

Key trends in Recruitment Marketing

Adapting strategy through social listening



The ground is shifting

The most difficult labor market on record.



Labor Market Snapshot

Open jobs

11M

Unemployed people

6.3M

Quits

4.3M





The answer:
**Listening to
understand**



What is social listening



Social listening explores the massive online public conversation. From Reddit to Twitter, blogs, comments, and news sites, the organic conversation illuminates what our audience needs.



What we heard

68,000,000

Conversations



What we heard



40

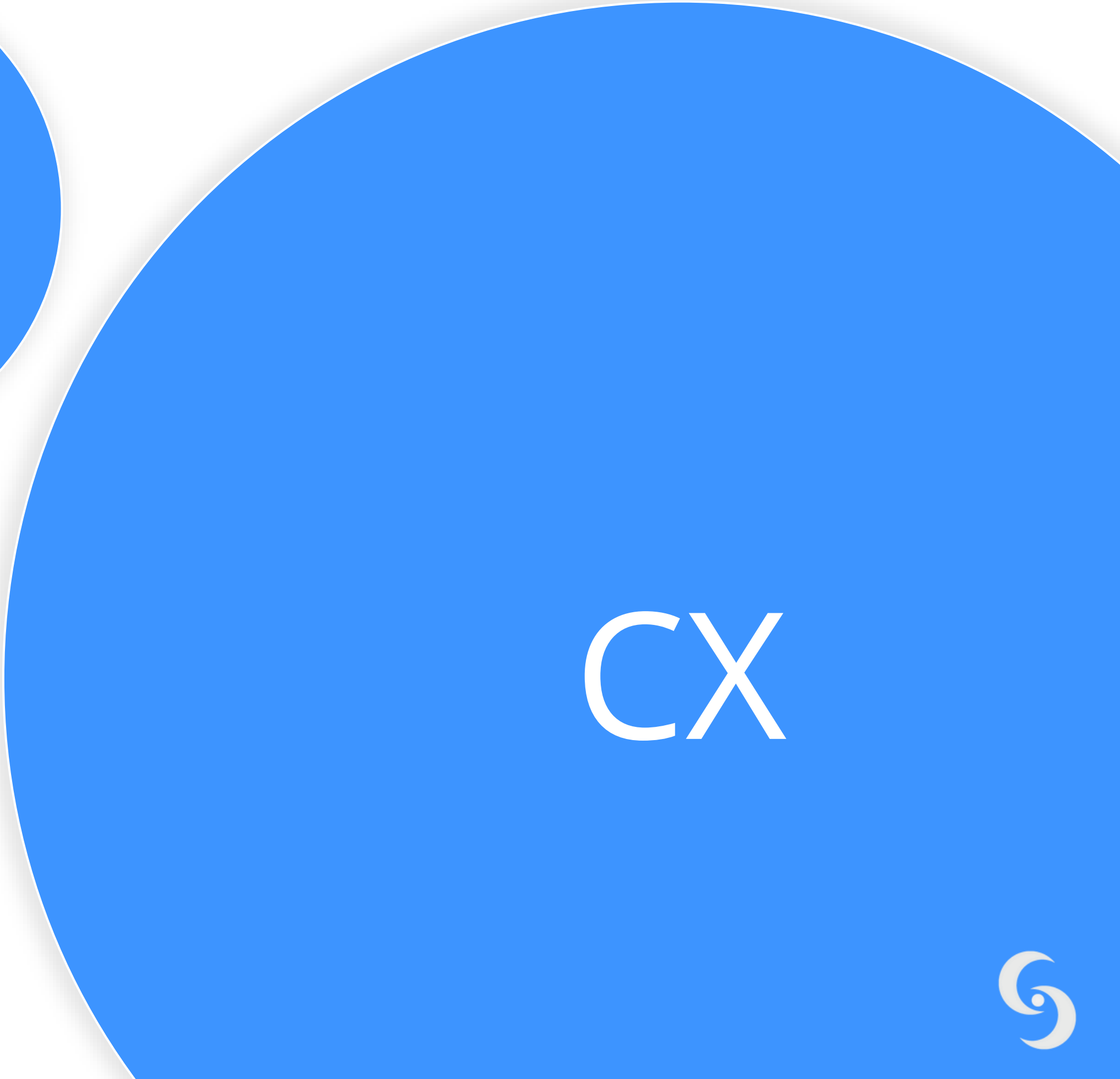
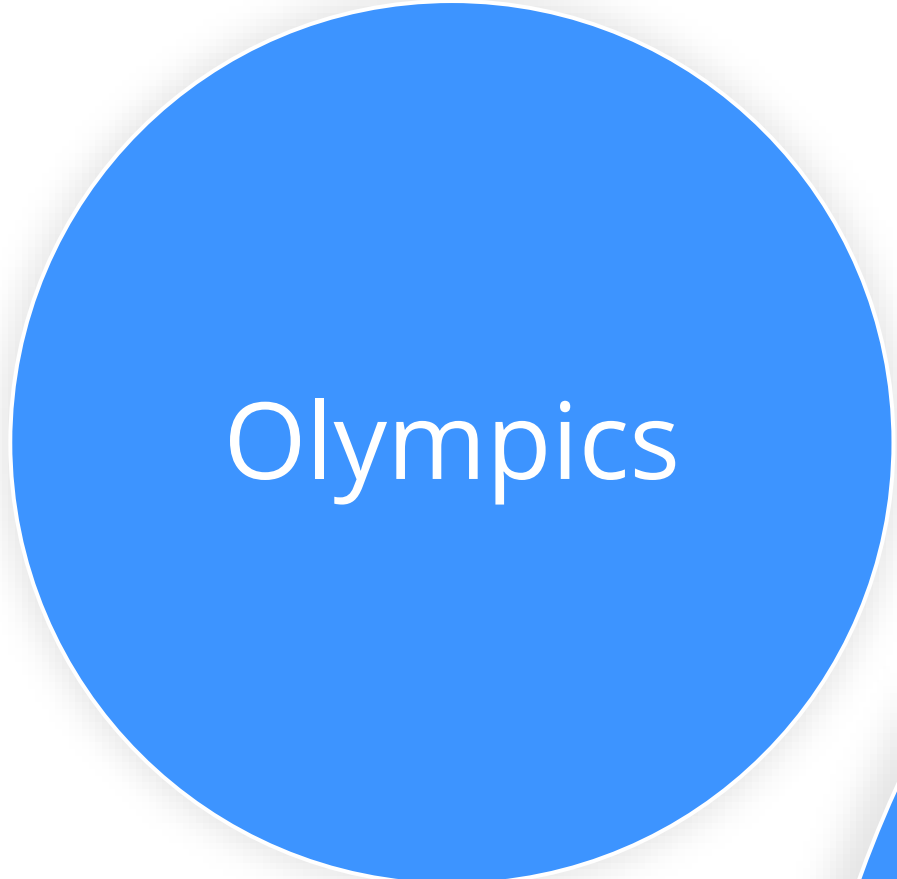
Net Sentiment



