

A background image of four people (three men and one woman) wearing light blue surgical face masks. The image is overlaid with a semi-transparent purple filter. The text is centered over the image.

Smart Recruitment starts with **Social Recruitment**

by **Phil Mesnildrey**
Director of Product Strategy

At the start of 2020,

**We were 4.57 billion people using the Internet,
Worldwide, up from 4.13 billion in 2019.**

Including 3.8 billion on social media.

At the start of 2020,

**People were spending an average of
6 hours and 42 min online, daily.**

Including 2 hours and 24 min on social media...

Social Media Usage till January 2020



Total amount of active social media users, in billions.



Avg. Amount of time per day spent using social media



Visit or use a social network every month



Actively engage to Social media content every month



Avg. Number of active social media accounts per internet users.

And this happened...

Since the Covid-19 Outbreak,
The time spent online has drastically increased.

	Worldwide	Italy	Spain	France	Germany	China
Watching more news coverage	67%	67%	63%	50%	60%	77%
Watching more shows/films on streaming services (e.g. Netflix)	51%	53%	58%	31%	21%	63%
Watching more TV on broadcast channels	45%	55%	43%	53%	35%	46%
Spending longer on messaging services (e.g. WhatsApp, Facebook Messenger, etc)	45%	60%	61%	24%	22%	59%
Spending longer on social media (e.g. Facebook, Instagram, Twitter etc)	44%	52%	49%	27%	21%	50%
Spending more time on computer/video games	36%	41%	48%	39%	21%	29%

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The time spent online has drastically increased.

That's an extra hour, daily.

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Question:

**How much did the online traffic on
job-related content increase since Covid-19?**

5%

20%

50%

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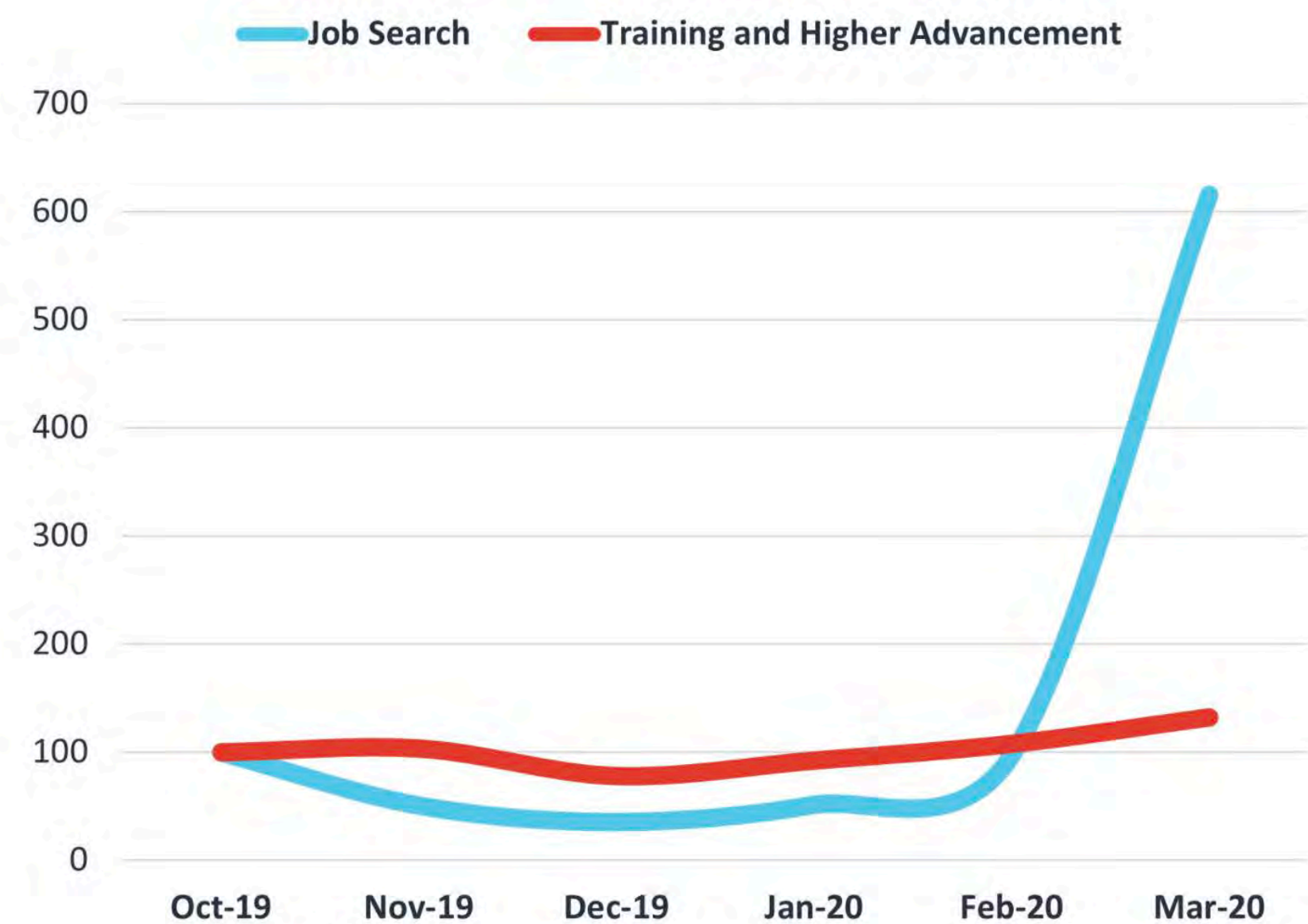
50%

