



# The Three Biggest Mistakes in Social Recruiting

James Ellis  
*Crazy Person*



No need to  
take notes

*You can see the full deck at*

**<http://bit.ly/srscjame>**

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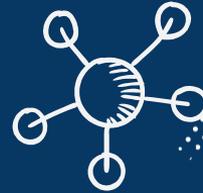


**We lament that we  
can't find talent.**

**That's wrong.**

**We can't find talent  
*who will talk to us.***

**That's the fatal flaw  
in your social  
recruiting strategy**





*There's nothing wrong  
with engaging consumers  
where they are...  
unless they went there  
to escape you  
in the first place  
-@LeeClowsBeard*

# The Assumptions

We've been sold a bill of goods about social recruiting:

- × Social is free!
- × Social is where everyone is!
- × Anyone can do social!
- × It's also free!

But while these things are technically true, they are myths. Does anyone really believe these things?

More importantly, do your bosses?



# So We Responded...

We took those myths to heart and tried to apply “recruiting thinking and tools” to them

- × We posted jobs. Lots of jobs
- × We posted broad, safe, meaningless content
- × We set up an editorial calendar and then filled it
- × We optimized the processes and inputs rather than see if it was getting us anywhere



Tweet twice a day

Ten InMails a day

Three Facebook

One new article  
per week

**Repeat. FOREVER.**

Two curated articles  
per week

Three cold calls a day

Three Glassdoor  
posts a month

# So Step One:

## Stop Spamming

Posting jobs to people who don't want them

## Stop Feeding the Beast

Publishing content to everyone without segmenting

## Stop Being Transactional

Cold InMail, email and phone calls no one asked for. Do you think you're the Wolf of Wall Street?



Thank you!  
Goodnight!



# Who Am I?

## James Ellis

10+ years helping business get their message out and hire better

Worked with AT&T, Valvoline, Cardinal Health, Target, VMWare

I'm here to give you the BEST best practices to attract and hire people

JamesEllis.us

The Talent Cast podcast

@TheWarForTalent



NERD



**We need a new  
strategy for  
social recruiting**



**BUILD  
RELATIONSHIPS**

# Rule One: Relationships Aren't Transactional

You're not making a sale,  
you're making a friend.



# Rule Two: Relationships Take Time

Did you ask to get married  
on the second date?  
I didn't think so.



# Rule Three: You Can't Automate Relationships

You can only have relationships with people. Tools can support the relationship, but they can't replace it.



# Content Plays Two Roles

Content is something that passive candidates will actually look at.

Content is what validates interest in your company



# The Candidate Journey

Aware

Interested

Decide

Act

This is the  
VERY DEFINITION  
of “transactional”

