

3 Big Technology Changes Impacting How You Hire

AI, Applicant Portals, and Social Media



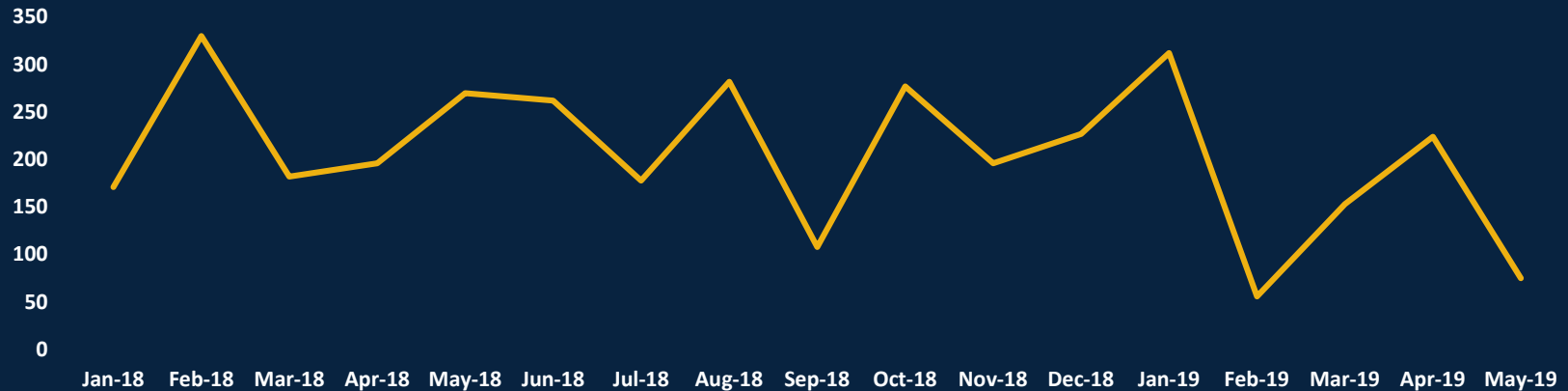
Together, we are Roth Staffing Companies.

Technology & Hiring



- Technology has fundamentally changed every aspect of the hiring process
- Posting a job and waiting for applicants is not an effective strategy today
- Labor market is very tight— candidates have an advantage, and you need to appeal to them
- Make the most of AI, applicant portals and tracking systems, and social media to increase efficiency *and* engage quality candidates

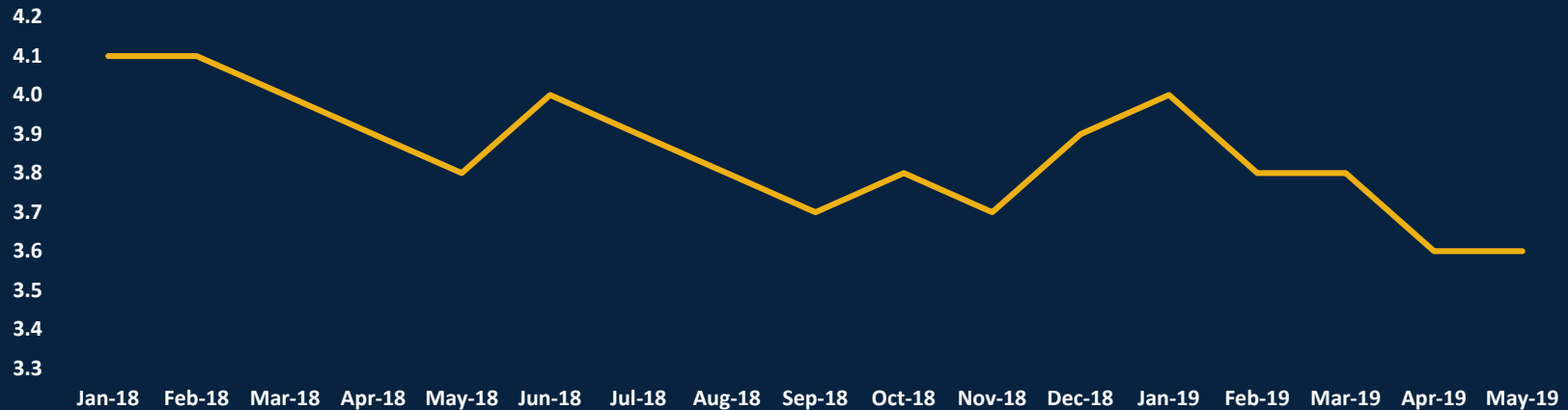
Jobs Added



75K

The number of new jobs added fell dramatically in May—far below the 224,000 jobs added in April.

