

Where Recruiters and Job Seekers Meet

By Amy Neale

AWIS Director of Communications

Our generation is fortunate to reap the rewards of companies that have invested in robust big data initiatives. Healthcare companies have not been shy about wanting to lead this movement and several companies have come forward with innovative ways to utilize data to optimize business processes, enhance discovery, and improve patient care.

Optimism is in the air for job seekers with 60% of them feeling equally or more optimistic about their job opportunities. Even better, they feel it's become easier to find a job. Over the past few years statistics show that the number of people who say it's harder to find a job online has decreased by 43% since 2012. (Jobvite 2015 Job Seeker National Study)

When searching for a job, many of us turn to the Internet to begin our search. The Adecco Global Social Recruiting Study 2014 shows that most job seekers and recruiters spend most of their time on job boards and company website, although social media is growing significantly in importance. Statistics may lean more toward job boards since they've been around since 1992 and social media didn't take a stronghold until the 2000s. But all you have to do is spend ten minutes or so online to realize that most people online live in the social media realm.

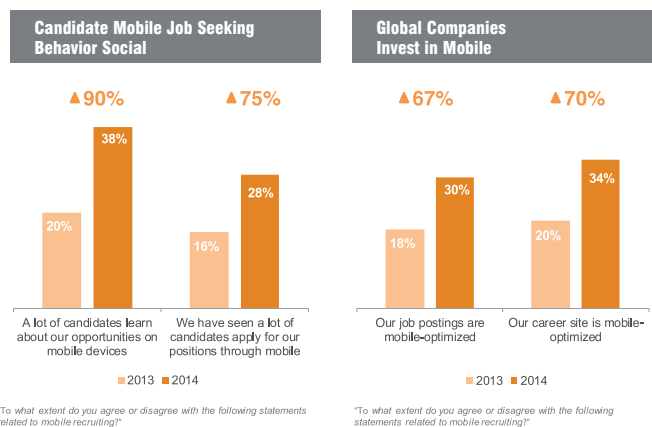
Social Media Trends

If you've decided to embrace the social media trend, the next question should be what platform will best fit your job hunting needs. While more men than women tend to take their job search to the social media platforms, both genders agree that Facebook is the place to go. A Jobvite study shows that 67% of job seekers use Facebook. Twitter comes in second with 45% of job seekers using it and LinkedIn comes in at a close third with 40% of them using the professional network.

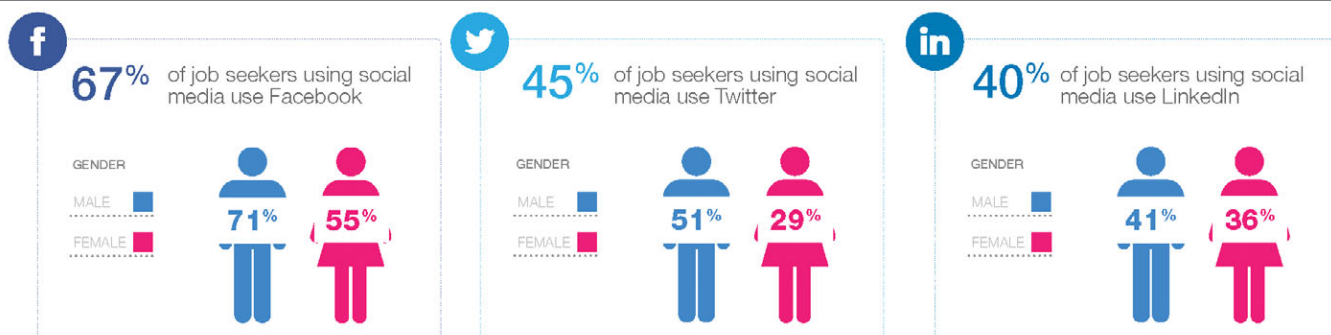
But how do these social media platforms rank in popularity? Facebook is on top with 1.49 billion users, LinkedIn has 380 million and 316 people use Twitter.