23

Passion Intensity





Buying a car → ●

Buying a house → ●



A close-up, high-angle shot of a cat's face, focusing on its eyes and whiskers. The cat's fur is a mix of brown and white. The background is dark and out of focus. The text is overlaid in white, bold, sans-serif font.

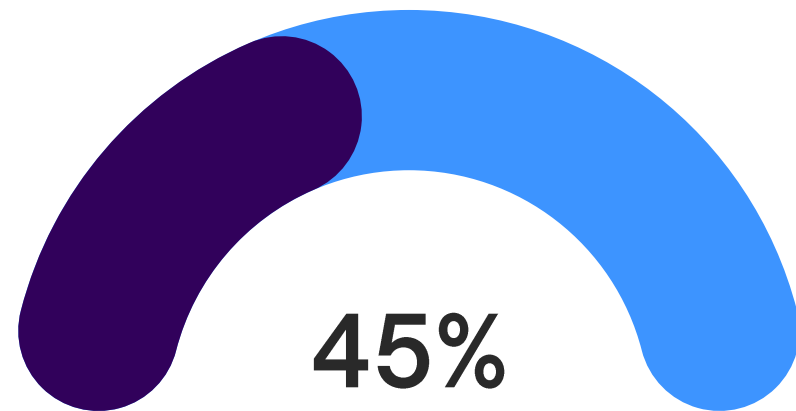
Candidates are ambivalent

They don't love it. They endure it.

