

The Secrets to Effective Mobile Recruiting - How to enhance your social media and engagement campaigns

October 25, 2011

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Tips for using your Control Panel

- Audio Mode
- How to ask a Question
- Grab Tab
- [#recruittrends](#)
- A copy of this presentation and session recording will be available on www.RecruitingTrends.com within 2 working days



A screenshot of the GoToWebinar control panel interface. The window title is "Attendee List (2 | Max 201)". It has a menu bar with "File", "View", and "Help". The main content area is divided into several sections. The top section is "Attendees (1)" with a "Staff (1)" tab. Below it is a dropdown menu for "NAMES - ALPHABETICALLY" showing "Corena Bahr (Me)". There is a search box at the bottom of this section. The next section is "Audio", which has a green arrow pointing to it from the left. It contains "Audio Mode" with radio buttons for "Use Telephone" and "Use Mic & Speakers" (selected). Below that is a "MUTED" status indicator with a microphone icon and a volume slider. There is an "Audio Setup" link. The next section is "Talking: Suzie Smith", also with a green arrow pointing to it from the left. Below that is the "Questions" section, which has a "Questions Log" area showing a question and answer: "Q: Is there a volume discount?" and "A: Yes! We will send you more info after the event." There is a "Yes" input field and a "Send" button. At the bottom, there is a "Webinar Now" section with "Webinar ID: 731-938-951" and the "GoToWebinar™" logo.

Mobile

the next big thing

in

HR & Recruiting

Our Panelist



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What is Mobile?



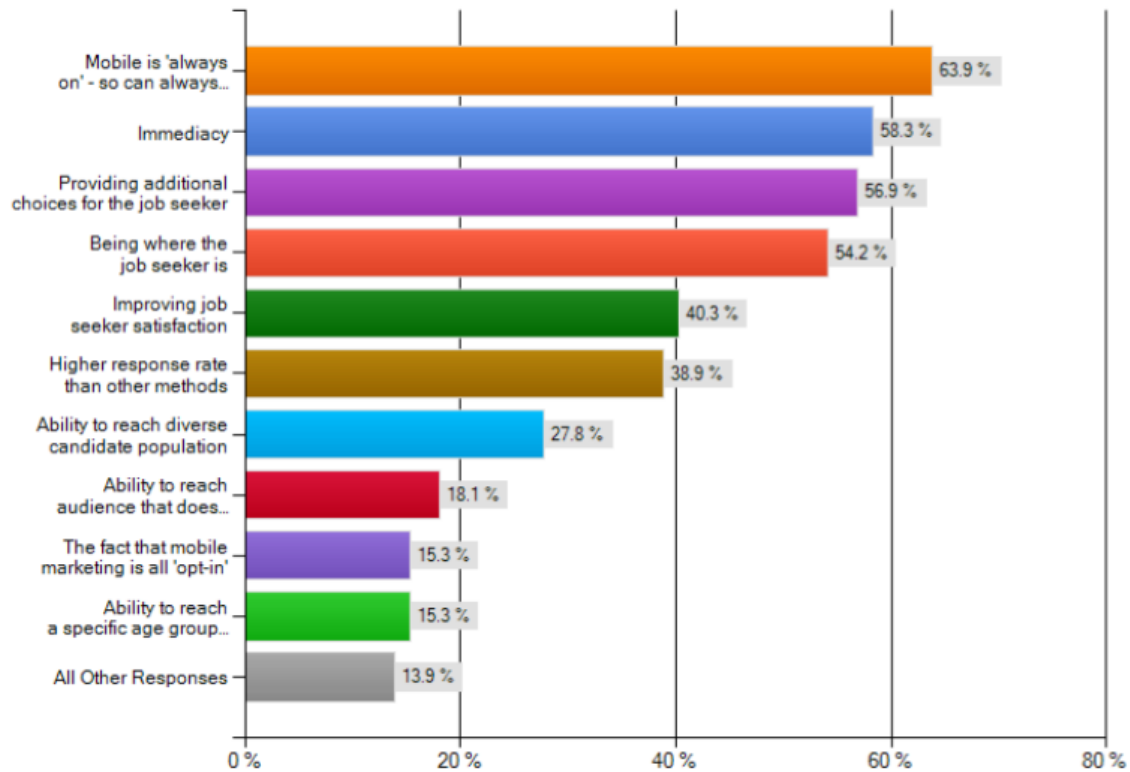
Term used to describe the various types of mobile technology.