Going Mobile

From job boards and company sites to social media platforms, mobile technology is on the rise in how candidates are now searching for jobs. According to LinkedIn's fourth annual Global Recruiting Trends report, only 20% of job seekers learned about jobs via mobile devices in 2013. That number nearly doubled to 38% the following year. And 28% of employers have seen candidates apply using mobile technology in 2014, a 12% bump over 2013. While the mobile trend keeps rising, some companies are still catching up to the technology. A surprising 30% of their job postings are mobile optimized and only 34% have a mobile-friendly career site. While those numbers are up from 2013, it shows that about two-thirds of the companies surveyed are still behind the proverbial mobile technology eight ball.



Job Seekers Go Social



Source: Jobvite

Think About Your Reputation

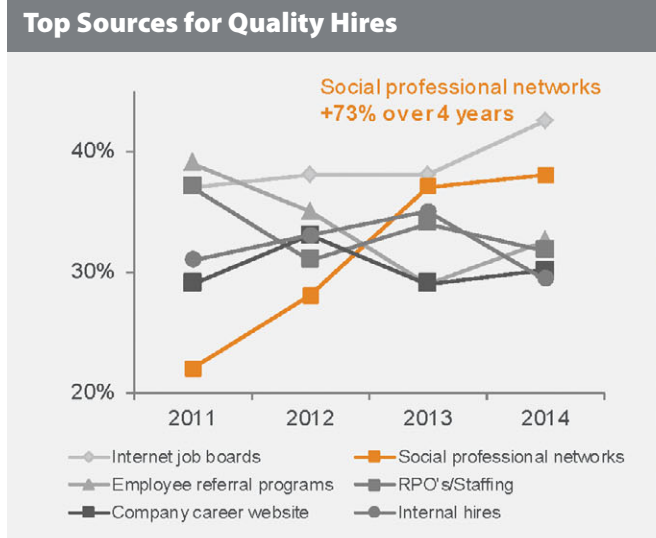
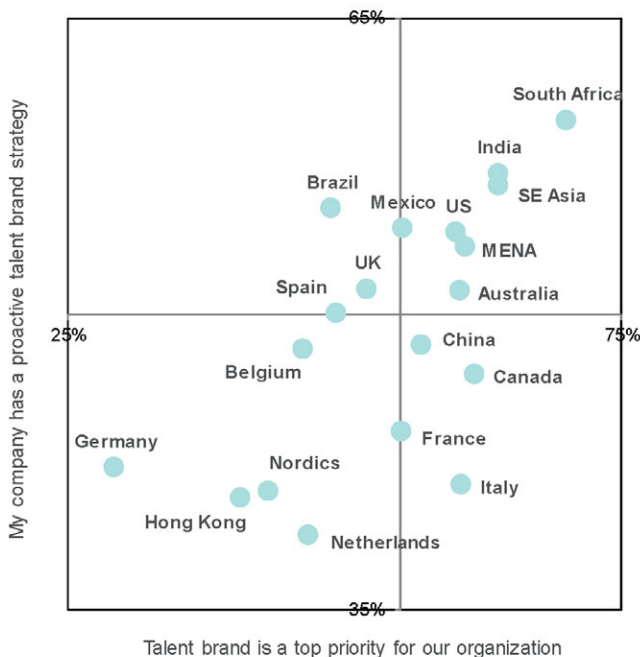
One of the top issues to consider when job searching online is reputation/brand, both yours and the companies or organizations you're considering applying to. Both recruiters and job seekers alike need to look at the bigger job search picture and consider how they or their business appears to the outside world.

Have you ever Googled yourself just for fun? Now is the time to do it. Not for fun, but to see what kind of digital footprint you've made. Do this before you start your official job search so you can put out any potential fires before they derail your career advancement. While you may not be able to address everything that is out there, you'll at the very least be prepared should a prospective employer mention it.

