

How to Ride on the Crest of Digital Platforms when Recruiting

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Recruitment is one of the areas of human resources management that stands to benefit from the unfolding digital transformation revolution. Digital Recruitment is the process of tapping and harnessing technology to source, attract, assess, identify and place the most potential and suitable candidates for vacant positions. This includes capitalising on job boards, career websites, mobile recruiting, online assessments and using social media platforms like:

- LinkedIn
- WhatsApp
- Twitter
- Facebook

What are the advantages of Digital Recruitment?

- It saves time
- It eliminates the problem of travelling distances within the recruitment process
- It is easy to conduct video-based interviews online
- It promotes flexibility for candidates to take interviews at any place and anytime
- It makes it easy to send notifications about the proceedings of the interview

The Digital Recruitment Strategies

1. Developing Career Websites

In order for your organisation to increase the number of candidates submitting their applications it is important to make your landing pages, career websites readable and easily browsed on mobile phones.

2. Use of LinkedIn

This involves the use of LinkedIn to source for candidates and heading for them after going through their employment profiles on their LinkedIn profiles. By perusing through one's LinkedIn profile you can get an insight about potential candidates' qualifications, employment history and professional qualifications. At the same time an organisation can showcase its brand on its LinkedIn website and post its opening vacancies.

3. Use of WhatsApp

WhatsApp can be used by prospective employees to apply for job openings using WhatsApp in the comfort of their homes. Also companies can create WhatsApp groups for posting their job vacancies.

4. Searching the Instagram Account

The Instagram Account can be used by employees to profile their employment history, qualifications, competencies and personality. Recruitment Agencies search the accounts of prospective employees before even inviting them for interviews and can be used for employment reference checking.

5. Use of Face Book Pages

The potential employees can browse the face book pages of prospective employers so that they get to know about the company brand and the service offered by different companies, different companies' visions, mission statements and value statements before they make up their minds to apply. The employers can use their face book pages to enhance the visibility of their brand.

6. Making Use of Jobs Portals

Many companies are making use of jobs boards to advertise their open job vacancies and source for the CVs of prospective employees. The jobs boards have to be designed in such a way that employees can easily create their accounts that allow them to attach their CVs. At the same time such recruitment boards should be able to send notifications to potential employees about the status of each recruitment stage that includes among other stages:

- Job adverts
- Shortlisting
- Interviewing
- Placement
- Reference Checking
- Probability of getting employed

7. Online Assessments.

Many companies are now making use of online assessments when recruiting. The techno-savvy companies make their prospective employees take assessments tests like psychometric tests, personality tests and assessment centres on line and they invigilate them via skype. Also some employees are interviewing their prospective employees via skype.

Conclusion

In the light of the above evidence, it will be foolhardy for any progressive organisation to try not to and avoid using digital platforms when recruiting. There is no credible denial that the digital platforms make the recruitment process efficient and effective.

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