



SYMPPLICITY
recruit

2022

Pro-Tips for Candidate Sourcing

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Introduction

In the United States, **59% of employees** leaving (or planning to leave) current positions are looking for companies that better fit their values. They are looking for positions that fit their lifestyle, budget, and opportunities for growth. For recruiters, this means embracing new tactics to source candidates.

As of January 2022, there are over **11 million job openings** in the United States. We live in a candidate-led job market where potential candidates are not willing to settle for less than they're worth.

For recruiters attempting to build a pipeline of candidates before the need arises, candidate sourcing helps them engage in a proactive search for company talent. Yet, with a gap that continues to widen, challenges in the hiring market have forced recruiters to sourcing techniques for better efficiency.

Whereas talent sourcing and acquisition involved less online engagement pre-pandemic, recruiters today have a better chance of success with online candidate sourcing tools than in-person screening methods. Employers that are eager to engage candidates rely on a set of priorities throughout their search.

Place a higher focus on online networks, by incorporating searches through social media platforms to source candidates. Leveraging online opportunities extends their reach and broadens connections.

Find ways to diversify online talent sourcing pools by eliminating biases and prioritizing inclusive recruitment strategies

Invest in branded online content by building brand recognition to increase their reach of target candidates.

WHAT TO EXPECT FROM THIS GUIDE

Building a pipeline of qualified candidates presents a different set of challenges than it did before the pandemic. This guide aims to:



Provide you with tips to strengthen your sourcing techniques



Outline ways to fortify your brand




Highlight the importance of a good follow-up

Through Social Media

In today’s digital age, the world is driven by media. For employers, a presence on social media channels is crucial for both branding and sourcing candidates. While there is a lot to consider when it comes to sourcing candidates through social media, here are a few tips.

WHAT’S THE BEST CHANNEL

Although there are many social media channels available today, when it comes to recruiting and candidate sourcing, three channels stand out the most: LinkedIn, Facebook, and Twitter. In the United States, there are approximately [223 million social media users](#). So, it makes sense to leverage the three most used channels for professional networking.



LinkedIn

LinkedIn is the leading platform for professionals looking to engage with potential employers and vice versa. According to a LinkedIn hiring report, about **72% of people** who recently made a job switch utilized the site as a gateway to their next role.



Facebook

Facebook is the best place to source passive candidates. This is because it’s the most active platform out of the ones available. Approximately **1 million links** are shared every twenty minutes.



Twitter

Don’t be fooled by the character limits. There’s a lot you can do with just a few words. Think of Twitter as the reigning king of hashtags. This is a place where you can utilize keywords to categorize tweets and reach your target audience.

DID YOU KNOW?

In today’s social media-driven world, **86% of candidates** search and apply for jobs through social media channels.

As one of the most popular social media outlets for career placement, nearly **40 million people** search for jobs on LinkedIn each week.

59% of employees rely on a company’s social media presence to help them choose the best workplace.

PRO-TIP: HYPE UP YOUR EMPLOYER BRAND TO STAY RELEVANT

In today's digital age, the world is driven by media. For employers, a presence on social media channels is crucial for both branding and sourcing candidates. While there is a lot to consider when it comes to sourcing candidates through social media, here are a few tips.

BE GENUINE

Over-promoting your company or not engaging with followers can disband the tone of your employer's brand and decrease credibility.

CREATE RELEVANT CONTENT

Target your audience with content that's relevant to them and the positions they're looking for. Utilize content to tell the story of your brand and solidify your message.

LEVERAGE EMPLOYEE REVIEWS

With a higher emphasis on a better work/life balance, candidates are looking for opportunities that best fit their lifestyles. The best way to gauge what a company is truly like is to hear about it from current employees.

THE ART OF A HASHTAG FOR CANDIDATE SOURCING

Although #hashtags are most popular on Twitter, they're universally used across all social media and online platforms. Research shows that Tweets with hashtags get double the engagement of tweets without them. And that's true for any post with hashtags.

A hashtag strategy won't give you immediate results. However, over time, you should notice an upward trend in visibility and engagement with your job postings.

MOST COMMONLY USED #HASHTAGS

Keep in mind that hashtag trends change all the time. In general, these are the most followed hashtags by job seekers:

#JobSearch / #JobHunt

#JobOpening

#Hiring / #NowHiring

#Resume

#Job / #Jobs

#Careers

#Employment

#HR / #HumanResources

If you want to localize your audience, don't forget to include hashtags with your #cityname.

SOURCING CANDIDATES

Through Niche Job Boards

Although general job boards such as Indeed or ZipRecruiter allow you to extend your reach to a multitude of candidates, if you're sourcing candidates for a particular industry, then using niche job boards, forums or even slack channels can be helpful and much more efficient.

Niche job boards are ideal for companies that are looking for specific requirements or expertise in certain areas. They will allow you to focus your sourcing efforts to attract a particular audience with targeted specializations.

Most commonly, niche job boards are used in industries like tech, engineering, or human resources. However, keep in mind that while you will be able to reach out to candidates that are better qualified for the positions you're looking for, the pool of candidates is likely to be smaller.

Examples of Niche Job Boards

For Retail: [AllRetailJobs.com](https://www.allretailjobs.com)

For Recent Graduates: [Simplicity Recruit](https://www.simplicityrecruit.com)

For Remote Jobs: [FlexJobs](https://www.flexjobs.com)



Through Referrals

Sourcing candidates through referrals makes the process more reliable, as you can leverage connections with current employees and encourage them to suggest candidates that would be a good fit in the organization. **Glassdoor reported** that employee referrals boost the odds of a successful job match by 3 - 7 percent. This can make a big difference.

