MODERN RECRUITING

A look at the latest techniques all hiring organizations should be using.
INTRODUCTION

Companies that fail to attract quality candidates for open positions suffer in the short- and long-term. Without a pool of skilled professionals to choose from, businesses are forced to settle for applicants who may prove to be incapable of successfully performing their duties or who may be poor fits from a company culture standpoint.

Fortunately, there are many modern recruiting tactics that can eliminate these scenarios. The first half of this ebook focuses on how to reach the right job seekers. From building a candidate pipeline to recruitment marketing, culture-based recruiting, and SEO, there are a lot of great strategies to help you compete for top performers.

The second half of this ebook is dedicated to engaging and hiring with loads of stats on the largest segment of the workforce: Millennials, as well as tips for improving your candidate experience and screening applicants using social media.

As with anything in business, the best practices of hiring and recruiting continuously evolve. Even the most seasoned HR generalist will find something useful here to save time and effort.

Happy hiring!

The iHire Team
Proactively building a talent pipeline instead of waiting for a position to open up before seeking out a new hire has several benefits. Your hiring decision isn’t influenced by the pressure to find a candidate as soon as possible, and you don’t need to wait for applicants to seek you out. If you know how to build a talent pipeline to best fit the needs of your company, you’ll have a pool of qualified, eager prospects lined up for any position as soon as it becomes available. Follow these four steps to successfully build a candidate pipeline.

**STEP 1 - CREATE TARGETS**

The first step toward building a pipeline of candidates is to determine what ideal talent looks like. Use current employees and company job descriptions to build candidate personas. How would you describe someone who fits well within your company’s environment? Should they work best in a fast-paced setting? Do you need employees who are personable and interact well with clients?

Then, take some time to think about what types of candidates you want to target the most aggressively. Namely, pick out the most frequently vacated and difficult-to-fill positions. Do these roles require someone who’s detail-oriented, or who focuses on the bigger picture? What specific technical skills are important?
**STEP 2 - FOCUS ON YOUR EMPLOYER BRAND**

The next step in building a talent pipeline tailored to your business’s needs is creating a clear employer brand that allows potential future hires to decide whether or not they would be a good fit for your company. Advertise your culture and the type of work employees do in specific roles. This will allow candidates to filter themselves so only those who are genuinely interested in your organization make it into the pipeline.

**STEP 3 - IDENTIFY POTENTIAL TALENT**

Once you know the type of candidate you plan to add to your pipeline and have geared your company’s image to attract those individuals, you can begin actively pursuing leads. Your recruiting pipeline strategy should use a variety of methods to uncover potential future hires to ensure that you find the best talent and have several options ready when the time comes to fill a new opening.

When considering how to build a candidate pipeline, it’s important to remember that you aren’t looking for someone to fill a currently open position. Therefore, you may need to try new ways to pinpoint professionals of interest than you have in the past.

The most cost-efficient method for building up pipeline of candidates is to consider your internal talent pool. Which current employees might be a good fit for positions that are likely to open up in the near future? For larger companies and/or a more in-depth analysis of your organization’s internal skill set, consider running a talent survey.

For identifying future external candidates, the easiest starting point is old records of candidates your organization considered hiring for various positions in the past but ultimately were not selected. Go through the files and determine who passed the initial resume screen and was granted an interview. Take note of their contact information so that you can reach out with one of the engagement strategies listed in the next section.
Two great ways to keep your talent pipeline engaged are through email campaigns and in-person events.

**Email campaigns:** Building a list of leads can be time consuming when it’s up to you to uncover them. Offering an e-newsletter subscription to those interested in the inner-workings of your organization allows potential candidates to come to you instead.

Advertise the newsletter on your company website and all social media profiles to catch the eye of those who already have an interest in your organization. Then, generate content to engage potential future employees, discussing new initiatives the company is taking on and what day-to-day life is like in different departments. Include content that will be useful to them as well, such as resume tips and interview advice. Make sure your recruiting pipeline strategy includes a plan for how often you send out your emails so you don’t flood inboxes and drive away your leads.

