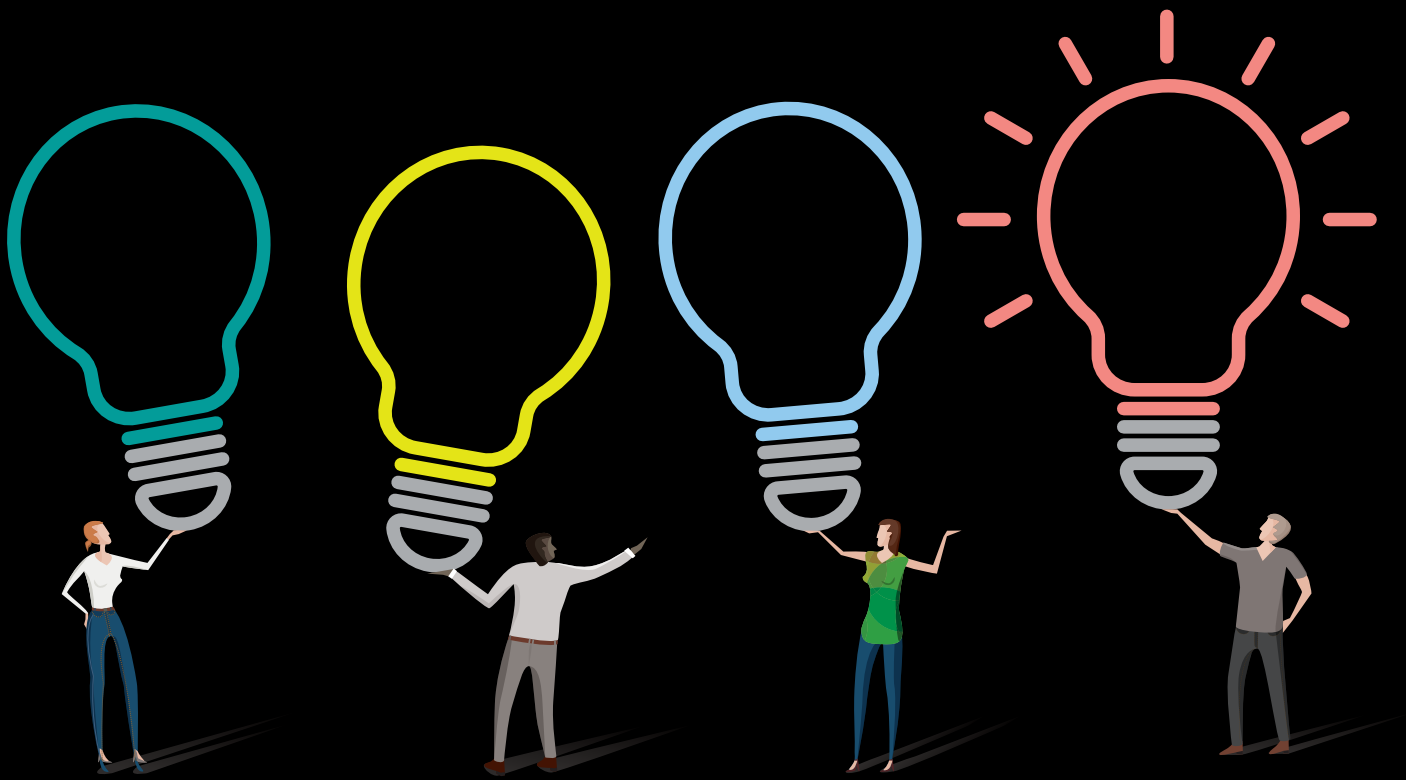


SMART RECRUITING CHECKLIST

Strategy • Employment branding • Career sites • Recruitment advertising • Social recruiting





recruit **SMARTER**

Talent acquisition is more than job advertising and direct recruiting. A lot more.

It's about branding. Culture. Analytics. And delivering an exceptional candidate (and employee) experience.

WELCOME TO THE SMART RECRUITING CHECKLIST

Inside you'll find more than 190 questions to help you evaluate the four "pillars" of your recruiting strategy.

