



Qualigence
International

BIG DATA

Whitepaper

INTRODUCTION

With today's mass reliance on social media for information, it is no surprise that recruiters have neglected basic sourcing schemes for the instant gratification of using a search bar and finding a profile. Are recruiters now just using LinkedIn as their only tool? Are recruiters giving up on strategizing cold call scripts or networking on a personal level? In this whitepaper, we're looking to answer the following:

If everybody uses the same source, does anyone stand out?

Whether through making phone calls, collecting information about company structures and employees, building relationships, or finding insider data, we're out to prove that recruiters stand to benefit moving beyond just the LinkedIn profile.



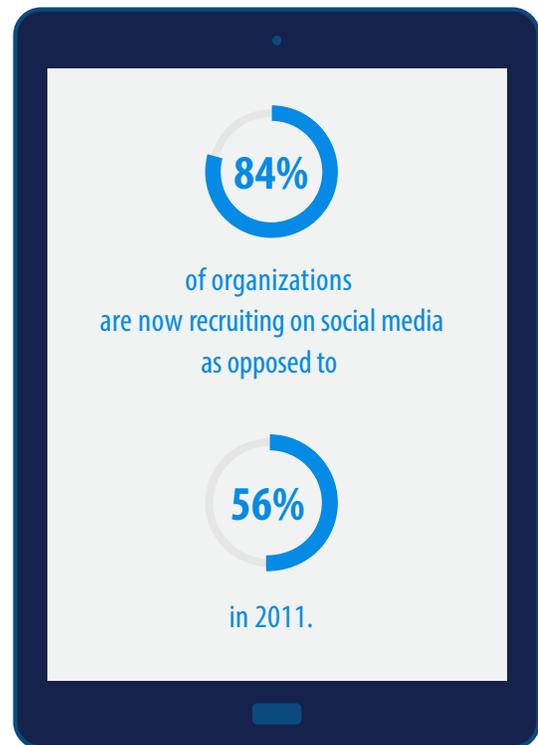
THE PROBLEM WITH SOCIAL MEDIA



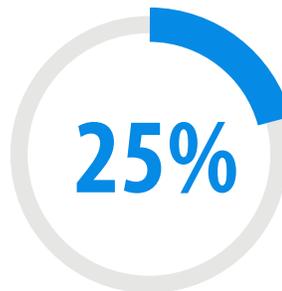
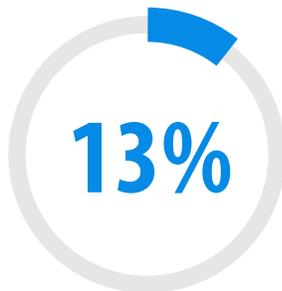
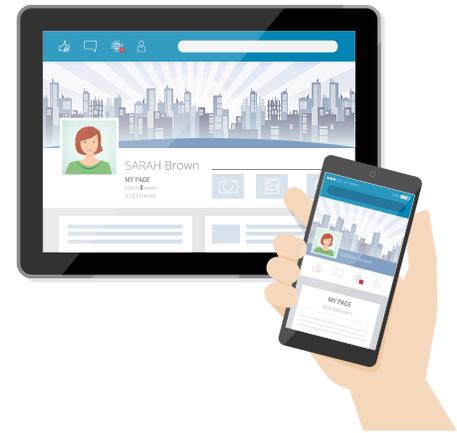
No successful recruiter can deny the fact that LinkedIn is a useful tool. In today's age of social media, it makes sense to keep an online presence in order to source candidates. However, many argue that it is widely overused. According to SHRM, "84 percent of organizations are now recruiting on social media," as opposed to 56 percent in 2011¹. This is a huge increase in just a few years.

With so many recruiters already on LinkedIn, this presents a problem for candidates and HR alike. With so many talent specialists using the same tool, candidates receive a plethora of messages with many promising opportunities. As Glassdoor stated, "92% of Fortune 1000 companies are LinkedIn customers. If you uncover a hot candidate on LinkedIn, recruiters are already bombarding them with InMail messages."².

Every time a recruiter decides to message a target, they must consider the strong possibility that the candidate has been contacted multiple times that day. Standing out among these various messages remains extremely difficult.



Another challenge facing LinkedIn recruiters today is the decreasing presence of candidates online. While candidates often keep their LinkedIn profiles, they tend to spend less time on the site in general. In fact, the amount of users who use the site multiple times daily comes to only 13%³. Furthermore, only about 25% use it at least monthly³.



Perhaps this is due to changes to the LinkedIn site itself, or perhaps due to the unreasonable amount of recruiter messages that candidates receive each day. Brandon Metcalf suggests the following:

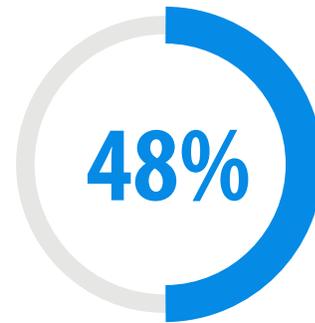
"LinkedIn used to be the 'untapped' talent source, and now it's becoming overloaded, too. Every recruiter searches LinkedIn without fail. We also see all-star candidates removing themselves from LinkedIn so that they don't get bombarded by recruiters. When you do permanent recruiting, these are usually the people you want."

