

Social Media & Recruitment

**How can Social Media be used to attract
and recruit the right talent for your
organisation?**

Presented by:

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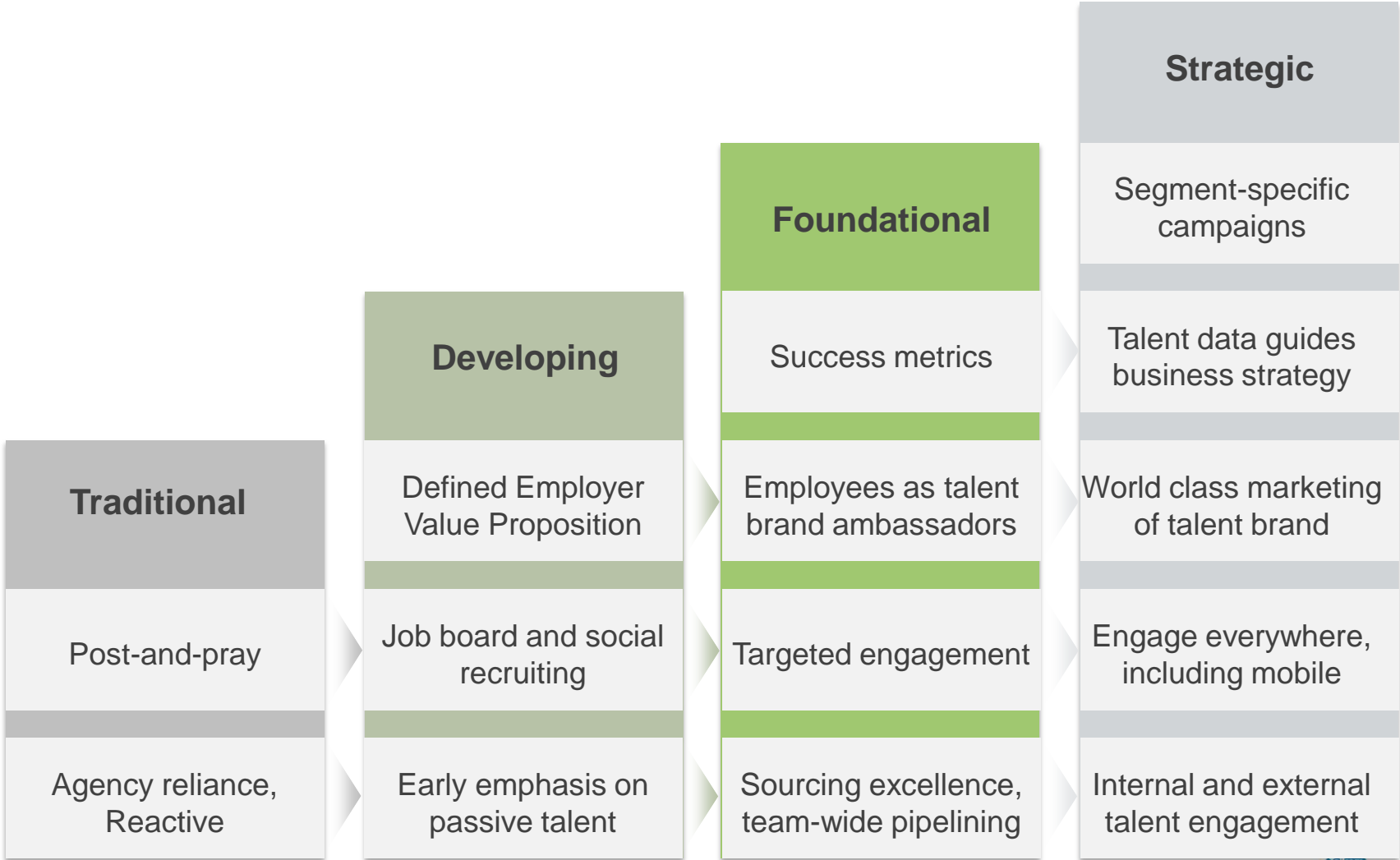
November 2013