**Host events:** This method for how to build a talent pipeline has numerous benefits for both you and your potential candidates. Your leads have the opportunity to meet the organization’s employees and see how well they fit in with the company culture. Meanwhile, you have the chance to meet each individual in person without needing to wait until you need to begin the hiring process and hold a formal interview.

Building a pipeline of candidates allows employers to actively pursue the best talent in their sector without the limitations of looking only at current job seekers. It also minimizes the amount of time a position stands open, as you have a number of potential new hires ready the moment the need arises. While it takes work to maintain the pipeline and vet new candidates looking to join the pool of possible future employees, the outcome is worth the effort.
Not long ago, the majority of employers, hiring managers, and recruiters had a good problem on their hands where talent acquisition was concerned: too many applicants. If you receive hundreds of responses for an open position, you can afford to be highly selective – your recruiting plan can simply be to wait for that perfect candidate to come along.

Unfortunately, now that we’ve gone from an employer’s market to a candidate-driven market, the days of finding purple squirrels and unicorns are far in the past. So what are the elements of a successful recruiting strategy in a job market where candidates are the ones who can be choosy and discerning? It begins with two words: recruitment marketing.

WHAT IS RECRUITMENT MARKETING?

Recruitment marketing takes basic concepts from the sales and advertising world and applies them to hiring organizations. By building an employer’s brand and “selling” the organization as a great place to work, recruiters and talent acquisition specialists can better compete for candidates and convince them to apply for openings.
Recruitment marketing begins with the job you’re trying to fill, but it goes a lot further than that. In a candidate-driven market, the best talent can find plenty of job opportunities to choose from. This means a central part of your recruiting plan will involve convincing professionals that your company is the best place for them and building a pipeline of candidates with the skills you’re looking for.

In addition to writing an eye-catching job ad, your recruiting strategy must also include promoting the company as a whole, marketing the perks potential candidates will enjoy, taking a proactive approach to identify prospective talent, and ensuring that applicants have an easy way to submit their information.

Today’s candidate-driven market has significantly increased competition for top talent. Applying is buying, so you’ll need to treat your candidates like clients and market to them like any other customer.

1. Market the Job AND the Company

Writing an engaging and effective job ad can be tough. Simply listing duties, responsibilities, key qualifications, and education requirements won’t be enough to convince A-players to join your team. Your job ad needs to be a true advertisement – you have to speak directly to your audience and persuade them to take that extra step and apply for a role with your company.

Once you’ve written that great job ad, you’ll need to advertise it on a job board or your career site. That’s just a start, though. You must also utilize social media to promote your openings and take every opportunity to sell potential candidates on the organization itself. To build your employer brand you need to highlight your unique company culture, your stellar reputation, and the growth prospects that promise future opportunities for the organization and the candidate.
2. **Focus on the Perks**

You can have the best recruiting plan and the most effective talent acquisition team ever assembled, but if your company skimps on salary, benefits, and other perks, no amount of recruitment marketing efforts will be able to make up for it. Most professionals are motivated by monetary compensation, the opportunity to expand their skills and take their careers to the next level, and fringe benefits.

Does the company offer catered lunches? How about the use of a company car? Does your office hold weekly happy hours? Can employees work from home or create their own flexible schedule? Does every employee get access to a concierge service paid for by the organization? What does the health plan look like? Is 401(k) matching part of the benefits package? Tell potential applicants all about the “extras” they’ll get if they join your team.

3. **Don’t Sit Back and Wait for Candidates to Come to You**

Drafting a simple, straightforward job posting and adding it to your favorite job board may have worked five years ago, but in the current climate, your recruiting plan will require a bit more effort. Active job seekers will be on the lookout for the latest opportunities, but you need to find passive candidates as well. Very rarely will the best talent come to you – you’ll have to go to them.

In addition to posting your open position on general job boards and industry-specific employment sites, you need to invest in a versatile resume search service with a highly accurate resume database so that you can source professionals that have the knowledge, skills, and experience your open position requires.

4. **Give Candidates the Best Experience Possible**

Once you’ve got a great candidate interested in your open position, don’t let your application process spoil the deal. Much like recruitment marketing, the concept of candidate experience is a rather recent addition to the conversation about hiring tactics and recruiting plans. The idea that candidates should have positive interactions with a potential employer and be kept in the loop throughout the hiring process is important and must not be overlooked.

