



5 Innovative New Ways to Make Attracting Talent Easy

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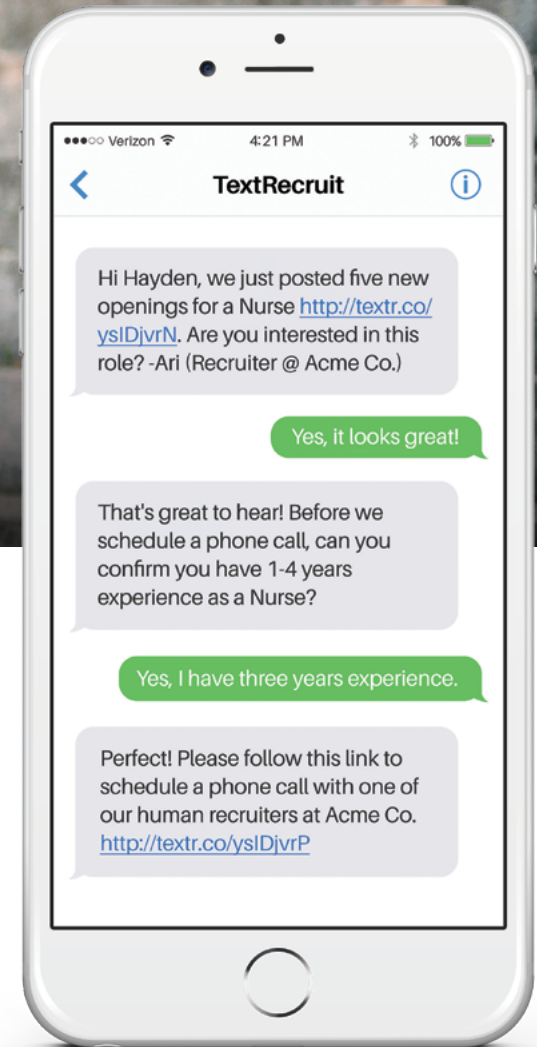
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To Better Communicate With Candidates, Think Outside the Box

To win the war for talent, you have to step up your communication game.

As unemployment falls, the pool of available talent shrinks. That means employers in need of great hires will have to compete with one another all the harder in order to land great talent. Communication is key in this competition: All the hottest perks and hippest employer branding in the world won't mean a thing if your competitors are communicating faster and getting all the best candidates before you can.

Traditionally, recruiters and employers have communicated with candidates via email and phone calls. Unfortunately, these channels aren't as effective in our hyper-connected world, where everything runs at super speed.

For one, the response rates for emails and phone calls tend to be low: One 2016 survey found an average response rate of 44 percent for phone calls.¹ Emails had an even lower rate, just above 30 percent.

Part of the problem is the inconvenience. After a long day at work, does a candidate really want to have a long chat with a recruiter, or would they rather kick back and watch some Netflix? Does a candidate really want to sit down and draft a professional email in response to a recruiter, or would they rather spend some time with their family?

¹ <https://www.socialtalent.com/blog/recruitment/the-most-effective-way-of-contacting-passive-candidates>

Furthermore, caller IDs and spam filters are working against you. People often let unrecognized numbers go immediately to voicemail. If you do leave a voicemail, don't count on it being heard in a timely manner: More than 30 percent of voicemails sit in a person's inbox for three days before being heard.² Furthermore, only 18 percent of Americans say they will respond to a voicemail from an unknown number.³

Similarly, spam filters may push your emails out of a candidate's inbox and into their spam folder, never to see the light of day.

When candidates do actually respond to your phone calls and emails, the conversations that emerge tend to be long and drawn-out. While you're firing emails back and forth or playing phone tag with a top prospect, another employer may swoop in and snap them up.

This isn't to say you should abandon phone calls and emails in your recruiting efforts. Under the right

circumstances, these can be great communication channels that help you build strong relationships with candidates. Moreover, many candidates do like being contacted by phone or email about job prospects.

The real takeaway is that it is no longer a smart choice to rely on phone calls and emails alone. Instead, recruiters need to adopt additional communication channels that are faster and more convenient – for both themselves and their candidates. Doing so will encourage improved response rates, faster response times, and ultimately, better hires.

In this eBook, we'll outline five communication channels you may be overlooking. These channels could be exactly what you need to speed up your recruiting process and land top talent before your competitors do.