<https://www.youtube.com/watch?v=psLgvGkQ9Go>

We need to shifting to more efficient Talent Acquisition and Staffing Strategies



Sourcing Channel Shift

1997 Sources of Hire		2012 Sources of Hire
28.7% - Newspaper Ads		24.5% - Referrals
19.7% - Employee Referrals		23.4% - Company Careers Site
10.4% - Agency (Contingent)		18.1% - Job Boards & Aggregators
8.7% - Contract Recruiters		6.8% - Direct Source
8.3% - Job Fairs		5.5% - College
5.0% - Other Advertising		3.3% - Rehires
4.6% - Image Advertising		3.1% - 3 rd Party
4.2% - Trade Journals		2.9% - Social Media
2.0% - College		2.3% - Print
2.9% - Resume Services		1.5% - Temp/Contract-to-hire
2.1% - Agency (Search)		1.2% - Career Fairs
2.1% - Internet		0.3% - Walk-ins
1.5% - Radio		7.2% - Other

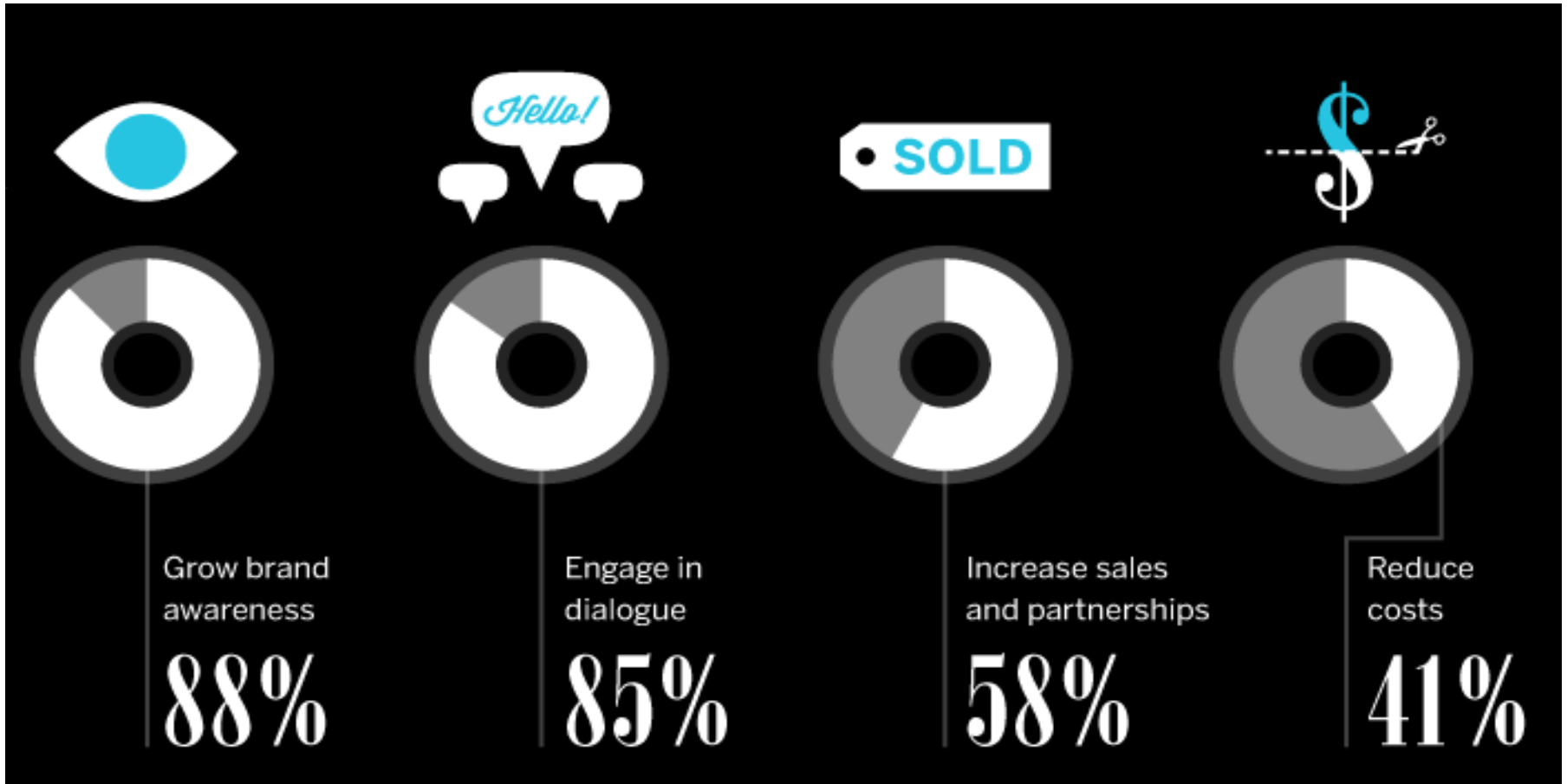
An effective recruiting strategy requires three core elements