Brian Metcalf, COO and co-founder of Talent Rover⁴

One further flaw that arises when leaning to heavily on LinkedIn has to do with candidate profiles. While they remain a great place to start when looking at education, experience, or other qualifications, they are not always updated regularly and might be misleading.

In fact, as Ron Stewart of socialhire.com points out, "Whilst 48% of jobseekers claim to be active on social media on a daily basis, they aren't necessarily networking or updating their profiles at the same rate."⁵ Therefore, while LinkedIn can be a helpful tool in the recruiting process, a recruiter's search should not end there.

Social media receives a lot of credit for matching recruiters with candidates, but remains to be seen as the only top source of quality hires. When it comes to external hires, only 3% come from social media while 18% come from job boards⁵. Over three quarters of recruiters "find their best quality candidates through referrals," as stated by the 2015 Jovite Recruiter Nation Study⁶.



of jobseekers claim to be active on social media on a daily basis,



Therefore, it is imperative that recruiters explore all avenues when searching for candidates -- social media won't always turn up the best, most up to date results. There is no doubt that it is a useful tool, but one senior corporate technical recruiter puts it this way:

"LinkedIn and many other social media platforms are useful and powerful recruiting tools... If, however, they [recruiters] rely too heavily on just one tool, then the quality of job candidates and quality of hires will suffer. Social media should not be a recruiter's be-all and end-all for evaluating candidates."

-Richard Maltz, Senior Corporate Technical Recruiter at Instant Alliance⁷

Senior recruiting leaders such as Richard Maltz recognize that LinkedIn is best used as a supplement than a sole source of contact information. While candidates receive hundreds of unsolicited messages from eager recruiters, the best route of action is not to send yet another message. In order to stand out from other recruiters, talent specialists must reach their candidates in ways that others won't.



STRATEGIC RECRUITMENT





When it comes to the most crucial data regarding a candidate or organization, social media should only be a stepping stone in a larger process. Because recruiting is a people-first profession, there is simply no way to get around the fact that human interaction will be involved.

In order to obtain big data regarding an organization or its employees, relationships must be built through constant communication, genuine interest, and careful maneuvering.

According to Trevor Vas from atchub.net, using basic human interaction allows both parties to obtain much more information than they would through internet communication. He writes, "I can...gain insights into the candidate to see how good they are. Chatting over the phone also allows me to 'paint pictures' and help my candidates visualize the opportunity to gain their buy-in"⁸.

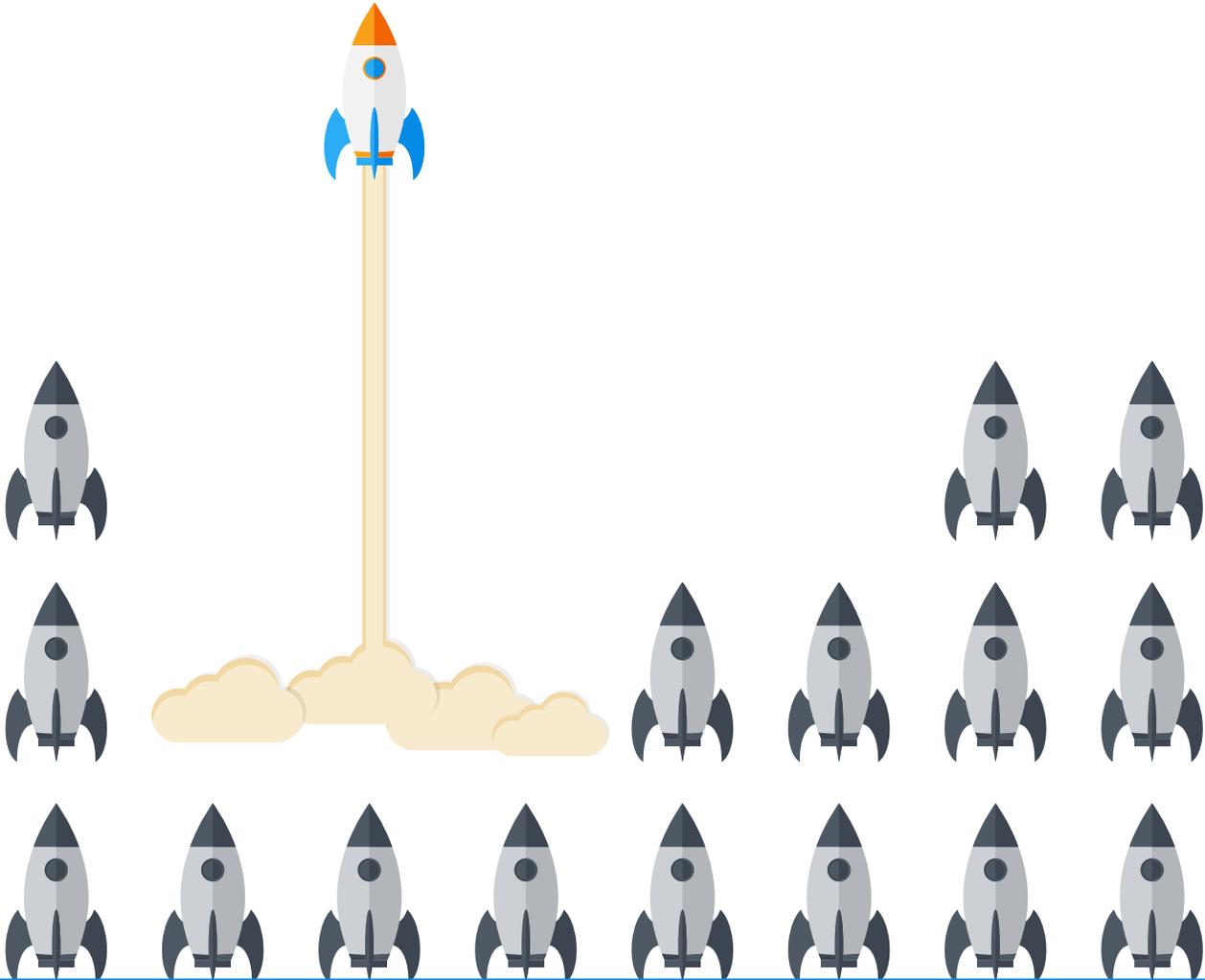
In other words, while the recruiter gains information about the candidate, the candidate gains information about the position.