Answer:

**How much did the online traffic on
job-related content increase since Covid-19?**

533%

Since Covid-19,
**The online traffic recorded on
job-related content has increased by 533%.**



TOTAL UNIQUE VISITORS	
	% Change Mar 20 vs Feb 20
Job Search	+533%
Training and Higher Advancement	+23%

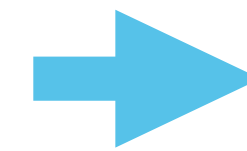


What happens next?

Believe it or not, 73% of millennials found their last job on a social network.

You can expect social recruiting to keep growing, as the Gen Z — 61 million employees to the workforce over the coming years — maintains 7+ social media profiles.

75% of potential hires
aren't actively searching.



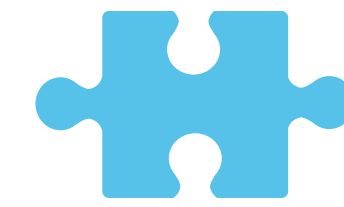
80% of employers say
social recruiting has
helped them find those
passive candidates.

In fact, 59% of recruiters rated candidates sourced through social recruiting as the “highest quality.”

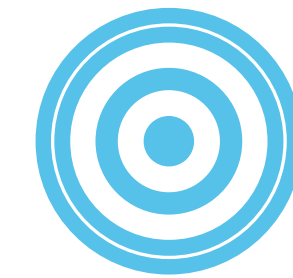
**94% of recruiters are now using social media
in their recruitment efforts**

So what is
Social recruiting?

Social recruiting is a holistic strategy



**that combines elements
of employer branding
and content marketing**



**to attract and connect with
active and passive
candidates**



**on the platforms they
(actually) frequent.**

Top 4 reasons to use social media recruiting:

Build Employer Brand

77%

aim to boost their employer brand and recognition.

Save Money

55%

found social recruiting to be less expensive than other recruiting methods.

Better sourcing

51%

use social networks to recruit candidates in specific areas.

Improved targeting

33%

use social media to find candidates in traditionally underrepresented groups and niches

How to use social recruiting?

9/10

companies use it to post their job ads on social networks.

3/4

companies use it to communicate and source passive candidates and active candidates.

