

How to succeed in social recruiting with Employee Advocacy



What is social recruiting

Let's face it, everybody's on social media these days. Providing excellent targeting opportunities, social media channels are great channels for advertising jobs. Most of us are present on at least one social media channel, which makes them great places to search and find information about prospective candidates. Long story short, social recruiting is about leveraging social platforms in recruiting.

Why is social recruiting important?

Successful recruitment in today's highly competitive market can be a challenge. The demand for resourcefulness has increased, and recruiters must adopt new ways of doing talent acquisition. The importance of social recruiting, in particular, has risen. This is mainly due to the following reasons:

1. The candidates you are looking for may not be applying. Passive candidates are not browsing through job boards and company websites looking for new opportunities. However, they are active on social media and following and engaging with brands.
2. Companies don't get to choose the best talent - the talent chooses the best company. You really have to stand out with your employer brand and target the candidates who you actually want to have. Social media plays a pivotal role in employer branding. Just like your website or business card, your social media presence says a lot about your brand.

Benefits of social recruiting:

43% of recruiters implementing social recruiting see decreased time to hire*

While **49%** find an increase in the quality and **43%** in the quantity of candidates*

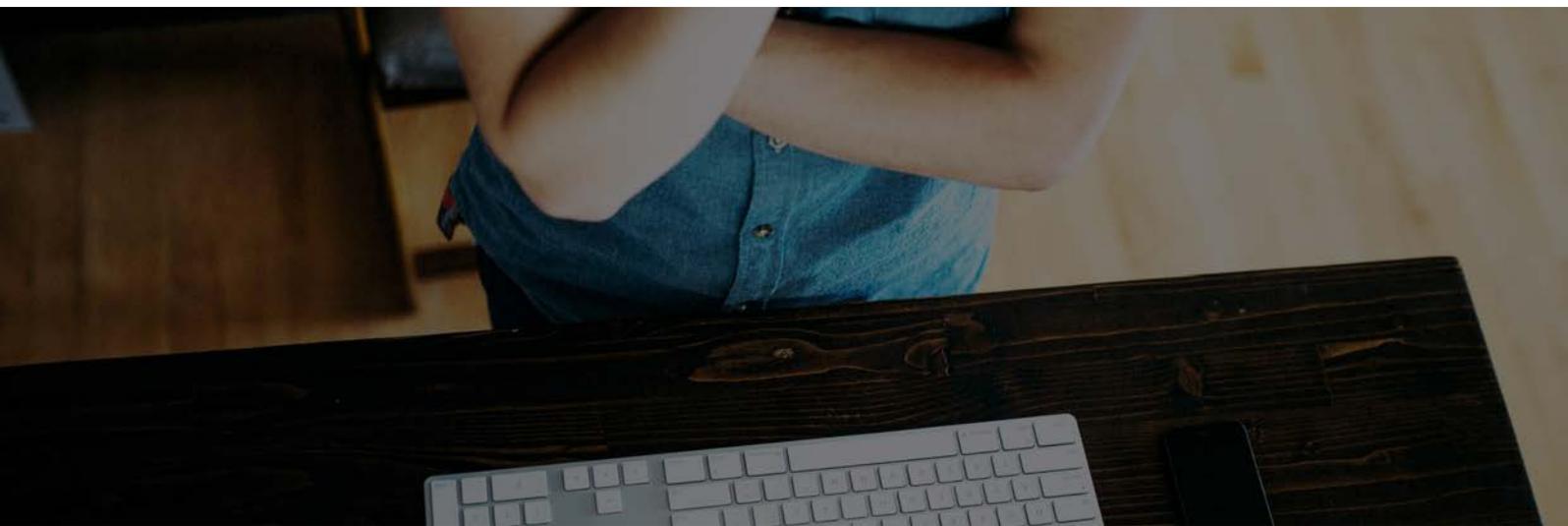
49% of recruiters spend less than \$1000/month on social recruiting, but

60% estimate the value of their hires through those channels as greater than \$20k/ year and

20% estimate it at greater than \$90K per year*

Why including your employees in social recruiting pays off

The most potential candidates probably already exist in your employees' networks. Learn more about the advantages of Employee Advocacy for successful recruiting.



