

Preparing for 2022 Recruiting with Social Enabled Videos

by Digi-Me

For recruitment professionals, social media is key to winning the war on talent. Social media platforms such as Facebook, Twitter, LinkedIn, and Instagram can overcome barriers to getting your job opening in front of various niche target audiences.

Job seekers today, including the younger generations who are replacing baby boomers, are on-the-go and social media savvy. Candidates, active job seekers and passive job seekers alike, will research an employer of interest and that will include the organization's social media profiles.

Potential applicants will peruse your social postings to get an understanding of the types of content you post and what your company is *really* about. They want to know if your company and brand is authentic, diverse and matches his or her own personal values.

Social Media is a Simple Solution to Resolve Recruitment Challenges

Facebook, Twitter, and LinkedIn offer a variety of ways to target niche talent and industries by both skill set and location through groups and the use of appropriate hashtags. It is also easy for networks to share postings. It is an inexpensive means of taking information viral.

The people who are sharing the job openings can be from authentic people, like employees and brand advocates, which will lend credit to the company and its culture. Social media is personal and friendly in nature. Another nice feature is that a post will stay forever, even in groups, free of charge unless deleted or removed.

Social Media and Video Technology is a Winning Combination for Recruitment Professionals

Video encourages sharing and referrals when it comes to social media. At Digi-Me, we find that 60% of our clients' application flow comes through candidates' social sharing.

Social media is easy to access and keep track of on mobile devices. As of January 2019, [3.26 billion people](#) use social media on mobile devices and [Adelie Studios](#) reports that all video plays are on mobile devices.

With social media being such an important part of society and the way we find information, along with video being such a prominent player in digital technology, it makes sense that video job ads shared on social media is a great solution to today's recruitment challenges.

Track Your Social Recruitment Efforts with Digital Video Technology

With today's technology, data is readily available for almost anything, and it is imperative that you track the effectiveness of your recruitment efforts. Incorporating metrics into your hiring process, like the conversion rate of applicants to interviewers or job posting views to applies, you can determine what methods are really helping you find candidates.

Digi-Me's professional-quality video solutions include the latest cloud-based tracking technology for up-to-the-minute reporting on candidate behavior, as well as automatic integration into your ATS.

We provide intelligence on where your candidates are coming from. Digi-Me can help you track which social platform, social group, and more gave your talent acquisition team the best results.

Our video solutions are budget-friendly, and can reduce your cost per hire by up to 56%.

Contact Digi-Me today via email at info@digi-me.com or visit www.digi-me.com to learn more.