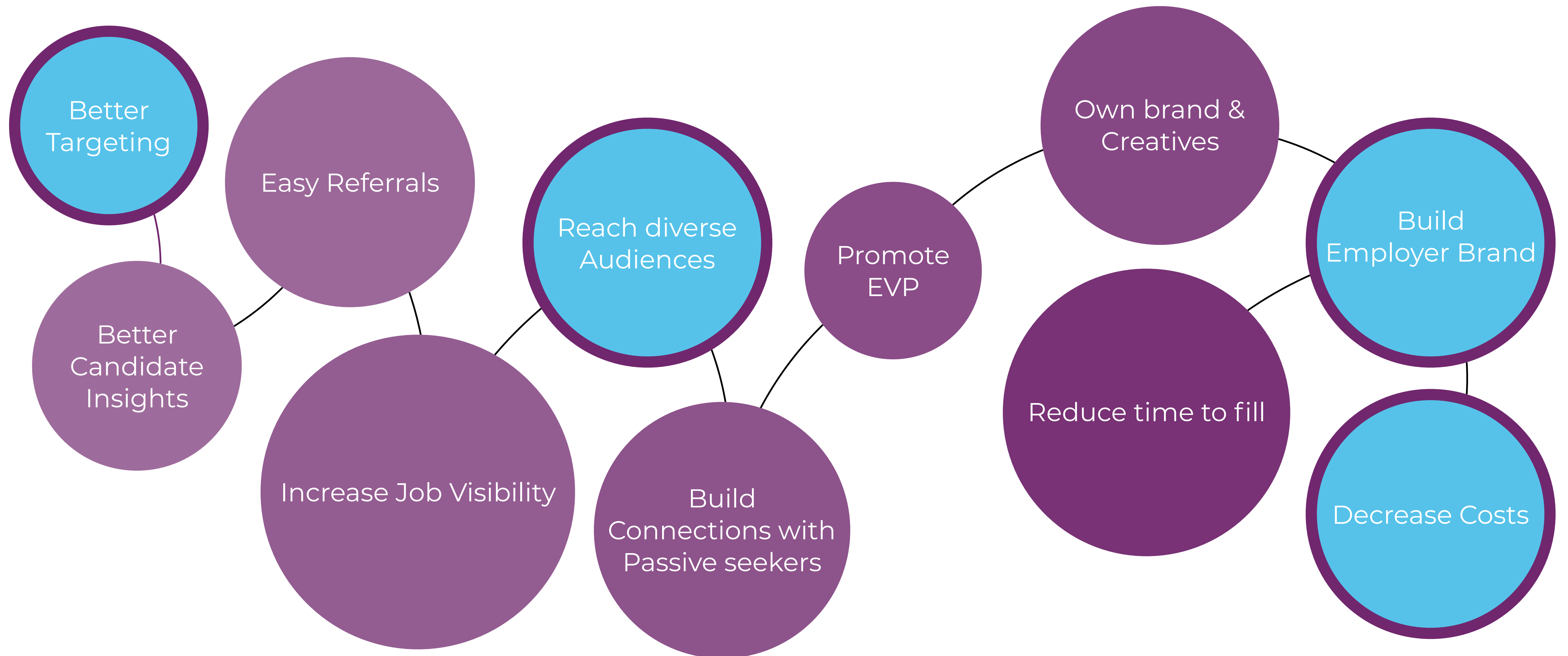
50%+

More than half of the companies encourage employee referrals through social platforms.

81%

TAs voted employee referrals as the most effective recruitment technique

How to use social recruiting?



How to get started using social media for recruiting?



Study successful companies that use social media.

[Download 5 social case studies](#)

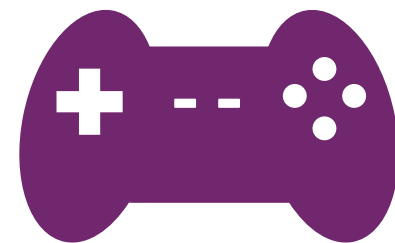


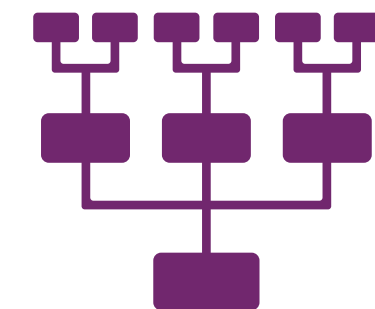
Figure out what each platform offers.

[Top 6 social networks for recruiting](#)



Use the right channel for the right target(s)

[How to map a candidate journey](#)



Learn where your hires come from.

[Last click vs Assisted conversions](#)



Beware of **Vanity Metrics**:

*Things you can measure that don't matter.
They're easily changed or manipulated, and they
don't bear a direct correlation with numbers that
speak to business success.*



Social Media Likes



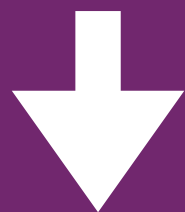
Number of Followers



Number of users



~~Social Media Likes~~



Social Media Engagement
(Shares, Comments)



~~Number of Followers~~



Number of Applicants
(Conversion-centric)



~~Number of users~~



Number of Active Users
(MAU, Returning visitors)

3 keys to building a successful social recruiting strategy:

1

Use social networks as **proactive** sourcing tools.

2

Show off your company's **personality**

3

Measure your results and readjust

Tracking results with SRM (Free)



Social Recruitment Monitor

SRM Rankings

About the SRM

Add your organization

简

Smart recruitment starts with social recruitment

Empower your social recruiting strategy with real-time data monitoring of your social engagement between employer branding and candidates.