While you don't need to change every "No" to a "Yes," this checklist will provide dozens of ideas to make your recruiting smarter.

And smarter recruiting means better hiring ROI!

Ready to get started?

Smart Recruiting Pillar 1: Your Career Site



STRATEGY & BRANDING

	yes	no
Do you have a career site or at least a career page on your corporate website?		
Does your career site effectively convey your Employee Value Proposition (EVP)?		
Are all your jobs on your career site?		
Are your jobs up to date?		
Can a job seeker understand who you are...what you do... and why they should be interested—all within about 5 seconds?		
Is the career site easy to find in your website navigation?		
Do you offer a mobile app that makes it easy for candidates to search and apply to your job openings?		
Do you showcase how you're an employer of choice / best place to work?		

DESIGN & COPY

Does the appearance of your career site accurately reflect your company's desired image?		
Do you use images that accurately represent your workforce... or better yet, real pictures of your people?		
Does the copy hit the hot buttons of your ideal candidates?		
Do you have separate pages for different job categories, departments and/or divisions?		
Do you offer videos and other content that allows people to see inside your organization and experience your culture?		
Is the design responsive, so people can search jobs and apply on any device?		
Do you train your recruiters how to write effective job posts (i.e., copy that effectively sells your value to job seekers)?		
Do your job posts contain commonly used (and searched) job titles?		
Do your job descriptions start with compelling WIIFM (What's In It For Me) statements that sell the opportunity?		
Do you have an editor or do an occasional audit to ensure job post quality?		
Do you test different job titles and job descriptions to see what performs best?		
Do you offer content (beyond jobs) to engage job seekers?		
Are you adding blog posts or other content at least once per week?		

Smart Recruiting Pillar 1: Your Career Site



CONVERSION (GETTING PEOPLE TO APPLY)

	yes	no
Do you have compelling calls-to-action on every page of your career site?		
Do you feature hot jobs or a search jobs widget throughout your website?		
Can job seekers easily apply on desktop or mobile?		
Do you offer one-click apply options, such as Apply with Indeed or Apply with LinkedIn?		
Can jobs easily be shared on social media?		
Better yet, can you automate job sharing?		
When jobs get shared on social media, does your career site add a branded sharing image to help capture attention?		
Does your career site encourage job seekers to follow you on social media?		
Can job seekers opt-in for job alerts? And does your career site automatically send them out?		
Can job seekers get alerts via email and SMS (text messages)?		
Do you offer a chat (live or automated chatbot) to get job seekers to engage with your recruiters?		
Do you tag visitors with Google and social remarketing tracking codes?		
Do the About Us and Contact Us pages of your main website drive job seekers to your career site?		

SITE PERFORMANCE

Does your career site load in under two seconds?		
Does your design effectively compress images and video to perform well on mobile?		
Do you have Google Analytics or another site-monitoring tool installed?		
Do you check your career site performance at least once per quarter?		
Do you have a strategy to reduce your bounce and exit rates?		
Do you track job analytics, so you know the source of your job applications and the conversion rates for each job?		
Can you set alerts for jobs that are not performing well?		
Do you know where in the application process you are losing candidates?		

Smart Recruiting Pillar 1: Your Career Site



CAREER SITE SEO

	yes	no
Are your jobs actually on your company domain?		
Does each job become its own web page, and is that page optimized for search engines?		
Are all your jobs optimized with structured data for Google for Jobs?		
Are you leveraging Google's Job API to notify Google as new jobs are added to your site?		
Is your website secure? Do you have an SSL Certificate?		
Do you monitor website bounce and exit rates and take action to improve those?		
Do you run periodic site speed tests and audits?		
Have you set up Google Search Console and Bing Webmaster tools?		
Have you submitted XML sitemaps to Google and Bing?		
Have you claimed Google business pages for your entire office?		
Are your jobs syndicated to other websites to build more inbound links?		
Do you monitor broken internal and external links?		
Do you share jobs and other content from third-party websites to build inbound links?		