² <http://www.nytimes.com/2009/04/02/fashion/02voicemail.html>

³ <https://www.forbes.com/sites/tjmccue/2013/04/11/bring-your-own-device-in-2013-there-will-be-more-mobile-devices-than-people-on-earth/>

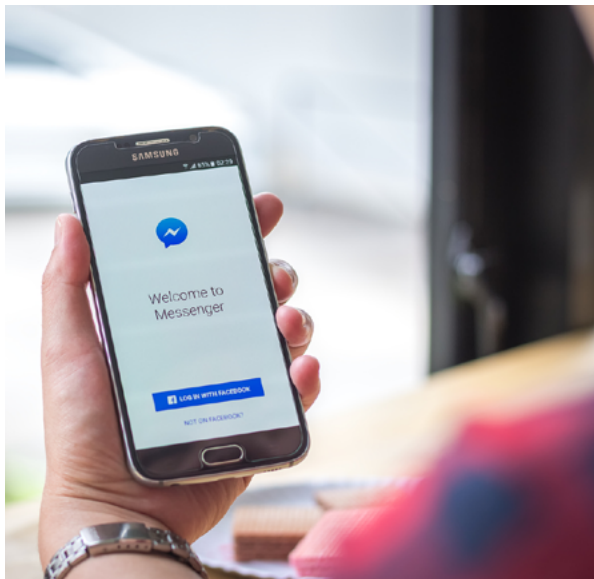
Facebook Messenger

Facebook Messenger is Facebook's native chat feature. It is available as a standalone app for mobile devices, and laptop and desktop users can access Messenger from their browsers while logged into Facebook.

Fast Facts⁴

- The Facebook Messenger app has 1.3 billion monthly active users.
- Facebook itself has more than 2 billion users. That's nearly 80 percent of all internet users – and every single one of them has access to Facebook Messenger, even if they haven't downloaded the standalone app.
- 66 percent of all U.S. smartphones users use Facebook Messenger.

- 73 percent of U.S. smartphone users between the ages of 18 and 29 years old use Facebook Messenger.
- 43 percent of U.S. smartphone users 60 years of age or older use the app.



How to Use Facebook Messenger as a Recruiting Tool

Given Facebook Messenger's wide reach and high usage among working-age adults, the app can reasonably be used to connect with professionals across industries and age groups, from entry-level tech workers to finance

⁴ <https://expandedramblings.com/index.php/facebook-messenger-statistics/>
<https://www.statista.com/statistics/187041/us-user-age-distribution-on-facebook/>
<http://mediakix.com/2017/03/facebook-demographics-marketers-should-know/#gs.N7xewdQ>
<https://sproutsocial.com/insights/facebook-stats-for-marketers/>
<https://techcrunch.com/2017/04/12/messenger/>
<https://www.statista.com/statistics/301048/us-whatsapp-and-facebook-messenger-penetration-by-age/>
<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

executives. This wide reach may be Facebook Messenger's biggest strength as a recruiting tool.

Furthermore, Facebook Messenger can be integrated with a smartphone's texting app so that Facebook messages and texts are managed in the same communication stream. Many users take advantage of this integration, which means reaching out to candidates via Facebook Messenger can be as effective and efficient as texting them directly.

It's also important to note that Messenger is integrated with Facebook's jobs feature. Job

seekers can apply to roles posted on Facebook via Messenger. If your company posts and promotes jobs on Facebook, that's all the more reason to leverage Messenger as a communication channel. Doing so can create a seamless transition in your recruiting process from initial contact to application.

While Messenger has many clear benefits as a recruiting tool, there are a couple things to be cautious about when using the app to contact candidates:

- Some people view Facebook as a personal, non-professional social media space. These

people may not be receptive to receiving recruiting messages on a platform they primarily use to connect with friends or share memes. Be tactful when reaching out via Facebook Messenger, and be sure to offer alternative contact information so that candidates can continue the conversation on a platform with which they are more comfortable.

- If you send messages to people with whom you are not already Facebook friends, your messages may be filtered into Messenger's spam folder. It is therefore a good idea to connect with candidates on Facebook or elsewhere before moving the conversation to Messenger.

WhatsApp

WhatsApp is a free messaging app for mobile devices and desktop computers. Users can send text messages, documents, videos, and images to one another through the app. The app can also make voice and video calls. Users can be contacted through the app via their mobile phone numbers. There is also a version of the app specifically made for businesses⁵ that lets users create message templates and send automated messages, among other features.

Fast Facts⁶

- WhatsApp boasts slightly more users than Facebook Messenger, with 1.3 billion active monthly users.
- WhatsApp is slightly less dominant in the U.S., but it has a particularly strong global presence. For example, 53 percent of Brazil's population uses the

app, as do 47 percent of Mexico's population and 40 percent of Turkey's.