PERKS OF EMPLOYEE REFERRAL

An employee referral program has the potential to build comradery in the organization. When an employee takes the time to refer someone for a position, they're doing so because they believe in the candidate's ability to improve the organization with their skills and expertise.



INCORPORATING AN EMPLOYEE REFERRAL PROGRAM

Building an employee referral program is a way of expediting a lengthy process while building company morale. With an employee referral program in place, you're not only extending your reach to qualified candidates that might not have entered your pipeline otherwise, but you're also making your employees feel appreciated.

Typically, employers that incorporate an employee referral program reward their employees with both monetary and non-monetary incentives. The most common reward is an employee bonus, but you can also include things like gift cards, paid vacation time, or tech gadgets like iPads, laptops, or AirPods.



SOURCING CANDIDATES

Through Virtual Career Fairs

THE IMPORTANCE OF PRE-EVENT MARKETING

The way you market open positions before a virtual career fair is key to your success in finding enough candidates to source. Pre-event marketing entails promoting job postings to a segmented list of graduates, or graduates to be, before any event you're looking to attend.

This is a part of the process in which you'll utilize your preferred social media platform to maximize your outreach efforts and get the most visibility from potential candidates.

BENEFITS OF A WELL-CRAFTED EMAIL CAMPAIGN

You'll want to start with an email marketing campaign that routes recipients to the dedicated event landing page or your organization's website directly. Don't underestimate the power of an email.

For a better chance of success with pre-event emails, try incorporating the following practices.

1

Start with a teaser email

This is the best way to communicate that something's coming up to generate excitement and curiosity about the career fair coming up.

2

Send a second teaser email

This one will serve as a way to showcase specific details about the career fair. For example, you can include testimonials from previous years and highlight keynote speakers, if any.

3

Make sure your audience can ask questions

Make it easy for anyone getting pre-event emails to be able to ask questions and be informed about the event.

Once You Catch a Candidate's Attention, Write a Job Description That Stands Out

Job descriptions have gone through an overhaul in the last two years and the most successful job descriptions are the engaging ones that skip biases and focus on relevant skills instead of years of experience.

WHAT SHOULD YOU INCLUDE IN A JOB DESCRIPTION

According to a survey by Indeed, **52% of job seekers** say the quality of a job description is very or extremely influential on their decision to apply.

Six major components comprise a good job description. These include job title, company overview, role description, benefits, responsibilities, and qualities of the ideal candidate.

1 JOB TITLE

The title of the job should be broad enough for candidates to find it without generalizing the position. For example, let's say that you're trying to fill a specific role within your company in the IT department. Instead of writing out the specific title, try something like "IT Professional," and use the description to get more into the nitty-gritty of what you're actually looking for.

PRO-TIP

Avoid using internal abbreviations that make it difficult for job seekers to find the position when searching on job boards.

2 COMPANY OVERVIEW

Candidates today place importance on a company's values and vision, so it's important to portray your organization in the best light possible.

This section doesn't have to be long. Try to include your organization's purpose, overall vision, and motto if you have one. You can convey a lot with just a few words.

3 ROLE DESCRIPTION

This is the part where you get to highlight how your candidate will fit into their role. A few sentences should be enough to describe the scope of the job. Focus on the most important aspects of the role – will they be a part of an existing team or is this a brand new position that was recently created? What are upcoming projects they'll be involved in?

4 BENEFITS

Talking about the benefits your candidate will receive is a major point of decision for a lot of job seekers. From health insurance to 401Ks, to working half day on Fridays – it all matters. You want your candidate to imagine themselves in the position and see themselves as part of a team that gets to enjoy all the perks your organization offers.

5 RESPONSIBILITIES

Conciseness is key here. Making a list of day-to-day responsibilities will give your candidate an accurate idea of what their role encompasses.

Using strong verbs in your description will generate excitement and prompt action on the candidate's part to apply for the position.

PRO-TIP

Keep this section of the job description brief and precise.

6 QUALITIES IN IDEAL CANDIDATE

It's common for employers to prefer candidates with a certain amount of experience, especially when it comes to certain professions. However, the notion of only allowing candidates with years of experience to enter a pipeline is slowly adjusting to being more inclusive of job seekers that have other attributes on their resumes besides a well-established career.

Today, despite some positions continuing to require a certain degree of experience, others have ventured out into placing a stronger focus on relevant skills and the capability of the candidate to accomplish everything the role requires.

TO REMOVE BIASES FROM JOB DESCRIPTIONS

✓ Avoid using gender-coded words like “rockstar” or “ninja.”

✓ Use gender-neutral titles

⊘ Consider removing years of experience and degree requirements if they're not absolutely necessary.

PRO-TIP

Limit your list of requirements to the essentials. [Research shows](#) that men are likely to apply to jobs for which they meet 60% of the requirements. Women, on the other hand, are not likely to apply for a job unless they feel they meet 100% of the requirements.

Don't Forget to Follow Up!

You've made it. You found a group of candidates that's ideal for your pipeline and you want to turn those conversations into long-lasting hires. Treating all candidates like they're your most valued customer will not only help you deliver a great candidate experience but will positively impact your company's reputation as well

Regardless of how the candidate performed, they deserve a follow-up. Doing this goes a long way in delivering a great candidate experience that helps bolster your company culture and image. **Research shows** that 94% of job seekers like interview feedback, but only 41% ever receive any.

When providing feedback, try highlighting strengths, while providing alternatives for things the candidate could have done better.



Highlight strengths



Propose alternatives



**Let the candidate know
you're thankful for their time**

That's a Wrap!

We hope you can turn to this guide when you have questions about candidate sourcing. If you ever have additional questions, or you just want to say, don't hesitate to drop us a line. We're one click away.

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