CONTENT STRATEGY

Do you have a content strategy (beyond posting jobs) to attract job seekers to your career site?		
Do you incorporate keyword planning and strategy into your content strategy?		
Do you actively solicit social reviews on Indeed, Glassdoor and Facebook?		
Do you track the performance of past content?		
Is future content based on the performance of past content?		
Do you regularly share your recruiting content on social media?		
Is your content 100% original?		
Does your content strategy include rich media (images, infographics, video, etc.)?		

Smart Recruiting Pillar 2: Job Advertising



JOB POSTING

	yes	no
Do you post all your jobs to your website?		
Do you provide recruiters with templates for writing job posts?		
Do you test job titles, job descriptions and calls to action?		
Do you audit job posts to ensure quality standards are being met?		

CONTENT STRATEGY

Do you use paid and free job boards?		
Do you automatically distribute feeds of your jobs to free job aggregator sites?		
Do you test different job boards and job aggregators to see which ones work best for specific skill disciplines in your local market?		
Do each of your recruiters share jobs on social media through their personal accounts on Facebook, Twitter and/or LinkedIn?		
Do you use third-party tools to automate job distribution to paid boards and job aggregators?		
Do you look for redundant spend – where you are paying multiple job boards or job aggregators to get your jobs to the same websites?		
Do you use programmatic job advertising to automate management of your job spend (i.e., limiting the number of applications and/or spend per job)?		
Do you use programmatic advertising to determine which job sites are performing best for your company?		
Do you have a process in place to ensure you search your ATS for candidates prior to placing paid job advertising?		
Do you regularly test social job advertising on Facebook or LinkedIn?		
Do you test niche sites like GitHub or StackOverflow for posting your jobs?		
Do you actively post jobs on social media?		

Smart Recruiting Pillar 2: Job Advertising



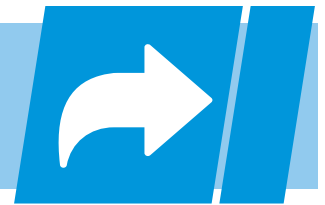
OTHER JOB PROMOTION

	yes	no
Do you use remarketing or matched audience PPC to bring active job seekers back to your website through Google and Facebook display advertising?		
Do you regularly share current job openings with candidate referral sources in your community?		
Do you post jobs to local colleges, universities, trade schools, chambers of commerce and professional association websites?		

RECRUITMENT ANALYTICS

Do you measure your total spend, cost per click, cost per application and cost per placed candidate?		
Do you measure the quantity and quality of candidates by recruiting source?		
Do you know how many applications you typically need to make a placement for each type of job you fill?		
Do you know the conversion rate for each job and source?		
Do you know which jobs are the best performing? The worst performing?		
Do you track results by branch office and region?		
Do you set a target spend per job and/or target number of applications per job?		
Do you allocate a portion of your budget to test local, niche or other smaller job sites?		
Do you use a software platform to monitor all your job spend?		
Do you use past job data to determine budgets for recruitment advertising?		
Do you have a process or formula for determining a job spend budget?		
Do you have a flexible job spend strategy (one that can change by the month)?		
Are your job advertising contracts month-to-month or have you locked yourself in to a full year of payments?		

Smart Recruiting Pillar 3: Social Recruiting



STRATEGY

	yes	no
Do you have a strategy for using social media to attract talent?		
Are you using the social channels that best align with your target talent pool?		
Are all your recruiters, staffing coordinators and other people involved in talent acquisition sharing jobs and content every day?		
Are your people trained how to most effectively share on social media?		

SOCIAL BRANDING

Do you have separate social profiles for recruiting?		
Are your social media efforts consistent with your EVP?		
Do your profiles on Facebook, LinkedIn, Twitter, Instagram and YouTube show off your people and culture?		
Do you incorporate branded sharing images in your social job posts and recruitment-focused content sharing?		

CONTENT & SHARING

Do you develop monthly or quarterly content plans?		
Is your content plan aligned with your desired recruiting needs and EVP?		
Do you share content (other than jobs) that is specifically designed for job seekers?		
Are you creating content in a variety of formats (blogs, video, infographics, etc.)?		
Does your content convey your culture / story?		
Do you focus your job sharing on your most desirable jobs?		
Are you measuring engagement and inbound traffic to determine the most relevant content for your candidates?		
Does each recruiter share jobs and other content through their own personal social media accounts?		
Does your content include strong calls-to-action that funnel candidates to your application?		