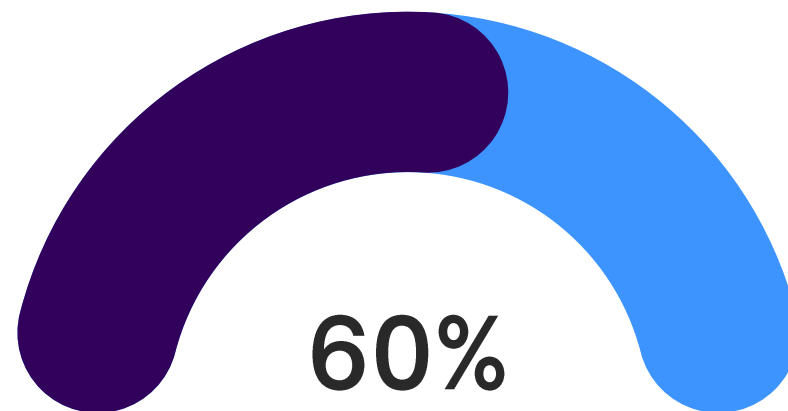


Topline Findings

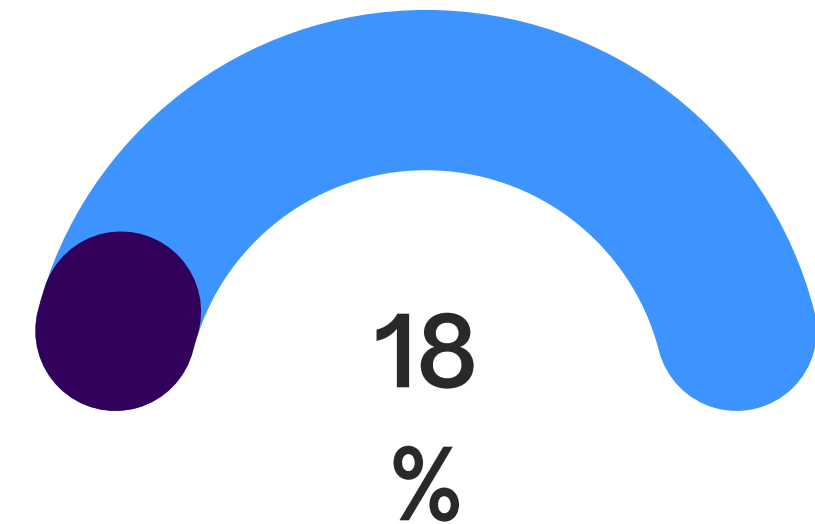
Drop in Sentiment



Increase in Passion



Increase in volume

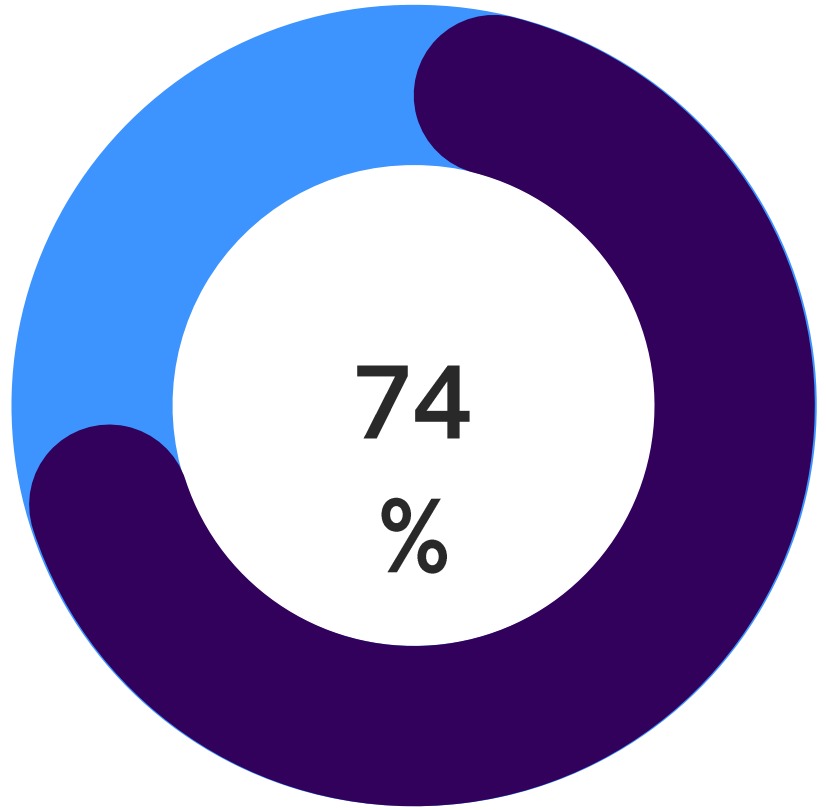


They're a little angry.



