Automated Recruiting and the Human Factsr

AUTOMATION OF RECRUITING EMPLOYER EVENTS **NETWORKING** APPLICATION RESUMÉ INTERVIEWING Job fairs Hand delivery Mixers Paper Face-to-face SUBMIT Video **Online** Job boards/ Social media Virtual Company sites/Online job fairs profile career sites hangouts





- Better, faster and cheaper (potentially)
- New candidate sources, including access to passive candidates
- Niche communities enable hyper-specific recruiting
- Less time spent sourcing more time spent engaging candidates

CAUTION



- Need personal interaction for a good candidate experience
- Automated recruiting is not global
- No start-to-finish experience with today's technology

THE RIPPLE EFFECT





Job-Seekers Scrub Their Profiles

46% change privacy settings

40% modify social media profiles1

17% delete social media accounts to avoid prospective employer scrutiny²



Who Are We Missing?

40% of job seekers found favorite or best job through personal connections

of adults using the internet don't use social media

22% of those adults use social networks but not Facebook, Twitter or LinkedIn³



What Employers Tell Us

91% used social media to screen candidates

passed on a candidate due to social media profile content⁴

hired candidates based on social media profiles

I can't put my finger on it...

"...there are also things that are specifically true only about your organization, and the people you have and the unique situation you're in at that point in time. I think this will be a constraint to how big (the) data can get because it will always require an element of human insight."5

Laszlo Block, SVP of People Operations at Google, about his company's use of data to measure potential performance, leadership qualities and hiring effectiveness.



Recognized as a global leader in Recruitment Process Outsourcing (RPO) by Everest Research Group and NelsonHall, ManpowerGroup Solutions' RPO provides flexible and scalable recruitment solutions to ensure the results you need-greater predictability of cost, an improved candidate experience, and improved talent quality.

Learn more at manpowergroupsolutions.com

- ¹ Jobvite. (2014.) Jobvite Job Seeker Nation Study.
- ² Jobvite. (2014.) Jobvite Job Seeker Nation Study.
- ³ Duggan, M. and Smith, A. (2013.) Social Media Update 2013. Pew Research Internet Project. http://pewrsr.ch/1mbxpW0
- ⁴ Hartley, D. "You Did WHAT?! More Employers Eliminate Candidates Based on Social Media Activity." June 30, 2014. CareerBuilder. http://cb.com/TPvs50

⁵ Bryant, A. "In Head-Hunting, Big Data May Not Be Such a Big Deal." June 19, 2013. The New York Times. http://nyti.ms/112AWgb