Smart Recruiting Pillar 3: Social Recruiting



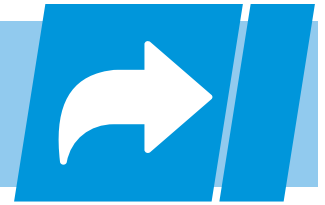
LINKEDIN

	yes	no
Are you sharing jobs on your company page?		
Are your recruiters sharing jobs and other content as status updates?		
Are you posting jobs to LinkedIn Groups?		
Do you share career-focused content on LinkedIn?		
Have you tested paid job slots to evaluate their cost-effectiveness for the kinds of people you need to recruit?		
Do you have a LinkedIn Recruiter account to improve your direct access to candidates?		
Do your recruiters build connections with potential candidates on a daily basis?		
Do you leverage rich media such as video and SlideShare to engage talent?		
Do your recruiters actively participate in groups that cater to your ideal candidates?		
Have you started your own group to build a talent community?		

FACEBOOK

Are you sharing jobs and other career content on your company page?		
Are you sharing too many jobs on Facebook? (Hint: Your Facebook audience is more interested in news, stories about your culture, and career advice than a constant barrage of jobs.)		
Have you tested Facebook Jobs for different types of hiring needs?		
Do you promote content to improve your reach to your target candidates?		
Are you using retargeting and matched audiences to re-engage past visitors to your website and candidates already in your ATS?		
Do you use imagery and messaging designed to engage passive job seekers (e.g., focused on attracting people who are disengaged with their work)?		
Do you have a strategy to build more Facebook likes?		
Do you have a strategy to build positive reviews on Facebook?		
Do you show off your company culture with pictures and videos?		
Do you use Facebook Live to connect with your candidates?		
Do you co-market your jobs with your clients to leverage their brand and reach?		
Do you monitor comments and address criticism professionally?		
Are you active in Facebook groups that cater to your target talent communities?		

Smart Recruiting Pillar 3: Social Recruiting



TWITTER

	yes	no
Do you feed all your jobs to Twitter?		
Do you automate sharing of blog posts to your Twitter page?		
Do you have a plan to connect with talent influencers in your community and/or industry?		
Do you monitor Twitter for comments about your company?		

OTHER CHANNELS (SNAPCHAT, INSTAGRAM, PINTEREST, YOUTUBE, WHATSAPP, SLACK)

Are you testing other platforms as recruiting tools (e.g., Instagram and SnapChat)?		
Do you use Instagram or SnapChat to show off your culture with pictures and videos?		
Have you created a recruiting-focused YouTube channel for educational content as well as hosting videos about your organization?		
Do you encourage job seekers to follow your company on these networks?		
Do you match your content, sharing and messaging to specific talent communities on specific social networks?		
Have you tried geotargeting to focus your content on a very specific audience?		
Are you an active part of the community on niche sites that cater to specific talent pools like IT and travel nursing? These sites may charge for or prohibit job posting, but they are still places where you can engage candidates with content and conversation.		

RESULTS

Do you use analytics to measure the response to your social recruiting?		
Can you attribute website visits, job orders and applications to social media?		
Do you measure the ROI on the time invested in social recruiting?		

Smart Recruiting Pillar 4: Employment Branding



BRAND STRATEGY

	yes	no
Have you defined your EVP (Employee Value Proposition)?		
Is your EVP integrated into your website and recruiting-focused sales collateral?		
Is your EVP incorporated into every job post?		
Do you regularly gather feedback from your employees to ensure their perception matches your EVP?		
Do you regularly communicate your EVP to your current employees?		
Do you create videos to showcase current employees and the interesting work they do?		
Is your employment brand consistent everywhere – your website; social profile pages; in how your team engages talent; and in how you interact with your local community?		
Are you active in building your employment brand online and offline?		