Mobile Is . . .

- Mobile website
- Mobile App(s)
- Text Messaging
- Location
- QR Codes
- Mobile Advertising

Why Mobile?

Which of the following is an important factor in your decision to use mobile in your recruiting efforts? (Check all that apply)



Mobile Travels Well

- Nearly 11 billion apps downloaded in 2010
- Mobile internet usage will surpass PC by 2013
- 94% of text messages are read vs. 3% read for email & direct mail

Mobile Messaging

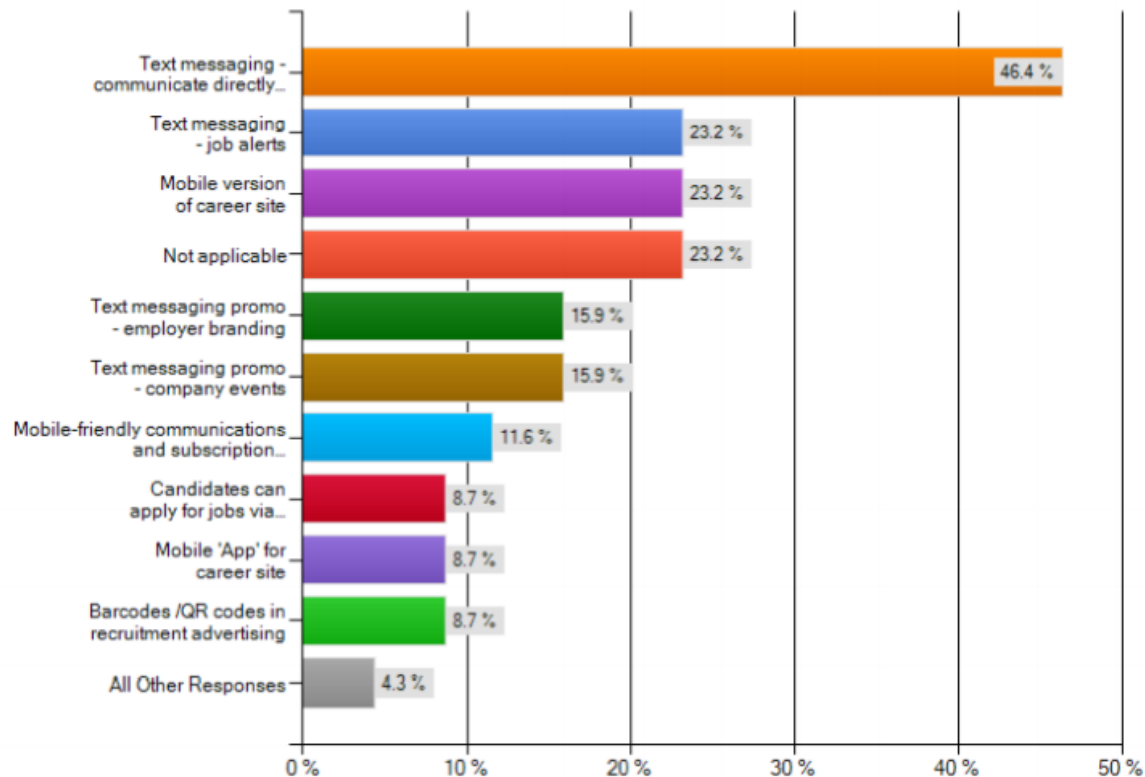
- Text or SMS vs. Mobile Push
- Used for quick bursts of communication
- Multimedia Messaging (MMS)

SMS Makes Sense

- The US sends over 187.7 billion text messages each month
- 36% respond to ads within text alerts
- Only 11 percent responded to display ads on mobile Web sites

The Case for Text Messaging

Which of the following aspects of mobile recruiting has been effective for your organization? (Check as many as apply)



