

QUICK GUIDE: 5 SOURCING HACKS FOR CORPORATE RECRUITERS

Sourcing is one of the hardest parts of the recruiting process. It's not easy to find skilled people who are also open to a new job, especially in such a candidate-driven market, but it is possible. Each year, technology offers both new avenues and more obstacles for sourcers. These 5 hacks are timeless opportunities to step up your sourcing game, whether your title is corporate recruiter or sourcing ninja.

Hack #1: Join a Support Group

Your peers are looking for the same needle in a haystack and some have found a formula to locate it. Networking with other recruiters means you might just learn a few more tricks. Of course, the most famous are groups like SourceCon and Boolean Black Belt's blog, but there are plenty of other groups to explore!



Join Networking Groups

LinkedIn, Facebook and Quora have great groups teeming with recruiters in all walks of life and with various specialties. Group members are constantly sharing content which makes for great inspiration or advice. Need to know how to source nurses with a specific certification? There's a Facebook group for that!



Find and Follow Other Recruiters

Groups will serve as great introductions to people in the industry. Follow those who have some of your favorite insights. There is no shame in emulating others' success. While less sourcing focused, groups like #HROS are building out cases studies with patterns, templates and proof points for other HR pros to borrow and follow. Open Source networks are great for in real life sourcing tactics like career fairs, competitor sourcing and college recruiting.



Go to Conferences

It isn't always *what* you know, it's *who* you know. Recruiters should be constantly networking online and meeting people in person whenever possible. The internet is great, but it has nothing on old fashion communication. At a recent SourceCon conference, Dean DaCosta shared on New Tools Every Sourcer Needs. Takeaways included Chrome extensions, plugins, websites and more. Conferences provide a valuable place to learn more about your craft, even if you're not a full-time sourcer.

Hack #2: Get Tech on Your Side

Finding skilled talent is the number one priority of [46% of companies](#). If your organization is a part of that majority then the amount of resources put towards sourcing should match. Technology has brought a great deal of possibilities to the modern recruiting team and if you're still up to your ears in spreadsheets, then you may be losing precious time and talent.



Create/Maintain a Company Career Site

When it comes to searching and applying for a job, [42% of job seekers](#) look at company career sites. It was the top method over Googling job boards, social media and multiple channel research. Having an easy to use career site, branded for your organization with pertinent information to applicants could bring talent directly to your desk. Maintenance comes from getting rid of long job descriptions, slang or jargon that no one outside your company understands and having shorter, more engaging job ads written to attract those you find via less traditional means than job boards and LinkedIn.



Use Aggregator Tools

Chrome and Firefox offer extensions that reveal information like email, telephone number and social media profiles of people you interact with on the web. Consider it a bird's eye view of the internet where all the people and their details are crystal clear. And if you're not firewalled in, there are several online locations that will assist in scraping data. Import.io and Rapportive are both solid options!



Use an ATS

Applicants are in all different stages of career development and availability and not having an organized place to put all your contacts means you may be intriguing amazing talent and then losing them in file or workflow. There are tools out there to make this a seamless process, so use them. We happen to know of a great, vetted ATS that has sourcing capabilities built right in.

Hack #3: Go Niche

You have to be multi-channelled to be in the same place as your desired talent. If you're looking for STEM workers, LinkedIn might suffice, but the same might not be said for medical staffers. Broaden your horizons by limiting the noise of too many tools.



Niche Job Boards

Want experts in an industry? Looking for a particular experience level? There's a job board for that. Niche job boards can focus on things like intern and entry-level or zero in on industries like agriculture, medical professionals, education and so on.



Twitter

Searching Twitter can be as easy as following a hashtag for a few days and noticing those individuals who are most active in a certain field of work or profession. Be sure to tweet out current job openings with corresponding hashtags, too. That way you are where your desired people are. Or just sit back and see if there are chats that correspond with your target candidate market. Need a PR pro? Jump into PRchat. Here's a handy list of chats that regularly happen on Twitter: twubs.com/twitter-chats.



