



Here Today, Gone Tomorrow

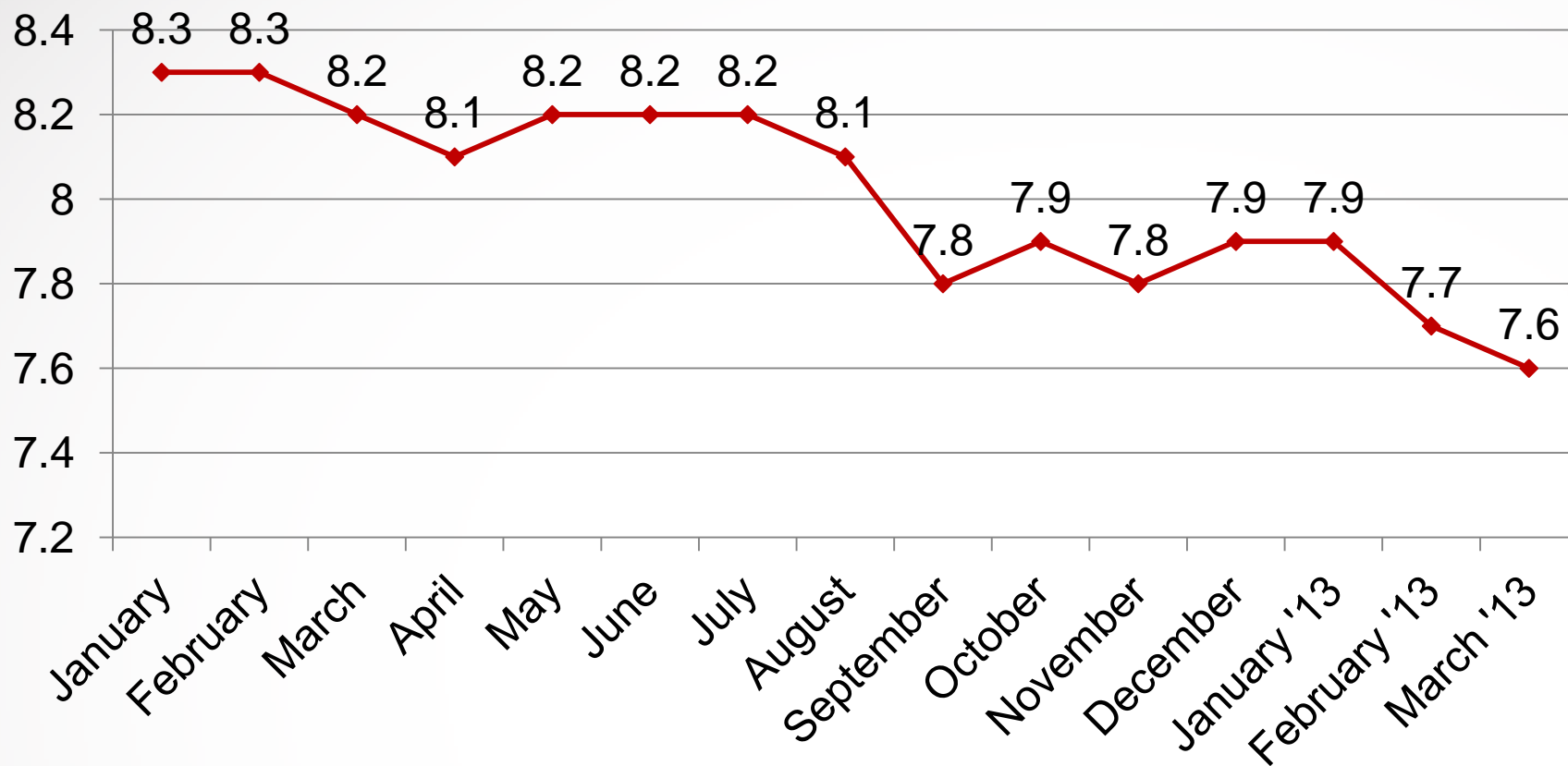
Keeping Up with the Current State of Recruiting

Presented By:
Brian Butcher
Vice President, Strategy and Growth
April 22, 2013



Keeping up with the current state of recruiting.

Unemployment Trends



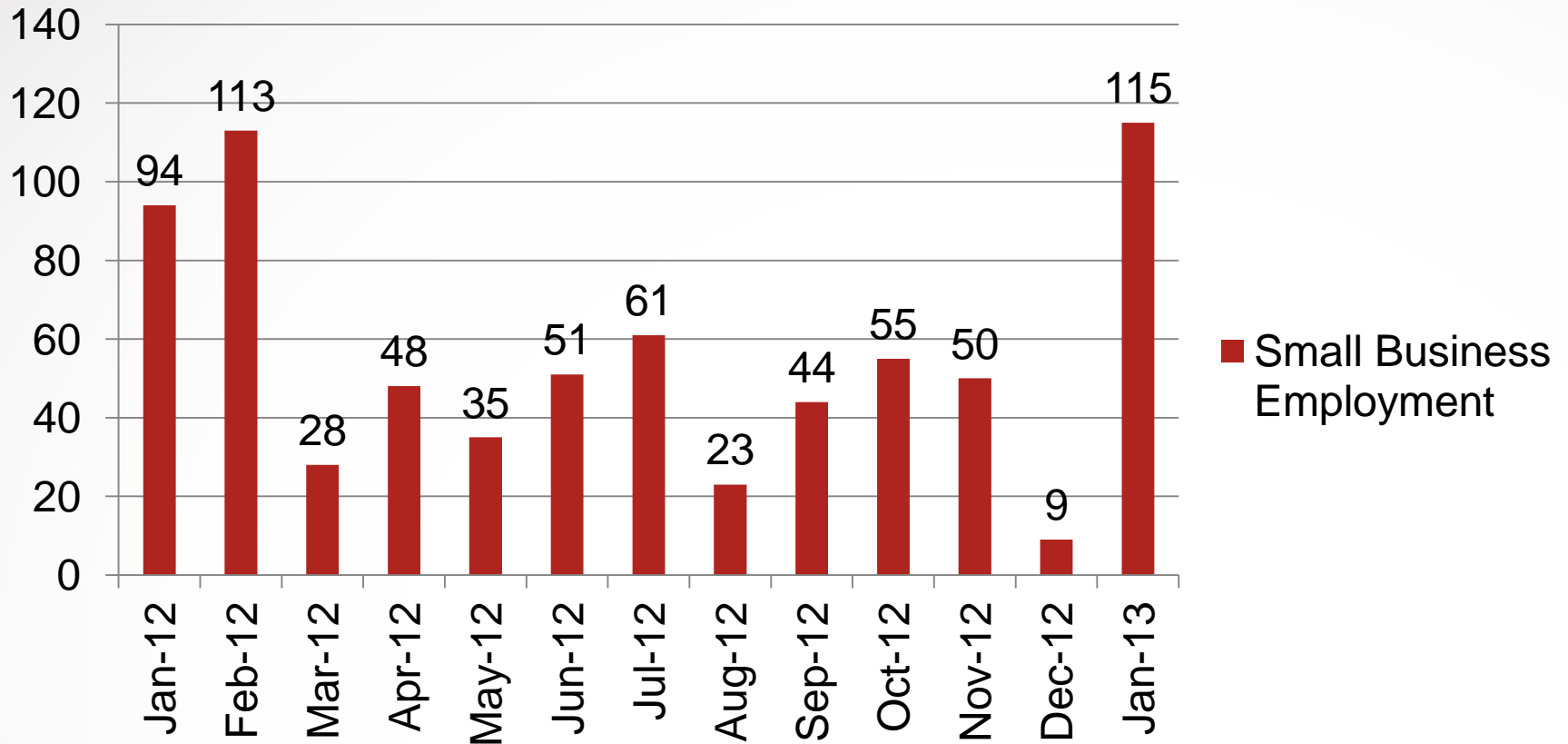
Source: Bureau of Labor Statistics, April 2013