Treat candidates like customers. It may seem odd at first, but it makes perfect sense because candidates are customers. Putting a purchase flow on your website that takes 20 minutes to complete doesn’t make much sense. Neither does having an application process that can’t be completed on a smartphone or requires candidates to input all of the information that is already on their resume.

In the current candidate-driven market, recruitment marketing is one the most essential elements of a successful recruiting strategy. Create your candidate pipeline using a diversified recruiting plan that includes job ads and resume search, promote your company and the unique benefits offered, and provide an exceptional candidate experience. Do all those things right and your talent acquisition operation will thrive.
WHY YOU SHOULD BE USING CULTURE-BASED RECRUITING

For years, employers have filled open positions on the gut instinct that certain applicants would be a good fit. Now, culture-based recruiting is making this compatibility an official part of the process.

WHAT IS CULTURE-BASED RECRUITING?

Formally, corporate culture is a group of employees’ shared assumptions and norms. What this really means is that culture-based recruiting is just matchmaking. With this strategy, employers hire candidates whose work habits and values align with how the company runs.

This is not an attempt to create a workforce of clones. On the contrary, diversity is essential for growth. Cultural fit is about the bare necessities, the traits all employees need regardless of role or position. You should look at the largest underlying influences on business operations. For example, “collaborative” is a characteristic that affects how all employees work every day. “Watching the TV show everyone is talking about” is not.
Making culture a piece of the hiring process influences cost and income across the board. Hires who are a strong fit have greater job satisfaction, which boosts engagement and productivity. They are less likely to leave the company. Working in the right environment even improves mental and physical health.¹

Culture will become increasingly important as Millennials enter the career force. According to PayScale, these new workers are changing jobs about every 1.5-2 years. The costs of such high turnover are unappealing. Climate can be a great incentive for a well-matched Millennial to settle at your company. You may even be able to leverage a lower base salary, as USA Today indicates that this group is willing to take a $7,600 average pay cut for a better office environment.

Remember: you can train for skills, but not personality. If someone is a good fit for your organization, it may be worth teaching them one or two things, rather than taking on a new team member whose habits don’t align with company values.

HOW TO INTEGRATE IT

**Identify Key Qualities**

Before you can use culture-based recruiting, you need to know what your organization’s culture is. You want to determine a few core values/traits. This may be easiest to pull from your mission or vision statements.

If you want to start from scratch, you might survey and/or interview a selection of the company’s employees and managers. It is simple to combine this with a branding survey. A business’s brand should include culture, and stronger brands are more likely to draw well-suited applicants.
**Job Description**

Paint a picture of the company’s character in the job description. This gives applicants the opportunity to filter themselves first, without any extra effort from you. Make sure that you discuss the positive aspects of each cultural attribute. For instance, describe the atmosphere as “high energy” instead of “exhausting.”

Keep in mind that some values and traits can be extremely abstract, so consider including examples of your culture in action to provide context and make your ad more meaningful.

**Interview**

Now it’s time to see if you think the potential hire is a match for your culture. Firstly, avoid using personality surveys. They are frequently inaccurate and offer a limited view because they are standardized. Instead, invent your own set of questions to ask. Look at each response for how well it fits the list of core values/traits you developed. Here are some sample questions to get you started:

- What’s your ideal work environment?
- What’s your favorite aspect of your current position?
- How do you define success?
- Talk about a time you worked as part of a team.
- How would you describe our culture based on what you’ve seen?
- Talk about a time you worked for an organization where you did not feel like a strong culture fit.

Culture-based recruiting allows you to make lasting hires and promote productivity. However, be careful not to rely on it entirely. Always look at everything an applicant brings to the table. Culture fit is only one piece of the puzzle, along with skills and experience.
WANT TO ATTRACT TOP TALENT? START WITH SEO.

The keywords in a job description will make or break your job posting.

If you ask savvy recruiters and HR pros how to write a great job posting, it won’t be long before they begin talking about job search keywords and job ad SEO. For the uninitiated, implementing SEO for job posts can be a bit intimidating, but it really comes down to properly utilizing keywords in a job description and paying attention to some of the structural elements and current best practices that will maximize your job posting SEO.