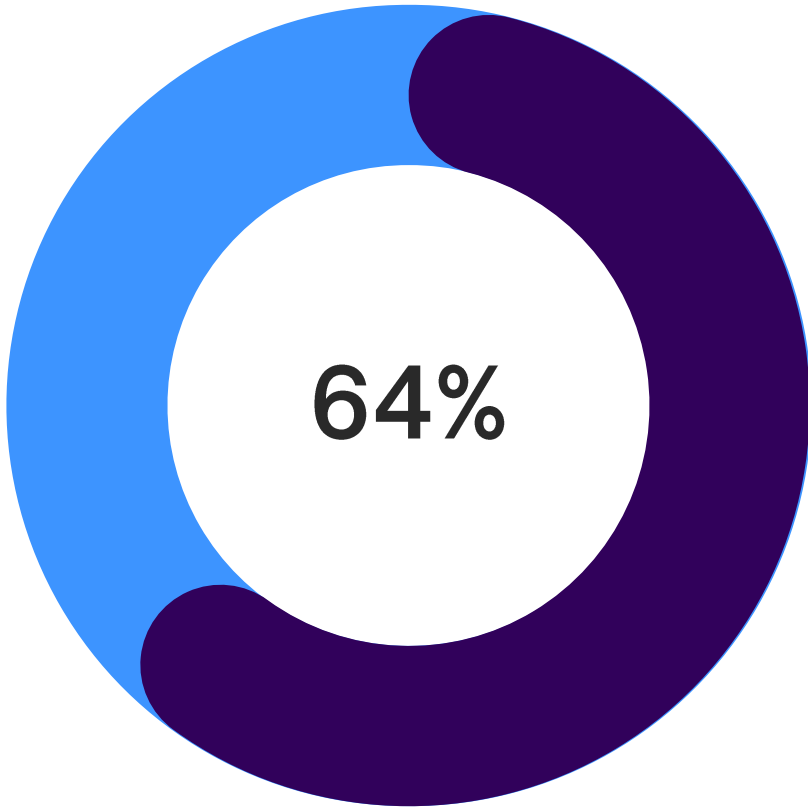
Sentiment Drop

Q2



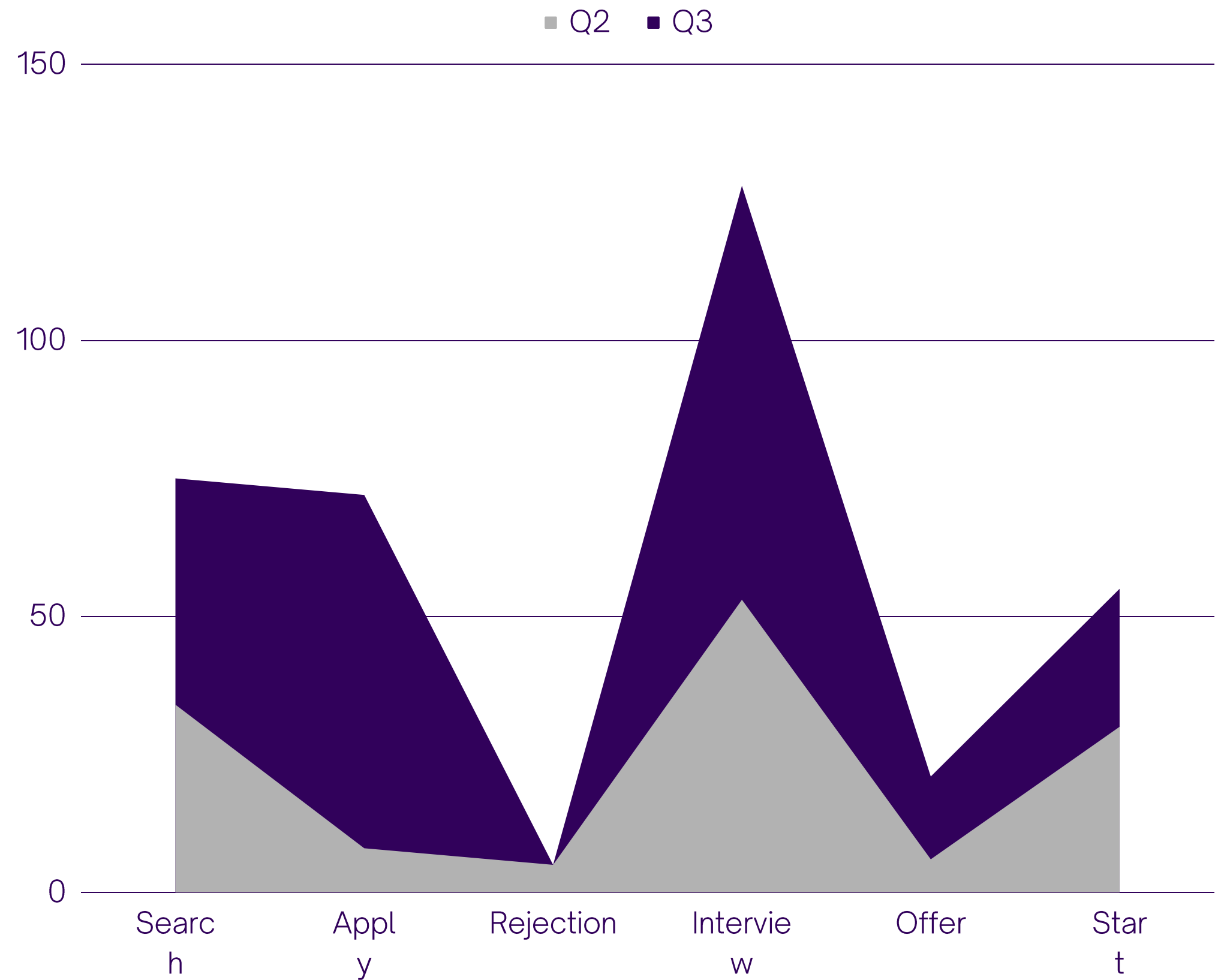
Quarter on Quarter
% of positive conversations