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Change in Small Business Employment



* Increase in thousands

Source: ADP National Employment Report, 2013

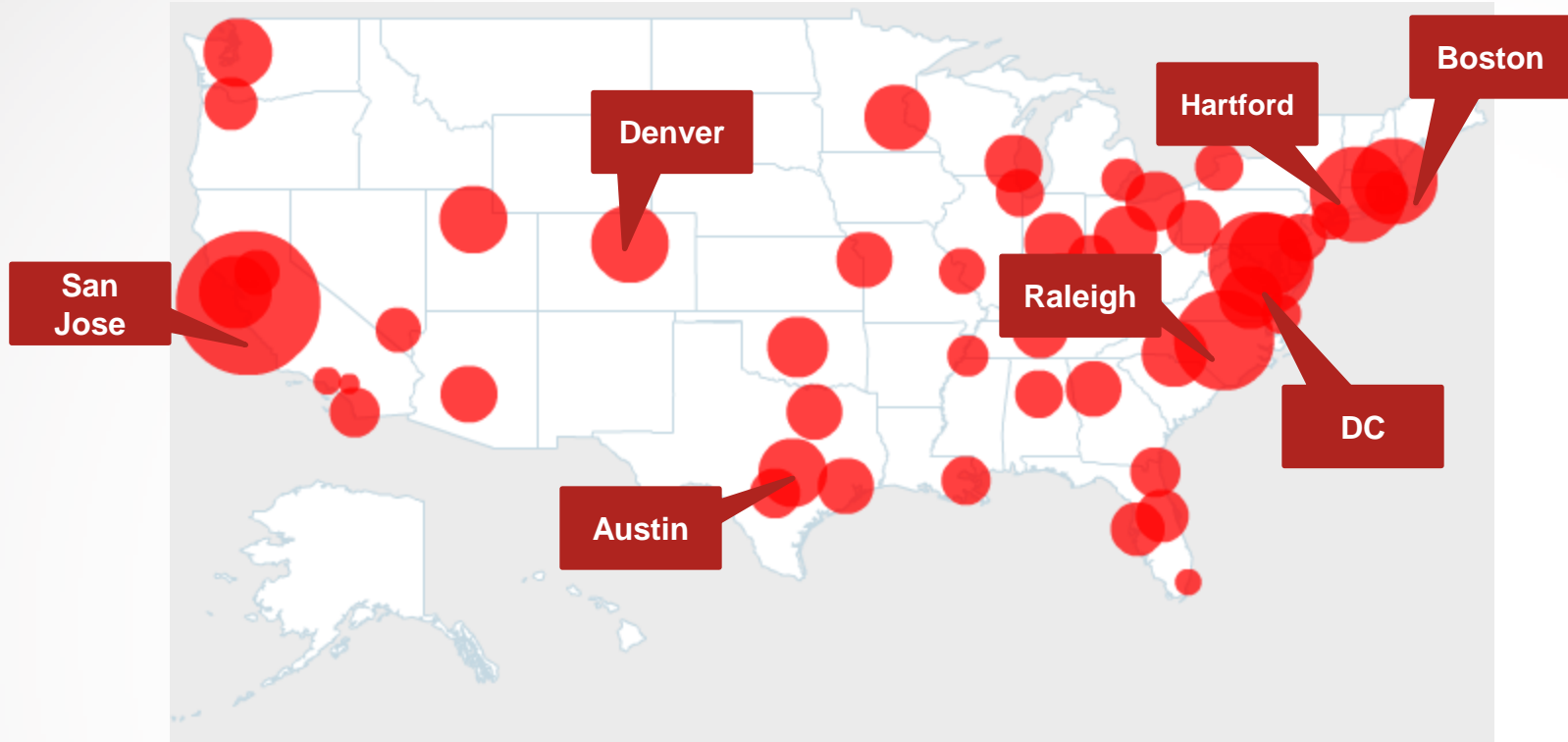


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Job Postings Per Capita

for the 50 most populous metropolitan areas in the United States. The bigger the dot, the more job postings per capita.