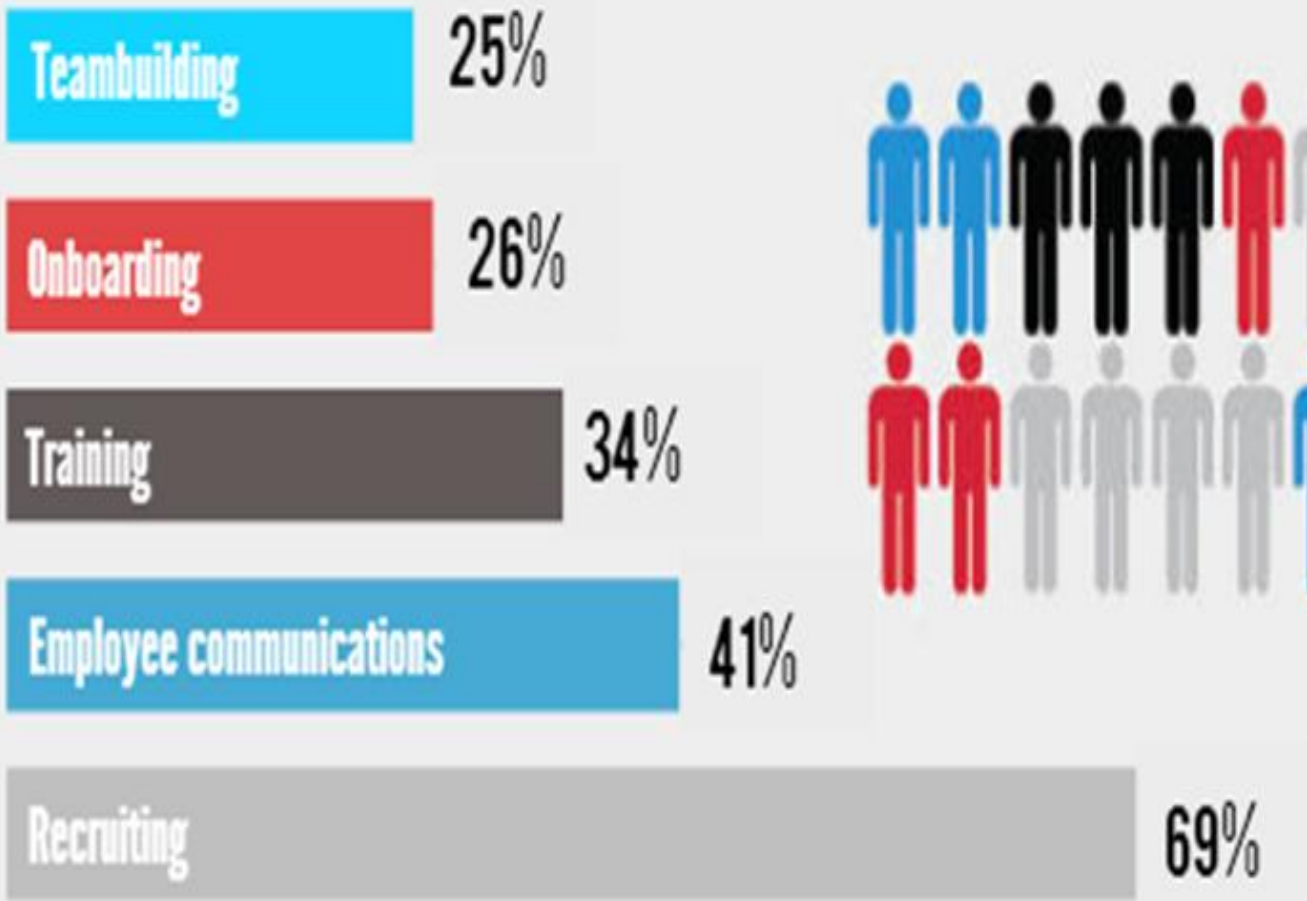
What is Employer branding?

