

Hiring in the Digital Age

Attract Top Talent using Social Media

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Discussion Topics

Failing System

Online Presence- The good, the bad, the uncomfortable

Where to spend your time and money

Searching Efficiently

How to utilize platforms

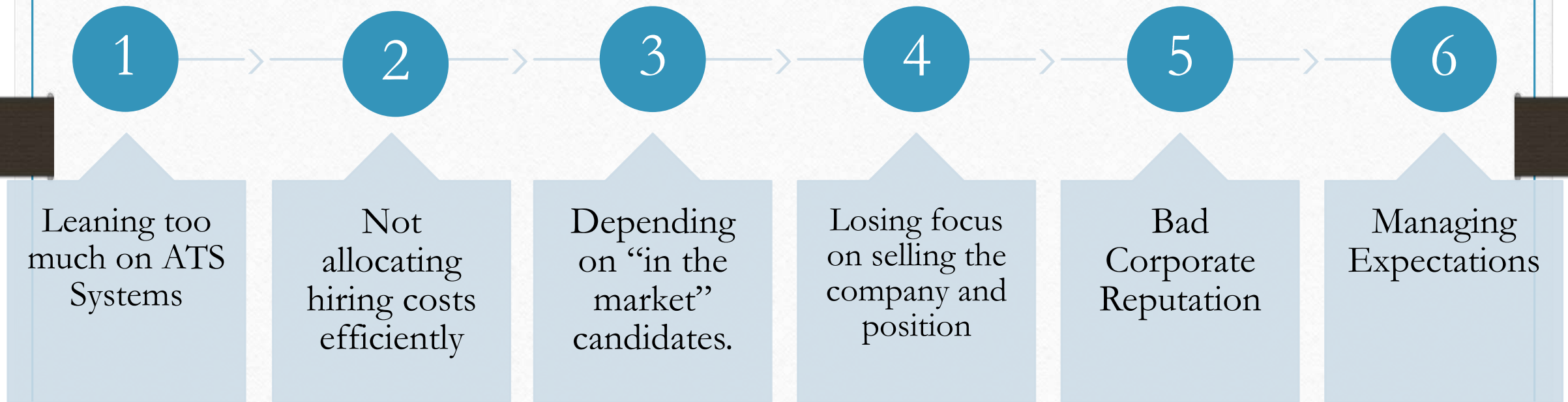
Advertising Tips

Weeding out the Weeds

Motivation Matters

Work Smarter, Not Harder—efficiency tools.

Current Hiring Trends are Failing



Embracing an Online Presence

- Indeed
- LinkedIn
- Glassdoor
- Facebook
- Google
- Bad reviews = Opportunity
- Changing the “Its not worth it” mindset



Sourcing vs. Advertising

Finding the “passive” candidates and enticing them to move

Internal recruiters should know this—if they don’t, they aren’t adding the right value

Advertisements should be a supplementary with small to mid-sized companies

The “Not enough time” argument

Boolean Searches

- Encourage YOU the business leaders to learn the basics
- Core way to efficiently search for anything—not just candidates
- Keep track of the search strings that work—part of the Job Description/Ad
- Work Smarter, Not Harder
- It will take practice