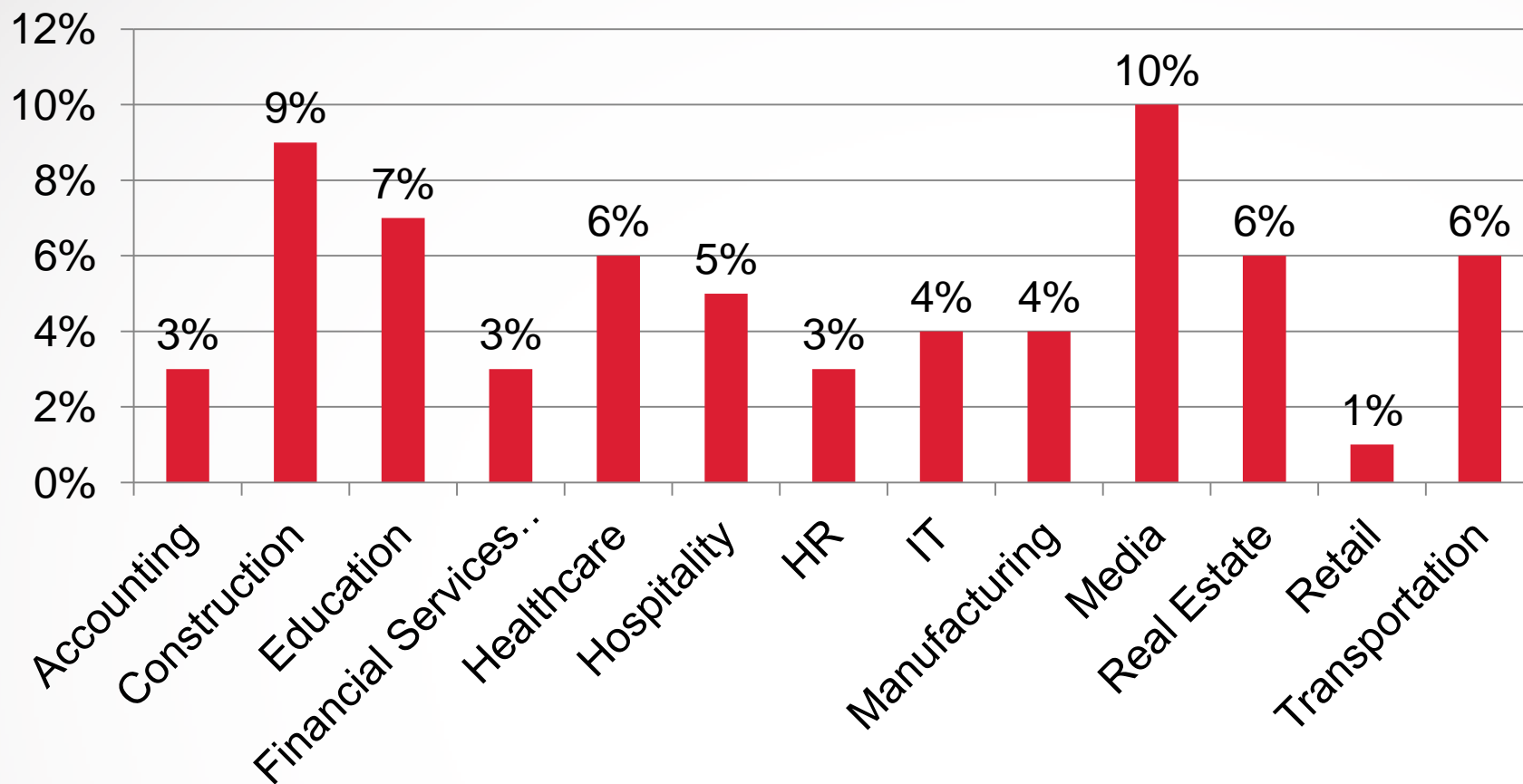


Job postings per 1,000 people

Source: Indeed Job Postings Per Capita, March 2013

Employment Trends by Industry

Over Previous Month



Top Job Categories for 2013

Job	Planned Hiring
Sales	29%
IT	27%
Customer Service	23%
Engineering	22%
Production	22%
Business Development	18%
Administrative	17%
R&D	15%
Accounting and Finance	14%
Marketing	14%