KEYWORDS, KEYWORDS, KEYWORDS!

If you’re really interested in learning how to write a great job posting, start by performing research into job search keywords. SEO for job posts is no different than any other SEO initiative. It all starts with keywords. If you don’t know what your audience is looking for, there’s no way you can incorporate those keywords in a job description.

One of the tools iHire offers employers is the Job Optimizer, which helps hiring managers identify which job search keywords to add to their postings.
As you begin to compile your job search keywords and prepare to write your job posting, keep the following types of keywords in mind:

- **Job Title**: Don’t be cute. If you want to internally name a position “Sales Unicorn” or “Marketing Overlord,” that’s your business. When it comes to job posting SEO, those off-the-wall titles are bad news because, quite simply, very few people search for them.

- **Location**: Keep the focus local. Most people search for job openings in a specific city or geographic area. Include that information in a prominent location.

- **Industry-Specific Terms/Phrases**: Are you looking for a particular skill or credential? Make sure you mention it, especially if it’s rare or in high demand.

- **Abbreviations/Acronyms**: Does your industry or company love to confuse people with shortened terms and initials? Boost your job ad SEO by spelling out those words in addition to using the abbreviated versions.

**SPEAK THE SAME LANGUAGE AS JOB SEEKERS**

This goes hand in hand with your research into job search keywords. Your job post needs to speak directly to your desired candidate, using language that will resonate with them. To do this, you must identify who your perfect candidate is and find out what they are typing into search engines.

Don’t have time to conduct market surveys, review job seeker forums, and/or pore over results on Google Trends? Start by checking out the language some of your competitors are using and look for similar positions on job boards (like iHire) and search engines (like Google or Bing) to see what you come up with.
To get the most “juice” out of your SEO efforts, you need to optimize your job posting’s landing page. This means utilizing those keywords you compiled during your research and inserting those terms and phrases into strategic areas of the webpage to maximize your job ad’s search engine ranking.

Focus your efforts on the four most important SEO elements of your job posting’s landing page:

- **URL**: Keep the web address for your job posting simple and straightforward, which will make it more likely to be crawled by search engines. Make sure your URL contains the job title and location. If your brand is well known, work in the company name as well.

- **Page Title**: Your page title informs visitors (and search engines) what information is available, so include the job title, location, and company name in this vital area. For best results, keep your page title to less than 60 characters.

- **Meta Description**: The meta description allows you to provide a short summary of what the page is about. Technically, there are no character limits, but most search engines will only display the first 160 characters. Keep the reader in mind—you want to drive them from the search engine results page to your job ad!

- **Header Tags**: Header tags impose hierarchy and provide structure for a page’s content. These tags are labeled in significance from h1 (most important) to h6 (least important). Reserve the h1 tag for the job title and use the other tags to label parts of the job posting like the company info, job description, etc.

**PAY ATTENTION TO MOBILE EXPERIENCE**

Job seekers are reviewing opportunities and applying for positions via mobile at a much higher rate than a few years ago. This trend is expected to continue, which means you have to keep mobile users in mind when developing your job ad. Plus, with Google now giving mobile-friendly websites a search ranking boost, if your site is not optimized for mobile visitors, you’re missing out on serious traffic. Furthermore, mobile optimization is quickly becoming the industry standard. It’s pretty simple, really: pay attention to mobile experience or get left behind.
WITH THE ADOPTION OF VOICE SEARCH ASSISTANTS LIKE SIRI, CORTANA, AND GOOGLE NOW, A WHOLE NEW WORLD OF JOB AD SEO HAS OPENED UP FOR EMPLOYERS AND RECRUITERS. THE PREVALENCE OF VOICE SEARCHES HAS INCREASED THE USE OF LONG-TAIL KEYWORDS—VERY SPECIFIC PHRASES—which are more likely to be spoken than typed.

This is just another thing to keep in mind when incorporating keywords in a job description. Although voice search is just beginning its rise, use of this technology promises to grow over the coming decade. For evidence, simply look at the number of teens who use voice search with friends (57%) or while watching TV (59%) compared to adults (24% and 36%, respectively).

