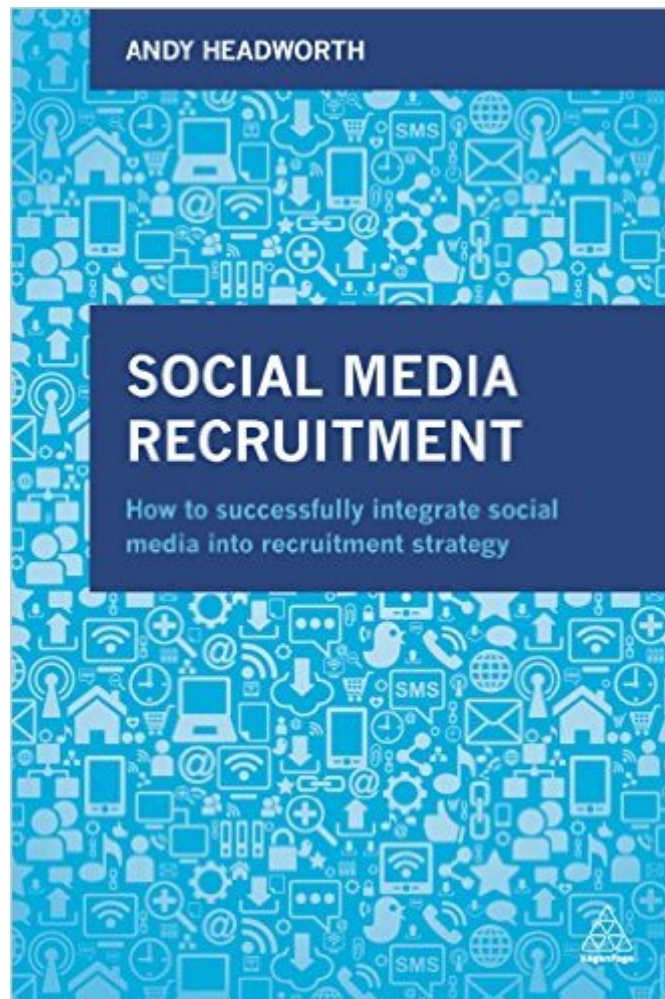# Social Media Recruitment: How To Successfully Integrate Social Media Into Recruitment Strategy

Synopsis

As the landscape of recruiting changes, different methods are needed to reach talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the expertise to create a social media recruiting strategy.In a series of easy to follow chapters and manageable steps, Social Media Recruitment covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future.

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Customer Reviews

"A brilliant business book for anyone looking to successfully integrate social media in their recruitment strategy. Andyâ ™s knowledge of recruitment strategy, candidate attraction and content marketing strategy, as well as social media technologies, is unsurpassed and he delivers that knowledge in an interesting and meaningful way." (Louise Triance MD, UK Recruiter)"To me, Andy Headworth is the worldâ ™s pre-eminent authority in the area of social recruiting. His blogs on the ongoing process of using social media to recruit are always spot on and serve as a text book for best practices in social recruiting. I learn something valuable in every post, every blog, and every comment." (Brenda Burch Chief Retail Talent Sourcer, Bjork Enterprises Ltd)"Any recruiting leader

wanting to up their game in social recruiting will want to read this from cover to cover." (Tony Restell Founder, Social-Hire.com)"This well-written definitive guide to social media recruitment is an essential resource for integrating social media into recruitment strategies and processes. The bookâ ™s comprehensive and practical approach, with compelling case studies, provides a strategic framework and a clear road map, all in an insightful and engaging way." (Heather Travis Director, Asia Pacific, Armstrong Craven, and Chairman, Exec. Research Assn.)"Andy is the social media and recruitment expert that the experts in the industry seek out to read and listen to. His advice is spot on and supported by years of diverse consulting experience. After seven years in the social media recruitment arena, youâ ™d think Iâ ™d know it all. Andyâ ™s book is chock-full of case studies that are inspiring for my firm and clients. For years Iâ ™ve made Andyâ ™s a blog a weekly must-read. His book surpasses his blog, with detailed case studies and examples of how to use social media properly to recruit." (Kelly Dingee Director, Strategic Recruiting at Staffing Advisors)"Itâ ™s not often that you find a resource that not only outlines the current recruitment landscape in a meaningful way, but also gives practical steps for Talent Acquisition leaders to take to improve their results. Andy Headworth accomplishes this. Understanding the critical skill shortages in organizations is a key factor in any recruitment strategy being effective. Andy tackles this with ease and includes case studies to back up all aspects of social media use for recruitment success. Whether youâ ™re starting your strategy from the ground up, or you already have a strategy in place, Andyâ ™s tips and examples provide direction for leaders on all parts of the spectrum." (Trish McFarlane CEO and Co-Founder, HRevolutionize LLP)"This book is quite practical in nature, yet it offers a heady mix of theory, good practice, real world examples, thought and innovative thinking to great effect. ...A book like this can be a powerful ally." (Darren Ingram Darren Ingram Media)"Having worked in Recruitment/Talent Acquisition for 20 odd years, the current environment is exciting, fast paced, quickly evolving and for many ...scary. Andy gets this, and this book is really going to help you. The vital importance of snaring good people is critical to business success. This book will give you the edge to get great people inside your walls." (Hassanah Rudd Australia Recruitment Manager, Fletcher Building)"With social recruiting, there is no one silver bullet or strategy. Social Media Recruitment is one of the most comprehensive sources for all things social media recruiting to date." (Jessica Miller-Merrell Founder of Blogging4Jobs)HR managers and directors;Â recruiting managers; talent directors andÂ managers

A guide book forÂ creating and implementing a social media recruitingÂ strategy

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