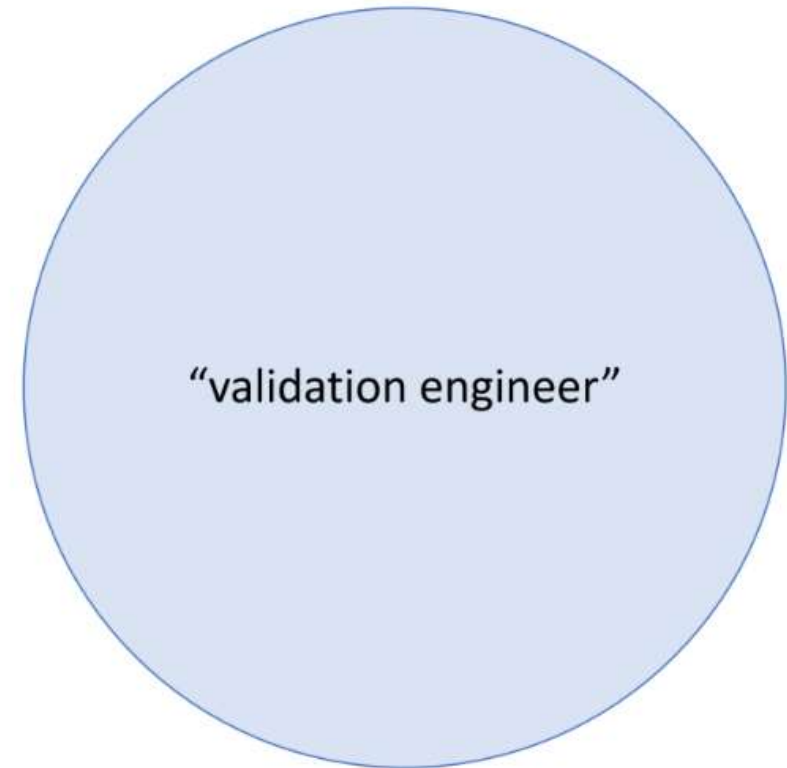


To look for an exact phrase, put that string of words in quotation marks. So, if you are looking for someone within a specific company, degree or experience, put that in quotations.

“validation engineer”

Only results with the exact phrase will return

Quotes



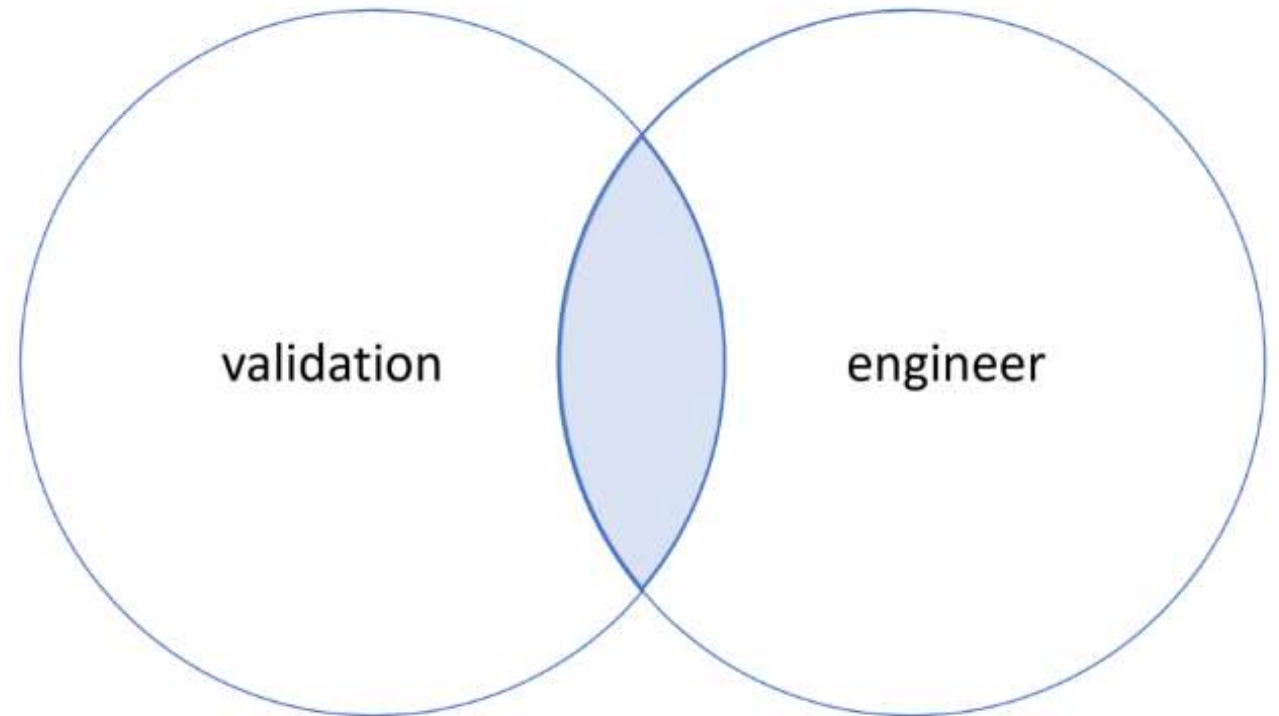
AND is used to limit your search, if you have too many results, you want to limit them. You cannot realistically reach out to thousands of people. Remember to use this as an upper-case word.

Pro tip: On Monster, you can use the & as the AND

Limits your search to results that include both.

