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*Bringing effective **insight**
to your organization SM*


Open Line

Guest,

Welcome to:

Does Your Hiring Kit Include Social Media?

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Barry Deutsch
Executive Recruiter
Co-Founder of IMPACT Hiring Solutions
Author: [You're Not The Person I Hired](#)

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Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of [Cracking The Personality Code](#)

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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



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Social Recruiting Circle of Life

- Broadcast Your Job
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- Target Specific Candidates
- Nurture Candidate Relationships



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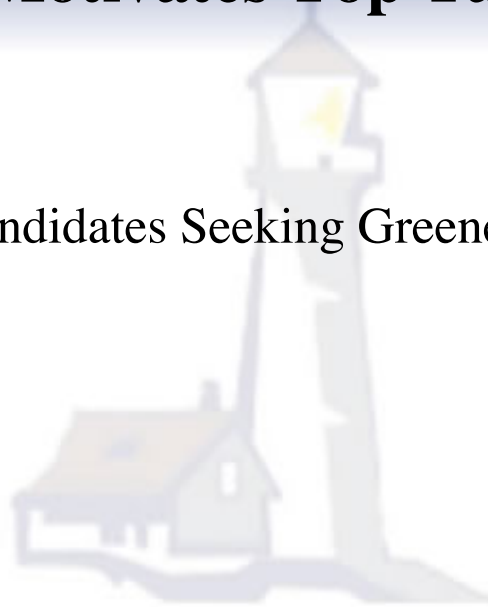


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What Motivates Top Talent?

- Opportunity
- Percentage of Candidates Seeking Greener Pastures
- The LIB Curve



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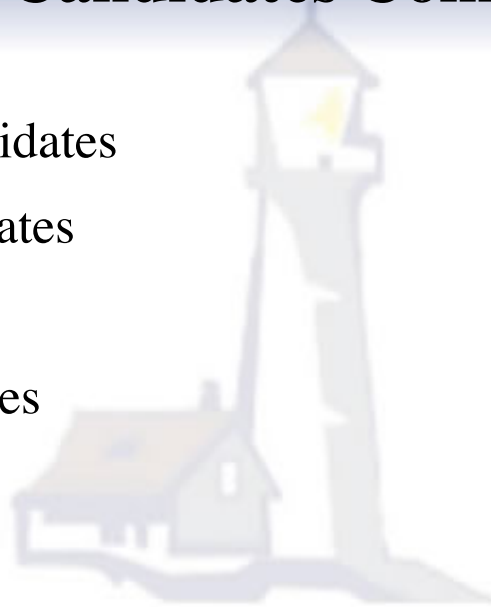


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Where do Candidates Come From?

- Aggressive Candidates
- Selective Candidates
- Non-Candidates
- Sleeper Candidates



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Compelling Marketing Statement

- Headline
- Challenging Question
- Vision
- Success Factors



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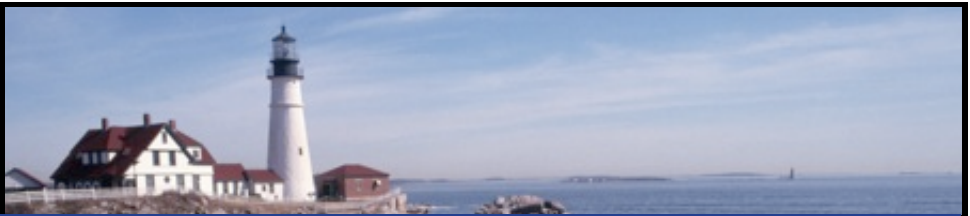
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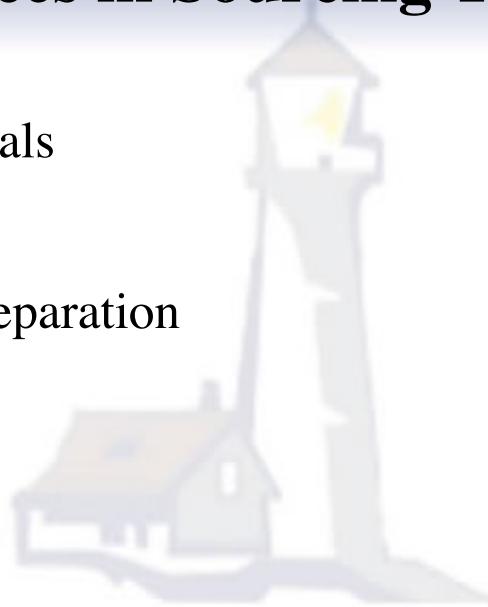


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Best Practices in Sourcing Top Talent

- Employee Referrals
- Advertising
- One Degree of Separation



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Social Recruiting Infrastructure

- Applicant Website
- Register Company Account on Social Media Sites
- Applicant Tracking System
- Email Broadcasting Service
- Get all your employees involved-training
- Name a Czar for Social Recruiting



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High Volume – Low Touch - Broadcasting

- Generic and Specialty Job Boards
- LinkedIn Discussion Groups
- Employee Networks on Facebook, Twitter, and LinkedIn
- Post to Company Pages on Facebook, Twitter, and LinkedIn



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Publish to Talent Pools

- Share Content about Careers/Company Events
- Publish to Discussion Groups on LinkedIn
- Publish to Company Page Followers on LinkedIn/Facebook
- Publish to Twitter/Google Plus
- Email Blasts to Segmented Candidate Pools in ATS



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Target Specific Candidates

- Target Competitors
- Search on LinkedIn
- Specific Messages through ATS
- 7-8 Messages to Engage
- Ask for Referrals



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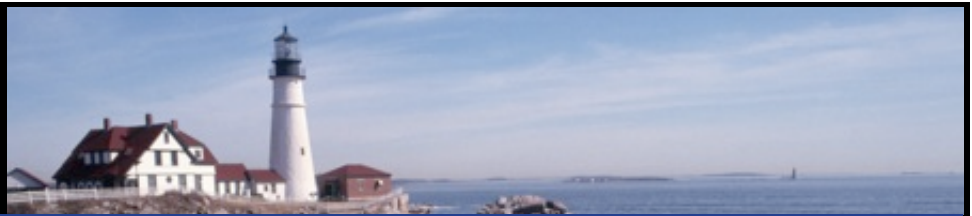
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Social Recruiting Requires Active Presence

- Blogging, Tweeting, Facebook Postings, LinkedIn Activity
- Get your employees involved
- Publish employee stories



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Make Social Recruiting Circle a Process

- Develop a SFS/CMS
- Broadcast Your Job
- Publish and Push Content to Talent Pools
- Target Specific Candidates
- Nurture Candidate Relationships
- Get Referrals from Candidates
- Great People Pop out the Bottom of the Funnel

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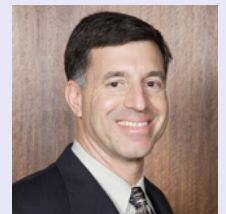


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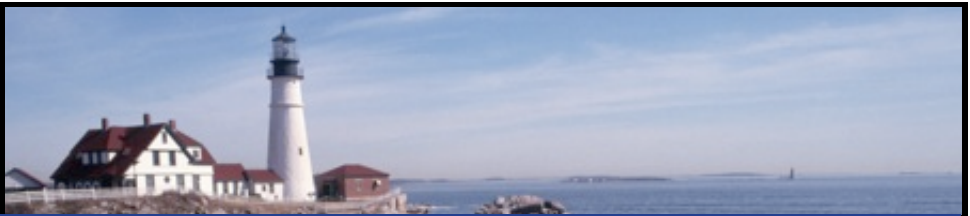
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