In addition to Google, you might want to do a mini social media audit on any posts you've made in the past few years and delete any "incriminating" evidence. There are a few things to be on the lookout for:

- **No Whiners** – Whether you're complaining about your work or personal life, no one wants to hire a whiner.
- **Boss Bashing** – We know that bosses can be a hassle, just make sure you haven't complained about yours online.
- **Timing is Everything** – If you manage to squeeze in some Facebook updates throughout the work day, this could raise a flag to potential employers that you'd rather be on social media than at work.
- **Candid Camera** – You might want to review your online photo albums. We're sure you don't have any overtly conspicuous photos out there, but employers may scrutinize your pictures more than you think. Be on the lookout for

Global Breakdown



photos of you holding anything alcoholic or looking like you may be having "too much" fun.

All of this information, plus your online resume and application, funnel into what employers see as your talent brand. This also applies businesses – including their website, social media profiles and what their talent says about them. Recruiters and prospective employees alike are quickly learning that recruiting and job hunting are becoming more and more like marketing. This kind of marketing can have an impact; the LinkedIn study found that a strong company talent brand reduces costs per hire by more than 50% and lowers turnover by 28%.

Talent brand also affects the level of employee a company/organization can attract: 75% of global talent acquisition leaders say talent brand has a major impact on their ability to hire great talent. On a global level, several countries are taking the lead including South Africa, India and Southeast Asia.

Quality and/or Quantity

We're always hearing it's quality over quantity that matters, and LinkedIn's global survey results are no different. Nearly half, 44%, of global recruiting leaders agree that quality is the best metric for tracking their recruiting team's performance. The survey also shows that small companies (500 or less employees) put more weight on quality than larger ones with 51% of small businesses finding this metric most valuable – that's compared to 38% of large businesses.

As a STEM professional, you're in luck. One area that small and large companies are on the same page with is the need to recruit highly skilled talent. There's only a small variance between the 49% of small businesses and 43% of large businesses that place finding highly skilled talent as a top priority. Findings also show that the larger the company, the higher it prioritizes diversity in recruiting.

So, where are companies looking for this highly skilled talent? While Internet job boards are still in the lead, social profes-

sional networks are becoming a close second, up 73% over the past four years. Globally, many countries becoming more and more reliant on professional networks while relying less and less on staffing firms.

When it comes to quantity, LinkedIn discovered that most hires tend to originate on Internet job boards (74%), closely followed by a company's career website (64%), internal hires (63%) and social professional networks (59%). Depending on the country surveyed, various levels of success were found with the different sources for quantity of hire.

Whether a company focuses on quantity or quality, it pays for them to be proactive in their approach to candidate recruiting. Although not all businesses follow suit; the LinkedIn study shows that 64% of global talent leaders feel they could do a better job tracking their ROI on their sources for hiring.

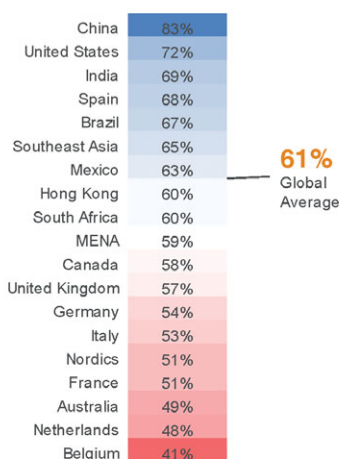
Candidates can also have a passive approach, but an average



Passive Candidate Recruiting

Only 61% of companies recruit passive candidates

Companies in the US and China are most aggressively recruiting passive candidates.

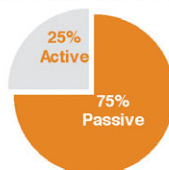


"To what extent does your recruiting organization focus on reaching out to passive talent?"

Companies can close the gap by having an active and passive candidate strategy

The majority of global professionals consider themselves "passive." Yet only 61% of companies recruit passive candidates. Companies can close the gap by having both an active and passive candidate recruitment strategy.

