

Social media becomes recruiting 'game-changer'

In the war for talent, employers are turning to social media sites to find and hire new talent. According to a recent survey conducted by the Society for Human Resource Management (SHRM), 65% of employers have hired an employee who was sourced through such sites as LinkedIn and Facebook.

“The use of social media has been incorporated into business practice,” said Evren Esen, director of SHRM’s survey programs. “Social media helps recruiters find passive job candidates that might not otherwise apply for traditional job postings. With recruiting difficulty continuing to rise on a month-by-month basis, recruiters are turning to social media to find their ideal candidates.”

But not all social media are created equal. According to HR pros surveyed, a candidate’s presence on LinkedIn and on professional or trade association forums carries far more weight than other platforms.

For HR, the most influential social media platforms

% of HR pros rating candidate’s presence either very or somewhat important

LinkedIn 87%

Professional/association networking site 83%

Facebook 25%

Blog 23%

Google+ 19%

Twitter 18%

Source: SHRM survey, The Importance of Social Media for Recruiters and Job Seekers, September 2015