Aware

Interested

Decide

Act

**Interview**

**HIRE**

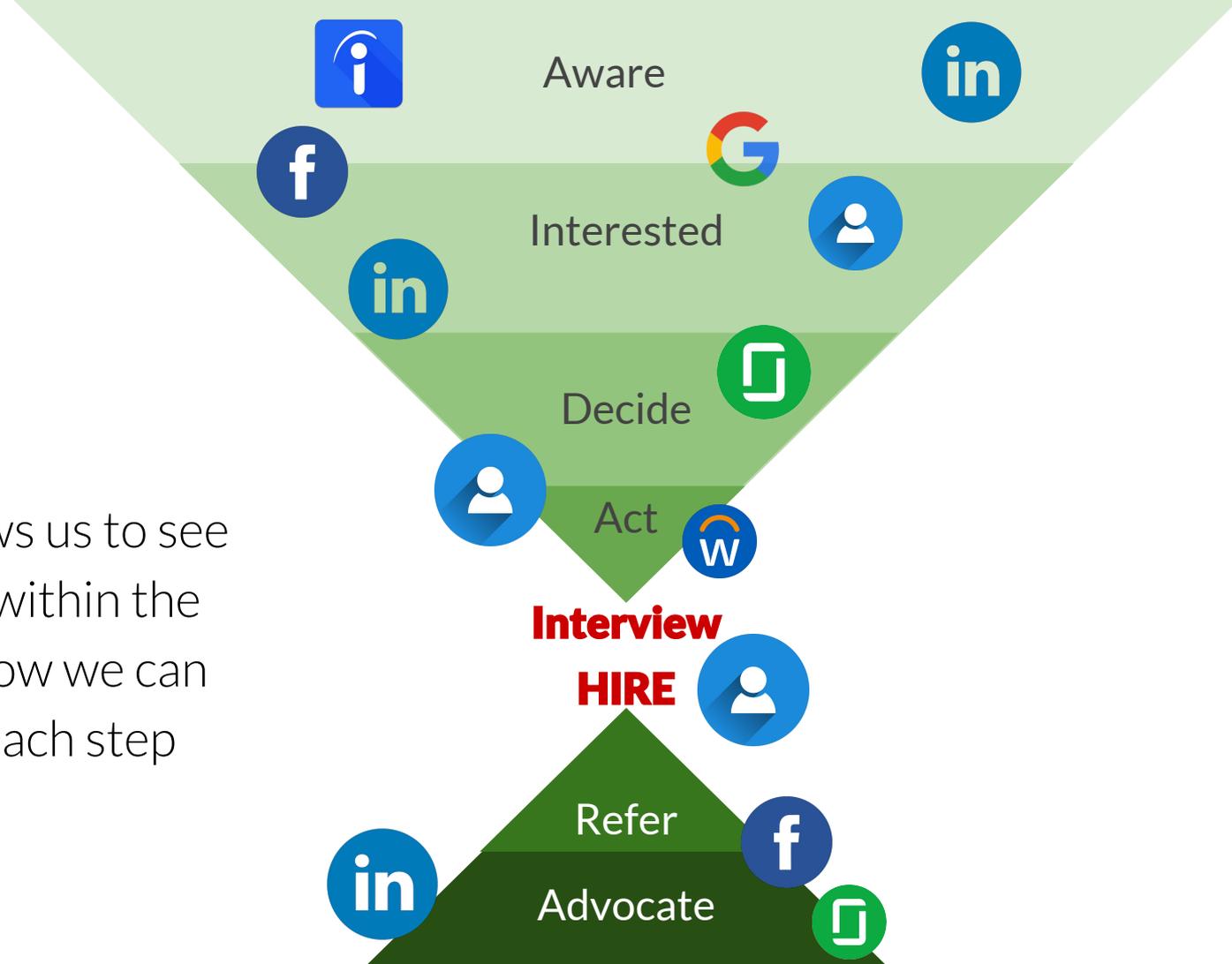
Refer

Advocate

This is a more complete model, forcing you to think beyond the application



This also allows us to see the journey within the funnel and how we can engage at each step



This is a journey and you need to make  
**them** the hero of this journey



# Embrace Relationships

Transactional Hiring (Reactive)	Relational Hiring (Proactive)
Waits for a requisition to be approved then sources for candidates to apply	When requisition is approved, recruiter looks at pool of existing prospects we have already created relationships with
Employer brand interpretation is distributed	More central control of employer brand
Inexpensive up-front, but expensive unit costs on the back end	Requires investing early for long term returns and lowers unit costs
Does not align to how the best talent finds new opportunities	Aligns with how the best talent looks for new opportunities



Got it. So:

**What do I do?!**

# Instead of planning calendars, plan messages worth reading

- × New rule: Don't send a tweet/post/update until you've got something worth saying.
- × What's worth saying? Only things that are interesting, useful and connect to your employer brand.