Grow applicant pool

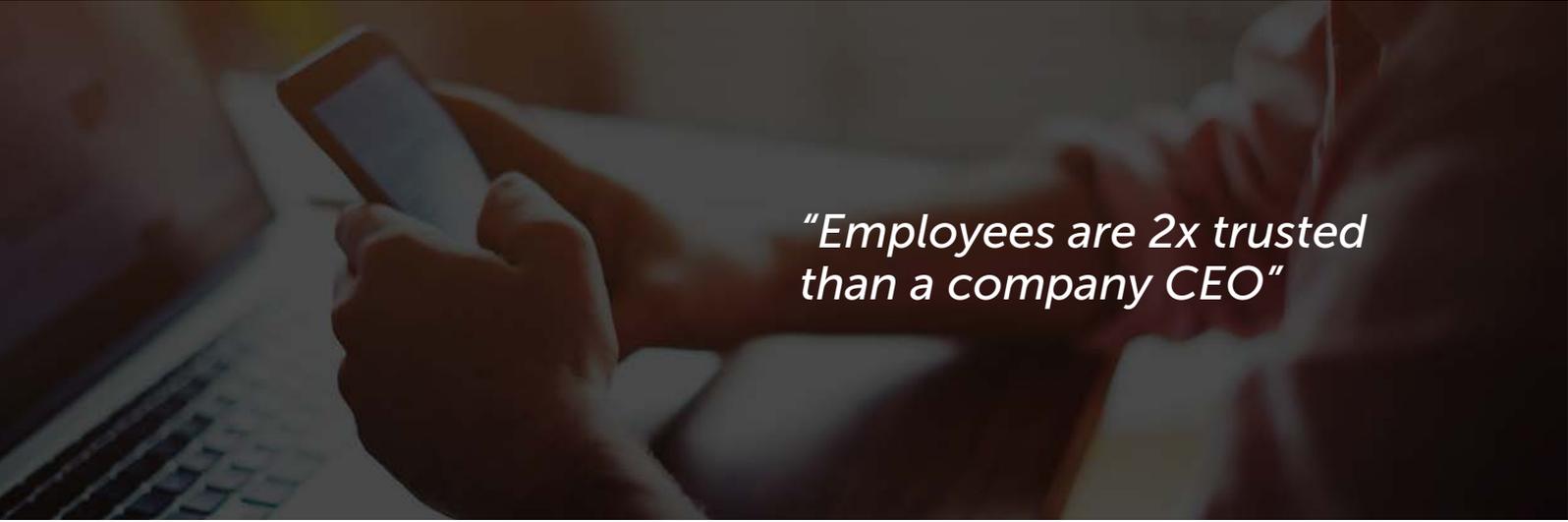
Social recruiting that is supercharged with employees helps in distributing information about your open positions to larger audiences. Employees have extensive networks of friends, followers, and connections on social media, and they have the potential to reach more people than the employer's corporate social media pages combined.

According to our data, employees have 420 Facebook friends, 400 LinkedIn contacts, and 360 Twitter followers on average*. Add the numbers together and multiply it by the number of your employees and you will get the potential size of the audience that your employees can reach.

Reduced time to hire

Employee referrals are one of the most effective ways to capture top talent. Recruitments through employee referrals are 55% faster compared to hires initiated through career sites**.

* Smarp
** Jobvite



“Employees are 2x trusted than a company CEO”

Increase trustworthiness and desirability

Your employees are more trusted than your employer brand. An average employee is 2 x more trusted than a company CEO*. When prospective candidates hear about an open position directly from the people who work in the organization, the prospective job appears more desirable.

Promotion from a current employee delivers the message that the organization is actually such a great place to work that people are willing to recommend it. In addition, when employees share their organizations' open position, prospective candidates have a possibility to approach them directly and ask questions about the position and the company.

Drive engagement and polish your employer brand

Authorizing your employees to take part in social recruiting has a positive impact on your employer brand. Empowering employees to participate in social recruiting is an act of trust. Trust and empowerment are major motivations for employee engagement. When employees spread positive word-of-mouth and advocate for their employer, this communicates an open and transparent company culture and increases the value of the brand.

How a well-established Employee Advocacy tool can help in social recruiting



Facilitate internal and external communications

Employee Advocacy platforms function as content hubs. Posting open positions to an Employee Advocacy tool ensures your people are aware about the opportunities in your organization and makes it super easy for them to share the job openings to their networks. Having content easily available to be found and shared in one place saves a lot of time and effort.



Lower your recruiting costs

On average Employee Advocacy generates 450% return on investment compared to social media paid advertising*.



Measure the impact

Well-established Employee Advocacy tools like Smarp make it easy to measure the impact of your shared messages. Being able to track where your Employee Advocacy-generated traffic originates from and what kind of content works best helps you to make educated decisions on how to target your efforts in the future.

Tips for involving your employees into talent acquisition

Employee Advocacy and social recruiting go hand in hand. Just like Employee Advocacy, also social recruiting is only as successful as your employees' commitment to the initiative. Here you can find some practical tips on how to include your employees into your organization's recruiting processes:



Empower, educate and encourage participation

The first step is to empower employees to participate in recruiting. Let your employees know that they can actively participate in attracting potential candidates. Encourage participation by communicating the benefits of acting as advocates for the employer:

- Employees care who they work with - by participating in social recruiting, employees are able to influence who their future colleagues are.
- Sharing open positions generates traction to their own professional brand.



Inform and communicate internally

Share the information about open positions internally and let people know what you are looking for. Once people know what kind of opportunities are available, they are better equipped to spread the news to their networks and connections. Remember, it is not enough to publish open positions on your website – although they are accessible to your employees there – you must also share the info internally.