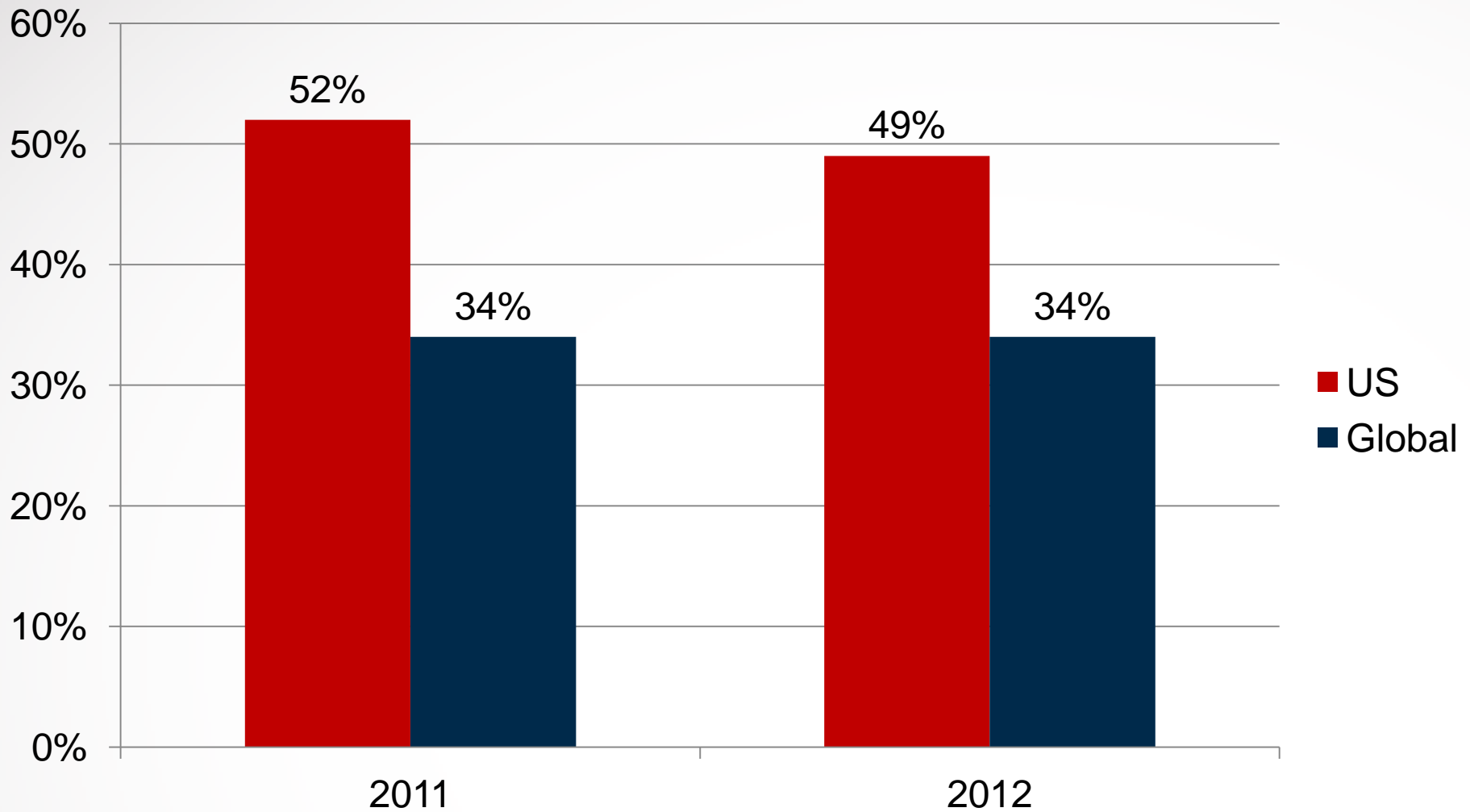
Source: CareerBuilder.com, 2013



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Talent Scarcity

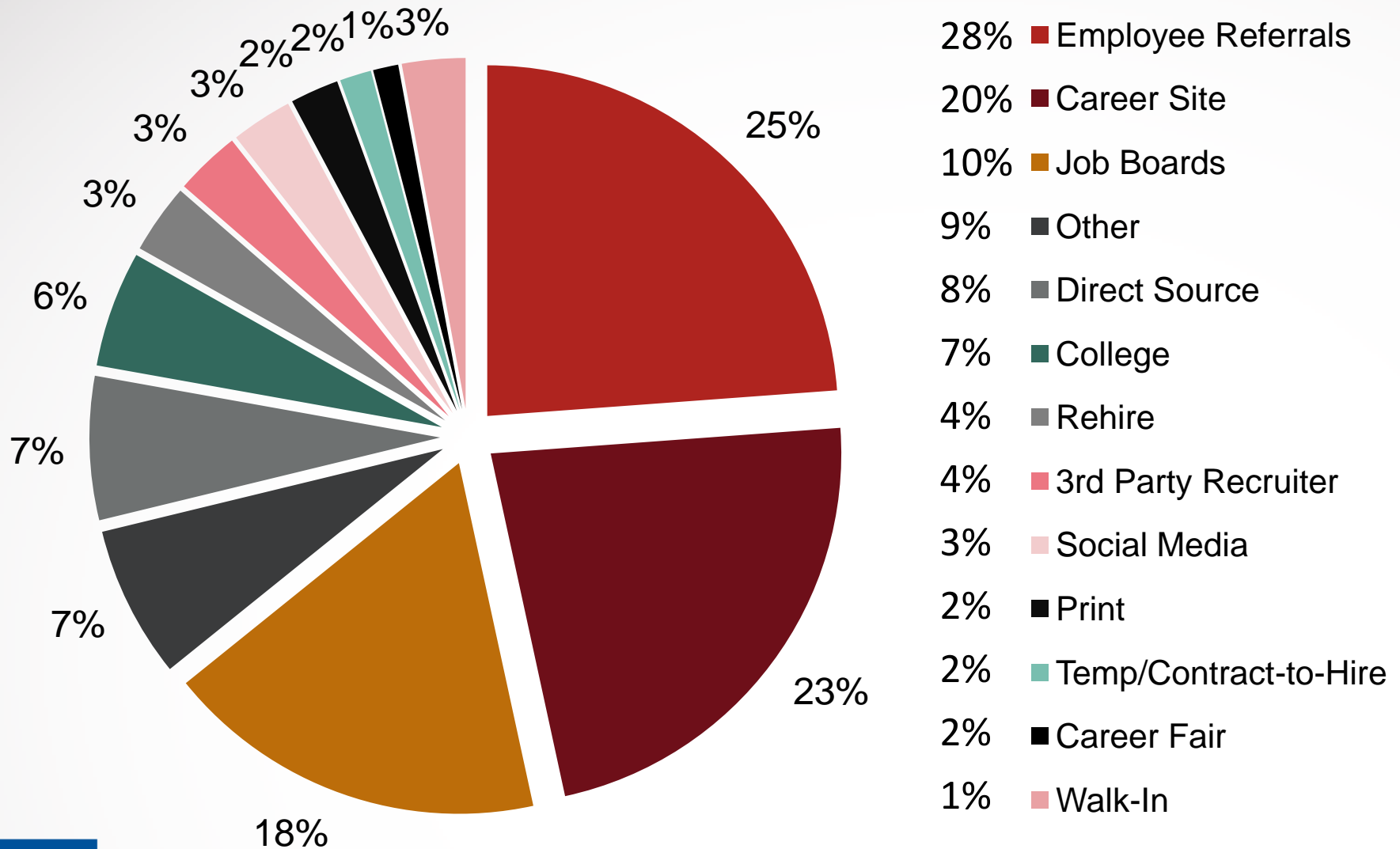


Top 10 Employment Websites

Site	Alexa Traffic Rank
1. Indeed.com	71 in U.S., 247 globally
2. Monster.com	107 in U.S., 530 globally
3. CareerBuilder.com	137 in U.S., 734 globally
4. About.com: Job Search	31 in U.S., 83 globally (About.com)
5. SnagAJob.com	649 in U.S., 3,466 globally
6. JobsDB.com	131 in Indonesia, 2,637 globally
7. AOL Jobs	17 in U.S., 68 globally (AOL.com)
8. Carbonmade	8,689 in U.S., 11,424 globally
9. Job.com	2,158 in U.S., 11,378 globally
10. Juju Job Search Engine	2,388 in U.S., 13,857 globally