AND

validation AND engineer

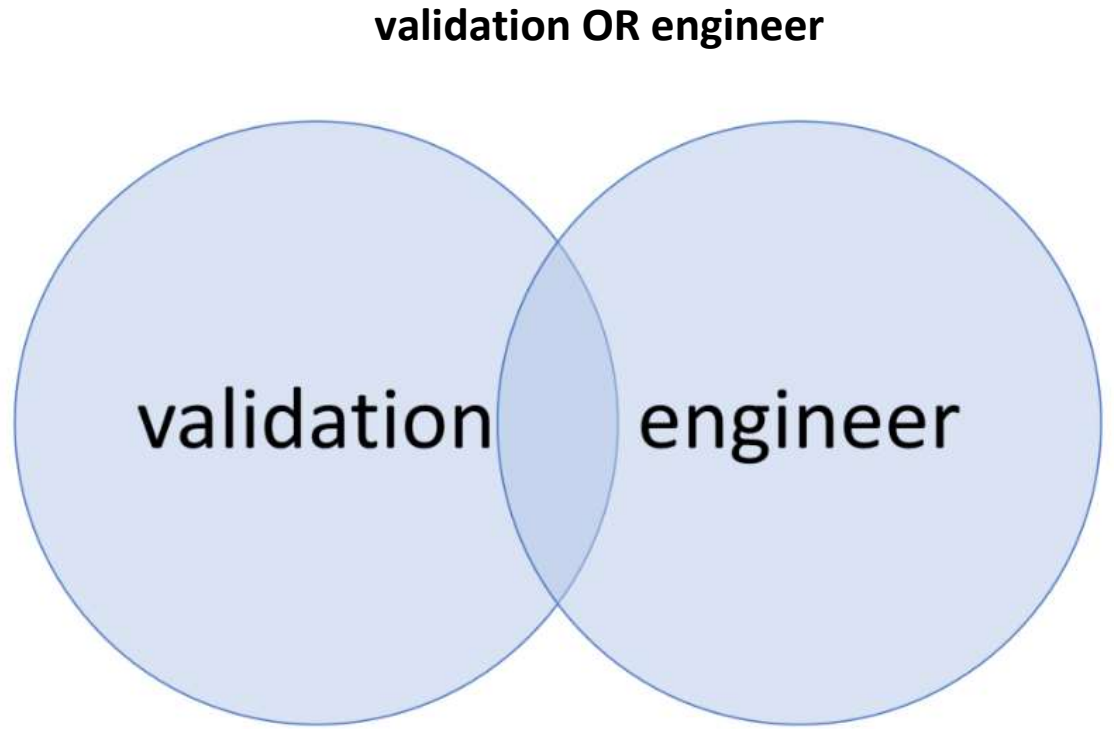


Or is used to join similar terms to broaden your search in the event you do not have enough results. People mistakenly believe it is an either/or option. It should mean “at least one is required, but all results are cool”

Pro tip: You can use the pipe symbol | in place of OR on Google, Bing and Monster.

expands search to include either or all terms

OR



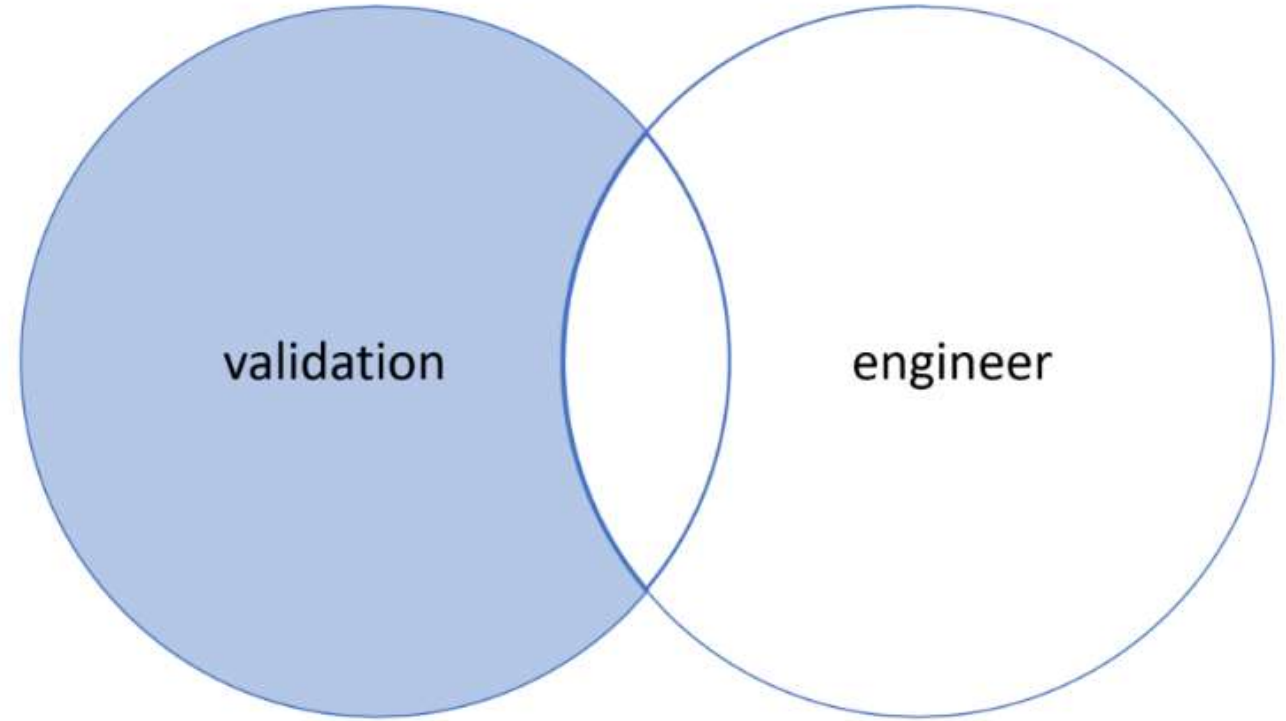
Use this if you want to exclude something from the search. You will type that phrase immediately after typing NOT.