- WhatsApp is one of the most frequently used social media apps. Fifty-eight percent of its users log on more than once a day.
- WhatsApp's user base is fairly young overall, with roughly 70 percent of its U.S. users falling under 44 years old. More than a third of the app's U.S. users are under 34.

⁵ <https://www.whatsapp.com/business/>

⁶ <https://www.forbes.com/sites/tjmccue/2016/09/27/snapchat-whatsapp-and-instagram-dominating-younger-demographic/#4b189c5c69fc>

<https://oursocialtimes.com/7-social-media-statistics-for-2017/>

<https://www.statista.com/topics/2018/whatsapp/>

<https://expandedramblings.com/index.php/whatsapp-statistics/>

<https://www.statista.com/statistics/290447/age-distribution-of-us-whatsapp-users/>

<https://www.statista.com/statistics/289492/whatsapp-popularity-in-emerging-markets/>



How to Use WhatsApp as a Recruiting Tool

Given its popularity in emerging mobile markets like Brazil, Mexico, and Turkey, WhatsApp is especially useful for international recruiting efforts – and, of course, for organizations based in the countries where the app enjoys significant popularity. As an added bonus, calls made through WhatsApp are free, so you won't have to worry about racking up a massive phone bill as you reach out to international candidates.

Because WhatsApp is especially popular with young people, the app may be best utilized by recruiters in industries that appeal to this age group. According to LinkedIn⁷, industries like technology, healthcare/pharmaceutical, financial services/insurance, transportation, and architecture/engineering are particularly popular with millennials. Recruiters and employers in these industries may want to adopt WhatsApp as a communication channel.

Gen. Z-ers are just starting to enter the workforce now, so it is difficult to say with any certainty which industries they will gravitate to en masse. That said, we do know that Gen. Z-ers tend to value roles that let them act entrepreneurially.⁸ If you're recruiting young people for such a role, WhatsApp may once again be a good communication choice.

⁷ <https://business.linkedin.com/talent-solutions/blog/trends-and-research/2017/top-industries-gaining-and-losing-millennials>

⁸ <https://theundercoverrecruiter.com/gen-z-future-careers/>



The automated messaging and message templates of WhatsApp Business may be particularly useful for recruiters, as these features allow them to maintain contact with multiple candidates with relatively little investment of time and effort.

Finally, the WhatsApp group feature can be a great way to build and engage an active talent pipeline. Group candidates according to common characteristics, and promote relevant open roles to each group accordingly.⁹

⁹ <https://blog.firefishsoftware.com/reasons-whatsapp-recruiting-is-great>

Snapchat

Best known for its self-deleting pictures, Snapchat is an image-messaging service centered around the sharing of pictures and videos between users. “Snaps” are deleted automatically once they’ve been viewed. Snapchat also offers a variety of filters and stickers for users to dress up their images. Users can also create “stories,” which are collections of pictures and videos that last for 24 hours before disappearing. Finally, it’s worth noting that Snapchat does feature a traditional chat function.

Fast Facts¹⁰

- Snapchat has 178 million daily users, each of whom opens the app an average of 25 times a day for a total of 30 minutes overall.
- Like WhatsApp, Snapchat skews young: 41 percent of 18- to 34-year-olds use Snapchat on a daily basis, but only 13 percent of the app’s users are older than 35.



- Millennials between the ages of 25 and 34 are the fastest-growing user segment of the app. Millennials send 2-5 snaps per day, and 69 percent of them use the chat feature regularly.

¹⁰ <https://www.forbes.com/sites/kathleenchaykowski/2017/03/01/snapchats-big-weakness-the-olds/#3088117a230b>
<https://www.likeable.com/blog/2017/whos-on-snapchat-the-changing-age-demographics/>
<https://forbusiness.snapchat.com/>
<https://blog.hootsuite.com/snapchat-demographics/>

How to Use Snapchat as a Recruiting Tool

Given the app's focus on pictures and short videos, Snapchat is best used as a recruitment marketing and employer branding tool. While Snapchat does have a chat feature, it's not conducive to the kinds of sustained conversations recruiters and candidates typically engage in.

Consider creating engaging stories that give candidates a glimpse of life at your organization. Pictures of people working, videos of team-building and social activities, and even short tours of the office can all help candidates get a feel for your culture – and excited about

what you have to offer. You can also slip some fun, visually attractive job ads in, along with captions directing candidates on how to apply.