Open Positions Filled by Source



Source: CareerXRoads Sources of Hire, 2013



Evolution of Recruiting



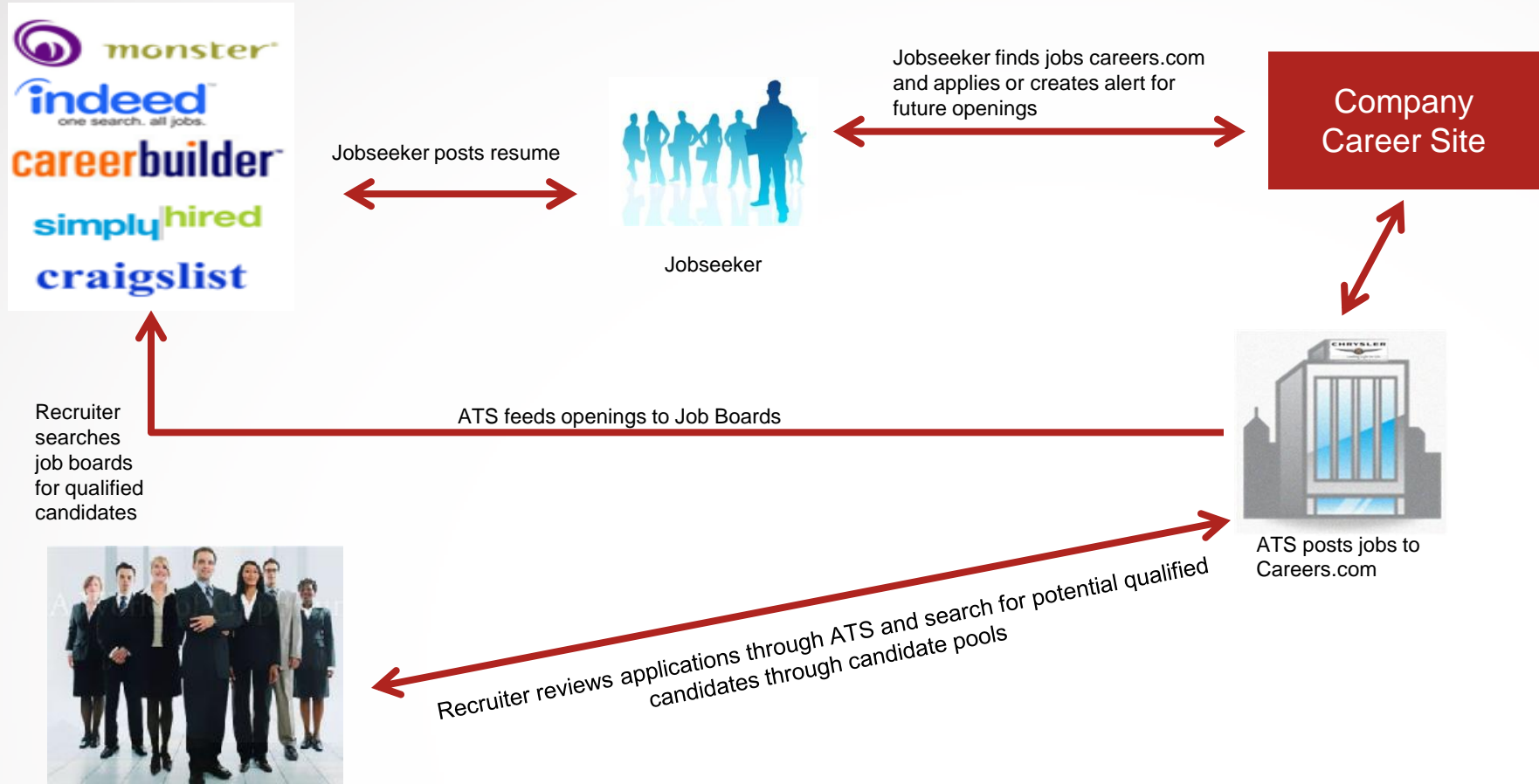
Standard Stages of Recruiting

Time and Labor Intensive



- Reactive recruiting
- May prove okay for some openings
- Ineffective for high profile or hard-to-fill openings

How Companies Used to Recruit



Recruiting Has Evolved

The days of print ads and job boards have changed . . .

Print Ads and Online Job Boards



An estimate 76% of job seekers now use social media to look for new jobs. (Jobvite, Oct. 2012)

Employment Branding



Social Media



Talent Communities



Professional Networking



Mobile Recruiting



Candidate Relationship Management (CRM)



Source: Bersin & Associates, *The Talent Acquisition Factbook 2011*

IMPACT

of Current Recruiting Environment

\$



92%

of companies use social media to recruit

Source: Jobvite, 2012

Smartphone market share is

49%

and that will increase to 52% or more by 2014

Source: Pew Internet Research, 2012

Mobile Devices

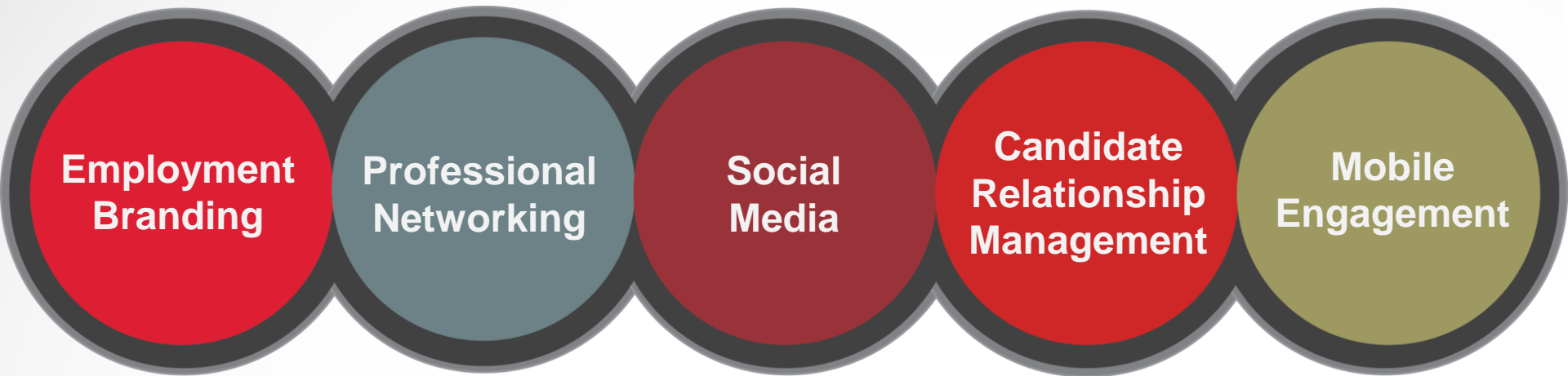
1.4 per Capita

Predicted by 2016

Source: HTC, 2012

Investments

Companies are re-directing their recruiting dollars to:



Investment changes in 2012-2013 are occurring as companies seek more cost effective and innovative ways to engage candidates and attract top talent

A hand is shown reaching upwards towards several white, rounded squares that are floating in the air. The background is a gradient of blue and green. The hand is positioned in the lower right quadrant of the image, with fingers spread. The squares are scattered in the upper half of the image, some appearing to be in focus and others blurred, creating a sense of depth and movement.

The Future is HERE

Employer Branding



Importance of Employer Branding

90%

of Millennials using social media to search for a job will use Facebook

Source: HRO Today, January 2013

Cost-per-hire is

2x

when companies have a weak employer brand

Source: LinkedIn White Paper: Why Your Employer Brand Matters, 2012

74%

of jobseekers read a company website before applying

Source: CareerBuilder, The New Job Hunt, 2012



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Employment Branding and Communication Strategy

Making the most of your employment brand marketing and communications.