Ensure easy participation

Provide your employees a simple and easy way to share information about career opportunities. People shouldn't have to spend too much time finding out about and sharing open positions - especially, if they are not working in HR or recruiting. The more easy sharing is made, the better the chances of success. This is where Employee Advocacy solutions come in handy.



Recognize

It is important to give credit to your advocates for the work they do. You should recognize the efforts people make for their employer. A simple personal "thank you" is the least you can do every now and then. Also, it's worth considering to reward your social recruiters for the good work they do.

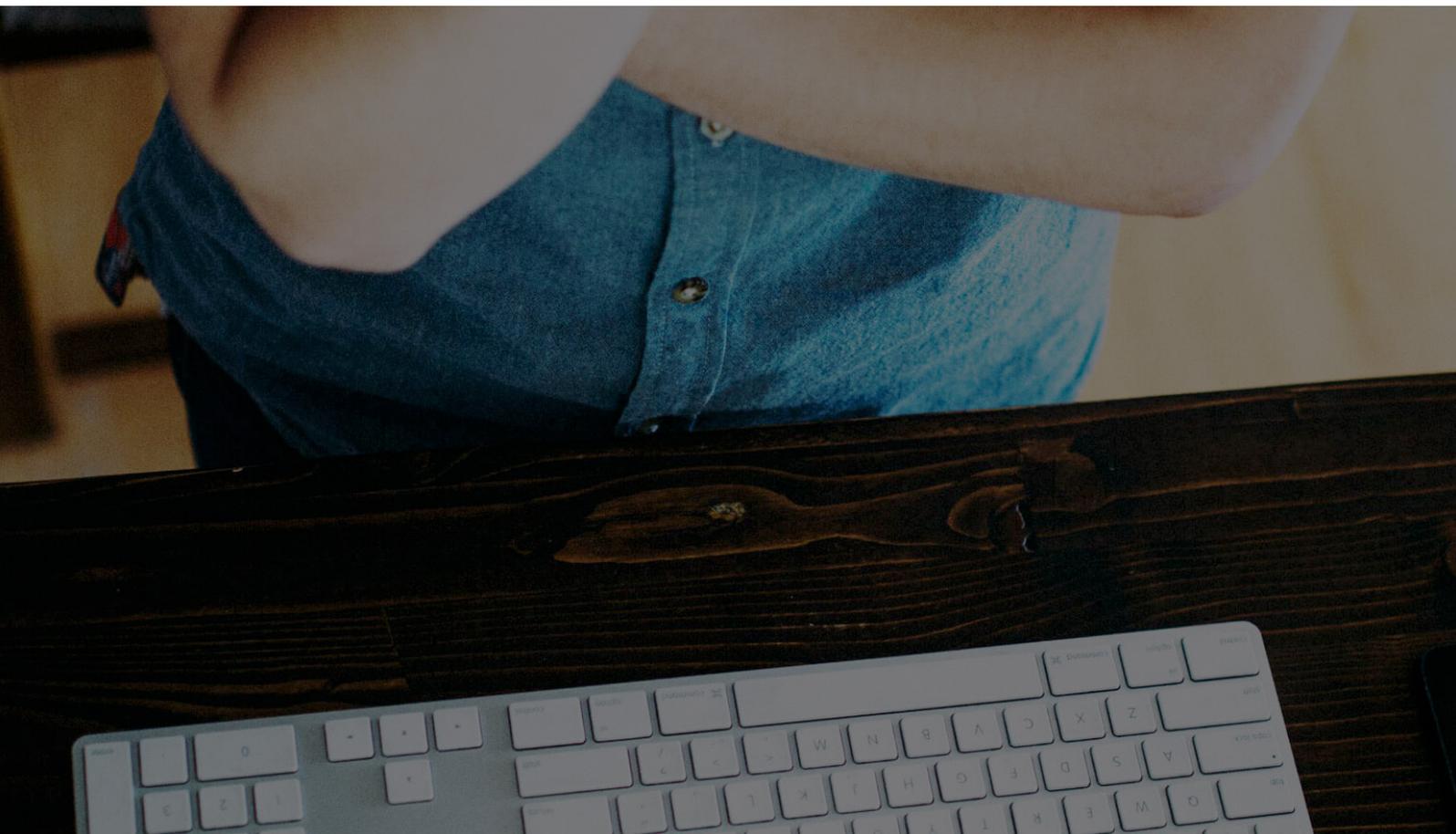
About Smarp

Smarp is an internal content hub designed to keep employees engaged and informed through internal knowledge sharing. Smarp also functions as an external sharing platform, enabling Employee Advocacy and improving employer branding, personal branding, talent acquisition and social selling.

Smarp is intuitive and easy to use, and our gamification feature makes content sharing fun and rewarding. Since 2011, Smarp has helped hundreds of organizations and their employees to humanize their brand and make knowledge sharing simple and powerful. Are you next?

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