For a good example of how to use Snapchat to advertise jobs, look to McDonald's.¹¹ In the summer of 2017, the company used the platform to put out a series of short videos of employees describing their jobs. Snapchat users were invited to send in short videos of themselves in order to apply for roles at McDonald's. They could even use a custom filter that superimposed a McDonald's uniform on their snaps!

Snapchat's geofilters should be of particular note to recruiters and hiring professionals. These are special filters users can only access when they're in a certain location at a certain time. These custom filters can be great advertising tools. Some organizations create custom geofilters for job fairs, while Parker Staffing Services¹² went as far as creating a geofilter for a college graduation ceremony. As a result, the company saw a 44 percent increase in web traffic and a 35 percent increase in job applications. Clearly, the strategy works.

¹¹ <http://fortune.com/2017/06/13/mcdonalds-snapchat-jobs-2/>

¹² <https://www.linkedin.com/pulse/using-snapchat-geofilters-recruit-college-graduates-jacob-rhoades/>

LinkedIn

If you're reading an eBook about communication methods for recruiting, you likely already know all about LinkedIn, the premier professional social networking site. Professionals sign up, fill out resume-esque profiles, and connect with one another to strike deals, share insights, and make hires.

Fast Facts¹³

- LinkedIn has 530 million total users, though only about a quarter of those users are active monthly.
- LinkedIn skews older than other social media sites. A quarter of LinkedIn users are 18-29 years old, whereas 61 percent of the site's users are 30-61 years old.



- LinkedIn also skews wealthier: 44 percent of LinkedIn users have annual incomes of more than \$75,000. The average annual household income in the US is \$59,039.

Using LinkedIn as a Recruiting Tool

Given that LinkedIn users tend to be older and wealthier, the site is especially good for recruiting established professionals with a lot of experience in their industries. If you need a manager, leader, or executive, LinkedIn is probably your best social media option. LinkedIn users also tend to be engaged in white-collar office jobs. Recruiters in the service industry or in blue-collar fields may want to look elsewhere.

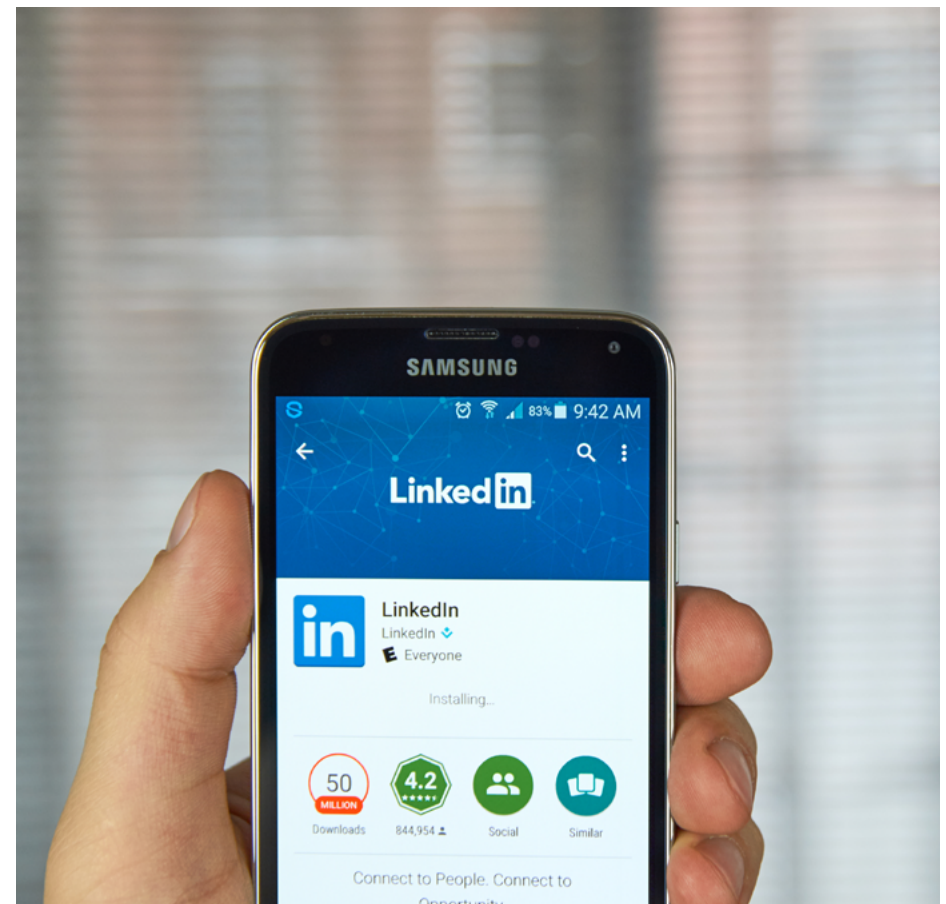
¹³ <https://blog.hootsuite.com/linkedin-demographics-for-business/>
<https://press.linkedin.com/about-linkedin>
<https://www.omnicoreagency.com/linkedin-statistics/>
<https://www.marketing-mojo.com/infographic/infographic-guide-demographics-linkedin-users/>
<https://www.bloomberg.com/news/articles/2017-09-12/u-s-household-incomes-rose-to-record-in-2016-as-poverty-fell>

