28 Tools to Conquer the Social Media Recruiting World
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Introduction

The fight for top talent is a brutal one. With the U.S. unemployment rate at about 5 percent—the lowest it’s been since 2008—the pool of quality candidates is drying up. And companies are feeling the heat: In a 2015 ManpowerGroup survey, 38 percent of hiring managers said they were having trouble filling job vacancies. That’s the highest percentage since the 2007 recession:

![Percentage of Hiring Managers Having Difficulty Filling Jobs](chart)

Source: ManpowerGroup Talent Shortage Survey

So, unless you’re with Google or you have a steady supply of qualified, internal candidates, you’re going to have to work harder than ever to find quality applicants. That’s where social recruiting comes in. Social recruiting tools are now in recruiters’ arsenal to find, attract and hire workers.

After all, Facebook alone has 1 billion daily active users. Add to that the number of job-seekers using Twitter and LinkedIn every day, as well as niche networks, such as GitHub and Xing. As you can see, social networks dwarf even the largest of career fairs.
Seventy-nine percent of recruiters have hired someone through LinkedIn. That’s great! But only 40 percent of job-seekers use the site for job-seeking purposes. That’s not so great.

On the flip side, 67 percent of social job-seekers look for work on Facebook. Unfortunately, only 26 percent of recruiters have hired a candidate through the network. Twitter has similarly middling results.

The lack of quantity and quality in candidates makes social recruiting a double-edged sword—one that recruiters fall on again and again. The question becomes: **What are recruiters doing wrong?**
Experts Weigh In: What Are Recruiters Doing Wrong?

“A common mistake that businesses make when recruiting is spamming people with their job ads. Another thing that recruiters need to avoid is contacting people about a job before they have really assessed their suitability for the role.”

—Sophie Deering
Senior Account Executive at Link Humans

“Recruiters treat social media as a transactional platform, but you have to think long-term. Don’t just hop on LinkedIn to find that one person you need right now. Reach out to a bunch of people who may fit your needs later on down the line. The goal is to build a community, and that doesn’t happen by accident.”

—Matthew Kosinski
Online Editor at Recruiter.com
“Social media platforms are places to have online conversations; they are not job boards. Many recruiters struggle with this idea, thinking that just tweeting their job will bring 100 applications. If you think of social media as a visit to your local pub, you’d never randomly yell from the door, ‘Want a job?’ So don’t do that online.”

—Katrina Collier  
Social Recruiting Specialist and founder of Winning Impression Ltd.

“Recruiters need to identify where their target candidates go, then they should go there with renewed focus instead of trying to build a honey pot. [Recruiters] assume that candidates are going to be where they want them to be, instead of really understanding where their candidates already go.”

—Shally Steckerl  
President and Founder of The Sourcing Institute, Inc.
“[Recruiters] start blindly using a social site because it’s fashionable to do so, without taking any notice of the demographics associated with the site—e.g., trying to attract millennials via Facebook, when most millennials have moved on to other social networks like YouTube and Instagram.”

—Siofra Pratt
Inbound marketing executive at Social Talent

“It’s incredible how much great stuff many employees are socially sitting on that [recruiters] didn’t even know about. If your employee likes working somewhere, they will show it on social, and the company can use that to get even more talent. Companies need to make their employees their best advocates.”

—Chad Macrae
Founder of Recruiting Social

It’s clear that if recruiters want better results from their social recruiting efforts, they’re going to need some help. That’s why Software Advice has put together a comprehensive list of recruiting software tools and platforms with unique functionality to help you find, attract and hire the best candidates through social media.
Chapter 1: Tools to Find Candidates

You know they’re out there. Use these tools and platforms to discover those hard-to-find, passive candidates. Then start filling your candidate pools with the best prospective talent on social media.

SilkRoad Recruiting

Create a job posting in SilkRoad Recruiting and share it on thousands of online sites

**Price:** $

**Who it’s for:** Recruiters wanting to cast as wide a net as possible when posting job openings.

**What makes it unique:** Providing access to a whopping 6,000-plus job boards and hundreds more social media channels, SilkRoad Recruiting might be the best one-stop shop for job posting and sharing. Partnerships with Indeed and LinkedIn also help with job posting sponsorship and promotion—getting your important posting in front of as many eyes as possible online.
**Bullhorn Reach**

**Who it’s for:** Those looking for a platform that does a little bit of everything when it comes to social recruiting.

**What makes it unique:** It might just be easier to write about what Bullhorn Reach doesn’t do. Once you connect your social profiles, you can use Bullhorn Reach to publish posts about job openings, which can be syndicated through job boards. The platform will find and recommend passive candidates to contact, and give analytical insights into your social recruiting efforts.

Users can also create a branded career portal for candidates, and share openings with employees to garner referrals. Bullhorn Reach also integrates with most applicant tracking systems (ATSs) and includes advanced reporting functionality.

*Radar in Bullhorn Reach shows passive candidates on social who might be ready for change*

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Electoral

With Electoral, you can create and curate different Twitter lists for different job audiences

Price: $

Who it’s for: Twitter users looking for a better way to grow and manage their lists.

What makes it unique: Twitter lists are a great way to find and segment an audience, but it can be cumbersome to do so with the social network’s default tools. Electoral makes it easy to curate and manage lists for different job openings or types of candidates. Recruiters can also run a Twitter search for different topics or hashtags, then add these users to their lists. Bulk list addition (or removal) is built in, and Electoral even tells you how many followers your lists have, and if a specific user has followed you back.
Entelo Search

Results in Entelo Search showing developers in San Francisco who are "More Likely to Move"

**Price:** $$$

**Who it’s for:** The user looking for candidates who are ready for a change today.

**What makes it unique:** Wouldn’t it be great to know which of your passive candidates are more inclined to switch jobs than others? We haven’t figured out telepathy yet, but Entelo Search comes remarkably close. Recruiters can set the platform up so that they receive daily emails with candidates from social media who are deemed “More Likely to Move.” Based on over 70 factors, such as hiring trends and recent acquisitions, these candidates are six times more likely to leave their current job within the next 90 days than your average prospect.
Price: Free

Who it’s for: The tech industry recruiter who wants more from Google Search, but doesn’t have the know-how to do so.

