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Social Media in Recruitment

There is no doubt that social media is evolving fast and can have a dramatic impact on your brand’s reputation. Some recruiters remain uncertain as how best to adopt what is now an essential tool for attracting and seeking out candidates, whilst for many it is fast becoming a fundamental part of their recruitment strategy.

One such organisation is Deloitte NL. The Netherlands operation part of the global brand “Deloitte” has a 28 staff strong recruitment team and uses social and professional networking sites as a key method of attracting and seeking out candidates.

Recruiting

Deloitte NL hires a constant stream of candidates for a variety of roles throughout the year. The organisation’s award-winning careers website advertises hundreds of vacancies at any one time.

Lennart Sloof, Senior e-Recruiter at Deloitte NL explains the impact social media has had on their recruitment strategy: “Social media has given us a fantastic opportunity to engage with candidates and create an on-going and open dialogue. It allows our recruitment team to listen and participate with potential candidates, which is invaluable.”

Creating a Community

The entire recruitment team have their own profiles on sites such as LinkedIn, Twitter, Facebook and Hyves (the Dutch equivalent of Facebook), enabling the team to have a two-way conversation and create a community where end users can identify with the corporate brand. Potential candidates can post questions and participate in discussions whilst Deloitte NL can communicate the culture and essence of the organisation.

“Being part of the Deloitte NL community means end users gain a better understanding and connection with us and ultimately feel it is an organisation that they

would like to be a part of.” added Lennart.

Deloitte NL is using a variety of social media sites in different ways but ultimately the content needs to be user driven. Lennart explains: “We use Twitter mainly for posting jobs, events and to promote newly posted blogs. Where as our Facebook page focuses on end users who are still employed, allowing us to capture candidates who are passive by sharing knowledge, building a relationship and keeping them informed.

LinkedIn enables us to seek out higher quality candidates. The recruitment team can search out professionals by looking at their network and recommendations.

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We can also post vacancies on the job section of LinkedIn, when the potential candidate opens the job they can see directly if there are any people from the organisation in their network and see the other opportunities at Deloitte NL.”

The Future

Traditional job boards for recruiting staff are definitely not redundant at Deloitte NL and they are still actively using them, but there has been a definite shift in traffic. They have found that traffic created from social media to their careers website is now higher than traditional job board traffic.

Lennart added: “We are seeing a definite shift in recruitment towards internet marketing, content management and measuring career site traffic. iCams, Hireserve’s e-recruitment solution facilitates and supports the entire recruitment process for us at Deloitte NL.”

Delivering the website’s promise

Hireserve not only delivers the ‘standard’ iCams solution but also plays an important role in serving specific content to the candidates who visit the site, allowing a seamless integration with Deloitte’s content management system. iCams also delivers highly detailed tracking and tracing information, not only via Google Analytics, but it is able to show the original source of every single application.

Deloitte NL is able to use that information to improve their recruiting strategy.

Hireserve and Deloitte NL are constantly working together to improve and enhance the candidate experience. Latest innovations include mobile recruitment and integration with an affiliate programme.

Social media, when used correctly can provide the opportunity for personal interaction and ultimately personalised content. It allows organisations to create a strong brand identity and offering. It does require on-going commitment and be part of your recruitment strategy.

A well-thought out, carefully orchestrated social media recruitment campaign will enable your organisation to attract the high calibre candidates that you desire.

Hireserve Limited
Butlers Barn
Butlers Lands Farm
Mortimer
Berkshire RG7 2AG

0844 324 5027
info@hireserve.com
www.hireserve.com