LinkedIn doesn't have the hippest of reputations, so professionals in creative fields like art and design may be harder to come by on the site. Such professionals are by no means absent, but it's likely they're spending more time – and are therefore more available – elsewhere.

Because LinkedIn focuses on professional networking, the site does quite a bit to facilitate new connections between people who may not know each other in the outside world. Whereas Facebook pushes messages from non-connections into a separate, secret inbox, LinkedIn allows users to reach out to non-connections via InMail. You need to pay for either a "Premium" or "Recruiter" account in order to use InMail, but if you're in the talent business, the investment is well worth it.

Of all the social networking sites mentioned in this eBook, LinkedIn is the place you're least likely to meet resistance when messaging strangers. People on the site want to make new professional connections. That's why they joined!

LinkedIn's relatively new messaging feature is more chat-like than the previous iteration, which felt more like an email inbox. Because of this, LinkedIn's chat feature is now more conducive to ongoing, dynamic conversations than it used to be.



SMS

Known more colloquially as “text messaging,” SMS stands for “short messaging service.” It may be the single most popular method of communication in the present day.

Fast Facts¹⁴

- 83 percent of American adults own cell phones, and 73 percent of them use their cell phones to send and receive text messages.
 - The typical cell phone user between the ages of 18 and 24 sends or receives 50 messages per day.
 - 31 percent of mobile phone users prefer texts to calls.
 - 91 percent of people under 30 respond to text messages within an hour.
- People over the age of 30 are twice as likely to respond quickly to a text message, compared to a voice message.



¹⁴ <http://www.pewinternet.org/2011/09/19/americans-and-text-messaging/>
<http://www.nytimes.com/2009/04/02/fashion/02voicemail.html>

How to Use SMS as a Recruiting Tool

Text messages are practically universal, used heavily by people across age groups, locations, and industries. This makes them a flexible recruiting tool fit for almost any situation.

Furthermore, text messages have higher response rates and faster response times than phone calls and emails. That's due to the convenience of the channel. You can send text messages from pretty much anywhere at any time. That candidate who would rather watch Netflix than hop on the phone with you? They won't mind taking a minute to tap out a text.

Text messages can be a great first point of contact. They're unobtrusive, easy to read, and easy to reply to. Consider establishing communication with a candidate via a quick text, and then moving the conversation to phone or email depending on the candidate's preference.

Text messaging is also a great way to keep candidates engaged throughout the process. For example, if a candidate has to wait a few days while interviews are scheduled, they run the risk of disengaging from the process. Daily texts to check in with a candidate will go a long way in keeping the connection warm and the candidate's excitement up.

Conclusion: Choosing the Channel That's Right for You

When deciding which communication channels to utilize in your recruiting efforts, consider the strengths and weaknesses of each. Choose the options that align with your particular needs.

To recap quickly:

Facebook Messenger: A wide reach and high usage across demographics make this app a good choice for connecting with professionals across industries and age groups. However, many Facebook users are wary of discussing their professional lives on the site, so proceed with caution.

WhatsApp: With international appeal, WhatsApp is great for global recruiting efforts. It's also quite popular with younger people, so recruiters in industries that attract high numbers of younger workers should take note.

Snapchat: The image-centric nature of Snapchat makes it best suited for employer

branding and recruitment advertising efforts, less so for sustained communication with candidates. The app's geo-filters have also proven to be valuable recruiting tools for many organizations.

LinkedIn: LinkedIn's wealthier, older user base makes it a great source for established professionals in white-collar roles.

SMS: Text messaging is practically universal, and its convenience allows recruiters and candidates to engage with one another quickly and easily. It should be a part of any recruiting endeavor.

Want to make your recruiting process more agile, more efficient, and more effective? Check out [TextRecruit](#), the all-in-one candidate engagement platform. TextRecruit allows recruiters to take their communication to the next level by initiating scalable text messaging campaigns all managed from the same central interface. In an age where speed can mean all the difference between a great hire and a good-enough hire, TextRecruit is your go-to communication platform.