Global Candidate Breakdown



"How would you describe your job search status?"
Source: LinkedIn's Talent Trends 2014 study

Active candidate definition:

- ✓ Actively looking
- ✓ Casually looking a few times a week

Passive candidate definition:

- ✓ Reaching out to personal network
- ✓ Open to talking to a recruiter
- ✓ Completely satisfied; Don't want to move

of 61% of the companies surveyed recruit passive job seekers. China spends more time recruiting passive candidates (83%), while Belgium spends the least (41%). A passive candidate is one who is satisfied where they are, but may reach out to her/his personal network or be open to talking to a recruiter.

Consider the Source

Social professional networks are becoming the go-to source for both job seekers and recruiters worldwide. Conversely, recruiters are relying less and less on staffing firms to fill their positions.

However, 74% of recruiters find the most hires on Internet job boards when looking for white collar professionals. On a global level, a recruiter's hiring source depends on where they live. India uses Internet job boards the most, the Netherlands rely more heavily on social professional networks and India and the United Kingdom are tied in their use of staffing firms.

Facing Obstacles

With the economic slump slowly coming to an end, hiring volume has increased from 42% in 2012 to 63% in 2014. What's good news for job seekers isn't always positive for employers. Even with the hiring volume on the rise, organizations big and small face unique challenges in recruiting.

Globally, recruiting leaders place finding highly-skilled employees is their top priority. But they find their top obstacles to be competition and compensation. Interestingly, they rank location as the smallest obstacle thanks to telecommuting and remote employees. Five countries place above the others in placing competition as their largest obstacle with Southeast Asia taking the lead.

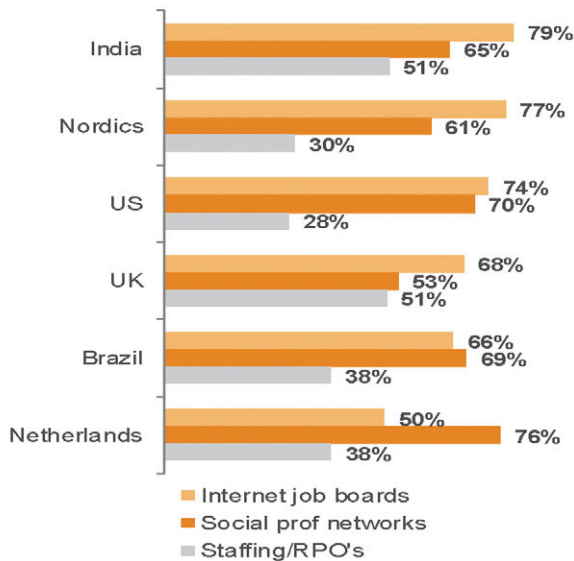
Looking Ahead

Apart from a push for online and mobile solutions and a focus on talent brand, the countries in the LinkedIn 2015 Global Recruiting Trends have looked into their crystal balls to project what they see as upcoming trends in recruiting. Seven countries predict improved candidate and job matching as the top trend in the near future while the remaining countries vary in their predictions.

LinkedIn and Facebook are always looking to the future when it comes to updating their platforms so they can continue to meet their users' needs. Recently, LinkedIn has revamped its Groups feature and developed new recruitment tools.

