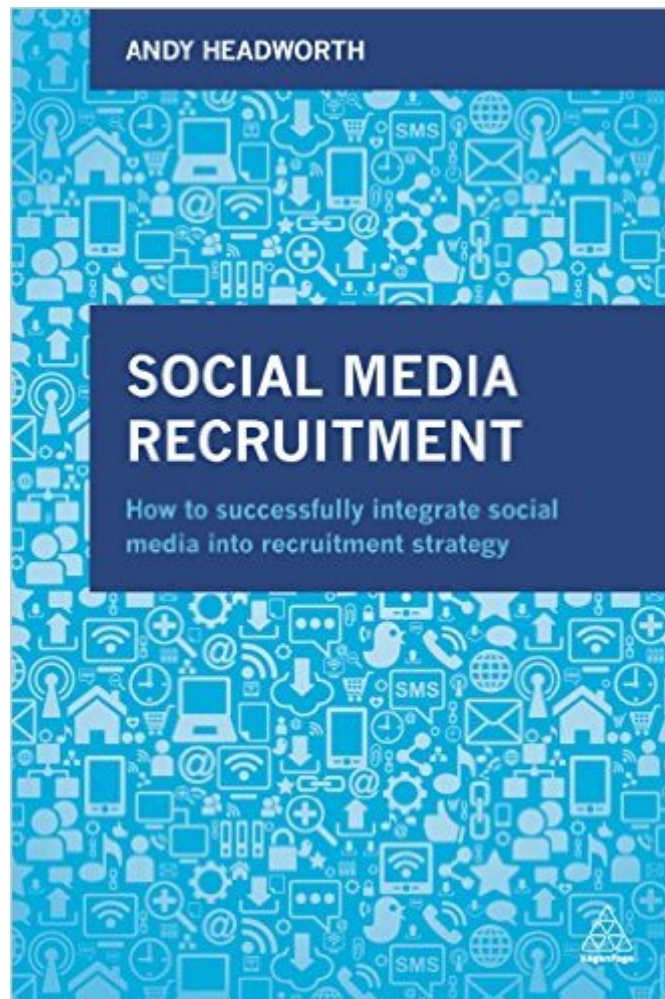


The book was found

# Social Media Recruitment: How To Successfully Integrate Social Media Into Recruitment Strategy



## Synopsis

As the landscape of recruiting changes, different methods are needed to reach talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the expertise to create a social media recruiting strategy. In a series of easy to follow chapters and manageable steps, Social Media Recruitment covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future.

## Book Information

Paperback: 224 pages

Publisher: Kogan Page; 1 edition (May 28, 2015)

Language: English

ISBN-10: 0749473703

ISBN-13: 978-0749473709

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (4 customer reviews)

Best Sellers Rank: #79,593 in Books (See Top 100 in Books) #35 in Books > Computers & Technology > Business Technology > Social Media for Business #56 in Books > Computers & Technology > Internet & Social Media > Social Media #282 in Books > Business & Money > Human Resources > Human Resources & Personnel Management

## Customer Reviews

"A brilliant business book for anyone looking to successfully integrate social media in their recruitment strategy. Andy's knowledge of recruitment strategy, candidate attraction and content marketing strategy, as well as social media technologies, is unsurpassed and he delivers that knowledge in an interesting and meaningful way." (Louise Triance MD, UK Recruiter)"To me, Andy Headworth is the world's pre-eminent authority in the area of social recruiting. His blogs on the ongoing process of using social media to recruit are always spot on and serve as a text book for best practices in social recruiting. I learn something valuable in every post, every blog, and every comment." (Brenda Burch Chief Retail Talent Sourcer, Bjork Enterprises Ltd)"Any recruiting leader

wanting to up their game in social recruiting will want to read this from cover to cover." (Tony Restell Founder, Social-Hire.com)"This well-written definitive guide to social media recruitment is an essential resource for integrating social media into recruitment strategies and processes. The book's comprehensive and practical approach, with compelling case studies, provides a strategic framework and a clear road map, all in an insightful and engaging way." (Heather Travis Director, Asia Pacific, Armstrong Craven, and Chairman, Exec. Research Assn.)"Andy is the social media and recruitment expert that the experts in the industry seek out to read and listen to. His advice is spot on and supported by years of diverse consulting experience. After seven years in the social media recruitment arena, you'd think I'd know it all. Andy's book is chock-full of case studies that are inspiring for my firm and clients. For years I've made Andy's a blog a weekly must-read. His book surpasses his blog, with detailed case studies and examples of how to use social media properly to recruit." (Kelly Dingee Director, Strategic Recruiting at Staffing Advisors)"It's not often that you find a resource that not only outlines the current recruitment landscape in a meaningful way, but also gives practical steps for Talent Acquisition leaders to take to improve their results. Andy Headworth accomplishes this. Understanding the critical skill shortages in organizations is a key factor in any recruitment strategy being effective. Andy tackles this with ease and includes case studies to back up all aspects of social media use for recruitment success. Whether you're starting your strategy from the ground up, or you already have a strategy in place, Andy's tips and examples provide direction for leaders on all parts of the spectrum." (Trish McFarlane CEO and Co-Founder, HRevolutionize LLP)"This book is quite practical in nature, yet it offers a heady mix of theory, good practice, real world examples, thought and innovative thinking to great effect. ...A book like this can be a powerful ally." (Darren Ingram Darren Ingram Media)"Having worked in Recruitment/Talent Acquisition for 20 odd years, the current environment is exciting, fast paced, quickly evolving and for many ...scary. Andy gets this, and this book is really going to help you. The vital importance of snaring good people is critical to business success. This book will give you the edge to get great people inside your walls." (Hassanah Rudd Australia Recruitment Manager, Fletcher Building)"With social recruiting, there is no one silver bullet or strategy. Social Media Recruitment is one of the most comprehensive sources for all things social media recruiting to date." (Jessica Miller-Merrell Founder of Blogging4Jobs)HR managers and directors; recruiting managers; talent directors and managers

A guide book for creating and implementing a social media recruiting strategy

[Download to continue reading...](#)

Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy  
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1  
Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Warriors Don't Cry: A Searing Memoir of the Battle to Integrate Little Rock's Central High From STEM to STEAM: Using Brain-Compatible Strategies to Integrate the Arts  
Forex: The Simple Strategy on Trading Currency Successfully - Step by Step Guide on Building Wealth Trading on the Foreign Exchange Market (Forex Trading, Options Trading, Investing)  
HELP WANTED: Recruitment & Retention in the Volunteer Fire Service  
Recruitment Blueprint: Control the deal and make more placements  
Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press)  
Social Media Marketing Workbook: 2016 Edition - How to Use Social Media for Business  
Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn  
Social Media: The Ultimate Guide to Transforming Your Brand with Social Media  
No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing  
Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn:  
\*FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income)  
Social Media: Master, Manipulate, and Dominate Social Media Marketing Facebook, Twitter, YouTube, Instagram, and LinkedIn  
Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience  
Social Media: Master and Dominate Social Media Marketing Using Facebook, Instagram, Twitter, YouTube, LinkedIn, Snap Chat, Pinterest, Google+, Vine, and Much more!

[Dmca](#)