Develop Strategy

Develop strategic vision for career site portal functionality building on existing brand

- Evaluate career site portals for potential enhancements
- Deliver consistent employment brand and employee value proposition
- Enhance candidate experience as we market and drive candidates to apply online

Leverage Social Media and Mobile Technology

Leverage appropriate channels to enhance proactive recruiting

- Build/enhance social media tools to support hiring plan
- Utilize microblogging to deliver employee value proposition to specific candidate groups or markets
- Communicate job opportunities
- Drive traffic to online and mobile career sites

Deploy Communications

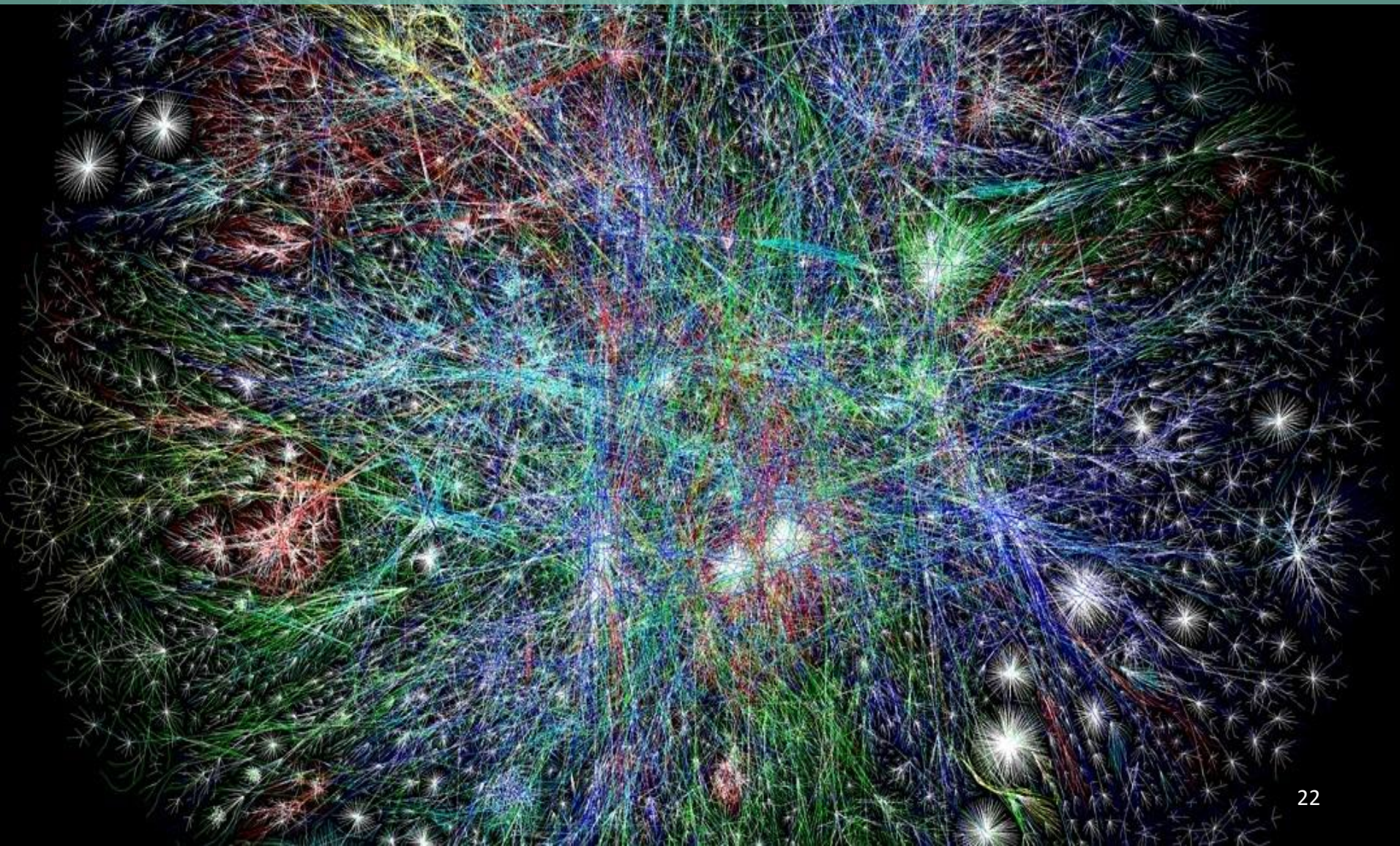
Deploy communications through all channels

- Connect with candidates anytime, anywhere through mobile devices
- Proactively build a talent pool
- Offer best-in-class technology platforms to expand employer branding footprint
- Measure and report on the results

Reach Candidates Through Multiple Channels



Social Media



The Impact of Social Media on Recruiting

- A game-changing impact on how companies source and recruit critical talent across all industries AND even more significant than the introduction of online job boards and resume databases

88% of job seekers have a profile on at least **ONE SOCIAL NETWORK**

92% of companies in the US are now using **SOCIAL MEDIA**
2/3 use Facebook® to RECRUIT.
Over 1/2 use Twitter®
Almost ALL use LinkedIn®



Social Media Statistics

More Baby Boomers (29%) than Millennials (23%) use social networks for job searches

90% of Millennials who use social media for their job search use Facebook

25% of Millennials interact with a hiring organization's social media profile, more than any other generation

Source: HRO Today February 2013



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Top 10 Social Networking Sites

Network	February 2013	February 2012
Facebook	60.14%	62.85%
YouTube	22.93%	20.29%
Twitter	1.86%	1.56%
Pinterest	1.17%	1%
Yahoo! Answers	0.90%	1%
LinkedIn	0.82%	0.8%
Google+	0.78%	0.47%
Tagged	0.56%	0.68%
Instagram	0.37%	n/a
Tumblr	0.34%	n/a

Source: Dreamgrow, 2013

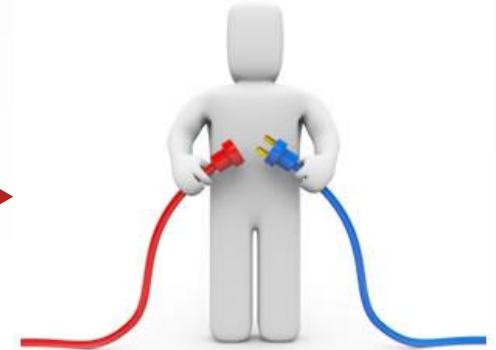


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Social Media

Connect social media and talent communities



Demonstrate employer value proposition



Communicate with potential talent



Recruiting Through Social Media

↓ **30%**

of companies have a reduced time-to-hire

Source: Jobvite Social Recruiting Survey, 2012

↑ **43%**

of organizations saw an
Increase in candidate quality

Source: Jobvite Social Recruiting Survey, 2012

↑ **31%**

of companies saw an
increase in employee
referrals

Source: Jobvite Social Recruiting Survey, 2012



Mobile Recruiting Trends

1895

Téléphone Ericsson

Collection historique de France Télécom

Mobile Trends

- By 2014, there will be 10 billion mobile devices
- Mobile traffic will be greater than desktop traffic by 2015
- 32% of jobseekers have applied on a mobile device



- Tablet sales will grow by over 50% per year
- 665 million tablets in use worldwide by 2016
- More than 112 million Americans will own a tablet by 2016

Source: Jibe and Kelton Research: *The State of Mobile Recruiting, 2012*; *Mobile Marketer iMomentous*; Mashable; Pew Research; BI Intelligence; Gartner; Forrester

Why is Now a Great Time for Mobile Recruiting?

