

Build Your Talent Pipeline Through Social Media



PT WORK Force®





Build Your Talent Pipeline Through Social Media

In today's information-rich society, you need to take advantage of every tool you have to generate interest in your company. Not only are you trying to sell your products and services, you need to sell your company and the power transmission/motion control (PT/MC) industry as an incredibly rewarding career.

“Social recruiting” is using social media platforms to find talent, communicate your company culture and advertise your job openings. Why should you use social recruiting? According to Glassdoor, in 2018, 79% of job applicants used social media in their job search. That number is bound to increase as the generation that lives on social media progresses in their careers.

If you're not present on social media, you might as well not exist.

The reverse is also true—job candidates are using social media to present themselves in the best light, demonstrating their abilities and the connections that are essential in the PT/MC industry. You now have more information than ever about candidates if you use social media to research them before spending valuable time in interviews and assessment.

Social recruiting establishes your company's presence. This will get your message spread to an audience connected to those with an interest in your company.

There are two social media sites where your company should have a presence: LinkedIn and Twitter. Both sites have information on how to use the site for recruiting candidates. You can find it by searching “Using Twitter to find job candidates” or “Using LinkedIn to find job candidates.”



LinkedIn

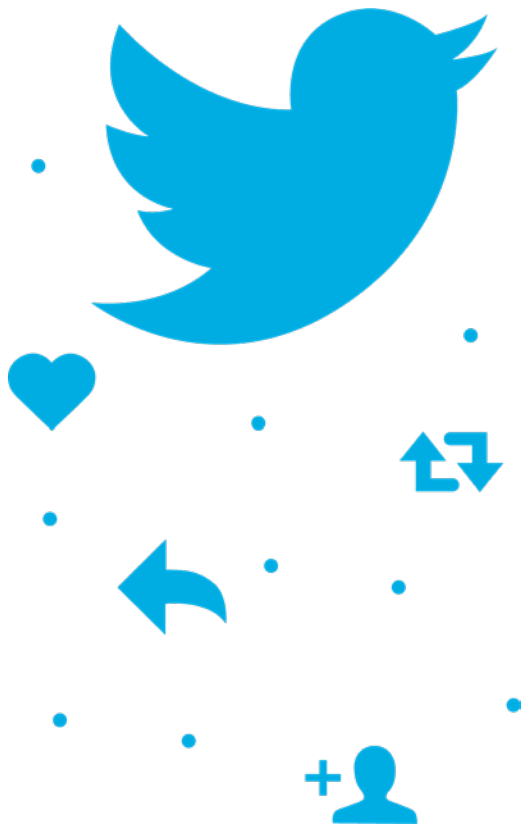
LinkedIn is a network of professionals from around the world, representing 170 industries and 200 countries. There are over 65 million professionals on LinkedIn.

On LinkedIn, you can post job openings and search for candidates. Whether you are looking to hire throughout the year or to fill a one-time-only opening, for a fee, you can use LinkedIn Talent Solutions.

Before you post any job on LinkedIn, look at your company's LinkedIn page and make sure it reflects what you want potential candidates to see. Does it have recent information on your company? Employees telling why they enjoy working at your organization? History of your organization? Will your LinkedIn presence make someone want to work for you or will they leave your site because they don't know who you are, what you do or what your company values?

Once you are sure your company page reflects an accurate image, post your job to your company profile. Then, from your personal LinkedIn account, share the post. Ask employees, former employees (who left on good terms), friends and local businesses to link to your page and share the post. You can also join relevant LinkedIn groups and start to create a presence.

When you find someone who may be a good fit for your company, evaluate their LinkedIn profile. Is there a complete profile including a picture? Do they have recommendations from peers, managers and colleagues? Are they a member of groups relevant to their field? Do you have any connections to the person to get a more personal referral? You can find out a lot about a person from their profile before contacting them for an interview.



Twitter

Twitter is a social networking service. Communication is by Tweets, which are no more than 280 characters (exclusive of images, gifs and video). According to their website, “Twitter is a simple tool that helps connect businesses more meaningfully with the right audience at the right time.”

Twitter is used by companies (large and small) as well as recruiters to advertise job openings. If you want to use Twitter to attract applicants, your company needs to have a Twitter account. Once you have an opening you can use Twitter to get the word out, but you need to have a fairly large number of followers or followers who will retweet to their followers.

