




VISUAL RECRUITING THAT WORKS

THE BREAKDOWN OF JOB BOARDS AND WHAT YOU CAN DO ABOUT IT

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Job boards have been a problem for a while, but with the lack of an alternative, most HR professionals and recruiters have resolved to make them work within their hiring strategy. While job boards are effective at getting your job posting in front of a large mass of applicants, they often fail to get you the right candidate from the start.

Sifting through hundreds of irrelevant, unqualified candidates has become a pain point we've simply come to accept as part of the process. *But, why?*

NOT ONLY IS THIS A WASTE OF TIME, TALENT AND RESOURCES, IT MAKES THE HIRING PROCESS TRANSACTIONAL RATHER THAN WHAT IT SHOULD BE - THE START OF A MEANINGFUL, WIN-WIN RELATIONSHIP FOR BOTH EMPLOYER AND CANDIDATE.



LET'S START BY IDENTIFYING THE JOB BOARD BREAKDOWN:

Have you looked at a job board lately?

Today's job boards--available jobs stacked one after another--are just an updated version of newspaper classifieds. Each posting looks identical, as does each job description. Nothing is visual or engaging, and jobs can only be shared by URL links. In today's social media-powered era, text-based links simply fall flat. People expect to be inspired, and are looking to create an authentic connection between themselves and a potential employer. Both employees and employers want to find a good match that results in a mutual opportunity and an enjoyable, productive work experience..

Job boards take the HUMAN out of Human Resources.

When did the hiring process become so transactional? On job boards, the human component has been almost entirely removed, so we shouldn't be surprised that candidates are applying in an inauthentic way. Mass applicants, no cover letters and a dearth of thoughtfulness when applying is a direct result of the first interaction between your company and the candidate (i.e. the job listing) lacking any personal connection. The job and brand fades into the sea of sameness; everything looks and feels alike. How can we expect careful consideration and thoughtful, relevant applicants when we're interacting with prospects one dimensionally?

Quality candidates aren't hanging out on job boards.

It makes sense; top-quality professionals are most likely already employed. While they may already be working at stellar companies, that doesn't mean they don't have their eyes and ears open to new opportunities. Data shows that quality candidates rely on their personal and professional networks when considering a job change. They're active on social media and online networks often accessed via their smartphone.

You may get quantity, but are you getting quality?

Job boards promise to get your job opening in front of hundreds, if not thousands, of people. And they excel at this. But what doesn't always translate from job board to application is the RIGHT people applying for the job. It often seems like the applicant hasn't even read the job posting! Mass applications and lack of attention to the position's requirements lead to an overload of resumes that go straight into the trash. Quality candidates view job boards as sending their resume down a black hole.



SO, WHAT'S THE ANSWER?

Now that we've outlined why and how job boards are losing efficacy, how do we begin to solve this problem? Job boards may be a part of a comprehensive hiring strategy, and we aren't advocating ditching them altogether, but it is also essential to start promoting your open jobs on social media. While not everyone is perusing job boards, most people are actively consuming information via social media.

Here are our top tips to start hiring for today, and the future:

Use visuals everywhere

It's safe to say the world is powered by visuals. The way we communicate with each other is increasingly visual, from live chatting with loved ones on FaceTime to live feeds on Facebook, Snapchat and Instagram. This level of connecting is quickly becoming "business as usual." If the rest of the world is interacting this way, your job posts should follow suit. Integrating Vizi allows you to easily showcase your company, work and people visually and authentically. When candidates are able to see the story of your brand, they'll feel more connected and engaged, right from the start. Vizi makes your job post visual everywhere - in conjunction with top job boards, social media, email and text.

Improve job descriptions with details and keywords

Don't let your job description get stale! It's essential to consistently update job posts with keywords that will attract the right candidate for the position. Dynamic job posts like Vizi allow you to easily modify keywords that support SEO with a few clicks of the mouse.

Showcase your company culture

Add the humanity back to the hiring process by approaching it like the start of a new relationship. We know quality candidates care about more than the paycheck, so be sure to highlight other aspects of the job or your company. Vizi allows you to customize each job post in order to establish a genuine connection. This is your chance to create a lasting first impression, so don't be afraid to include interactive content like photos and videos to communicate your company culture and values. Consider writing the job description from a "why you should spend 5 days a week at this company" angle for a fresh approach.

Social media, social media, social media

It's time to face it, social media is not only here to stay, but has quickly become one of the most important brand communication tools. Posting a URL to your social platforms isn't the way social media was intended to be used. Posts need to be visual, engaging and interactive. Vizis are built for social media posting and most importantly, social sharing. Social sharing is the new employee referral system - a few shares from current employees can result in hundreds, if not thousands, of impressions in a matter of hours.

It's time to approach hiring, the use of job boards and social media in a new way. Small shifts in your strategy, adding Vizi, social media sharing and creating authentic connections with candidates - even before they apply - is the key to getting relevant, qualified candidates, quicker.





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