- ❑ Employer branding is the strategy companies use to appeal to desired current and future ideal talent”. (Universum)
 - Employer branding is used to convey to the ‘employees that matter’, why an employer’s workplace is appealing and unique.
 - The purpose is to make it easier for the employer to attract good workers, or even more importantly to get the top talent it needs from the job market.
 - A long term strategy that establishes an organisation’s identity as an employer
 - Differentiates them from competitors in the employment market

ORGANISATIONS ARE USING SOCIAL MEDIA IN A VARIETY OF WAYS...



FOR WHICH TASKS DOES HR USE SOCIAL MEDIA?



LINKEDIN FACT SHEET:



- More than 175 million members in over 200 countries and territories.
- More than 2 million companies have LinkedIn Company Pages.
 - There are more than 2,2 million South African's on LinkedIn
 - 600k between the ages of 18 to 54 years
 - 840k Johannesburg | 313k Cape Town | 160k Durban
 - 950k at Executive or senior management level
 - ❑ Executives from all of the Fortune 500 companies are on LinkedIn
 - 35% of graduates use LinkedIn as a primary source for their job search.



WHAT IS SOCIAL RECRUITING?

The most common definition used for **social recruiting** is that it is the process of sourcing or recruiting candidates through the use of social platforms as promotional and/or advertising channels by employers and recruiters



SOCIAL MEDIA EXPLAINED With Coffee



I Like Coffee



I am drinking #Coffee



I am good at drinking Coffee



Watch me as I drink coffee.