After numerous complaints,

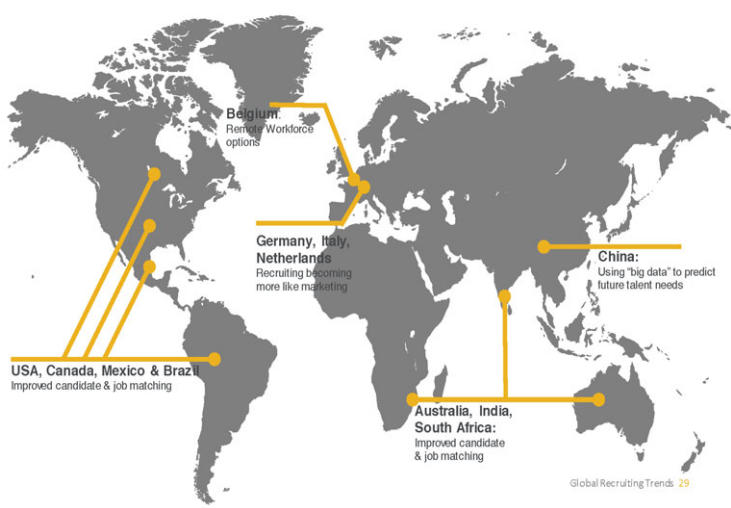
Top Source for Quantity



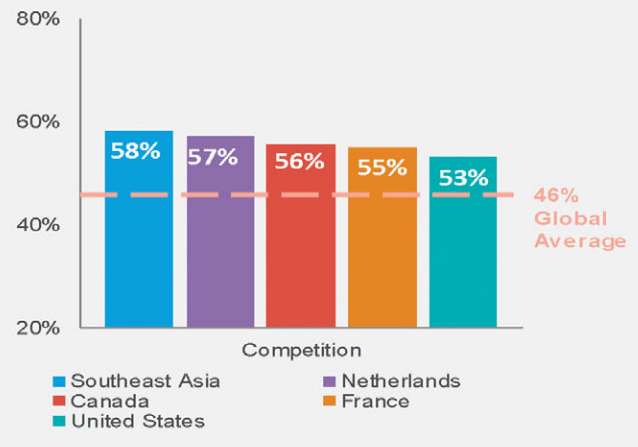
LinkedIn Groups is new and improved. First and foremost, the business-oriented social networking site has added a Groups iOS app to make it easier for users to engage in high quality conversations whenever and wherever they want.

A more obvious update is the all LinkedIn Groups are now private which gives group administrators the choice between having an Unlisted or Standard Group. Unlisted means that only group owners and managers can invite and approve new members; and the group won't appear in LinkedIn's group directory. A Standard Group lets members invite first-degree LinkedIn connections and approve requests to join from these connections. The goal for these updates was so members could have more high quality conversations, be able to trust the people they're conversing with and find a community that's right for them.

Up-and-Coming Recruiting Trends



Competitive Threats



LinkedIn has also updated its Recruiter HR tool and added a new feature called Referrals. The tool takes a more data-drive approach to recruitment – something LinkedIn can do very well since it has the largest store of career data that's ever been amassed in history. Referrals is a new system developed to help recruiters get the most out of their employee networks as possible. When a company advertises a position, Referrals searches its employees' networks and will send them the job listing and an alert letting them know that a person in their network is an ideal fit for the position.

While Facebook's updates have nothing to do with recruitment, they will still help a business' bottom line. Facebook at Work, still in beta testing, promises to help coworkers communicate with each other. Similar to Salesforce's Chatter, Facebook at Work is enabling employees to make faster decisions, gather information more quickly, easily share project updates and keep in touch with coworkers in other offices. Currently companies like Stella & Dot and Heineken USA are part of the beta testing.

Whichever side of the job market you're on – seeker or recruiter – the data from LinkedIn and our other sources should provide a good guide on what the global trends are and what you can expect in the not-so-distant future. This will help you or your company put your best foot forward and make informed decisions when filling those highly competitive job openings. 🌐

Source: Graphs and charts from LinkedIn's 2015 Global Recruiting Trends Report

Amy Neale is the director of communications for the Association of Women in Science. Before coming to AWIS, Amy was content marketing manager for CU Solutions Group in Michigan where she worked with credit unions and credit union leagues nationwide. She consulted on social media, marketing, websites and other content. Amy's career began as a television producer for health and news programming. She has a BFA in communications from Emerson College in Boston, Massachusetts.