

FAQ from ZoomInfo webinar

Engaging Talent with Social Media 8/18/10



Presented by: [Shally Steckerl](#), Arbita (moderator); [Glenn Gutmacher](#), Arbita; [Dave Mendoza](#), Dave Mendoza & Associates, and [John Turnberg](#), Tesla Motors. See the recording on [RecruitingTrends](#), and thanks to event sponsor [ZoomInfo Pro](#).

1. How are you using online social networks for recruiting candidates or prospecting for new clients?

Prospecting/lead generation, employment branding, competitive intelligence/industry trends research for that niche, maintaining relationships, and advertising. Being as laser-focused as possible, be able to visualize the niche. Use social networks as a way to build reputation and expertise – e.g., use blogs to convey your knowledge about a topic, and use it as a platform to develop a brand.

2. Which social networks do you find the most useful for recruitment? How do they compare? If you don't have time to do more than one, which would you pick?

LinkedIn lets you see professionally-focused data, nice to see the companies, people and groups. MeetUp.com is another great resource for local and industry niche groups. Adds up to fantastic competitive intelligence. Twitter's distribution capability for your outbound messaging is viral. The ability to create customized lists of followers is great. If your LinkedIn and Twitter networks are similar, then you can message the same way. Or you can message differently if you have a large personal/non-professional network on Twitter. MeetUp is an observe and lurk approach, though you can create your own Meetups. You can get alerts when a new MeetUp starts near you. You can use niche terms in your tag search. It will tell you which/how many people have your desired tag in your geography. These networks are representing you individually, and you representing your employer. In addition, third-party recruiters may be representing clients. As a consultant, when changing status updates, you are concerned about your personal brand first. You may want to share relevant items about your company or client, as long as it's quality and interesting. The most important branding vehicle is LinkedIn, which is a more professional network. Twitter has many non-professional contacts. From a sourcing perspective, I do better sourcing outside of the social networks – e.g., using search engines to find people on blogs.

John, as a researcher but not a marketer on social networks, has a different perspective. MeetUp is a favorite. In the NY market, events happen weekly. 20 people in the PHP MeetUp shoot pool and drinks beer at a certain place every week. I also go on Facebook and search for their friends and try to bring their info back to LinkedIn. For college recruiting, you can follow their groups on Twitter and track them down on FB or LI. Effectively, using electronic means to do what we used to do in person. Follow those groups on FB to see what they're talking about. Be in the path of communication. Mostly observation, though they're aware I'm there. But I don't engage with them much – I do secondary research to find out who's qualified, then forward to others. I field all the branding questions, then move aside.

3. Pay Per Click campaigns

You pay for clicks on your ad, but you can set limits on your bid per click, total budget spend per day, etc. If your ad appears (typically in the right-hand column of search results), but no one clicks on it, you don't pay. If you can identify a niche with a significant web presence (e.g., grads of U. of Illinois, members of a professional honor society), you can create ad campaigns that are only visible to that demographic. You can add other criteria (e.g., on Facebook, use metro area, current students vs. graduates, Computer Science degree). So you can target well. You also control the landing

page from the ad click. But making mobile device users click will close down their Facebook app and take them in their browser. So you'll get better results by creating a landing page within FB and pointing to that. On LinkedIn, you can target by three criteria – such as industry, job function area and geography - and it shows you the total universe that you can potentially reach with that ad. Each network's targeting is different, but surprisingly specific. Shally shows where his clicks are coming from (<http://bit.ly/a/summary>) in the last 30 days, and you can see Recruiting Trends and ERE comprise the largest number of clicks outside of direct email, Facebook is higher than LinkedIn and higher than Twitter.

4. What strategies work best?

I see it as a branding vehicle first, sending out relevant content (not job posting-focused) some of which has the potential to go viral. In any case, it gets forwarded to relevant people you wouldn't otherwise know to reach out to. Also take advantage of crowdsourcing / collective intelligence to find out what your target audience wants and leverage them to help get your message out for you, which they'll do if you're authentic.

5. How does recruitment compliance (e.g., OFCCP) affect your social media mix?

Some companies have soft guidelines on content sharing, not fully OFCCP compliant. For companies that don't have a CRM system, it can be very manual. If someone applies via an ATS, that is a real applicant. Wal-Mart had harvested a lot of data and organized it into reports, but hadn't analyzed and acted upon them. It showed some negative patterns that they were found negligent on. So there are dangers of not collecting data and collecting data but not acting on it.

6. How will social media spending change in Q3 and Q4?

Dave's clients are spending significantly more. They've run pilot programs and seen far better quality results for their call to action than other vehicles. Industry niche sites are very expensive because they charge per view of your logo or ad, and there isn't much negotiating room; Engadget is different because they have newsletters and other ways to tie in. I prefer spends using PPC (clicks), not impressions (ad views). Many companies are reducing their job board spend. Tesla Motors hasn't spent much to date, but will do more. They're creating backend tracking, modifying landing pages so they don't get dumped to the start of the ATS process. They see information about the company, making a better user experience. Some companies want to jump in and figure out how to measure it later. Better is to figure out how you'll measure success in the end, and make sure you'll be able to collect the data leading to that from the beginning.

7. What would you recommend to a small company with a Facebook page with no career tab and very few fans?

Do a contest or something creative like attract an industry luminary to present at a virtual webinar-type event. A story posted on Engadget had interesting comments. They posted on 20 sites using a bit.ly URL which redirects to your career page. This guerrilla tactic got 1500 hits and many subscribers to their talent communities and applicants.

8. Will social network services migrate from free to paid in the future?

Free model will continue at a base membership level in order to get people in the door, and the premium level will be where you get the extra-value features that will let you differentiate from your recruiting peers.

9. Is it worth it to have a company Facebook page, group or LinkedIn group?

It's not worthwhile if you create it and leave it alone. It quickly becomes stale. The user experience and content is what matters. If people don't like what they see, they'll never return. Better to have no company social presence until you're ready to commit in an ongoing way.