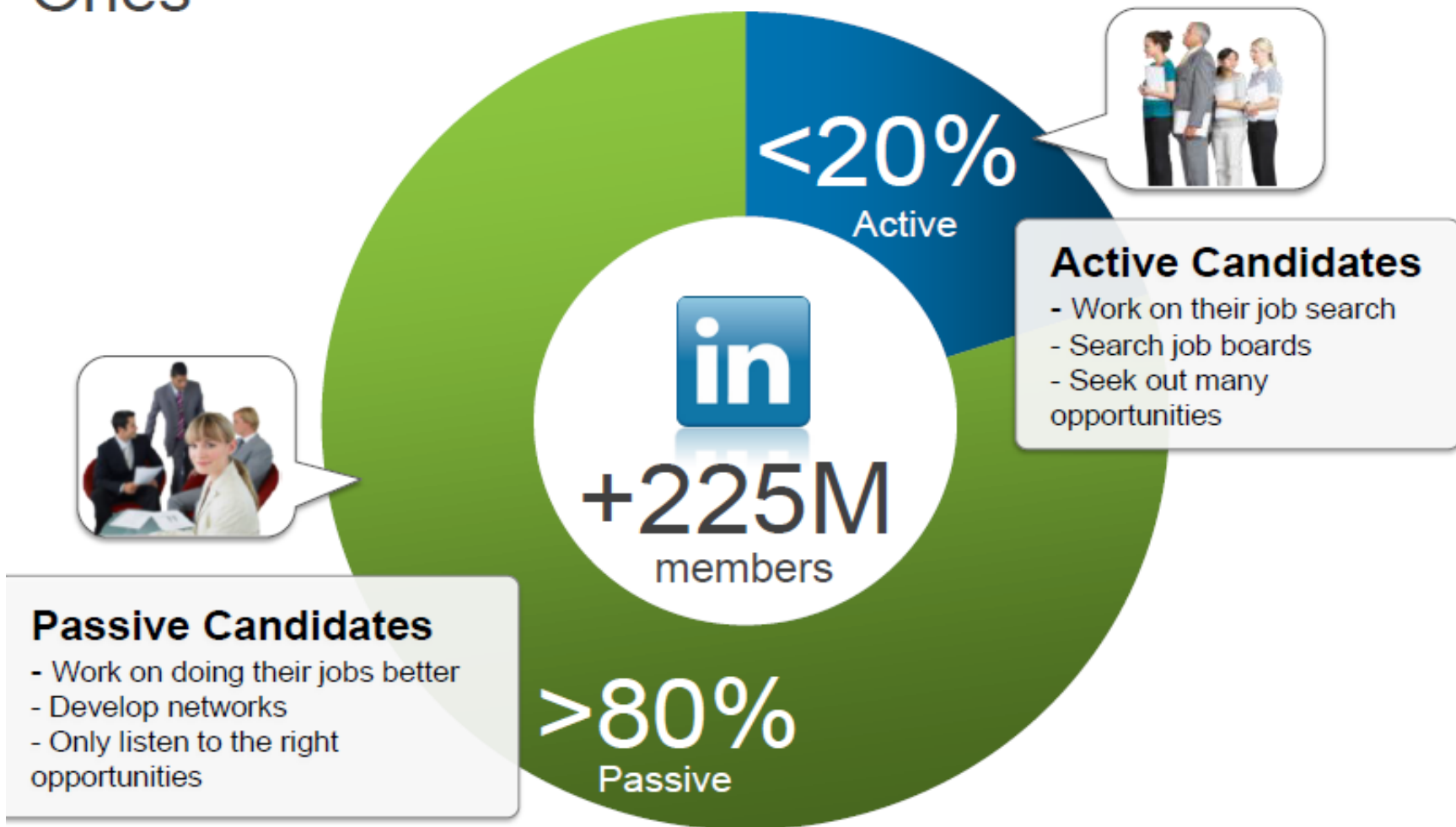


I am 13 and I drink coffee when I'm not taking pictures of myself.



Here is a collection of pictures and recipes of coffee drinks.

Reach the Best Candidates, Not Just Active Ones



TOP BENEFITS THAT COMPANIES ARE SEEING FROM SOCIAL MEDIA RECRUITMENT:

- Narrowing the number of candidates and adding to recruiting effectiveness.
- Lowering vacancy rates
- Low cost with high ROI.
- Attract fresh talent for entry level positions.
- Access to the top job candidates will be faster
- Increases the employer's brand visibility



USING SOCIAL MEDIA AS A SCREENING TOOL

- Content, from photos to video posted by individuals, their friends and, sometimes, foes, becomes fair game to companies whose managers choose to surf the Web in hopes of avoiding a bad hire.
- Companies are seeking evidence of unprofessional behaviour!
- “How will someone determine a candidate’s integrity or lack thereof based on a Facebook page?”
- There is a real possibility someone’s own biases can seep into evaluating someone,” said Anthony R. Wheeler, associate professor of human resource management at the University of Rhode Island.
- Is what you find job-related, and can it be predictive of future job performance?