# World's Fastest employer Brand Conversation

## The Eight Motivations

<b>Career</b>	<b>Development</b>
<b>Performance</b>	<b>Empowerment</b>
<b>Status</b>	<b>Support</b>
<b>Innovation</b>	<b>Values</b>

If you know the motivation of the person you're trying to attract (because it aligns to your company), tell those kinds of stories



# Instead of “closing,” try “friending.”

- × No more jobs!
- × What would your prospect find valuable, assuming they aren't looking for a job? (because great talent doesn't job search)
- × Build trust by delivering things that help them on their career path



# Stories you should start telling now

- × Overview of the interview process: How we hire
- × What the job is really like: A day in the life
- × Location Page: The [City] Office
- × Getting started: The First 90 Days
- × Culture from your own people: In their own words
- × Thinking beyond the hire: Career paths
- × Leadership: A word from the owner
- × Mission spotlight: More than just a job
- × Company spotlight: The bigger picture



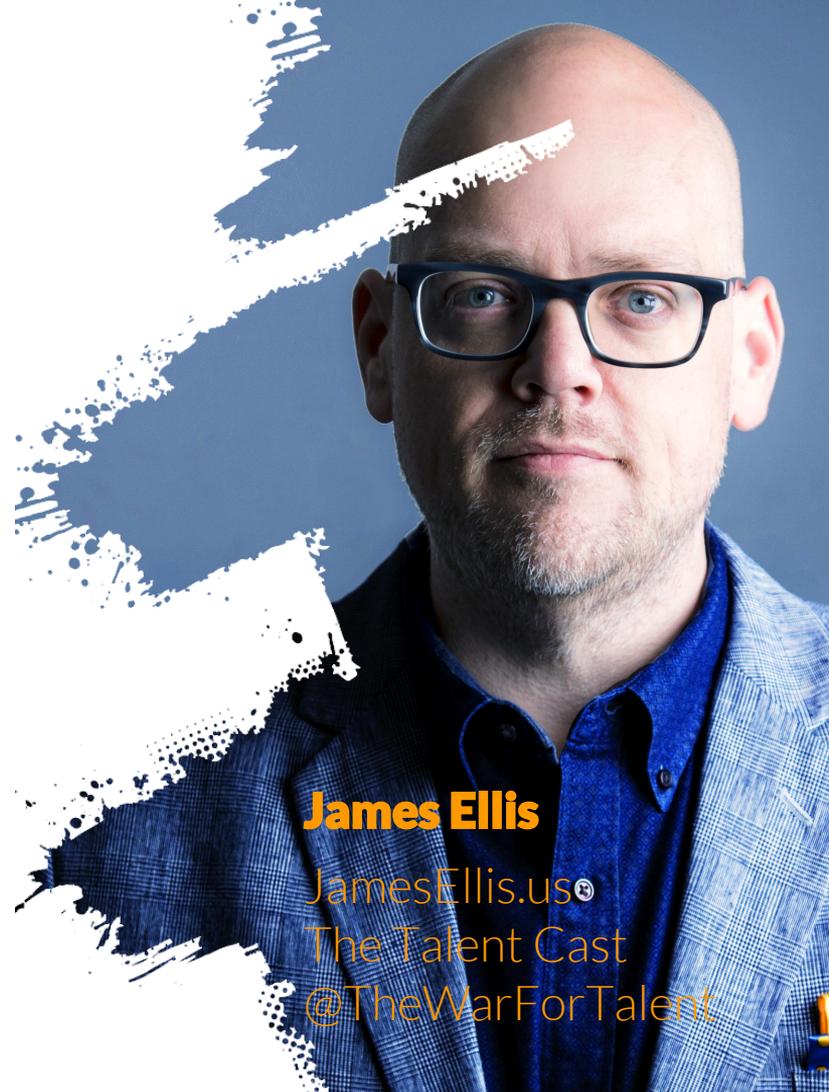
# Wrap up!

Stop being a spammer.

Focus on what your prospects care about.

Don't be a slave to the transaction.

Build relationships.



**James Ellis**

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