GRASS ROOTS RECRUITING

Do you regularly participate in job fairs?		
Do you regularly create your own job fairs or career events?		
Are your team members active in local social, civic and professional associations?		
Do you partner with colleges, universities and/or technical schools (and their career centers) to advertise jobs and encourage candidate referrals?		
Do you offer free training or skills assessments to attract job seekers who want to improve their skills and marketability?		

LOCAL/INDUSTRY VISIBILITY

Is your company active in professional, civic or social organizations in your community or industry?		
Do you promote your company as a thought leader in talent acquisition in your market?		
Do you do any outdoor or local media advertising?		
Do you have clearly visible signage outside all your offices?		
Do you visibly support charities and social causes in your community?		
Do you produce content for other local industry websites?		
Do you regularly create press releases that position your company as a leader in your community or industry?		

Smart Recruiting Pillar 4: Employment Branding



REPUTATION MANAGEMENT

	yes	no
Do you proactively collect candidate feedback and encourage online reviews?		
Does your company have a 4+-star review rating on all review sites?		
Do you monitor your firm's ratings on Glassdoor, Indeed, Google and Facebook?		
Are you alerted when someone posts a review about your company?		
Do you follow up with reviews (both positive and negative)?		
Do you use positive reviews as testimonials or in recruiting collateral?		
Do you share the testimonials on social media?		
Do you convert reviews and testimonials into social graphics?		
Do you automatically update your website with new candidate testimonials?		
Do you create videos to share candidate reviews?		
Have you won any awards for being a "Best Place to Work?"		

REFERRALS

Do you have a program to nurture relationships with individuals and organizations that can refer qualified candidates?		
Do you have a documented candidate referral program?		
Do all your recruiters know how your referral program works?		
Do you have a web page, landing page or mobile app to submit referrals?		
Do you have a process to proactively and repeatedly ask for referrals?		
Do you reward referrals in a timely manner?		
Do you promote successful referrals in email marketing and social media?		



Other Smart Recruiting Ideas

Redeployment

While technically not one of the pillars of recruiting, in staffing, redeployment is essential to getting job orders filled and maximizing talent relationships.

REDEPLOYMENT PROGRAM	yes	no
Do you track end of assignment?		
Do you have a process in place to contact clients to review planned end dates and discuss assignment extensions?		
Do you contact your temporaries / contractors prior to end of assignment to discuss objectives for their next placement?		
Do you proactively skill market temporary associates coming off of assignment to get them preplaced for their next assignment?		
Do you ask temporary associates for testimonials and social reviews at the end of each assignment?		
Do you ask for referrals prior to the end of the assignment?		

The Candidate Experience

From application to onboarding to post-assignment communication, the experience of being a temporary employee varies greatly. Referrals, reactivation and redeployment all depend on how well you treat people throughout their engagement with your company.

IMPROVING THE CANDIDATE EXPERIENCE	yes	no
Have you ever gone through your own hiring process the way a candidate would?		
Have you ever process mapped in the candidate journey – from the application to onboarding and throughout the field associate's relationship with your company?		
Have you benchmarked your candidate experience against your competitors'?		
Do you regularly review your experience process to find ways to make each touch point easier, faster, more convenient and/or more fun for the candidate?		
Do you employ any process automation tools to automate communication and obtain more regular feedback from your candidates?		
Do you have an onboarding process where you introduce your company's culture and expectations?		
Do you provide detailed assignment orientation?		
Do you have an app or help line available to answer questions and provide support to field associates?		
Do you regularly ask for referrals from your field associates?		

WHAT DID YOU LEARN?



If most of your responses were "YES," congratulations: you are a VERY Smart Recruiter.

But if you found a lot of "NO" or "I don't know" responses, your recruitment marketing might need a little help.

And that's where we come in.

For more than 20 years, Haley Marketing has provided marketing support to the staffing industry. **Strategy. Websites. Email. Social media.** You name it.

When it comes to driving sales and enhancing recruiting, we can help.

Our services include:

- Career Site Development
- Social Recruiting
- Blog & Job Post Writing
- Search Engine Optimization
- Programmatic Job Advertising
- Google & Social Pay-Per-Click Advertising
- Reputation Management
- Employment Branding



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