HR TOMORROW

Social Media, Talent Acquisition and Networking to Build your Brand
HOW DID I BECOME A RECRUITER?

“If you want to lead a team, first we need to build one”
HOW MUCH DOES IT COST TO HIRE IN TIME?

- Internal discovery of a need
- Creating a job description and posting
- Managing that posting and screening resumes
- Initial phone screen
- Team coordination for an on-site interview
- Maybe Team coordination for a 2nd or 3rd on-site interview
- Decision and candidate follow up
- Offer strategy and creating
- Offer extension
- Negotiation
- Accept/ Decline
• Standard FTE fees to companies that outsource recruiting is 20%+

• For contingent, contract to hire or contract needs, 30% of that hourly rate goes to the vendor.

• For 5 FTE hires around 90k, this = $90,000

• For 5 one year-long contractors at $90/hr, this = $270,000 (estimating 1800 hrs/annum)
WHY IS RECRUITING VALUABLE IN HR?

- Saves your employer a lot of money.
- Enriches your skill set and value added
- Teaches you how to market yourself
- Improved social interactions and abilities
- Networking – connecting the dots. Karma
WHAT’S OUT THERE?

- Twitter
- LinkedIn and LinkedIn Feeds
- Facebook
- Blogs
- Newsle
- Cloud based solutions
- More
YOUR PUBLIC IMAGE

- Twitter + LinkedIn Basics
  - Your profile pictures
  - SEO
  - privacy settings
  - contact information
  - Linking your accounts
  - Following people
SEO


- Specialties: Human resources, employee relations, performance management, project management, leadership development, restructuring, diversity, change management, customer service, database administration, performance analysis, staffing.
BUILDING A NETWORK

- When do you reach out? (feeds, facebook, newsle, etc)
- What do you say?
- How do you reach out?
- Are you keeping in touch and following up?
FINDING PEOPLE

- Recruiting 101
NETWORKING EVENTS

- Do your homework if possible to find connections.
- Prepare a few standard questions – this is not a job interview/legality.
- You can get personal (sometimes).
- Are you memorable?