Automated Recruiting and the Human Factor

AUTOMATION OF RECRUITING

	APPLICATION	NETWORKING	EMPLOYER EVENTS	RESUMÉ	INTERVIEWING
THEN	Hand delivery	Mixers	Job fairs	Paper	Face-to-face
NOW	Job boards/ Company career sites	Social media sites/Online hangouts	Virtual job fairs	Online profile	Video
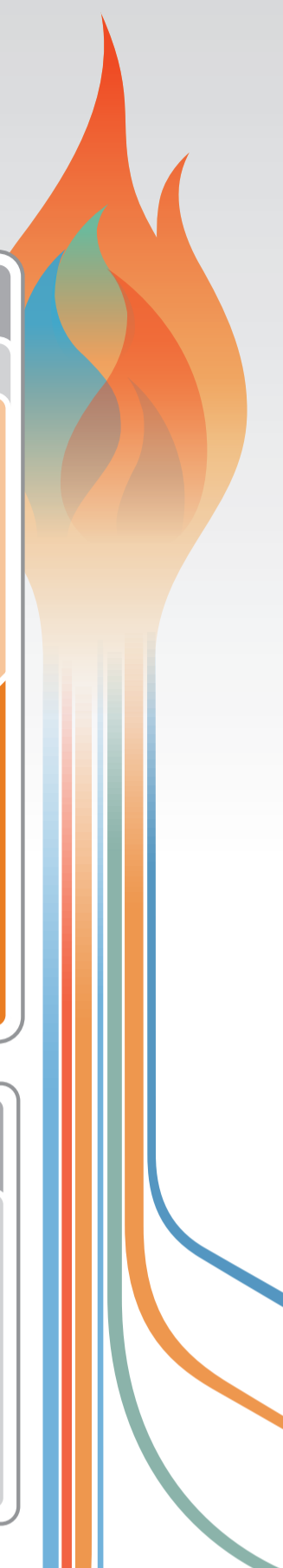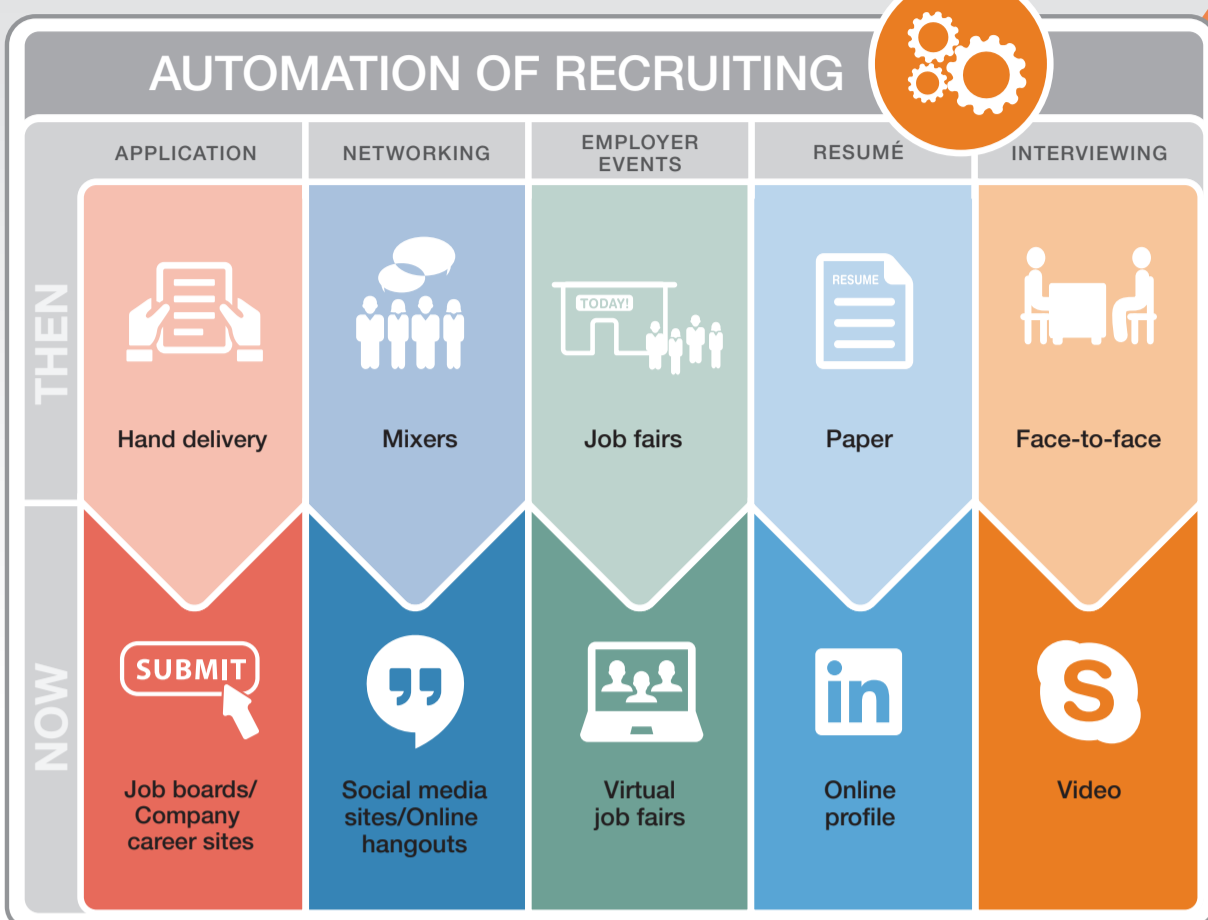
TECHNOLOGY enables super recruiting

- **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

MODIFY

- **46%** change privacy settings
- **40%** modify social media profiles[1]
- **17%** delete social media accounts to avoid prospective employer scrutiny[2]

Who Are We Missing?

- **40%** of job seekers found favorite or best job through personal connections
- **27%** of adults using the internet don't use social media
- **22%** of those adults use social networks but not Facebook, Twitter or LinkedIn[3]

What Employers Tell Us

- **91%** used social media to screen candidates
- **51%** passed on a candidate due to social media profile content[4]
- **39%** 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.

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[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