




Digital Recruitment – OME's Guide

Ten things you can do today that will help you improve your recruitment process

Let's be clear – the points below – don't constitute a digital recruitment strategy and not even we can distil the employer brand message via digital in 3 sentences. But in our experience of advising companies – these are really useful quick things that may give you a great snapshot of how you are doing and more importantly an insight into how you can improve what you do online.

1. Do 10 seconds of Google research – type “jobs at – your company name- into a search engine and see what comes up. Are other people (rec cons, job boards) using your brand to steal traffic? Next, type your most recruited for job title and a location and see what comes up, who is trying to get that traffic? 2/3 of job searches still start with a search engine – why not access these candidates before they enter world of the ultra competitive job board.
2. Apply for a job on your own careers site? How long did it take? Was it logical and how did it feel as a user? Is it how you remember it when you built the site? If you have a bit more time, search and apply on your 2 biggest competitor's sites. How does it compare? Remember that in digital – process can win out over brand and you may lose fantastic people by being too clunky or confusing.
3. Do 5 minutes research on your organisation on social media. You may be shocked by what you find. Are there Facebook groups set up by employees (past/present) – is someone mis-using your brand on a twitter feed. Once you know what is going on out there – you can begin to manage your social media footprint and start getting positive results from it.
4. Track everything. Take it from us (we are at any time tracking about 100 campaigns from single postings to multimedia international schedules) – you cannot plan and buy media or assess effectiveness of your creative or response mgmt without hard metrics in place. Even if the perfect measurement tool is not there for you – just measure what you can, anything is better than nothing.
5. LinkedIn – check your personal profile, the profiles of your boss, Directors and business heads. Next your company profile and any groups. Do these show best practice or at least acceptable level of detail, engagement or are they embarrassing? This is easy to sort out and get up to best in class and it costs time not money.
6. Identify the most socially engaged member of your team – give them the project to work with you and come up with an initiative in the social media space. The enthusiasm and expertise they already possess could bring huge benefit. N.B . Do keep it under your control though – a rogue social media project lives forever....

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7. Media. Buy Hard and Well - Are you being offered items in contracts / campaigns such as banners, buttons or CV database that is not being used? If not needed take them out of the contract and get overall cost reduced (or use OME to help you with this!)
 8. Smarter Job board use – Check where your vacancies appear in a contract job board’s search results, not on the first 2 pages? Are candidates viewing the jobs but not applying? It could be down to the copy which needs to be optimised to the particular job board that is being used. Impressions, Views and Clicks are the first element of tracking you have access to and an important key as to what’s working and what’s not. This is just making better use of stuff you already pay for.
 9. Is the Employer brand message communicating what it stands for in candidates’/employees’ minds relative to competing employers? Does the recruitment creative sync in with the existing recruitment needs? This is a huge topic but a bit of reflection and thinking like a user can be a great kick off.
 10. Mobile – don’t get hung up on SMS campaigns (though there is an opportunity here) but get a smartphone or IPAD and see how your jobs appear online, how usable is your site. Remember at least 8% of job board and careers site traffic comes from mobile devices*. And this is growing at 400% year on year. Depending on what you see act accordingly and quickly.

So we hope the elements on this list are useful and prompted some thoughts and/or initiatives. The other thing you can do of course is get an outside expert to pick this up for you...but good luck, whichever way you go.

*Source Totaljobs User Research