Q3



Passion Spikes

More "Love/Hate" conversations in the Fall





Deep Dive Insights

Understanding and shifting the conversation



The Big 4

Cash is King

Salary and pay are big parts of the conversation

Late Stages Tanking

The offer/start chatter is not as positive

Rejection is tough

Dispositions are taking their toll on candidates

The Men are Talking

Men are a big chunk of the social conversation



Cash is King

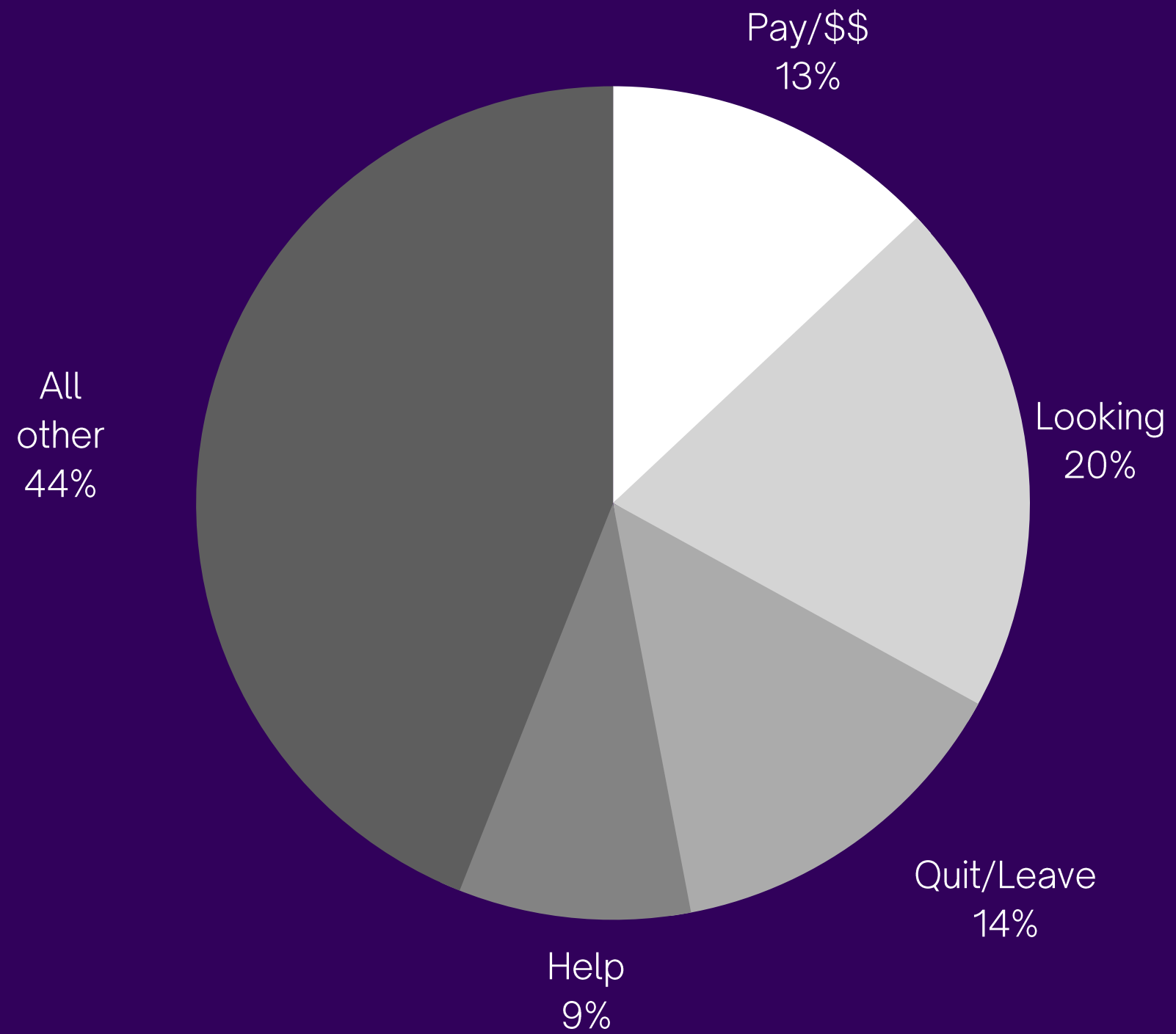




"Jobs need to understand that the ONLY way to make me feel appreciated is to pay me what I'm worth. That's it. No amount of "lunch on me", t shirts, or "team building" is going to cut it."

-MissisAngie



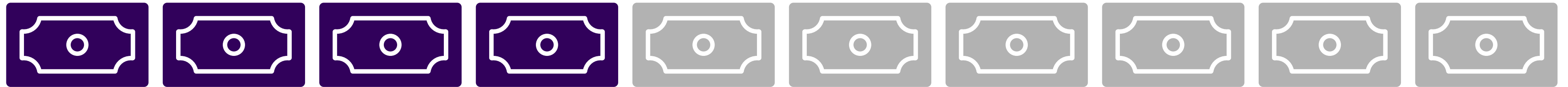


Pay is a big driver

Also...quit is indexing hard.