SOCIAL RECRUITMENT *is* WORKING



73%

HIRED

SUCCESSFULLY
with SOCIAL MEDIA



42%

COMPANIES
say that
CANDIDATE
QUALITY
has IMPROVED



20%

say
IT TAKES
LESS TIME
TO HIRE



31%

show
AN INCREASE
IN EMPLOYEE
REFERRALS



65%

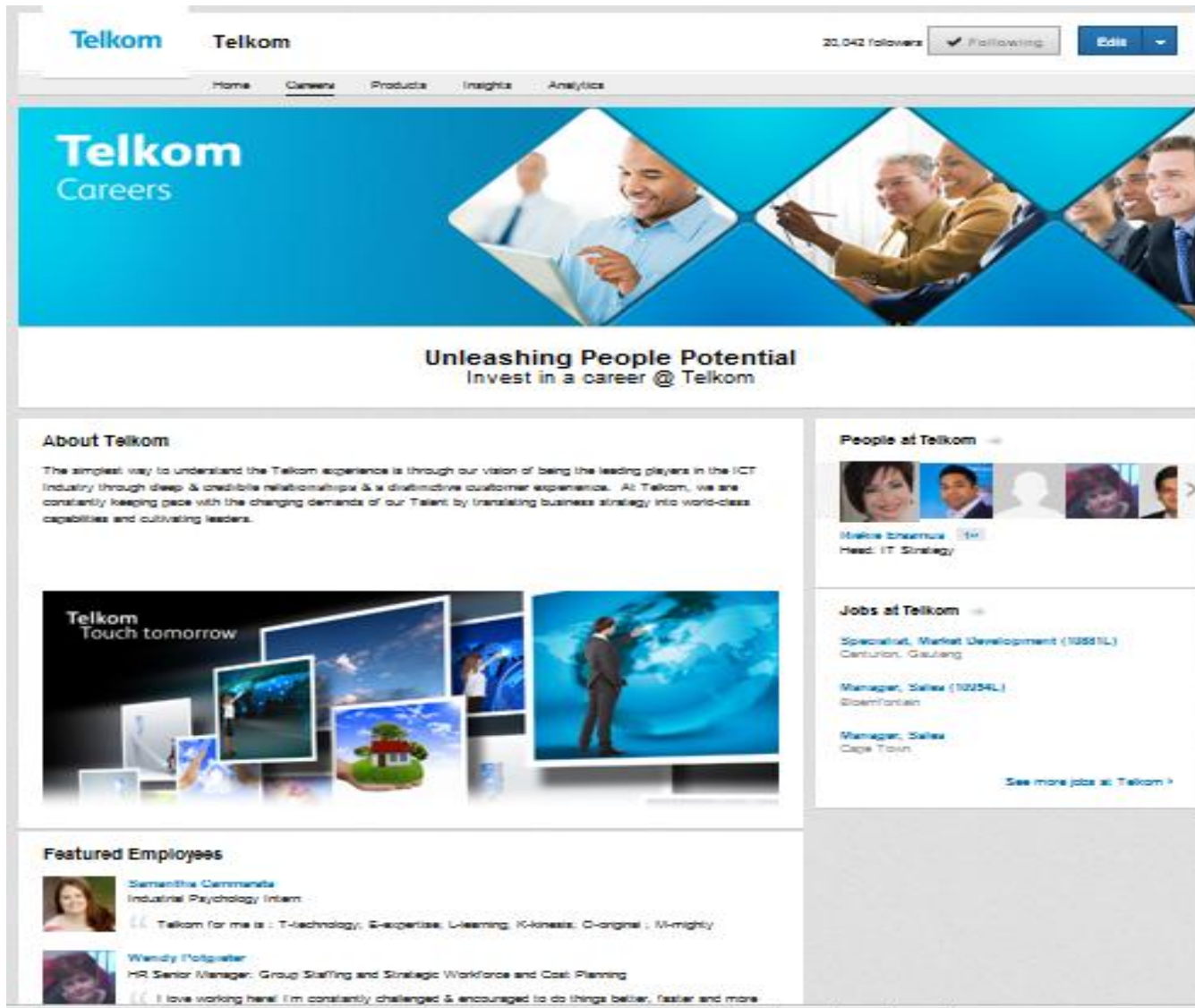
of
RECRUITERS
COMPENSATE
EMPLOYEES
for REFERRALS

Let's make it happen.



WHAT HAS TELKOM HR DONE TO BECOME A SOCIAL MEDIA PLAYER?

WE HAVE LAUNCHED THE TELKOM CAREER PAGES



Telkom Telkom 20,042 followers Following Edit

Home Careers Products Insights Analytics

Telkom Careers

Unleashing People Potential
Invest in a career @ Telkom

About Telkom

The simplest way to understand the Telkom experience is through our vision of being the leading players in the ICT Industry through deep & credible relationships & a distinctive customer experience. At Telkom, we are constantly keeping pace with the changing demands of our Talent by translating business strategy into world-class capabilities and cultivating leaders.

People at Telkom

Melanie Schoonue Head, IT Strategy

Jobs at Telkom

Specialist, Market Development (10551L)
Centurion, Gauteng

Manager, Sales (10254L)
Bloemfontein

Manager, Sales
Cape Town

[See more jobs at Telkom >](#)

Featured Employees

Samantha Cammarata
Industrial Psychology Intern
... Telkom for me is : T-technology, E-expertise, L-learning, K-kinests, O-original , W-mighty

Wendy Holtzinger
HR Senior Manager, Group Staffing and Strategic Workforce and Cost Planning
... I love working here! I'm constantly challenged & encouraged to do things better, faster and more

Let's make it happen.