Optimizing Internal Communication

- Corporate/Department Announcements
- Job Openings
- Real-time Engagement

Rayanne Thorn, @ray_anne

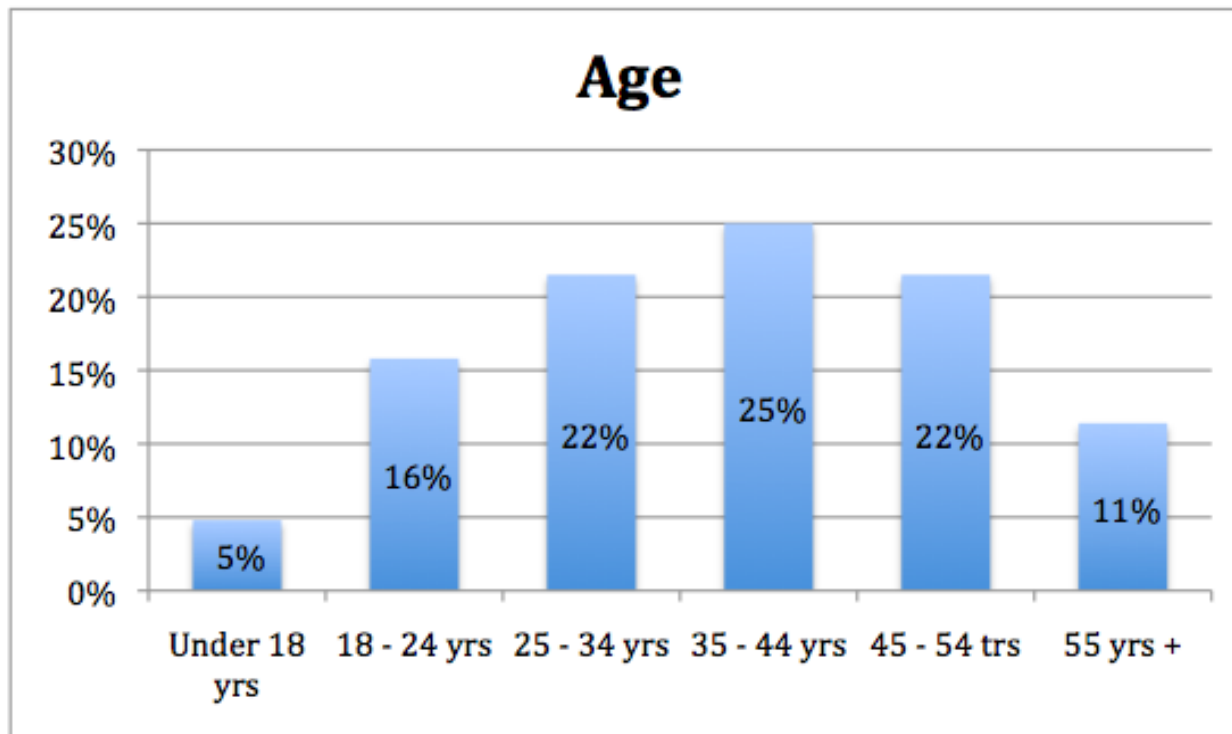


Rayanne Thorn
@ray_anne

QR Codes



QR Codes



Source: QR Code Users by Age - The Naked Facts: QR Barcode Scanning in 2H-2010 via Moblioid

Recruiting is Where It's App



#hrsolutions

Mobile Is. . .

- Not going away
- The future of employee as well as candidate engagement
- Should support your recruitment & HR strategies

The Mobile Job Search

- The iPad sold one million devices in less than two weeks
- Jobseekers are running searches, using key words, and browsing on mobile
- The App Store is a Marketing/Employment Brand channel