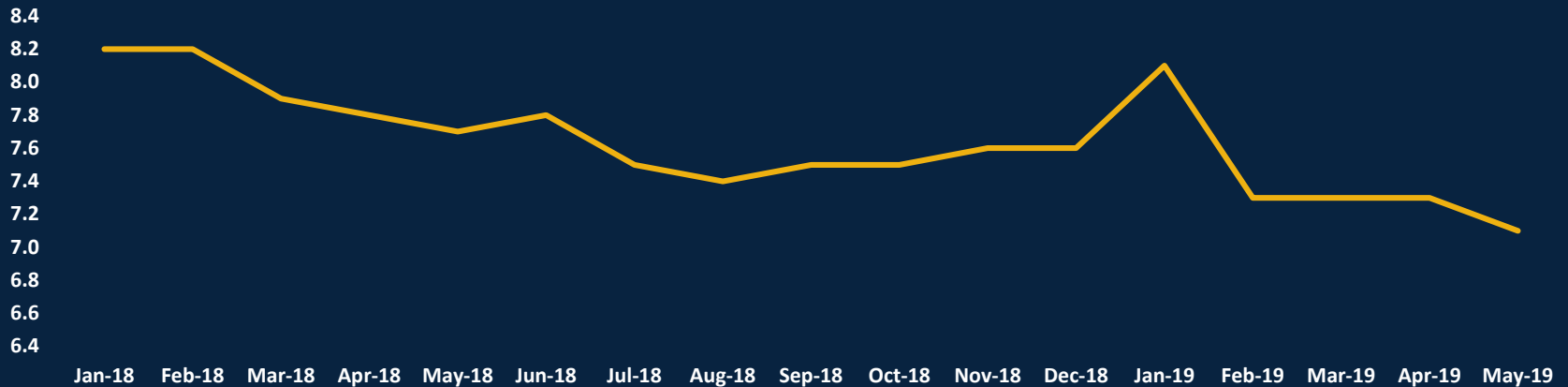
Unemployment Rate



3.6%

The unemployment rate was steady and remains the lowest rate recorded since December 1969.

Alternative Measures



7.1%

The U-6 rate fell from 7.3% in April—this is the lowest reading since December 2000.

Average Hourly Earnings



\$27.83/hour

Despite the low unemployment rate, wages continue to inch upward to an average 6-cent hourly raise, up 3.1% y/y.

*Attracting top talent will be increasingly difficult unless employers can **differentiate** themselves amongst their competition.*

Hiring Trends



of Americans say now is a **good time** to find a quality job



of Glassdoor users are looking for jobs on their **phones**



time reduction to complete an online application results in **increased response** rate (2.3% mobile; 1.5% desktop)

Meet Today's Speakers



Robert Hankin

Senior Vice President of I.T.



Wade Sparks

Vice President of
Strategic Solutions

TODAY'S TOPICS

01

What AI technology means to you as a hiring manager

02

Applicant portals and tracking systems: Balancing candidate expectations with efficiency

03

Using social media for effective candidate engagement and hiring

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01

Artificial Intelligence



Will AI make recruiters obsolete?

Artificial Intelligence



Are robots taking over?
Probably not!

- Even the most sophisticated AI available now has the intelligence of a 6-year-old
- Average AI technology is about the equivalent of a 3-year-old

[Robert]

01

Artificial Intelligence

A man in a dark suit and glasses sits on a chair in the center, holding a notepad and pen. He is flanked by four stylized, hand-drawn robots sitting on chairs. The scene is set against a dark, textured background with a warm, golden-yellow light source from the right, creating a soft glow and long shadows on the floor.

What's the best way to use
AI that's available now?



Artificial Intelligence

The biggest value of AI is *matching* candidates and employers

For example:
LinkedIn Recruiter
automates part of the
candidate search

[Wade]

02

Applicant Portals & ATS

How can I leverage our applicant portals
and ATS for more quality hires?

Applicant Portals & ATS

About **70% of recruiting companies** are using some form of applicant tracking systems

- Use your Applicant Portal to:
 - Engage candidates effectively
 - Streamline the application and interviewing process

[Robert]

(Source: PC World)



Applicant Portals & ATS

Constant communication is required

- Big push to use different methods to engage candidates
- Engage your marketing or branding teams to support these efforts
- Texting to drive a continual communication to the candidate

[Wade]

03

Social Media

How can I best use social media for effective candidate engagement and hiring?

Social Media

70% of candidates come from referrals
or word-of-mouth—and that hasn't changed
despite technological innovations

- BUT technology has influenced how people are *aware* of jobs and *how* candidates are referred
- Social media's value and purpose is about branding and awareness—not so much driving a candidate flow
- Stay in front of the candidate so they are familiar with your company
 - Again, you will benefit most from referrals

[Robert]

03

Social Media

What about Job Boards—
are they still relevant?

Social Media



Many employers post on a job board and think that's all they need to do—you have to use **multiple messages** in today's market

[Wade]



Social Media

Social job boards are going through issues related to **discrimination**—who is targeted, etc.

For example, Facebook has made recent changes to how audiences are targeted


[Robert]

Social Media



New online companies send you candidates
from a **variety** of sources

[Robert]

A person wearing an orange and white checkered button-down shirt is sitting and typing on a silver laptop. The person's hands are visible, with red nail polish and a ring on the left hand. The laptop is open and the keyboard is clearly visible. The background is a dark, textured surface.

LinkedIn—you can search for high-quality candidates yourself

LinkedIn is important because it has highest conversion rates

[Wade]

Social Media

A Best Place To Work

Building culture and employee engagement starts with the first experience a coworker has with your company, even before they're hired ...



2019 Upcoming Webinars



**Building Culture and Engagement
Makes Recruiting Easier**



2020 Salary Trends



Thank you!

SHRM or HRCI Credit Codes

SHRM: 20-7JTM6

HRCI: 391803

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