

# **Best Practices for Online Recruiting**

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Companies are increasingly using online tools (job boards, resume databases, social media) to help find candidates for their positions. Organizations that don't use the Internet for recruiting may be at a disadvantage when competing for talent.

This article offers tips when recruiting online for your organization.

## **Embrace social media**

Research shows that it is extremely useful to use social media for recruiting. Create an online presence using options such as Facebook, LinkedIn and Twitter.

## **Clear job description**

Ensure that job postings include all the relevant information such as skills required, responsibilities, and company details. By doing this, potential candidates have a clear picture of what is required to be a successful applicant for the position.

## **Decide where to advertise**

It's important to know what sites are most suited for your particular job postings. While free job boards may be cost effective, for example, you should think about what message you may be sending to potential applicants/employees about your organization. Post on sites where suitable applicants will see your position so that you have an excellent chance of reaching the best candidate.

## **Display a positive and professional image**

A job posting should provide a positive impression of your organization. Communicate how working at your company can be a rewarding experience both initially and in the future. Also check to ensure information is accurate before publishing since you may lose credibility to potential applicants if there are mistakes in the postings.

## **Be visible**

Because job seekers use the Internet to research a company before applying to a position, it is vital to have a visible presence on the Internet. Add positive content to your website, such as awards or major achievements. Demonstrate that the company is ethical and above board. Run Google searches to find out what job seekers see about you and your organization.

## **Research the candidates**

Run Google searches on job applicants to see if there's any additional information that comes up before interviewing them. Cross-check their resumes against their LinkedIn profiles to make sure dates and work experience on their resumes are consistent.

## Headhunting

Headhunting online is usually not done by organizations due to lack of time, confidence or knowledge. The Internet can be your friend when it comes to recruiting online and can be an excellent source for finding potential candidates for your positions. Reach out to job applicants yourself by going after prospects that you want.

## Keep your content current

It's important to keep your website up to date and post content to social media regularly. Applicants are generally plugged in and notice when content is updated.

## Promote your organization

You have an excellent opportunity to promote your organization when you are posting job openings online. Use this chance to talk about why someone would want to work for your organization.

## Exclude compensation in job postings

Keeping compensation out of online job postings has a number of advantages: Competitors won't know what you're paying and it also gives you more room for salary negotiation. If a candidate requests less compensation than what you planned to offer, you may save your organization money.

## Make it easy to apply

Take time to refine and simplify the application process. Candidates lose patience if there are numerous, time-consuming steps to get through before they can apply to a position. Ideally, the entire process should be completed in less than five minutes.

## Conclusion

The Internet can be an extremely powerful tool in your search for candidates for your organization. Using it to your maximum potential can give you an edge over your competitors to find the best staff available in your market.

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