Jobs that include \$\$

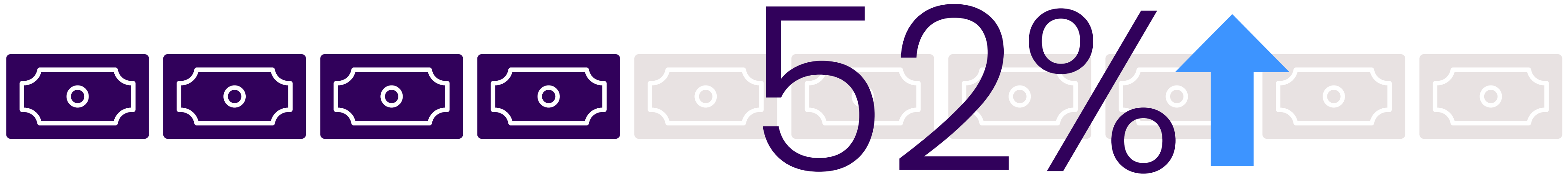


40%

Of postings held salary information



Jobs that include \$\$ convert



Lift in conversions
on jobs w/ salary



Changing the conversation

In Titles

Get pay data in titles.
They want it, we can
deliver it.

In the Body

Talk about pay in the
job description.
Ranges are ok.

Just do it

The data tells the story.
The results are there.
Solve this problem.



Offer + Start is tanking

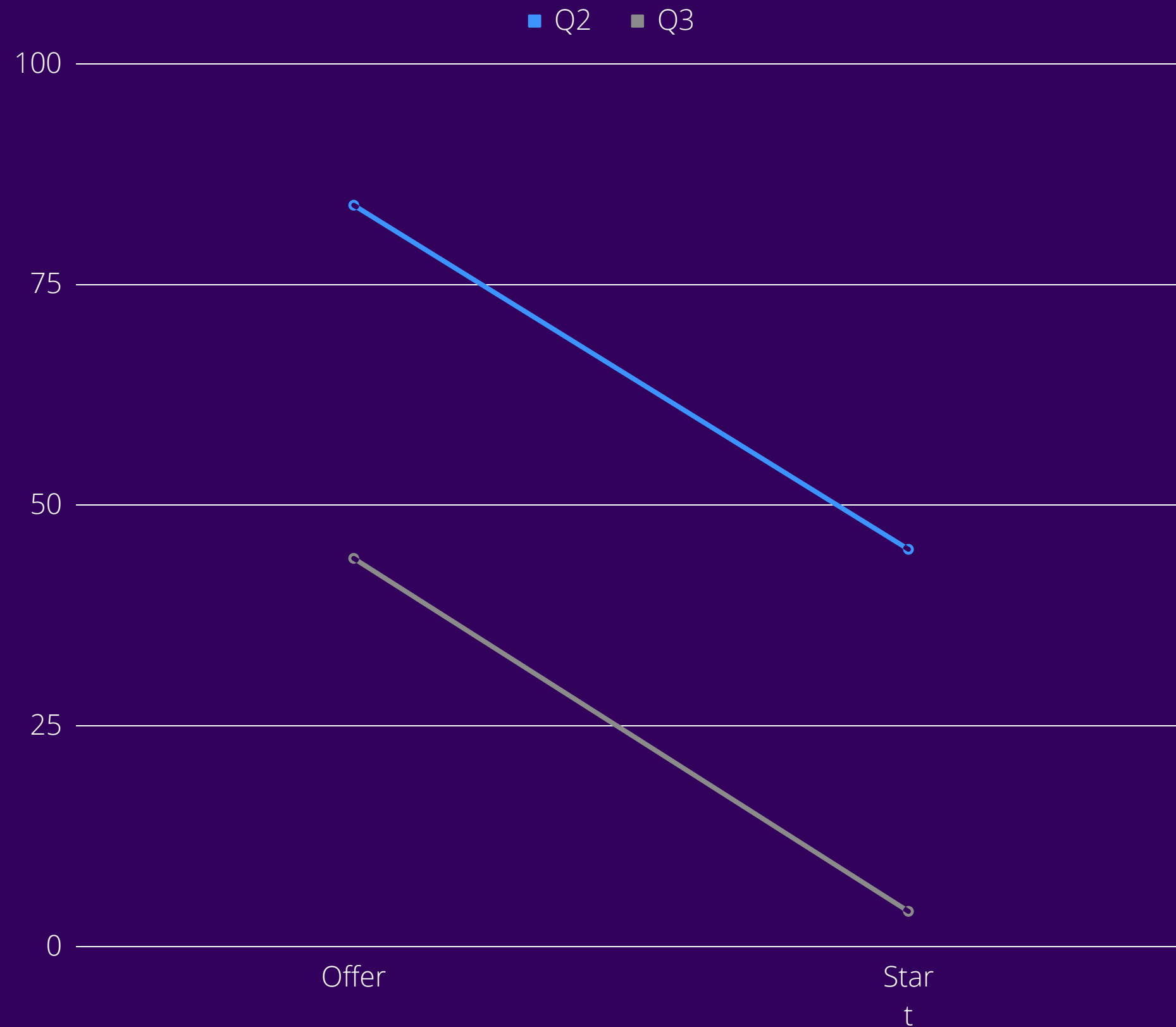




"I'm nervous for my first
day of work eeeekkkk"

@alexkattt





Sentiment drops late

Not what we expected to see, but concerning.



