

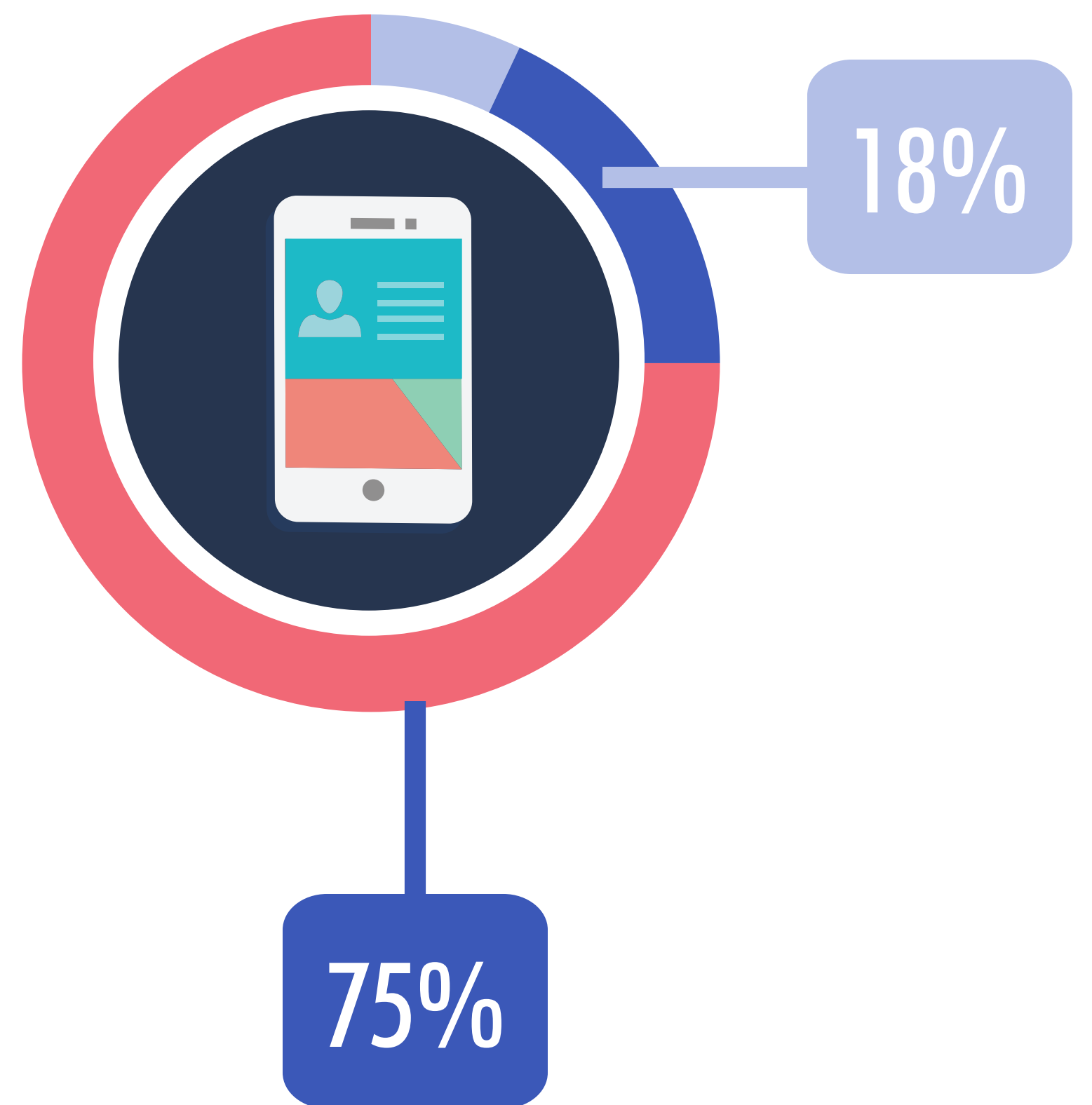


# RECRUITING STRATEGY

## 5 Things Execs Should Be Thinking About

### Social Media Is a Talent Source That Should be Taken Seriously

**93%** of recruiters use or plan to use social media for hiring, yet only 18% consider themselves to be experts at social recruiting.



LinkedIn has proven to be an incomparably powerful tool for identifying both passive and active candidates as well as for connecting with otherwise unreachable talent through personal networks.

### Automation Is Key to Driving Efficiency and Reach



Business functions are becoming more and more automated, and talent acquisition is no exception. With so many ways to connect with the right people—job boards, social media, and so on—it no longer makes sense to manually submit requisitions. Rather, technology has enabled recruiters to distribute requisitions in as easy as one click.

### Be Human: It Is Possible to Over-Automate

While evaluating your recruiting strategy and considering the role of technology, one precaution that should be top of mind is over-automation. Of course, the benefits of automation are many. But the last thing you want is for candidates to feel like they're just one of several thousand others shuffled into a workflow. Incorporate a human touch where possible.



### A Good Mobile Experience Isn't a Nice-to-Have, It's a Must

**80%** were starting their job search on mobile



We're deep into an unprecedented technology transformation—mobile devices have outpaced traditional machines as the top means for computing. Just about everyone is mobile-enabled, and in some cases that's their only means for staying connected.

### What You Don't Measure Doesn't Get Improved

“There used to be a popular expression back in the 1990s—‘he who dies with the most resumes wins,’ but now, thankfully, it’s shifting to the quality of that data vs. quantity.”



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