

2017 Ready, Set, GO!!! - Jump start 2017 with this Recruiter Checklist



Winter 2017

- 19+ years as an IT Recruiter
- Author of Minnesota Headhunter blog
- Frequent local and national speaker on Recruiting/HR, Career and Social Media topics
- Founder of Midwest Recruiting Bootcamp
- Active in the Minneapolis & St Paul technology, marketing and social media community as a sponsor, volunteer & mentor



Application Process

Apply for your job... audit the process

Watch for punctuation, grammar and “timing”
issues

Would you go through this process

Interview Process

White board the whole thing... steps and touch points

What can be made more efficient

How much time can be saved

Job Descriptions

Are they what you want or why someone should work for you

Update them

Try new templates / formats

A/B testing

Add employee comments

Social Media Calendar

Create a template for a week

C Level, Hiring Managers and You

Company news and culture, industry and region
news

A	B	C	D	E	F	G	H	I	J	K	L	M	N
		26-Aug	27-Aug	28-Aug	29-Aug								
Doug		(LI) Hey friends, we're hiring a number of tech positions the			(LI) Our Minnesota startup is hiring Ruby on Rails developers								
Paul	http://goo.gl/op4pbq	(LI) Our Minnesota startup is hiring Ruby on Rails developers			(TW) MN tech pros... 100,000 users + new clients = we continue to hire								
Eric	http://goo.gl/UVyEDz	(TW) MN tech pros...	(LI) Our Minnesota startup is hiring Ruby on Rails developers	(FB) Hey friends, we're hiring a number of tech positions the next couple of months. Send your friends here									
Tom	http://goo.gl/cIS1v0	(FB) Hey friends, we're hiring a number of tech positions the next couple of months. Send your friends here			(LI) Our Minnesota startup is hiring Ruby on Rails developers								
TrackIF	http://goo.gl/SX72B0	(TW) We're Hiring!!! Who do you know who is a Sr Ruby on Rails Developer? We want to chat with them.			(TW) Our Minnesota startup is hiring Ruby on Rails developers								
		We're Hiring!!! Who do you know who is a Sr Ruby on Rails Developer? We want to chat with them.											
		Hey friends, we're hiring a number of tech positions the next couple of months. Send your friends here											
		MN tech pros... 100,000 users + new clients = we continue to hire. Click											
		Cool tech jobs: work with us											
		Our Minnesota startup is hiring Ruby on Rails developers											

Linkedin, Facebook & Twitter Updates

Share links to:

Events/conferences

Seminars/webinars

Industry articles/news/statistics/blog posts

Local business articles/news/statistics/blog posts

Ask/give advice

Ask/answer questions

Reply to others

Forward others updates

Hiring Managers

Catch up with them

Did anything change over previous quarter, month or holidays

Audit a call or interview

Put them through a recruiting bootcamp

LinkedIn

Update company page

C Level and Hiring Managers need to update

Give profiles to click on

STOP... What if LinkedIn died?

Analytics

Get access to Google (web) analytics

Start tracking career page views and job posts

Note “events” like career fairs, job posts and company news

Use a URL Shortener

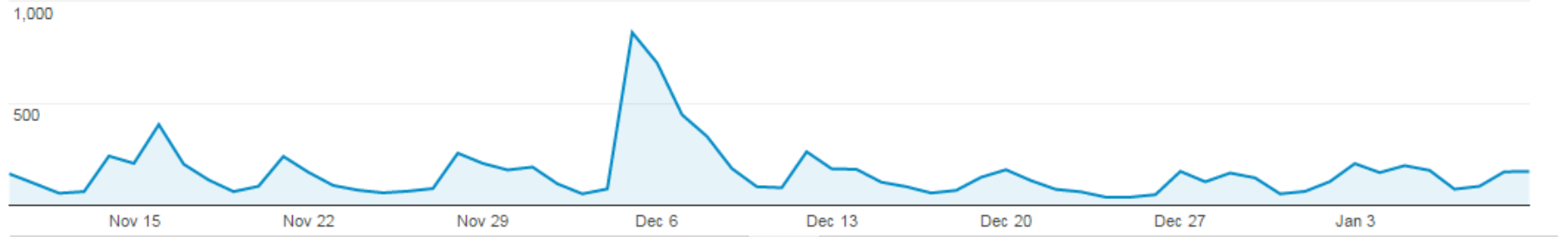
Original URL	Created ↓	Short URL	All Clicks
www.startribune.com/lee-schafer-soon-to-premiere-movie-touts-...	31 minutes ago	goo.gl/ygXA5I	7
www.seattletimes.com/business/microsoft/how-linkedins-searc...	20 hours ago	goo.gl/qlJuo1	23
www.mnheadhunter.com/mh/2016/09/minnesota-morning-takin...	23 hours ago	goo.gl/pW3n6Q	353
venturebeat.com/2016/08/28/in-5-years-the-midwest-will-have-...	1 day ago	goo.gl/T7ZBOH	327
www.hrtechblog.com/im-going-corporate-next-stop-cornerstone-...	1 day ago	goo.gl/udkzrg	120
www.startribune.com/local-immigrants-advocate-for-an-end-of-c...	1 day ago	goo.gl/TVh9fU	11
paragonsocialco.com/blog/blog-11-what-a-social-media-commu...	2 days ago	goo.gl/0ns2Sk	21
tech.mn/news/2016/09/01/omahas-dundee-venture-capital-greg...	5 days ago	goo.gl/m6qcu0	22
www.bizjournals.com/twincities/news/2016/08/31/incubology-o...	6 days ago	goo.gl/owbeJT	22
www.startribune.com/kidblog-once-a-free-service-tries-to-convin...	9 days ago	goo.gl/VKoYxF	517

Overview

Sessions ▼ vs. [Select a metric](#)

Hourly **Day** Week Month

● Sessions



Sessions

9,942



Users

8,046



Pageviews

14,223

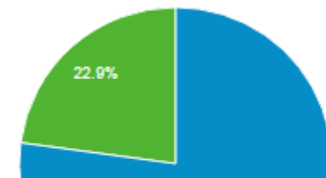


Pages / Session

Avg. Session Duration

Bounce Rate

■ New Visitor ■ Returning Visitor



Job Boards

Analyze metrics... what is performing better

Try out a new site per quarter

Industry Knowledge

Feedly

ERE and SourceCon

Recruiting Daily

Be current on trends

Email / InMail

STOP SPAMMING PEOPLE

It's not about you... what can you give them

Stop with the templates... personalize messages as much as possible (I don't have time)

Email signatures

Your Recruiter Brand

Would you connect with you... email or call back

Can candidates get to know you

Internally... are you positioned for a recession

Be an advocate

Attend events

Retention

Reach back to those you have hired

Days: 1, 7, 14, 30, 60, 90, 120

Are they doing what they expected

Are they happy... flight risk

Where To Recruit

Me...

85% in Minneapolis

10% in Midwest

5% Coasts

Resources

MAKE IT MSP <http://makeitmsp.org/>

DocuMINTary <http://www.documntary.com/>

Audit Search / Consulting Firms

How are they representing you

Who is doing the sourcing and recruiting

What are their candidate experiences

Visit them

Create Personas

What is the profile of who you are recruiting

Senior Accountant

- Woman ages 30-45
- Degree from XXX
- Volunteers
- Involved in XXX

Thank You!

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