Changing the conversation

Rethink comms

We need to look at our offer communications to see where we can create some joy.

Stay Connected

There is a huge opportunity to keep in touch, educate, and connect them.

Acknowledge it

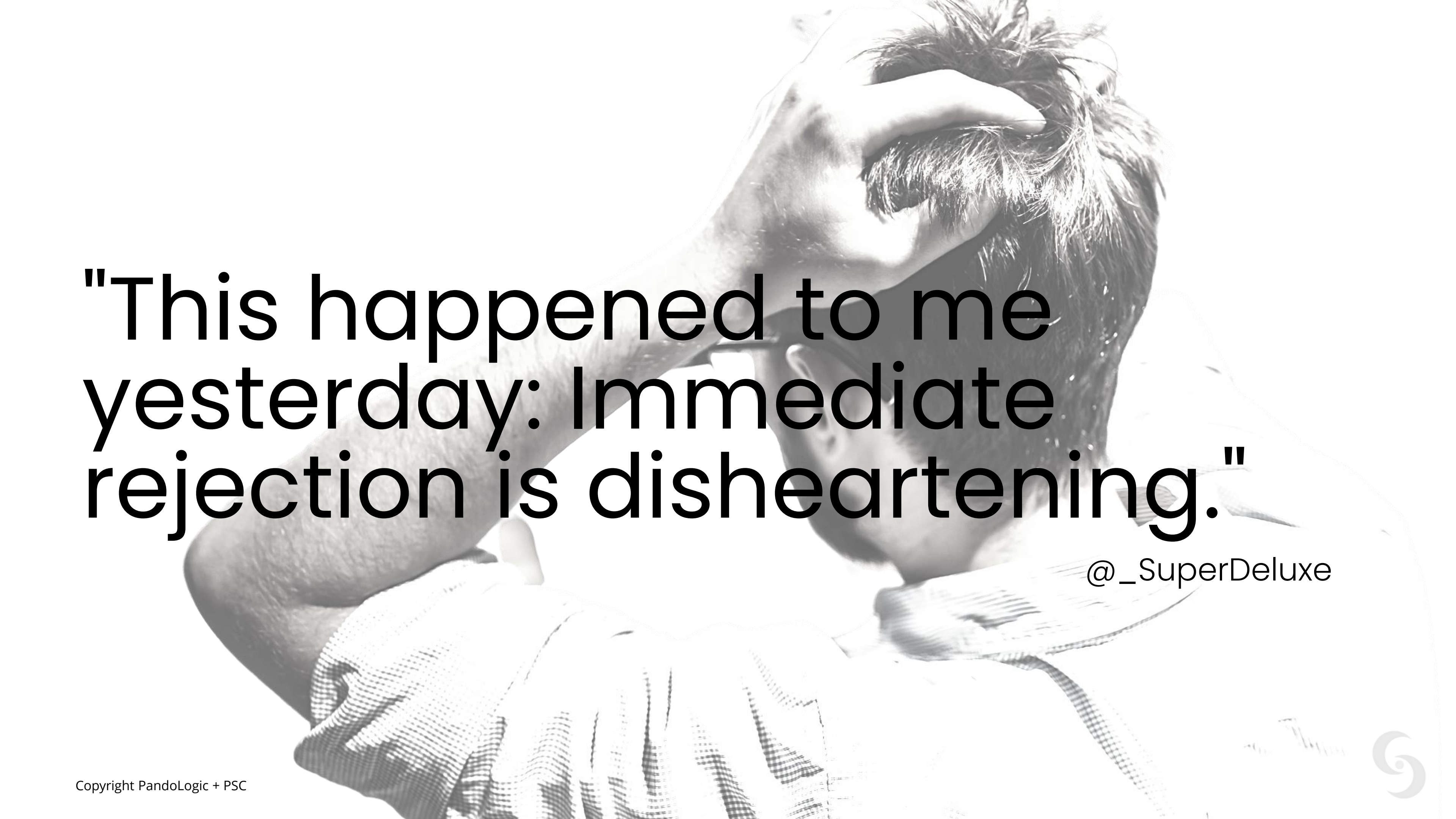
Help them know what to expect on Day One and beyond to alleviate the nerves.





Rejection
is taking
its toll





"This happened to me
yesterday: Immediate
rejection is disheartening."

@_SuperDeluxe





80%

Of rejection conversations were
negative



Changing the conversation

Messaging matters

Write the disposition message you would have been ok receiving when you were a candidate.

Give them info

Think about how you segment your dispositions to address feedback as much as possible.

Do. Not. Ghost. Them

Get back to them. Do it in a timely manner. And by timely, how about within the month as a start?