32%

of jobseekers have applied for a job on a mobile device

Simply Hired, Mobile Recruiting Outlooks, 2013

The average American adult sends and receives an average of

88

text messages per day

Pew Research, 2012

72%

of jobseekers want to receive career opportunity information on their smartphones

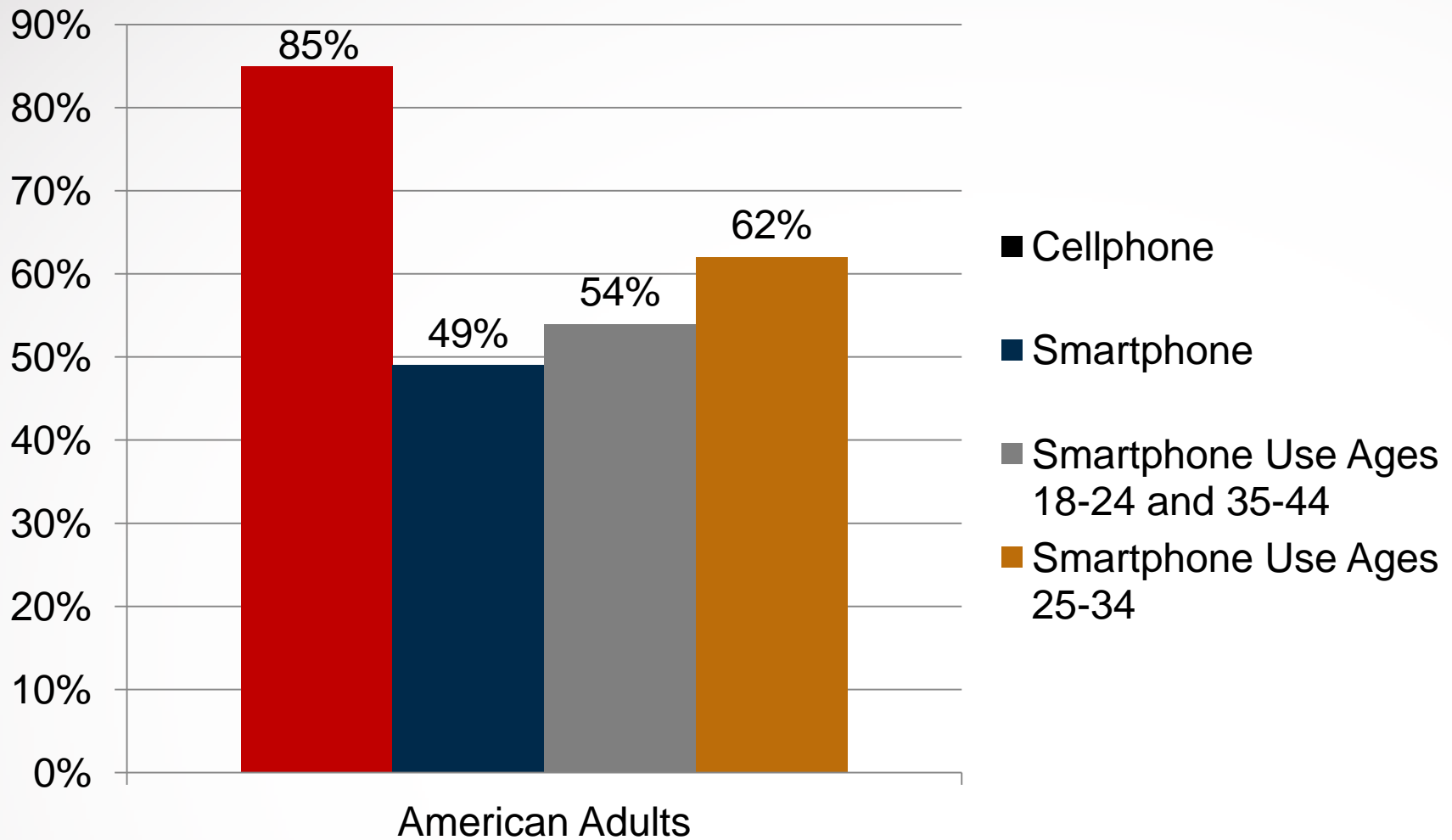
iMomentous: Smartphones in the Workplace, 2012



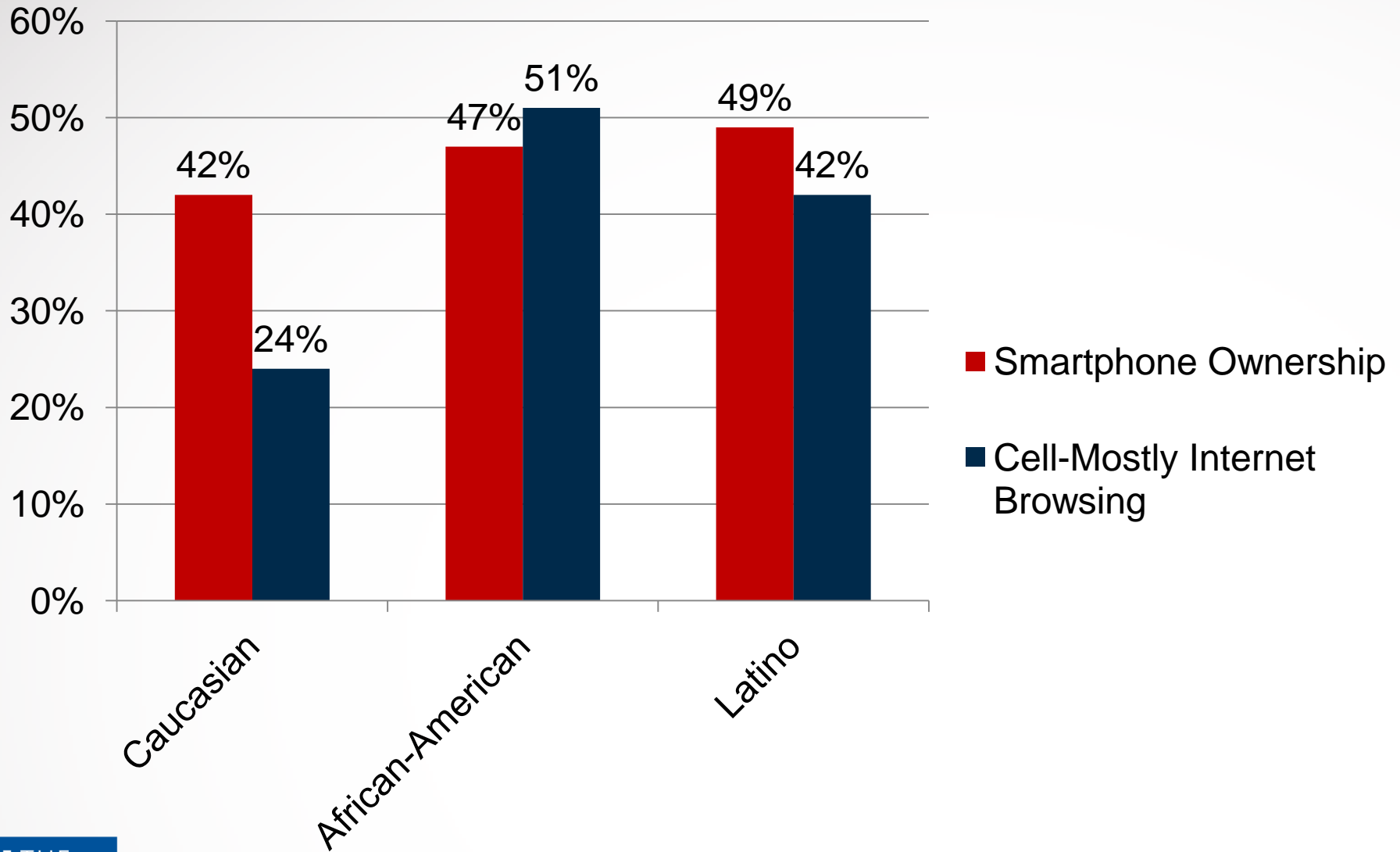
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Mobile Use



