

Talent Recruiting Insights Halfway Through 2015



What did 20,000 people from 29 countries surveyed in LinkedIn's 2015 Global Talent Trends have to say about the talent recruiting?

Passive Talent 'Job Searching' Activities

Most people describe themselves as passive talent (70% globally and 72% in Canada). This means they are open to a new role but not 'actively looking'. 2015 also reveals an uptick in active candidates, 25% in 2014 to 30%, partially reflective of the improved economy in the US.

For the most part all talent, even passive talent, is passively checking out social networks, job boards and talking to friends and colleagues to keep their eyes open for potential opportunities.

Global talent is also using social networks to keep their eyes on those jobs. Globally talent turns to online job boards (60%), Social networks (56%), Word-of-mouth (50%) and competitor company websites (40%). In Canada (and the US) 61% report using social networks.

Over 70% of talent is very or somewhat interested in hearing from corporate or staffing recruiters.

What is Talent Looking For?

Apart from jobs global talent is looking for information about your company. If you do reach out to a potential candidate or if they reach out to you LinkedIn tells us they are looking for the following information:

- Role and responsibilities content (69%)
- Why you are reaching out to them (64%)
- Salary range (52%)
- Company culture (45%)
- Role seniority (33%)
- Company mission (31%).

If you are trying to keep or lure talent there were three items that played influential roles in their decision to take a new job opportunity. Leading the way not unsurprisingly was 1) better compensation packages (49%), 2) better professional

development opportunity (33%) and 3) Better work-life balance (29%).

Tips for Attracting Talent

- **Clarify and promote your message:** If Global talent is looking at social networks and turning to colleagues and your employees it is important that you understand the message they are getting about your organization. The information you share actively including on LinkedIn and your other social channels and your company website is important but perhaps not as important as the information your employees share on social networks, at conferences and events and through word of mouth. As a result it is important that you have, communicate and live your message. If you are a small organization and cannot compete on compensation then consider professional development and work-life balance as part of your messaging. Keep in mind your message is not only communicated in the words and images you share but in the responses you give (or don't give) to others. If you are sharing on social networks, in LinkedIn influencer postings and more remember social networking is dialogue not monologue.
- **Reach out but do it right:** LinkedIn shared this information about using LI for recruiting. If your organization has a paid recruiting account or your recruiters use paid accounts and you are sending Inmails, that potential candidates are more likely to respond to your Inmail request during the first few days of the week, with Friday, Saturday and Sunday resulting in fewer responses. The other tip they shared was that if you want to get the attention of a passive candidate follow or request a connection first, 81% of those surveyed were more likely to respond to an Inmail from someone they are connected with.
- **The Future is closer than you think:** In this current economy being able to quickly pivot and adapt might have you thinking that your recruiting strategy should be a just in time affair. However, good talent will always be needed and short-term thinking will not help you build the talent pool you need for the future. Find, connect and engage with good talent all the time even if you don't need them today, tomorrow or until next year. The talent you miss today could be the talent you needed one day in the future. Invite people into your network, post quality content now and then so you build relationships and interest.

Don't wait until you have a need to figure out how to fill the need. Take the time to look and act forward.