The next time you need to hire, try incorporating the approaches and techniques mentioned above. Getting your job posting to rank highly in search engines will significantly increase the amount of attention your job ad receives. Finding great talent has always been a numbers game, so make sure that your job posting gets in front of as many of the right eyes as possible by implementing proper job ad SEO practices.
A lot has already been written about millennials and careers as well as the many ways the millennial generation will impact the future of work through job hopping and the evolution of the employer-employee relationship or via freelancing and the gig economy.

Regardless of what you may think about the values of millennials (millennials are entitled!), their characteristics (millennials are lazy!), and their approach to career planning (millennials job hop too much!), their influence on the economy is only beginning.

Since 2015, millennials have taken over as the largest generation in the US labor force and by 2020 they will hold one out of every three jobs. It’s important for employers, recruiters, HR professionals, executives, and middle managers to understand the millennial generation and learn more about working with, managing, and hiring millennials.
**HIRING MILLENNIALS**

**New opportunities:** Whether it means switching teams within their current company or moving on to greener pastures, millennials are hungry for the chance to grow and learn. According to a recent Manpower Group report on millennial careers, approximately 66% of millennial workers said the “right” amount of time to stay in a single role before being promoted or looking elsewhere was less than two years. 25% answered less than 12 months.

**Perks and benefits:** Millennials are looking for perks that will enable them to have flexibility and maximize work-life balance, and they’re not afraid to switch employers to get it.

When asked which benefits would tempt them to leave their current employer, millennials were **twice as likely** as generation Xers and baby boomers to answer “yes” to paid maternity/paternity leave and tuition/student loan reimbursement, **three times more likely** to leave for child care reimbursement, and **approximately one and a half times more apt** to change jobs for paid time to work on their own projects or a flexible working arrangement.

**Millennials Demand Flexibility**

Top Priorities of Millennials When Looking for a Job

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<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Money</td>
<td>92%</td>
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<tr>
<td>Security</td>
<td>87%</td>
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<tr>
<td>Time-off</td>
<td>86%</td>
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<td>Great People</td>
<td>80%</td>
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<tr>
<td>Flexibility</td>
<td>79%</td>
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*Source: Manpower Group, Millennial Careers 2020 Vision*

**No empty promises:** It’s long been a fairly common practice for companies to “sell” employees during the hiring process and tout benefits or advancement/compensation opportunities that never pan out. This is not a particularly ethical or effective strategy, but now more than ever, employers must avoid going down this path. Millennial workers expect the companies they work for to live up to their promises and won’t hesitate to jump ship if they feel they’ve been lied to. Furthermore, promising benefits that never materialize will lead to increased disengagement—more on that in a moment.
MANAGING MILLENNIALS

High touch: Only 33% of employees label themselves as being engaged at work. This is all employees—not just millennials. That’s a problem. One solution is better—and more regular—communication between managers and their teams. Once-a-year performance reviews are falling out of fashion. What millennials want is ongoing feedback. It seems counterintuitive that the generation known for constant texting and staring at their phones during face-to-face conversations would push for more emails, phone calls, and meetings with their supervisors, but that’s exactly how the millennial generation views the employer-employee relationship.

Professional development: Millennials are more interested in expanding their skills and knowledge than their more experienced counterparts. According to Gallup, 45% of millennials rate professional or career development as “very important” compared to 31% of generation X responders and 18% of baby boomers. At the same time, only 40% of all employees stated that they had opportunities to “learn and grow” within the last year.

Recognition: For better or worse, millennials are known as the generation where “everyone gets a trophy.” Who doesn’t like to hear that they’re doing a good job, though? Millennials may be more likely to leave a job because they don’t get the recognition they crave, and every company could benefit from providing more positive feedback.

Gallup’s 2017 State of the American Workplace survey reported that only three in ten employees described receiving recognition for good work within the previous seven-day period. Being a little more generous with praise and raising that number to six out of ten would generate a 24% increase in quality and 27% reduction in absenteeism.