The benefits of picking up the phone do not end there. One of the most important aspects of voice communication is that it helps the recruiter stand out from the rest. One article from accenthiringgroup.com states, "Using the phone sends a simple message: I'd like to talk to you and I'd like to do so today."⁹

LinkedIn messages can show a lack of ambition and are likely to be shuffled away with hundreds of others in a very full mailbox.

Communicating over the phone portrays the desire for a relationship as opposed to a transaction⁹. This relationship is of utmost importance as the candidate learns to trust the talent professional throughout the recruiting process. In fact, over half of candidates surveyed in the Resource Solutions' Asia Talent Insights 2015 "preferred to be approached by personal phone call" anyways.¹⁰

As for its efficiency, one Global Recruiting survey showed that response rates were 9% higher for phone calls than for LinkedIn emails¹¹.



According to the 2015 DICE Tech Candidate Sentiment Survey, half of all candidates simply ask that they “do more research before calling.”¹². 62% ask that they better understand how the “job skills matched the position”¹². These facts are telling and presents an opportunity for improvement.

To become a more strategic recruiter, talent specialists should consider the following techniques for valuable, informative calls:

- **Ask Questions:** When building any relationship, one must get to know the other individual by asking questions. In a recruiter’s case, this would include questions about work history, accomplishments, and goals for the future. It is imperative that this last element is included, as the candidate must be ready to think about new opportunities how he or she would like to further his/her career.
- **Points of Pain:** When speaking with a candidate over the phone, it is important to get a feel for what he/she dislikes about the current position. This allows a recruiter to pique his or her interest by mentioning the aspects of the prospective job which will fill those voids or fix those needs. For example, if the prospective job provides a very flexible schedule and the candidate happens to mention that he or she is struggling with stringent working hours in the current position, the recruiter can now maximize on this opportunity.
- **Points of Positivity:** Throughout the conversation, the recruiter must get a feel for what the candidate’s priorities are. What is important to him or her? What does he/she enjoy about the current position or desire in a future position? Answering these questions will allow the recruiter to sell the job in the near future.
- **Be Genuine:** Not only can people sense whether or not someone is genuine, but recruiters must remember that they are working with people’s livelihoods. For this reason, it is in the recruiter’s best interest to create the best match and to constantly ask questions in order to assure that the potential hire makes sense. Not only does the client and hiring manager need to be happy with the results, but the candidate needs to feel comfortable in his or her new position.



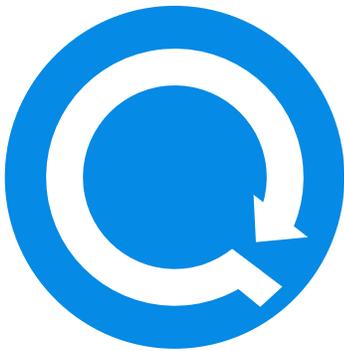


CONCLUSION

While LinkedIn certainly is a helpful stepping stone in the recruiting world, it is overused by recruiters, underused by candidates, and not personalized enough for the business of building relationships. To access new, quality candidates means to pick up the phone, be genuine but strategic, and build valuable trust.

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About Qualigence

Qualigence International is the largest Recruitment Research and professional search firm in the United States, and proudly serves as a unique alternative to traditional retained or contingent recruiting models.

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