Connect with Diverse Candidates

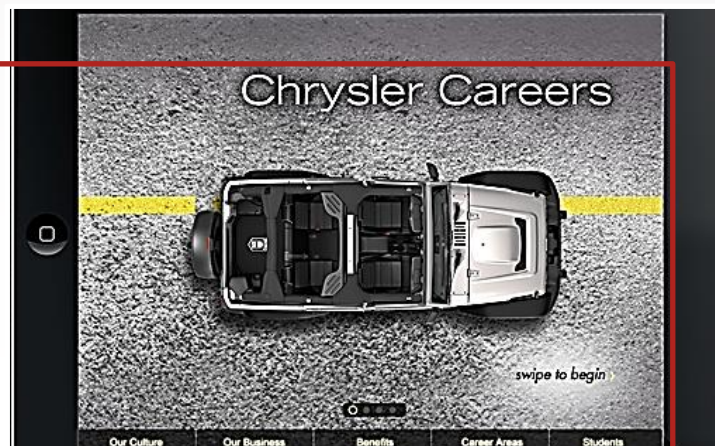


Source: Pew Internet, Smartphone Ownership Update, September 2012; Pew Internet: Cell Internet Use 2012, 2012

Mobile Recruiting



Mobile sites



Tablet sites



Geo-location



Text message alerts

Talent Communities



What is a Talent Community?

An ever-increasing **NETWORK** of
potential candidates
BUILT AHEAD of business demand



Registration for Automatic Text and Email Job Alerts

Add mobile opt-in widget to career site

- Allows anyone browsing to register for automated text and email job alerts
- Collects candidate preferences and geo-location for future narrowcast marketing

CHRYSLER

Driving the pace

Product Design & Engineering Jobs at Chrysler

Register for Career Opportunities

JOIN OUR TALENT NETWORK

Prospect Registration Elements

Candidate:

- registers via mobile
- applies into ATS
- completes application, prescreen and initial screening online

- Mobile career site and application process
- Opt-in for text reminders
- Text registration and scheduling
- Location based campaigns
- Refer a friend

Mobile opt-in allows:

- Automated text job alerts
- Hiring Event registration
- Text updates
- Text reminders
- Links to career site on mobile



phone



email



text

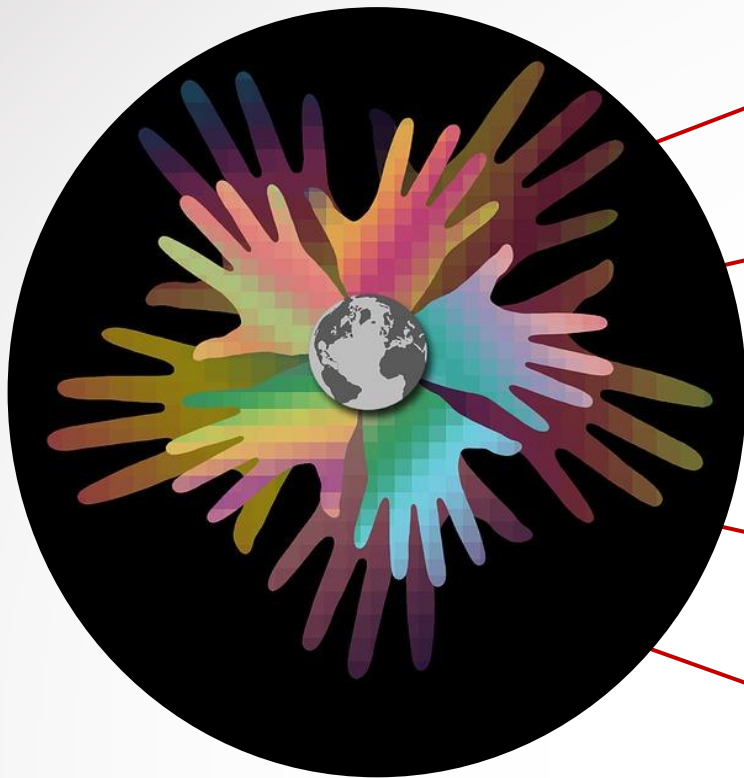
Candidate receives automatic text job alerts based on zip code and job preference

Developing an Effective Recruiting Strategy

Set Achievement Goals

- Enhancing the candidate experience
- Building a talent pool
- Attracting active and passive talent
- Speeding up the recruitment process
- Improved candidate quality
- Optimize the career site for the mobile web

Benefits of Recruitment Innovation



- **Combine** branding, social media and mobile technology
- **Move** from a reactive to a proactive recruiting strategy
- **Supply** pool of candidates, and engage with top talent
- **Maximize** relationship building
- **Improve** time-to-fill and recruiting costs

Thank You!

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