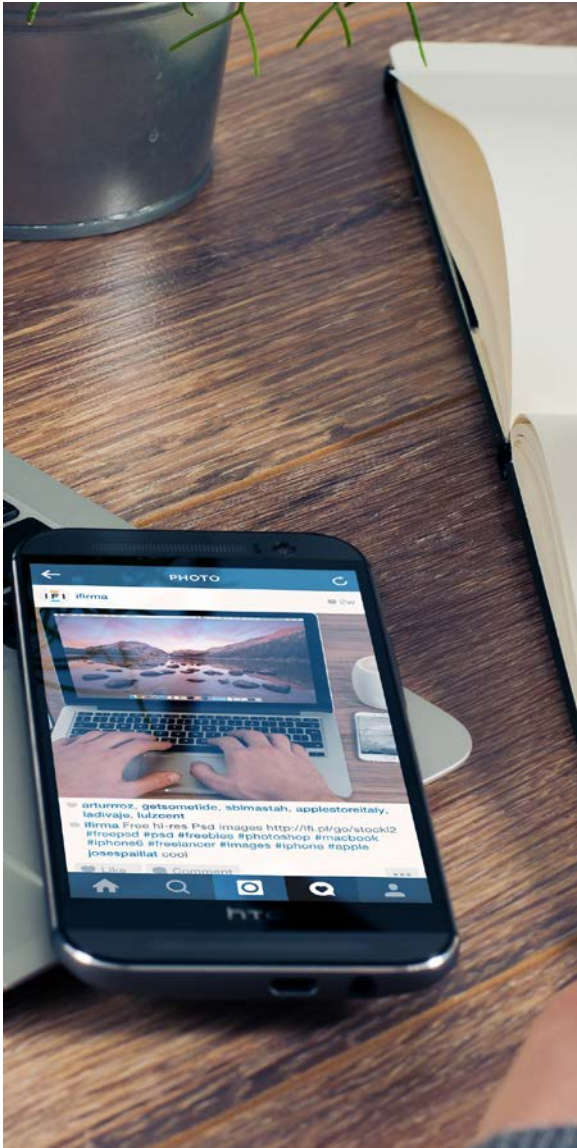
The easiest way you can start to recruit is to tweet your job opening. Remember the 280-character limit and include a link where the person can find more information and apply.

Here’s an example:

Creative, curious and committed?
Join our sales team and solve problems for major manufacturers. Learn more about how you'll contribute to the team and how you'll be rewarded. #salesjobs
[Include a shortened url to your posting]

This is 186 characters including spaces but without the URL.

Using hash tags # can help filter and find information on Twitter. Just include this with a key word in your tweet—for example, #salesjobs. Use terms that are relevant and can be easily searched.



Tips for Using Social Media

Post regularly even if you're not currently recruiting. Remember your social media presence reflects on your company. This is how people learn more about you and your company. If the only time you post is to look for candidates, your posting will most likely be ignored by those individuals you want to reach.

Post information on your company that provides the reader with answers to questions they may have: What do you do? Do you support local charities? Do I know anyone who works there? The more information you can provide on your company from a human-interest perspective, the more interesting your company will appear to others.

Talk about your product line. What are these products used for? What companies do you support?

Include a picture, graphic or video in your postings especially on Twitter. When you're limited to 280 characters, a picture really does say 1,000 words!

Write a social media post that will appeal to your audience. PT WORK Force has resources on how you can position your job opening to focus on what potential employees want in a company.



PT WORK Force[®]

About the *PTDA Foundation*

As the charitable arm of the Power Transmission Distributors Association, The PTDA Foundation champions education, outreach, and research initiatives relevant to the power transmission/ motion control (PT/MC) industry that enhance the knowledge, professionalism and productivity of industry stakeholders.

PT Work Force is a key initiative of the PTDA Foundation that is developing resources to help PT/MC companies attract, hire, on-board, train, manage and retain employees. The PT WORK Force can be reached at ptda.org

230 W Monroe St # 1410,
Chicago, IL 60606-4703
+312.516.2100
foundation@ptda.org
www.ptda.org/foundation