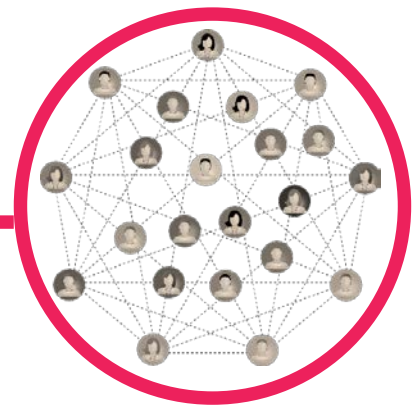


Social Recruiting Tips



Personalize the Candidate Experience

Use “*narrowcasting*” techniques to build relationships first and find shared passions and interests with potential candidates.

- Targeted approach takes a lot more *effort* and *energy*, but pays off in the long run
- It takes 3-5 conversations before you can really get into “job talk” with a candidate
- You can narrowcast and build relationships within your network; plus, the agents & producers in your organization, and shared network groups
- Comment on their activities -- work or social, and ask for their opinions or feedback
- Request referrals from their contact list
- Use CRM-type reminders – for special dates such as birthdays, anniversaries
- Send info about learning opportunities – articles, news, best practices, seminars

Constantly tweak messaging and stay active



Keep track of what you do and what is working



Know what is working *when* and for *whom*



Use the *Ideal Candidate Profile* to zero in on *great* passive candidates



Help Them Help Themselves

- ✓ What do your target candidates care about? Finding a job? Or for your more passive candidates – the right career fit.
- ✓ Offer help on finding a career match, job search tips, interviewing, how to talk about themselves, and what *YOU* are looking for.
- ✓ Keep the focus on helping the candidate. Don't try all the tips at once; spread your efforts over time and build genuine relationships.