Pro tip: You can use the minus sign as the NOT on most search engines, including LinkedIn.

validation NOT engineer

Excludes term following NOT from results

NOT

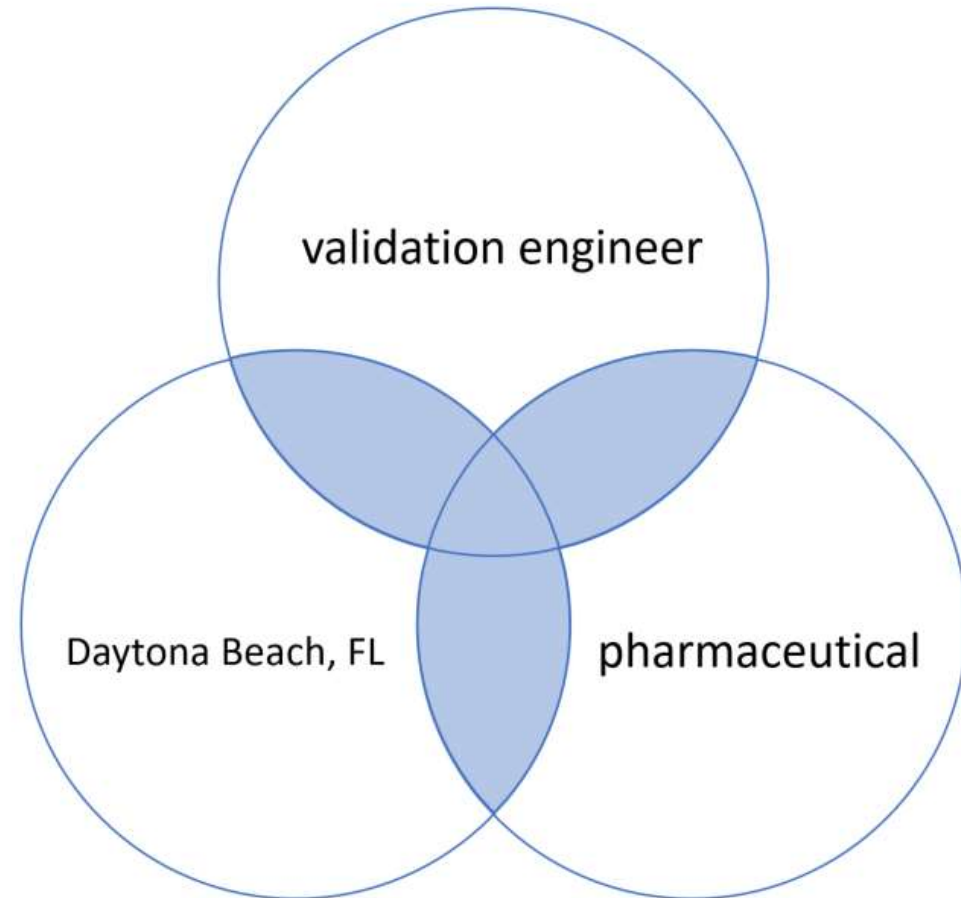


If you are looking to do a complex search you can combine terms using parentheses, whatever is in the parentheses will be searched first (who said you wouldn't use algebra later on!).

(“Validation Engineer” OR pharmaceutical) AND Daytona Beach, FL

Parentheses processed first, results will include one or both of the items.

Parentheses



LinkedIn

Great Sourcing
Tool—Go where the
recruiters go

Encourage your
employees to join—
they will friend other
likeminded candidates

Post/Advertise Jobs
for Free—link to your
company page.

Indeed

Not my favorite
format—changed
the format for \$

If you are willing
to pay and utilize
the format—
worth it.