Integrating Social into Mobile

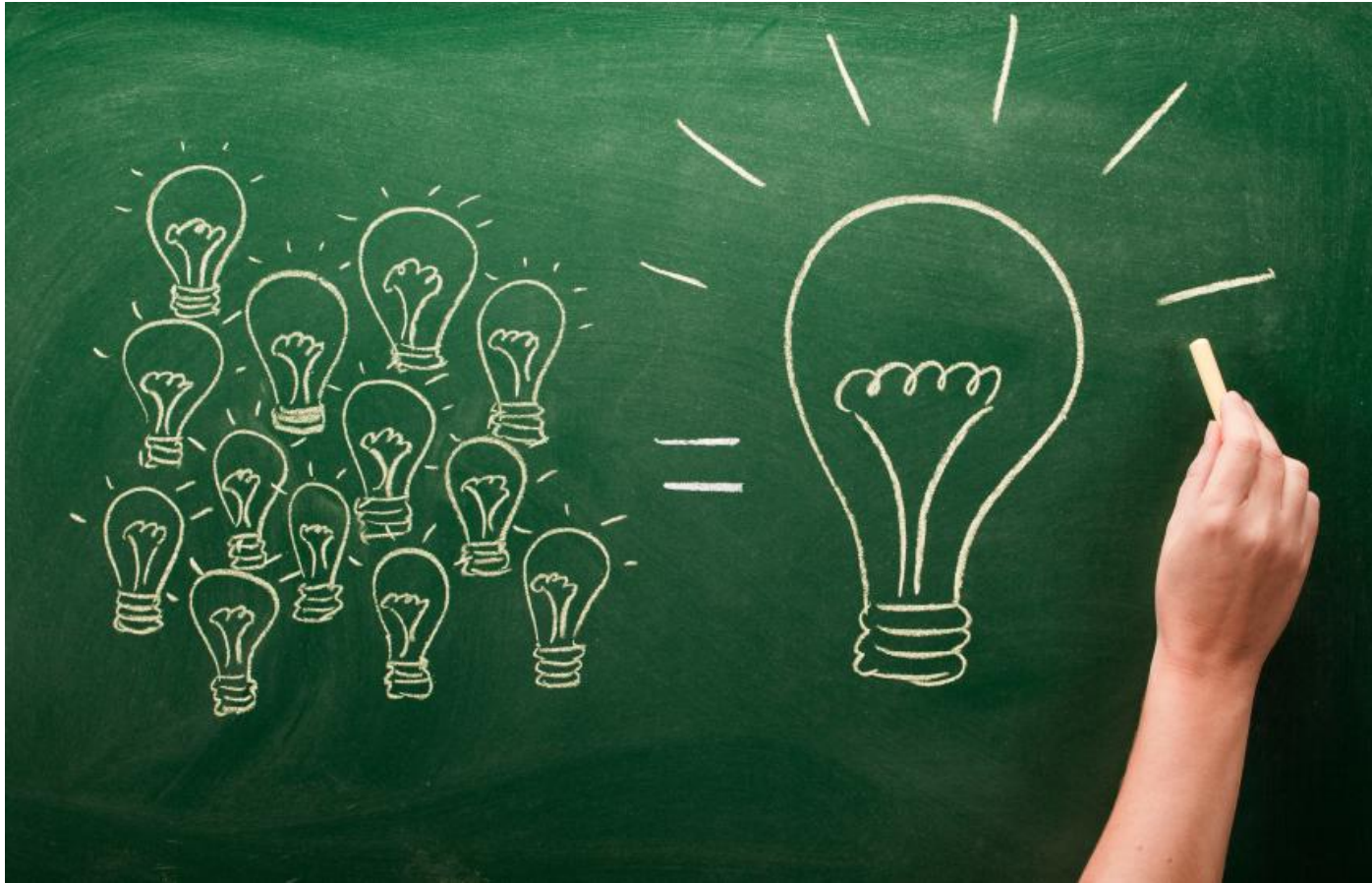


- And even Foursquare & other location based games & tools

Mobile Do's

- Push notifications sent to your phone
- Consistent message across platforms
- Easy click apply
- Go where the job seekers are
- Make it easy
- Focus on engagement
- Research FTC requirements with SMS

Questions?



Text to Join the Community



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Learn more about . . .

- Jessica Miller-Merrell at www.blogging4jobs.com
- Rayanne Thorn at www.linkedin.com/in/rayannethorn

*2010 Mobile Recruiting Survey provided by the Job Doctor & All the Top Bananas at <http://b4j.co/mobilerecruit>

Time for your Questions

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