Telkom
Careers



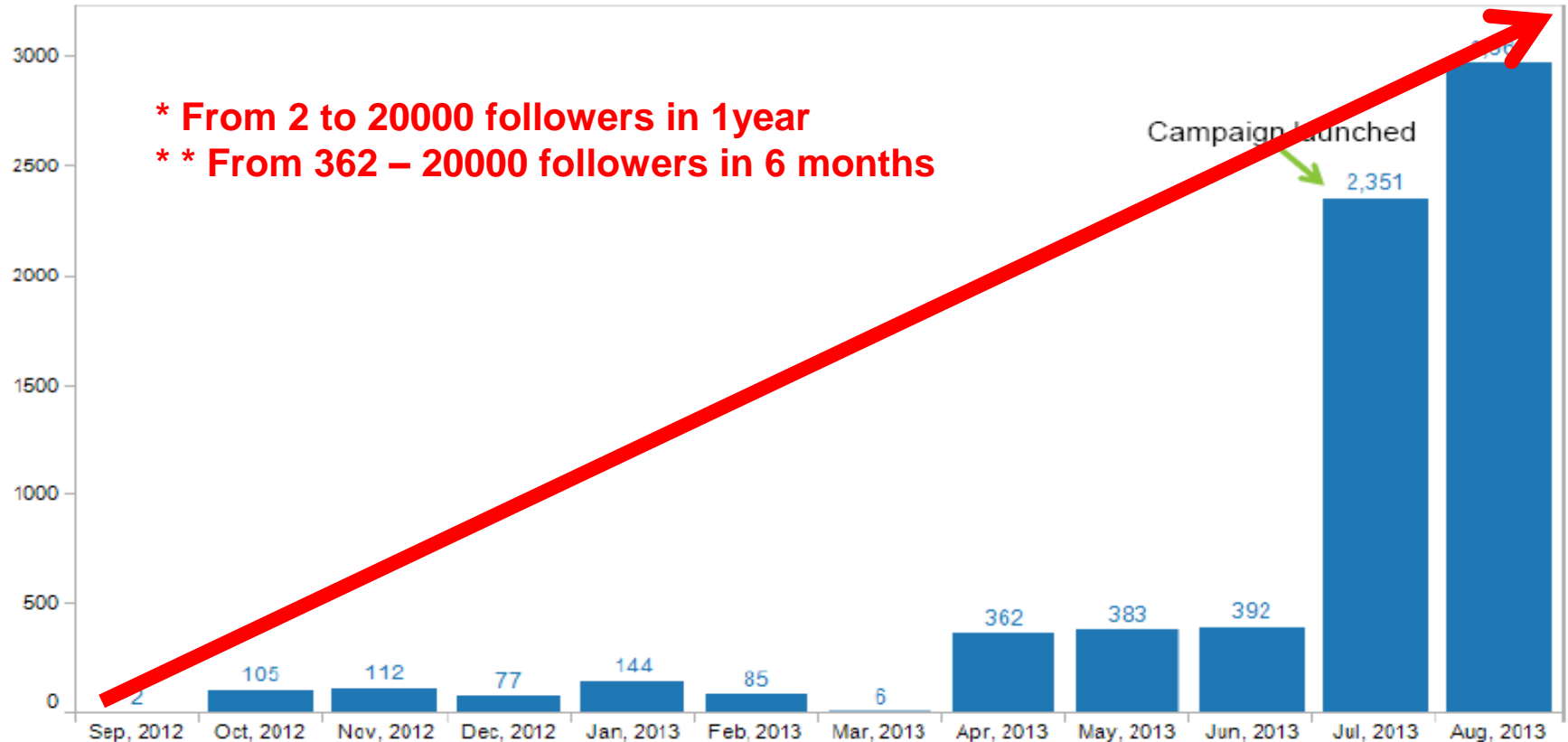
LinkedIn Recruitment Media Report October 2013

