Online Recruiting Basics



SOME THINGS TO CONSIDER WHEN DEVELOPING AN ONLINE CAREER PRESENCE:

- The first place potential employees should find your openings is on the company's website and social pages. Take a good look at the image you would like to present of the culture and goals before putting this resource into place.
- Make sure the descriptions of the positions to be filled are accurate and clear. Don't just provide a litany of what the duties are – show potential employees where the job fits into company goals. Is it fast-paced, team-oriented? You're not just looking for someone with a particular skill set, you're looking for someone who will thrive in your environment.
- Your career page should clearly state you are an equal opportunity employer.
- The process for applying should be clearly spelled out along with what the applicant can expect from the company.
- Other than your own site (free to post to) there are many options for recruiting on the web – some free, some not. There are sites devoted to tech jobs, sites for engineers, sites for teachers, etc. as well as general commercial sites. Social media plays a part as well – LinkedIn and others are options.

OTHER ONLINE RESOURCES TO CONSIDER:

- Local college/university career centers
- Post on college sites that serve alumni
- Use professional association job boards
- Post with your state's workforce development site (normally through the Dept. of Labor)
- Consider the position you are trying to fill – where are the candidates you are seeking going to look? Spend your time and resources wisely.
- The same laws and regulations apply to online recruitment regarding discrimination and disparate impact – be conscious of this. If you have concerns or questions, check with legal counsel.

Online recruiting has become one of the cornerstones of finding new employees today. It should not, however, be the only option. Not all jobs can be filled this way, particularly those difficult-to-fill ones. Sometimes these can require recruitment consultants or headhunters.

If you are trying to reach the widest audience a combination of methods will give you the most coverage – online, in print media, word-of-mouth, referrals from staff. Most of today's newspapers also have an online presence where your job will be listed (either for free or a small additional fee).