Millennials Plan to Take Extended Time Off

Work-life balance is essential to the millennial generation. 84% of millennials anticipate taking significant time off at some point in their careers to care for others or themselves. Reasons provided differ between genders:

- Birth of children: 61% of men and 32% of women
- Caring for relatives: 42% of men and 33% of women
- Extended travel: 39% of men and 39% of women
- Pursuing lifelong dream: 24% of men and 22% of women

Source: Manpower Group, Millennial Careers 2020 Vision
It’s true that the millennial generation will shape the future of work, but not in the negative ways many imagine. Millennials have shown themselves to be forces for good, lobbying for more flexible work arrangements, demanding healthier work-life balance for everyone, and displaying the type of dedication and commitment to professional development that many employers look for. Understanding this generation will help businesses leverage their potential now and in the future.
6 WAYS TO PROVIDE A GREAT CANDIDATE EXPERIENCE

A common complaint among recruiters, HR personnel, and hiring managers isn't the lack of candidates for an open position, but rather the shortage of qualified applicants. One way to attract more talented professionals is by improving the hiring process to ensure they have a positive experience. Here are six strategies that you can implement to enhance your company's candidate experience and generate interest from the right kinds of professionals.

1. TREAT JOB SEEKERS LIKE CUSTOMERS

Approximately 60% of job seekers surveyed by the Talent Board stated that the type of candidate experience a company provided could affect their purchasing decisions or brand sentiment. This includes both positive and negative reactions, so your hiring process has the opportunity to influence revenue by generating goodwill or hurting your company's brand.

Instead of running the risk of alienating potential customers after they've applied to work for your company, why not strive to cultivate a candidate experience that will encourage those professionals to be lifelong customers even if they aren't hired?
Lack of information and poor follow up from employers is the job seeker’s biggest complaint, according to SoftwareAdvice.com. 93% of respondents said unclear application instructions had a negative impact on their opinion of a company. 34% said they would prefer more communication throughout the hiring process and 28% stated that their experience would be improved simply by receiving some form of notification to let them know they were no longer in the running for the position.

These discoveries were reinforced by the Candidate Experience Awards results, which found that 55.9% of job seekers received no feedback from prospective employers. The takeaway here is to be considerate; people would rather find out that they were passed over for the position than hear nothing at all.

2. COMMUNICATE

When researching prospective employers, 64.5% of applicants found career sites to be important sources of information. This is significant because, unlike review sites such as Glassdoor (mentioned by 19.9% of respondents) or social recruiting avenues (3.8% for Facebook, 1.9% for Twitter, and 5.9% for talent communities), a career site enables you to have complete control over what candidates see.

A great career site can engage job seekers (even passive ones) and entice them to come back even if they end up being turned down for the role. Impress visitors with testimonials from staff and information about all the extras your company offers like professional development opportunities, unique rewards and benefits, and chances for career advancement.

3. CREATE A CAREER SITE
4. FOCUS ON PREPARING CANDIDATES

Cut down on the number of unqualified respondents and incomplete applications by providing specific details about your application and interviewing procedures. As mentioned in our second tip, 93% of survey participants complained of unclear instructions and 90% also cited poor job descriptions as negatively impacting their experience. In what is possibly the most alarming trend, less than 40% of applicants reported receiving anything beyond a date and location to help them get ready for an interview. Simple steps like writing more in-depth job descriptions, offering insight into the company and position, and supplying directions and advice to aid in the interview process will improve your candidate experience.

Quit Mistreating Job Seekers
Leading Causes of Poor Candidate Experience

Unclear application instructions
Extremely long application
Minimal job description
No link to application
No confirmation email

Source: SoftwareAdvice “Using ATS Software to Improve the Candidate Experience”

5. SHORTEN YOUR APPLICATION PROCESS

33.4% of candidates spend more than 30 minutes filling out the average online application, and another 10% spend more than an hour. It’s common knowledge among hiring agents that the best applicants are passive job seekers who are currently employed. These are the types of professionals who will not be willing (or even able) to dedicate a considerable amount of time to filling out initial hiring forms. Simplifying your application process will help to attract the types of job seekers that turn into top-notch hires.
More than 75% of employers make no effort to investigate perceptions of their hiring process. If you’re really serious about increasing your company’s ability to attract top performers and draw the type of passive job seekers that make the best hires (and if you’ve read this far, you must be pretty serious), then you need to take the time to compile and analyze the thoughts and opinions of the professionals who apply to join your team. There are many ways that you can capture this data, including as part of the interview process or with a formal online survey. Once you’ve collected those insights, don’t be shy about testing different approaches to strengthen your talent acquisition capabilities.