TALENT SOLUTIONS



Telkom is effectively drawing candidates to their LinkedIn Career Page

Telkom Career Page Unique Visitors



Your Followers are potential candidates

20,253

Followers as of Oct 7, 2013

Followers –Top Companies

- Vodacom
- MTN
- Eskom
- Absa
- Dimension Data
- Cell C
- Nedbank

Followers– Top Functions

- Support
- IT
- Sales
- Operations
- Engineering

3x

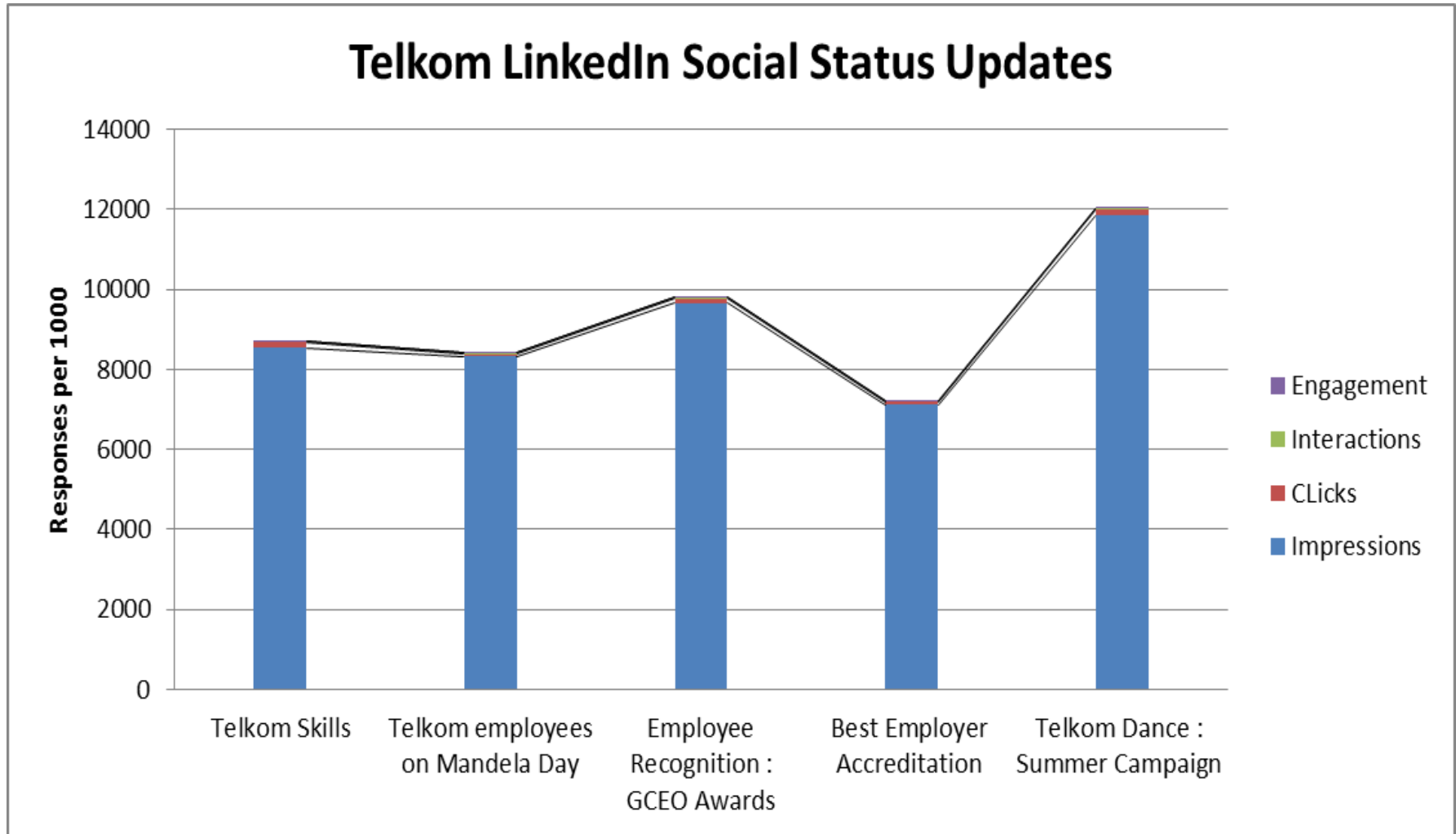
More likely to apply
for jobs at companies they follow

78%

More likely to accept
Recruiter inMail
from companies they follow



WHAT HAVE WE BEEN SHOWCASING OUT THERE?



WHO ARE OUR MAJOR STAKEHOLDERS?

- Group Communications – External Communications
- Business
- Brand & Sponsorship
- Telkom Thought Leaders

Unilever Case Study

1. Relate company brand to Employer Brand
2. Employee Ambassadors and Talent Scouts
3. Don't underestimate the power of **Social Media**
4. *Ensure brand authenticity: don't promise externally what you can't deliver internally*

