

Attracting & Recruiting

Recruiting talent now becomes top priority for companies

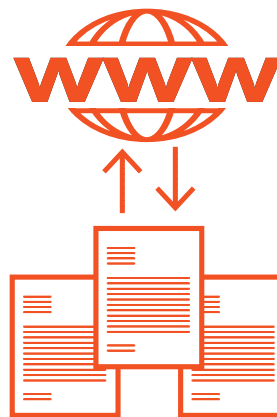
Our 2015 Emerging Workforce® Study shows employers named “finding/recruiting talent” as their top HR challenge. Finding workers is impacting a company’s ability to grow their business. In a 2014 Pricewaterhouse Cooper Private Company Trendsetter Barometer, more than one-quarter of private companies cited finding qualified workers as a barrier to growth. The 2015 EWS identifies many trends and best practices to help drive better recruitment for companies.

The methods all workers utilize to find jobs

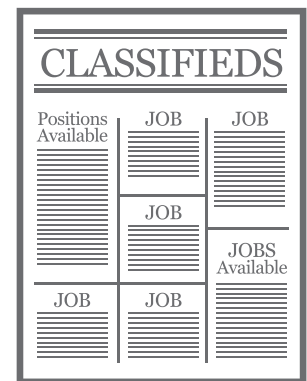
When it comes to which outlets and methods job seekers turn to when landing a job, referrals continue to rank at the top of the list with 42% of workers having landed their last job in that way. Not surprisingly, 22% of workers used some form of online, social or digital venue to find their last job. What may be surprising however, is the continued reliance upon classified advertising, with 10% of workers answering ads to land their last job.



Referrals/In-Person
Referrals



Company/Job Search
Websites



Printed
Classifieds

Organizations need to tailor recruitment methods

Attracting workers, for many companies, remains a sterile, one-size-fits-all approach, despite their need to lure a diverse array of talent to the organization. Yet, a company’s aptitude at understanding different worker groups will determine how well it can source and attract from those segments. Innovative companies have accepted that greater specialization is required today to adequately source and recruit talent.

How companies view social media's role in recruiting talent

Beyond tailoring your recruitment methods to reach active and passive candidates, how does social media factor into today's recruitment efforts? Workers view social media and online reputation as important tools in their job search process, but how do employers view social networking?

Most believe social media outlets greatly influence a candidate's view of their organization, which is good news given that we know workers certainly say so.

Social networking efforts are without question an integral part of recruitment in today's marketplace – companies simply must include it as a means of recruiting talent. However, it shouldn't be the only egg in the basket.

Social Recruitment on the Rise

This year's study revealed a significant increase in the number of companies utilizing nearly every social outlet, especially compared to 2009, with Facebook and LinkedIn still being the leading resources. Viral video websites, such as Snapchat and Vimeo, are becoming increasingly popular, as well. This year's study revealed a significant increase in the number of companies utilizing viral video sites for marketing and recruiting purposes (29%), a huge jump from last year (12%).

