Heads in the Cloud: Mobile and Social Recruiting

Mobile and social recruiting are transforming the hiring process. To improve your recruiting results and give candidates a great impression from the start, mobile-optimized tactics may be the way to go.

Savvy business leader, meet Paula. She’s exactly the person you’re looking to hire, and she has two things to do today: apply for your open position and buy her nephew a birthday present. Paula will use her phone to do both, since she’s one of the millions of Americans who are smartphone-dependent. Which task is Paula more likely to happily complete today?

**Apply for your job:**
- Fill out detailed forms
- Create and upload a résumé and cover letter
- Complete lengthy assessments
- Submit, with no way to check on her application’s progress
  …all on a website designed for PC use.

**Buy her nephew’s birthday present:**
- Swipe through images
- Add items to her cart
- Select the perfect gift and pay with her saved credit card information
- Get regular shipping and delivery updates
  …all on a mobile-optimized retail site.
What if your recruiting process and tools were more attractive and user-friendly for potential employees like Paula? Mobile and social recruiting are ready to help you find and build a pipeline of potential hires and improve recruits’ early experiences with your company. Are you ready to embrace them?

**Why mobile and social recruiting are a must**

In 2015, 68% of U.S. adults owned a smartphone and 45% owned a computerized tablet – a dramatic increase from just four years ago, when only 35% of Americans owned a smartphone and 10% owned a tablet.\(^1\) Our dependence on these mobile devices to perform daily tasks is increasing. Ten percent of Americans report that their smartphones are their only form of high-speed internet access. Another 15% say that, other than through their smartphones, they have limited access to the internet.\(^2\) While smartphone ownership is highest among young adults and those with high income and education levels, smartphone dependence is prevalent among younger adults, minorities, and lower-income individuals.

**Use of mobile devices for job hunting**

Unsurprisingly, the use of mobile devices to find, apply for, interview for, and follow-up on job opportunities is also growing. According to Pew Research, 28% of Americans – including 53% of 18- to 29-year-olds – have used a smartphone in one way or another as part of a job search. “Smartphone-dependent” users are especially likely to turn to their phones for navigating job and employment resources.

**Smartphone use: by the numbers\(^3\)**

- 94% of smartphone job seekers have used their smartphone to browse or research job listings.
- 87% have called a potential employer on the phone using their smartphone.
- 74% have used their smartphone to email someone about a job they were applying for.
- 50% have used their smartphone to fill out an online job application.
- 23% have used their smartphone to create a résumé or cover letter.

**Non-mobile recruiting processes and tools create conflict**

Just because more people are performing job search-related tasks on mobile devices doesn’t mean it’s easy. Job seekers using smartphones report that half the time they have problems accessing job-related content simply because it doesn’t display properly on their phones, or they can’t read job-posting text because it isn’t mobile-optimized. A third
of the time, applicants are unable to create the volume of text or upload the documents required in the application process. When this happens, applicants drop out. As many as 40% of mobile candidates abandon their application efforts when they’re notified that the application process is not mobile-friendly.

**The double opportunity for business owners**

Embracing mobile and social recruiting offers small- and medium-sized business owners a dual opportunity: One, make recruits’ first experiences with your company simple, unobstructed, and comfortable with a mobile-optimized job search and application process. Two, create a pipeline of potential employees for your future hiring needs.

1. **Courting potential hires with a great first experience**

   “Forward-thinking companies are applying some of the same technologies they use to lure customers, like analytics, social media, and video technologies, to design recruiting experiences around candidates that benefit them from start to finish – regardless of whether they’re ultimately offered a job,” says Peter MacLean, a senior manager with Deloitte Consulting LLP’s Human Capital Consulting practice.

   Today’s current and emerging workforces are increasingly seeking authenticity and a great work experience in their employers. Your recruiting process can help convince potential hires very early in your relationship that your company is committed to employees and transparency.

   **Show you’re concerned about the employee experience by incorporating:**
   - One-click applications from social media profiles.
   - Mobile-optimized job postings, applications, and assessment tools that minimize the hassle of applying for a position.
   - The ability to pause and revisit the application process from multiple devices.
   - Video interviews to reduce the travel and off-work time that candidates must spend on the interview process.

   **Build in transparency with:**
   - Clear tracking of your candidate’s position in the application/interview process.
   - Updates available via email or text message.
   - Social media connections for candidates who aren’t hired for one position, but who may be ideally suited for future opportunities with the company.

   Take our ideal candidate, Paula. If your job application process is relatively easy to complete on her smartphone, she’s more likely to submit an application. If Paula is then able to check and receive updates on her application status and remain connected to your company’s representative, her perception of you as a desirable employer increases dramatically.

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2. Improving your talent pipeline

According to 2015 Pew research, nearly two-thirds of Americans use social media platforms of some kind, and many of them use social media to look for and share work opportunities. Individuals happy – or unhappy – with their workplaces are sharing that information as well.

Here are several steps small- and medium-sized businesses can take to connect to potential hires using social media:

Treat existing employees well
In the era of Glassdoor and Indeed, employees can anonymously air a company’s dirty laundry or promote the benefits of working there. Ensure your employer profile supports your recruiting efforts by treating your current employees with fairness, honesty, and integrity.

Connect with candidates – and maintain those connections
Perhaps Paula applies for your open position, you interview her, and you believe she’d be a great fit, but you learn that a current employee is interested in the role. Even if you opt to promote your internal candidate, maintaining a connection with Paula ensures you can reach her when your next position opens.

Stream news, successes, and industry knowledge
Organizations that periodically share helpful information about their workplace, employees, or industry on sites like LinkedIn or Facebook can attract followers interested in the company’s success. These followers may be candidates seeking more information about you as an employer. Before applying for a position, 64% of candidates use an average of 16 different resources to research their prospective employers. Give potential hires information that will build understanding of, and confidence in, your company.

Though fully embracing mobile and social recruiting could provide employers with better recruiting results and job seekers with a better employee experience, few companies have completely transformed their recruiting practices. A study from Kelton Global Research found that more than a quarter of larger companies said that not a single part of their hiring process has been mobile-optimized.

ADP® can help
ADP’s Recruitment Solutions Group is ready to help small- and medium-sized businesses lead their industries in recruiting. We offer a number of cutting-edge technological solutions to help your origination enhance its recruitment efforts and put in place strategies to land top talent.

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4 Trends in Mobile Adoption, CareerBuilder, 2013.