiting is taking a new direction with the help of different social media websites and other online media. However, this does not mean that traditional recruiting is disappearing completely. Maximizing the effect of an e-recruiting strategy means that HR professionals and recruiters must have a balance of both. The only way to find that balance is through trial and error. With what seems like an overwhelming and expanding online world to turn to, it's often hard to decide what works best because each avenue has its own benefits and limitations.

Job boards like Monster.com give the recruiter large numbers of applicants who may not be suitable for the position (similar to running a newspaper ad). Conversely, niche job boards enable the recruiter to target candidates more specifically. Social networks like LinkedIn, Twitter, Youtube, and Facebook require more time, higher labor costs and, most importantly, more staff engagement. Email is also a great and straightforward way to connect to your candidates. Despite all these options expanding the recruiters' reach, nothing will completely replace the value of a referral.

Having a mix of e-recruiting tools allows the recruiter to build a talent pool for the present and the future, conduct a target search by drilling down their search



criteria, uncover a wider scope of expertise and bring them one step closer to getting the perfect candidate.

Content drives the success of a solid strategy. The online society is not about keeping the best recruiting secrets to themselves. It's about who can share the most interesting and newsworthy posts first. Successful recruiters will drive traffic to their sites and, in turn, build their brand and reputation. Getting noticed on the web is done by sharing relevant information either from another source, or by posting one's own material. On-line posts are a great way to share your services, but they are not meant as a selling page. The content must be interesting enough to get people to read. But these sites need to be clear, concise, and user friendly so that people want to come back again.

Social media sites are often useful when working on international mandates. By posting questions and discussions on forums online, a business is able to get feedback and answers from experts around the world.

As noted by Adrian Moss, Managing Director at Focus Business Communications, a social media consultancy: "HR has so much to gain from sharing information and resources, especially in terms of employee law and problem solving. It's often a case of engaging with people outside organizations and making the most of an online grapevine to get fresh ideas".

Another avenue that opens the doors for a recruiter is Skype. Skype has many advantages for both the recruiter and the candidate. When dealing with nationwide or even international searches, travel costs can make face-to-face interviews expensive.



Skype video allows both parties to hold a face-to-face interview from anywhere in the world. It removes the issue of location from getting to know the candidates which is often a challenge faced by recruiters.

Recruiters and HR professionals may lose out in the future if they don't invest in certain types of technology now. The recruiting environment is expected to continue to grow and develop significantly over the next 5 to 10 years, and companies who start to connect with today's younger generation will benefit in the future. Considering the rapid expansion of the online environment, it's best to start sooner rather than later.

*The Author:*

*Gillian Davis is Marketing & Communications Manager for Alan Davis & Associates Inc., a specialized recruiting practice based in Hudson, Quebec. Alan Davis & Associates Inc. has built its reputation on Strategic Recruiting™.*

*Hudson, QC: 450-458-3535*

[www.alandavis.com](http://www.alandavis.com)