Searching
capabilities

Candidates who
have not updates
recently—not
usually a good fit

Facebook

Not a saturated
market with
competition

Groups are
plentiful

Establish your
organization as
a brand

Cross Post on
each platform

Changing the Ad Structure

01

An Ad should
not be a Job
Description!

02

Goal of an ad is
to get
applicants—then
weed people out

03

Do not make too
wordy

04

“What is in it for
them”

POSITION SUMMARY

Join us in creating books that inspire, intrigue, and educate millions and millions of readers! As a temporary production associate in our finishing department you'll assist our machine operators with basic set-up functions and check product to ensure the highest level of quality on a schedule that works for you!

SCHEDULE OPTIONS

- Upon hire, you set a summer schedule that works for you.
- Full-time options include 8-hour shifts scheduled as 7a-3p, 3p-11p, or 11p-7a.
- Part-time options include a combination of four-hour and/or eight-hour shifts.
- Must be available for a minimum of 20 hours per week.
- Limited term employment May - August.

DUTIES & RESPONSIBILITIES

- Feed, check, and take products off the line.
- Collate, wrap, and repair products.
- Assist machine operators to include bundling products; moving materials; preparing end boards and cardboard for jobs; changing nipping bars; setting in-feed, counter stackers, tapers, and cartoning machines; printing carton labels; loading stream feeders; moving conveyors; and counting leftover materials.
- Responsible for cleaning and general housekeeping in department.
- Perform other duties as assigned.

QUALIFICATIONS

- Basic mechanical and math skills required.
- Ability to perform repetitive tasks for an extended period of time.
- Ability to lift average weights up to 40-50# and stand for 8+ hours per day.
- Knowledge of arithmetic and structure and content of English language to include the meaning and spelling of words, rules of composition required.]
- Ability to consistently and effectively work independently with little or no direction and follow up to complete assignments required.
- Ability to consistently and effectively demonstrate initiative and creativity; teamwork and cooperation; and adhere to and comply with all company and environmental health and safety policies, procedures, and work rules required.
- Ability to meet deadlines and work overtime and other shifts required.
- Prompt and reliable attendance required
- Must be at least 18 years of age.

COMPENSATION & BENEFITS

- Starting wage: \$10.80 on 1st shift, \$11.00 on 2nd shift, and \$11.20 on 3rd shift. No benefits associated with this part-time, limited-term position.

HOW TO APPLY

To be considered for this position, you must complete an online application. You should have the following information available when complete an online application:

- Contact information (address, phone numbers)
- Employment history (employer name, phone number, title, dates of employment)
- Education history
- Incomplete applications or application noting "See Resume" will not be considered.

EQUAL OPPORTUNITY EMPLOYER

It is our policy that there be no discrimination in employment based on race, color, national origin, religion, sex, disability, age, marital status, or sexual orientation.

Hot Summer—Cool Job! Make Money Working with Your Schedule!!

We are looking to add temporary employees this summer on our growing production team! This person would be an asset to our finishing department—while learning about the process of book manufacturing.

What You Will Learn

- How to assist operators with bundling products; moving materials; preparing end boards and cardboard for jobs; changing nipping bars; setting in-feed, counter stackers, tapers, and cartoning machines; printing carton labels; loading stream feeders; moving conveyors; and counting leftover materials

What We Need from You

- Ability to work 20 hours a week-Based on the schedule YOU make!
 - *What works? 7:00am-3:00pm, 3:00pm-11:00pm, or 11:00p-7:00am*
- The drive, ambition, and work ethic to be a member of an outstanding team!

Are you a good fit?

- 18 years or older—what a GREAT summer job!
- Able to stand for 8-hour shifts and lift 40-50lbs
- Desire to make over minimum wage—positions vary depending on shift preference!

How to Apply

If you want to be a member of this growing team, please complete the application in full! Partial applications will not be accepted! |

We are an equal opportunity employer!

Weeding Out the Weeds

Position
appropriate
questions

No Tricks

Tell them the
bad

Manage
expectations

Motivation to Change

“CLAMPS”

C

Challenge- More of a challenge, less of a challenge

L

Location- Physical location, drive time, travel time

A

Advancement- Title, Promotion, brand

M

Money- Benefits, package

P

People- Family vs. Corporate feel, reporting structure

S

Stability- Company Stability! Fixer, or comfort?

Think Outside of the Box

Company hosted Career Fair

Craigslist

Donuts and Dire Hire

Speed Hiring

Generous referral programs

Efficiency is Key

Google Plug-Ins

Grammarly

One Tab

I love PDF

Calendly

Google Forms:
Surveys/Quick
Responses/Employee
Feedback

HootSuite

Questions?

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