LinkedIn

Take the normal recruiting methods a step further by doing more than just searching your connections and posting jobs. Start sharing content that would interest your talent to groups where your talent would be found. This encourages engagement and conversation from those who aren't your connections yet (a.k.a. networking). Instead of spamming out InMails, try developing content that professionals might actually want to engage with. If you do choose to reach out on LinkedIn with a solid job offer, make it about the candidate, not about you or your organization. Research their work, learn more about what makes them special and find a project that might entice them to write back!



Pinterest

Out of the box, but [some recruiters](#) swear by Pinterest's ability to [find diverse talent](#)! Are you looking for artistic talent, stylists, event planners or to create a work from home call center? Pinterest is a great place for all of this and more. Pay special attention to when boards are updated and look for a consistent voice and attention to what and how they curate.



Think Outside the Big 3

About 40% of job applicants use social networks other than Facebook and LinkedIn. Start frequenting places like HTML5 Rocks, Behance, StackOverflow, GitHub, Xing and Medium. Each of these has built-in assessments in the form of crowd policing and/or upvoting.



Mobile

In some cases it isn't possible, but for a majority of applications, at least the first few steps should be mobile-friendly. Job seekers, active and passive, are hoping to easily apply from the comfort of their handheld device. From a sourcing perspective, all you need is a way to contact them, from email to a phone number, Twitter DM or LinkedIn Group connection.

Hack #4: Be More than a Name — Be a Brand

It's no longer about impressing passive candidates, it's about impressing all candidates. The market is fairly job seeker driven which means they have choices and companies have to be the one they want. Glassdoor reviews might not be in your repertoire, but brand representation is another story.



Correspond Accordingly

The experience during the application process may keep employees interested, but it's the person who finds the talent who starts all interaction. Be sure networking interactions are positive, upbeat and lack any crude humor or borderline offensive material. Also? Make sure it's about the candidate and not you when approaching. Sourcers and recruiters who spout off mission, vision, values and job descriptions at the first sign of contact with a potential applicant are reviled, with good reason.



Don't Sound Automated

Candidates expect automated in some steps of the application process, but when you're trying to secure an application, they want personal interaction. Have a system and templates when and if candidate demand becomes overwhelming, but spruce them up with language customized to the candidate's industry, expertise. You have a better chance of finding one candidate if you approach 30 highly targeted people with a custom pitch than if you spam 1,000 of them with a list of job duties for a position they never even applied for.



Offer More Information

Be the helpful salesperson by offering content or helpful information about the recruiting or application process. Remember, your prospect isn't just "changing jobs", they might need to change locations, salary expectations, their planned career path or their preconceived notions...help them envision themselves in the role.

Hack #5: Focus on Quality, Not Quantity

You aren't stamp collecting, you're sourcing. Instead of focusing on the number of resumes and applicants, determine where you found your best employees and focus your attention to those avenues. With 45% of talent leaders citing [quality of hire](#) as the most valuable metric in recruitment, your team will thank you.



Take Notes

Technology is always changing so be sure to take note of where the best hires came from and turn to those avenues when looking for similar candidates. Build on those notes as you discover changes so you have the most accurate direction with each new sourcing/hiring wave. Great sourcers have a CRM and they use it to connect with candidates.



Be Available

Qualified talent is generally the employed passive candidate. That means sourcing the best might be more about timing. Watch LinkedIn for those employees who recently moved jobs as they might be unsatisfied by the change and open to something else soon. If your hours are "just" 9-5, you might be missing those willing to chat on the train commute home.



Network Internally

Current employees have a network and a greater influence over them. Try to source some great talent from the people who work within your own office because [8 out of 10 recruiters](#) felt referrals were the number one source for quality hires. Sourcing internally may not up your numbers but it could find you the perfect person for the job, freeing up a different position that may be easier to fill!