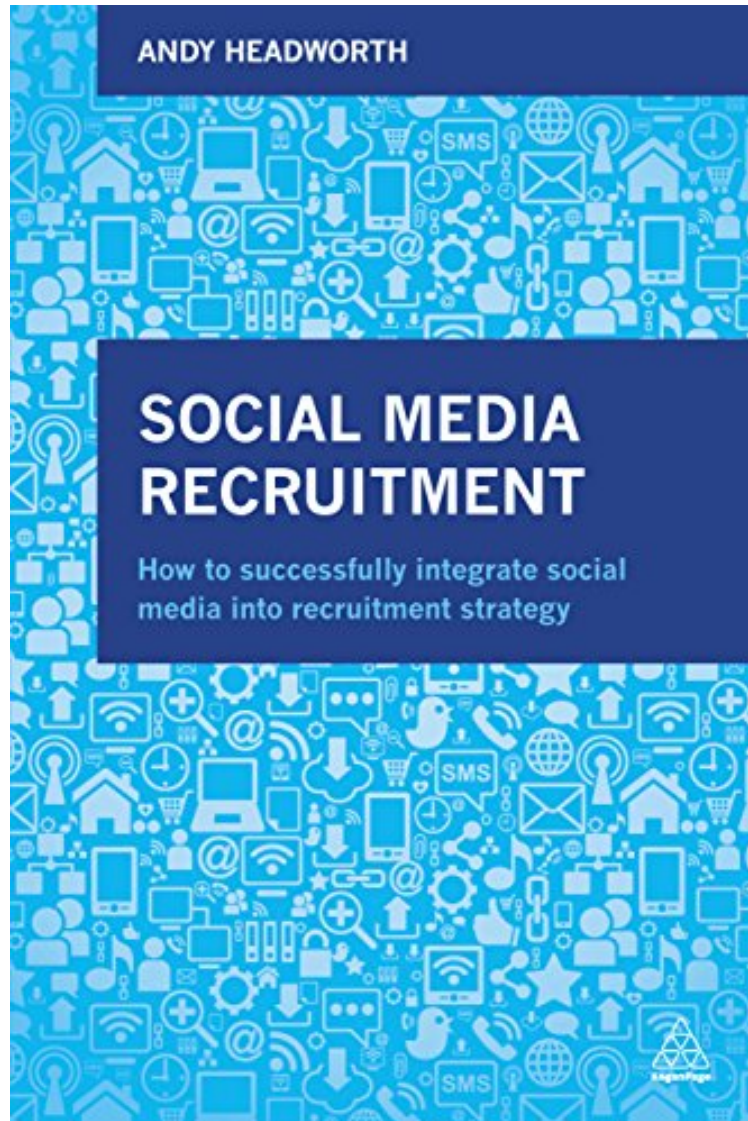


(Mobile book) Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy

Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy

Andy Headworth

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Andy Headworth : Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy:

0 of 0 people found the following review helpful. Five StarsBy Deigh ViousWas everything I needed1 of 1 people found the following review helpful. Engaging, InterestingBy DarrenIngram_dot_comSocial media is something that

has taken the business world by storm, forcing professionals to learn how to harness the power of social media whilst hopefully avoiding elephant traps and problems at the same time. Human resources and recruitment departments are no exception: many are already aboard the social media recruitment train and they need to ensure that the ride is as smooth as possible. Of course, the power of social media is a double-edged sword as it is very easy, perhaps too easy, to get a bad reputation and create much "negative impact"; because of a poorly executed campaign or misjudged comment. Just as jobseekers have to remember that the Internet never forgets, the same exists for those who are looking for employees. The problems may be more than just getting a bad rating on Glassdoor or industry-specific online forums! So the author is rushing to the rescue, coming forth with a book packed with information, hints, tips and warnings about how social media can be used as a recruitment tool, aimed predominantly at the small to medium-sized enterprise. Of course, any social media activity should be coordinated with the company's social media team (or responsible person) to ensure consistent messaging, correct brand usage and hopefully the provision of an extra set of collective eyes and ears. The social media team is hopefully expert in social media usage; they can help you get your focussed message spread even further and closer to those who possibly matter. They may also be able to warn you off before you make a fool of yourself and your company. The astute reader will discover that there is more to the world of recruitment on social media than posting a job advert on LinkedIn and building up followers to your job listings' page on Facebook. Technology and social media can be a great help — as well as a hindrance — so hopefully the author's wise counsel will show the reader more upside than downside! With talent attraction and retention at the top of the agenda for global business leaders, there is the danger that social media is seen as the magic answer for companies experiencing talent challenges. It isn't. But it is a great addition to existing recruitment processes, methods and technologies. While there are no rules for using social media in recruitment, there are many examples of companies large and small using social media in innovative ways to reach out to and engage with sought-after talent," notes the author. The nature of work is changing for both employer and employee. This book is quite practical in nature, yet it offers a heady mix of theory, good practice, real world examples, thought and innovative thinking to great effect. It is clearly aimed at a specialist audience although it would not hurt to pass the book onto a social media generalist colleague afterwards as it is quite likely they may pick up on something new or a different take on something they are aware of. Social media recruitment and all the underlying technologies won't be going away anytime soon. No doubt they will be refined, integrated, automated and improved upon yet there is still going to be a need for talented, knowledgeable human recruiters. The technology will hopefully let them do their job better, yet there will be a need to adapt, embrace and extend. A book like this can be a powerful ally and a close confidante for you, if you have to wear the "recruitment hat" for your company. 3 of 3 people found the following review helpful. A must have resource for all HR professionals and recruiters! By Chantal Bechervaise This book is a must for anyone working in the HR field. Social Media Recruitment is a lot more than just posting jobs on Facebook and Twitter and this book explains how to create a social media strategy to help you attract the best talent. This book teaches HR about marketing, measuring ROI and Big Data - all of which are must have skills for the 21st century recruiters and HR professionals.

In order to attract the right people into your organization despite a global shortfall of talented candidates, new methods are now needed to reach future talent. Social media needs to become a vital part of any recruitment strategy. Social Media Recruitment combines practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what social media means for HR and recruitment and how to successfully integrate and use it. It covers the essentials from the beginning to the end of the process, including employer branding, interviewing and onboarding, and how to assess the ROI of the social media recruitment strategy. Ideal for all HR and recruitment professionals, and anyone responsible for talent strategy, this practical guide focuses on devising and implementing a social media recruitment strategy that works for your organization and is aligned with your recruitment objectives.

"To me, Andy Headworth is the world's pre-eminent authority in the area of social recruiting. His blogs on the ongoing process of using social media to recruit are always spot on and serve as a text book for best practices in social recruiting. I learn something valuable in every post, every blog, and every comment."