SRM Ranking

Add your organization

Search Company Name

Filter by Industries

Filter by Channels

Week 29

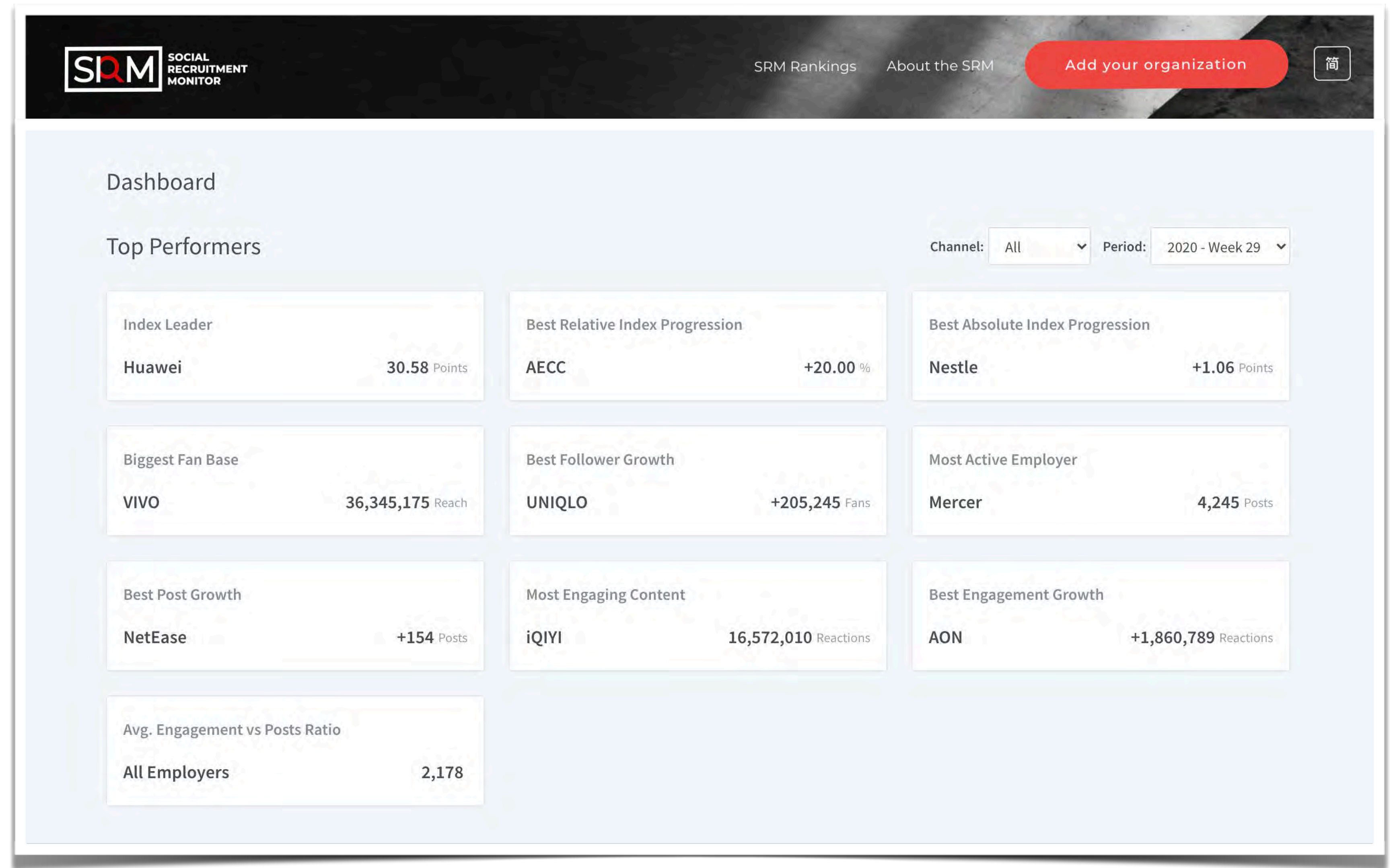
Reset Filters

Rank	Employer Name	SRM Score	Progression	Popularity	Activity	Engagement
1	Huawei	30.58	-0.49 %	29.75	26.49	32.64

<https://www.socialrecruitmentmonitor.com/>

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Tracking results with SRM (Free)



<https://www.socialrecruitmentmonitor.com/>

How to get this presentation?

Email us @ hello@atalent.com
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(+86) 21 8039 9259

Soho Xintiandi, Tower A, Unit 2501,
388 Madang Road Shanghai, 200025, China