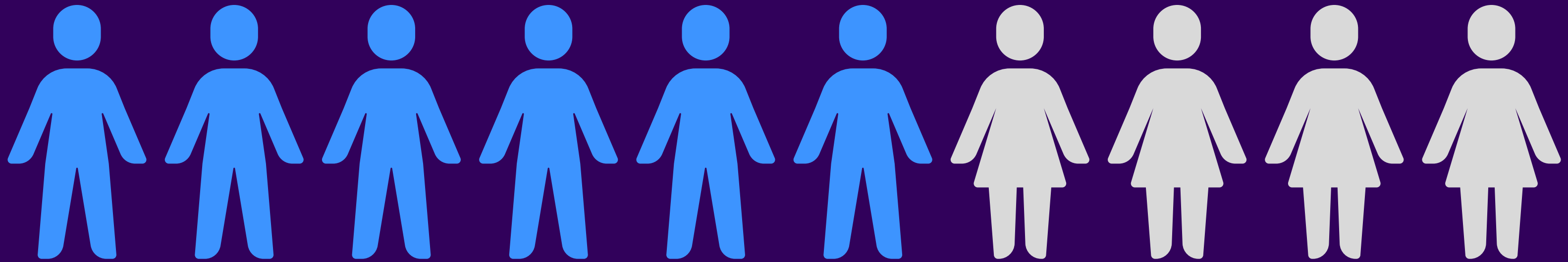
The men are talking



“I'm looking for a job right now. The cost of covering childcare is so much that if I take crappy job I'll profit maybe \$2 or \$3 an hour”

@Bluelily216

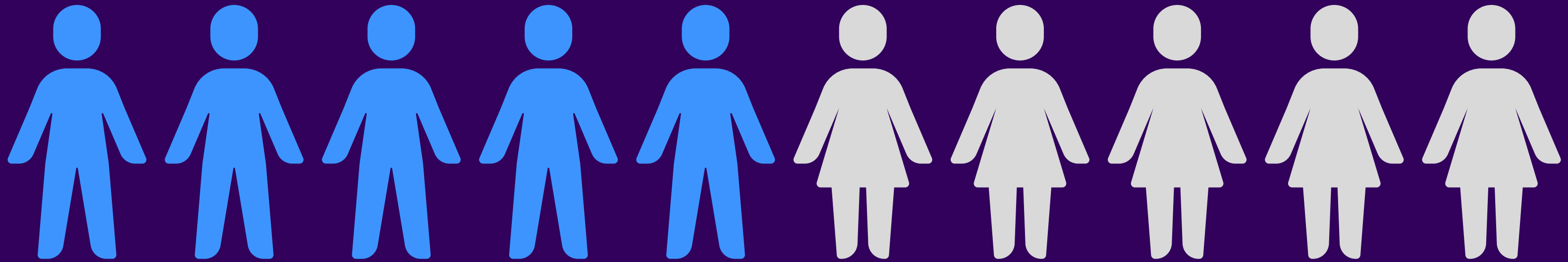




55%

of all "Job Search" conversations are
men.

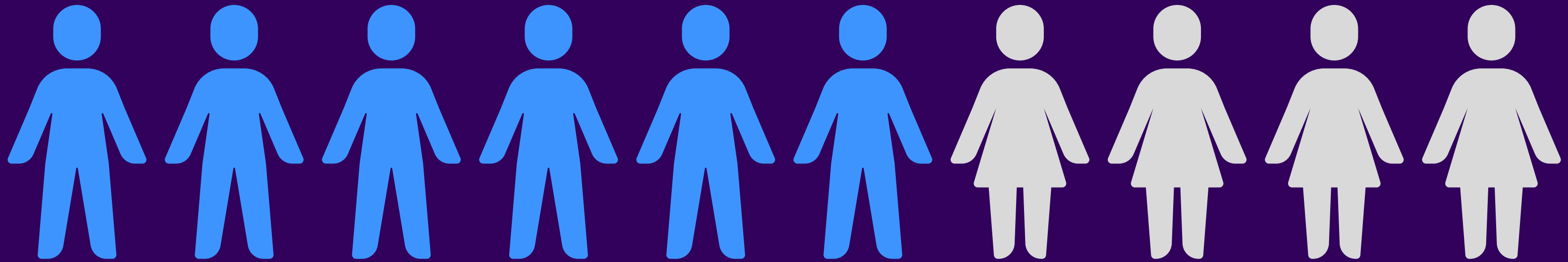




54%

of "Job Search" conversations that included "Childcare" were women.





60%

of all "Starting" conversations are men



Changing the conversation

Solve childcare

The reality is that this is an issue that lands squarely on women in our workforce.

Solve pay equity

If the earners in a family are equal, then it's a choice. But, when one earns more..

Get bias out of it

Review your wording to remove gendered words. Instead of "He/She", just say "you".



We can impact this

Listen to understand

Not to respond.

Pay, shift (and quit) matter a lot

People work for money. Talk about it.

Prep them for Day One

Alleviate their anxiety and build relationships.

Solve for women

Bring them back to the workforce thoughtfully.



Be who you needed when you were a candidate.

Lead (and market) with empathy.





Thank you

@tparsons