6. SOLICIT (AND ACT UPON) FEEDBACK
5 TIPS FOR A SUCCESSFUL SOCIAL MEDIA SCREENING STRATEGY

Once a little used approach, job applicant screening through social media is used by upwards of 70% of employers today. There are, however, some risks that come with the territory, particularly regarding grounds for discrimination lawsuits. With the right plan, however, you can harness the hiring strength of this applicant screening tool and minimize the potential negatives. Here are five tips to help you build your strategy.

1. KNOW THE LAW IN YOUR AREA

Social media screening of job applicants is constrained by state law. While all employers are permitted to access public online information, only a few states permit you to request access to the full social networking account and profile. The more data you have, the more informed your hiring decision will be, so do the research to learn the scope of material you’re allowed to collect before you get started.
2. CHOOSE MULTIPLE SITES

It makes sense that evaluating applicants’ presences on more sites will increase your available screening material. Don’t limit your search to the typical LinkedIn profiles – make sure to also include Facebook, Twitter, Pinterest, and Instagram on the list of platforms to investigate.

3. DECIDE WHAT YOU WANT TO KNOW

This is the most difficult step in the whole process. Developing a checklist will not only reduce the time you spend trying to decide whether different elements of an applicant’s profile are important or relevant, but it will also reduce biases by helping you focus on the information that should influence whether you extend a job offer.

Start by brainstorming what you hope to gain by screening candidates using social media. Then determine what is the most important and how you will evaluate whether applicants meet your standards. For example:

**Competencies**: Communication skills are the most obvious ability to evaluate on LinkedIn, Twitter, and Facebook, platforms geared primarily toward written posts and comments. Check for spelling, clarity, and grammar when examining these profiles in particular. For other traits and abilities, look at a candidate’s conversations about hobbies and volunteerism.

**Qualifications**: Social media can also be used alongside references to verify the achievements listed on each resume. Of all candidates rejected as a result of social media screening, 24% lied about their qualifications in their applications. Determine a few specific aspects of each resume to be verified and note the date ranges in which you are likely to find information about each.

**Professionalism**: Between 46% and 34% of disqualified job seekers are rejected based on unprofessional behavior such as inappropriate online content, evidence of drinking and drug use, and speaking poorly about a previous employer. On the other hand, one in three hiring managers found positive information by screening candidates using social media, 38% of which involved the potential hire’s professional image.
4. CREATE A PLAN OF APPROACH

One of the greatest concerns when screening candidates is the potential for pregnancy, race, gender, or other protected candidate characteristics to subconsciously influence your hiring decision. The outline you will create in the next step will help mitigate some of these potential effects, but you can go even further by having someone else dig through the actual social networking profiles and report pertinent information back to you. This way, you will only be exposed to information that can be used to make a hiring choice.

5. ALWAYS FOLLOW UP WITH CANDIDATES

You should always start a discussion whenever you uncover potentially disqualifying information, but especially when that insight comes from a social media screening. Job seekers may have a perfectly reasonable—or at least, acceptable—explanation to settle your concerns. And remember: social media can be hacked, so there is no guarantee that what you are seeing was even posted by your prospective new employee.

Social media screening of job applicants can uncover red flags and help you identify top talent. However, it is important that you are careful to avoid potential discrimination allegations related to the personal information you might find. Follow the steps outlined above to safely add social media to your applicant screening toolbox and start making great hires!
8. "7 ways millennials are changing the workplace for the better." Brianna Steinhilber. https://www.nbcnews.com/better/business/7-ways-millennials-are-changing-workplace-better-ncna761021
POST EFFECTIVELY.
SEARCH EFFICIENTLY.
HIRE EXCLUSIVELY.

iHire's best-in-class job search experience attracts qualified and highly motivated talent you won't reach anywhere else.

Regardless of your company size or hiring budget, we have a recruiting solution for you. With 56 industry-specific communities and a network of more than 10 million candidates, your perfect hire is on iHire.