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Frontline Analysis by the MRINetwork Team of Global Search Experts

The Convergence of Social Media and Mobile Recruitment

Technology is continually changing the way recruiters and HR professionals interact with candidates every day. Social networks like LinkedIn, Facebook and Twitter have become a rich source of passive candidates; top professionals that are typically employed. But is it enough to simply be present on social media? If the goal is to hire exceptional talent, there has to be more - and all signs point to mobile recruitment as the latest tool in connecting with top candidates. Recruitment is becoming more about interacting and connecting on the go, making it more important than ever for companies to take advantage of both the high engagement rate of social media and the ease of use of mobile platforms. As mobile traffic increases on social media sites and in some cases surpassing desktop usage – social media is your access to mobile traffic. Ultimately, today's employers must develop a strong social brand through online dialogue and communities, while also providing the ability to search, apply and receive job alerts on mobile devices.

One reason that mobile recruitment has become so popular is that the market is candidate-drive. "Top candidates are no longer willing to endure long, tedious, desktop application processes when quick access to recruiters, hiring staff and job opportunities are now available via mobile platforms" says Scott Bass, director, marketing & communications for MRINetwork.

Another reason is Google's recent announcement about changes in rankings of smartphone search results. This change in the mobile search algorithm means that websites that aren't mobile-optimized will rank lower on the page and will possibly be removed from Google's mobile search results.

To illustrate how to leverage social media and mobile devices, here's a possible scenario. A professional has been with his company for several years and is content with his job, but he's curious about other opportunities that may be available. So he "likes" several competing firms on Facebook and signs up for emailed job alerts.

The companies he is following track his activity and identify him as a potential right-fit candidate. Knowing that most passive candidates are browsing social media from their mobile device, they ask his permission to send him text updates if they identify a potential opportunity, along with a custom-application link so he can quickly apply from his mobile device.

Companies who deliver the opportunity message to mobile candidates in this personal, relevant, real-time way have a strategic edge in streamlining recruiting processes, increasing candidate engagement and building a sustainable talent pipeline. They effectively use social media to:

- Showcase their employment value proposition and brand differentiators through platforms such as videos that target a specific demographic like women or minorities.
- Demonstrate who they are, what it's like to work for the company and the environment they offer.
- Ensure that candidates don't have the frustrating experience of never getting notification in response to their application.
- Position their company as a forward-thinking organization who is ahead of the curve when it comes to technology.



Even when employers do all of these things correctly, there still remains a big hurdle in many companies – cumbersome, outdated hiring processes. They get great candidates using social media, but then they put candidates through too many interviews and let too much time pass before a decision is made. Top candidates know they have other opportunities they can pursue, and often they're getting multiple offers if they are actively interviewing. The shelf life for these candidates is getting shorter, which means that companies have to act much faster if they want to keep the attention of today's mobile candidates. Bass adds, "It's not just about being active on social media and embracing mobile recruitment - it's about modernizing your entire recruitment process to be truly competitive in today's candidate-driven market."