



RECRUITING & HIRING

Human Resources Departments Must Master Digital Recruitment



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3 MINUTES

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Why would your company's management Google your own company rather than the name of a prospective employee when it comes to recruiting?

Answer, because as much as you are seeking top talent, they're seeking you, with rightful cause and attitude. Speaking of [recruiting and attitude](#), A&E Network's Senior Service Vice President Stacy Green sat with **Forbes** magazine reporter Mark Murphy explaining how the network retains top talent to run hit channels History, Lifetime, LMN, H2 and FYI.

"What Stacy and her team have figured out is that the most direct route to the people who have the right attitudes (e.g. open, bold, and caring) are the people you already know who have the right attitudes," reports **Forbes**.

And it's not just A&E Networks, according to **Forbes**, who mulled over recruiting tips of up to 1,000 companies, reporting the best channels for recruiting high-performing employees that fit your culture are employee referrals, networking, online job boards, company career portal and company recruiters.

Randstad, a top U.S. [staffing and recruiting agency](#), claims that knowledge, selection and understanding are key ingredients the company uses in its search for top talent. Shirley Jones, executive vice president of corporate services, said first on her top five tips is employee placement when it comes to new hires. "When placing candidates, place them in a role that is the appropriate next step in their career, not in a role they've already done. Not only does this make for happy candidates, but it helps clients with employee retention," she said.

Second is social media, according to Jones. "Understand Boolean logic so you can create an effective search string and quickly find the candidates you are seeking," said Jones, noting LinkedIn, Facebook, Google+ and Twitter are social media sites excellent for recruitment. "Make the technology work for you."

Speaking of cyberspace, Jones believes building a "strong online

presence" that consistently communicates the company's message "across all platforms to build your brand as a recruiter." Her fourth tip to gaining zenith talent is to "grow your personal network and pull people into your web of influence." The fifth and final tip is to "stay current and be an expert" in each respective industry. "Understand the trends related to sourcing, engaging and retaining talent and share that knowledge with your clients," said Jones.

Agility Executive Search [Founder Patricia Lenkov](#) also gave a handful of helpful hiring hints, beginning with clarity. "Be very clear about the position description. Enumerate the responsibilities clearly as well as appropriate experience and education," said Lenkov. "The more clear all of this is up front the better you are able to find exactly what you are looking for."

Screening potential candidates at the [top-tier recruiting firm starts](#) with a phone screen in order to begin to eliminate unqualified employees, according to Lenkov. "During the phone screen, ask open-ended questions and listen carefully not only to what the person says but how they say it," she suggested, adding the third tip is during the interview, pay attention to non-verbal cues and information. "These often tell you even more than what the candidate says."

Taking reference checks one step further is another way to assure you are hiring right. "When conducting references, speak not only to those provided on the pre-packaged reference list but to others who have worked with or for the candidate," said Lenkov. "This is where the real information should be obtained."

Lastly, be methodical and take it slow, according to Lenkov, adding the candidate should meet as many employees in the company as possible. "Pay attention to cultural and style fit. These are important for long term fit and success," she added.

As the human resource director of Veteran United Home Loans, August Nielson has a handle on recruiting talent with the best of abilities since a military background ensures he does nothing less. The [financial institution](#) has a value system based on being passionate and having fun, delivering results with integrity and enhancing life every day. With most veterans returning from active war in the Middle East, Nielson

said it "has always been important to do what we can to support our service men and women when they transition from the service to the civilian workforce.

"The fact that we have so many more doing that these days only heightens that need," said Nielson of recruitment. After a needed cultural conversion, which can be uncertain for individual soldiers, providing "something solid to focus their work on," is key for soldiers to successfully provide for families.

The first recruiting tip is to create a great culture with a "clearly defined mission where employees feel good about what their company does," and are surrounded by trusting co-workers is the best way to get good help in the door.

"Identify the top talent in each position that most closely embody the company culture/mission," and then asking for "referrals from those people," are the next two steps in seeing that good help eventually calls your company home. "Bring those referrals through your objective hiring process," said Neilson of the fourth tip, adding the fifth suggestion is ultimately to "hire the best referrals from that process, measure the results and repeat what worked."

While 21st century recruiting has changed so much over the last few decades in all walks of life, who knows how top talent will be attained in the future. Be it beaming up qualified Scotties, or cloning the perfect employee, seeking and hiring help will always progress. "Our industry is evolving so quickly and will likely continue to move even faster. It will be fascinating to see what happens in the next 10 years," said Jones. .

While the future of recruiting is yet unknown for the human resource industry, what is presently certain is a company must be worth working for when top talent types its name into Google, so be as good as the talent you seek.