What makes it unique: Forget Googling “salespeople in Atlanta” and hoping for the best. After selecting one of six social networks (LinkedIn, Google+, GitHub, Xing, Stack Overflow or Twitter), users can enter job titles, specific skills, locations and even keywords to exclude, and Recruit’em will generate a Google Search query with the right parameters. This allows desirable profiles on that network to float to the top of the results. You can even save searches you like and reuse them at a later time.
**TalentBin by Monster**

TalentBin can customize an outreach email based on a candidate’s qualifications

**Price:** $$$

**Who it’s for:** Recruiters who want to perform sourcing, outreach and analysis in one seamless workflow.

**What makes it unique:** TalentBin starts by making sourcing simple. Simply input a job description, and the platform will parse through it to source qualified candidates to you from around the Web. Once you find a candidate you like, you can choose which medium you’d like to contact them through (e.g., email, social network) and TalentBin will customize an outreach message based on your decision. The message will even highlight skills about that candidate that you’re interested in. TalentBin also allows you to view data such as message open rates and which candidates applied to job openings in order to track recruiting success.
Find a candidate on Facebook? Use the Clipper to save their information to the Workable ATS

Price: $

Who it’s for: Recruiters looking for a user-friendly way to keep tabs on passive candidates.

What makes it unique: Finding a potential candidate’s social profile and transferring that information into your ATS is a pain. Workable knows this, which is why users of the recruiting platform get access to the Workable Clipper, an extension for Google Chrome.

When you come across a candidate on a social media site—even smaller sites, such as AngelList and Behance—just hit the Workable Clipper button. The software will then save all that candidate’s relevant profile information in the main Workable platform. Recruiters can even assign candidates to specific job openings in the system using this tool.
Chapter 2: Tools to Attract Candidates

Of course, prospective candidates aren’t likely to apply for a job right away. Use these tools and platforms to build your social media presence—and get to the heart of what job-seekers want in an employer.

**BuzzSumo**

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**Price:** $$ (But basic features are free.)

**Who it’s for:** Social recruiters looking for good content to share with followers.

**What makes it unique:** To build a social following, you’re going to need to give job seekers interesting content. That’s where BuzzSumo comes in. Type in a topic or domain, and BuzzSumo will give you the most-shared, most-read content that’s relevant for sharing with your own audience. The platform can also identify the biggest social influencers on that topic, then notify you when they publish new content. Content performance reports are built in, and there’s even competitor analysis to show how your social content stacks up against other businesses’.
**FullContact**

FullContact can bring up detailed profiles for candidates from just an email

**Price:** Free

**Who it’s for:** The recruiter who wants to write the perfectly crafted email to a passive candidate.

**What makes it unique:** Calling FullContact just another Google Chrome extension would be doing it a great disservice. Put your cursor over an email address, and FullContact will pull up a wealth of information about that person on the right side of your screen: city, job title, social network accounts, latest tweets and more.

But what we really love is that you can leave notes and tags on each contact for later. For example, did a candidate mention insurance coverage being a big factor in their job search? Leave a note and sell your company’s flexible benefits.
Price: Free for up to three profiles, with paid upgrade plans available.

Who it’s for: Those who want to schedule posts about job openings and keep an eye out for brand mentions.

What makes it unique: Hootsuite allows users to schedule posts on a variety of social media profiles, then get basic analytics on their success. But what makes it great is that users can also set up custom “streams” to do proper social listening of words, phrases and hashtags.

Want to track mentions of your brand? Set up a stream. Looking for a developer well-versed in Python? Set up a stream. Then you can reply to leads in-platform. It’s a great solution for getting a jump on potential talent as they post.
Price: $

Who it’s for: The recruiter who really wants to impress (and attract) with their Facebook careers page.

What makes it unique: Able to integrate with your ATS or company website, Jobcast makes it easy to create a good-looking, engaging Facebook careers page. The platform allows users to choose a color scheme, schedule job posts and embed YouTube videos. Visitors to these Facebook pages can also search for jobs using keywords and filters, or click a button to refer a friend. With more chances to engage, Jobcast is a must for those who are having trouble converting Facebook visitors.
Tools to Conquer the Social Media Recruiting World

Price: $$

Who it’s for: Recruiters wanting to write that perfectly enticing job description to catch job-seekers’ attention.

What makes it unique: If your job descriptions tend to include such overused cliches as "go-getter," "fast-paced" and "deadline-oriented," consider using Textio. Type or paste your job description into the platform, and Textio will highlight words or phrases that are positive or negative; repetitive or engaging. It will even tell you if men or women more are likely to respond to certain sections.

At the end, the “Textio Score” will tell you exactly how strong your description is. And analytics are built in to measure key metrics on your job descriptions over time.

Textio will point out strengths and weaknesses of your job descriptions.

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At the end, the “Textio Score” will tell you exactly how strong your description is. And analytics are built in to measure key metrics on your job descriptions over time.
Create multiple careers pages to your liking with Zoho Recruit

**Price:** $

**Who it’s for:** Recruiters wanting to serve social job candidates the best career site or application form possible.

**What makes it unique:** There are plenty of recruiting platforms that can create a visually appealing careers page. But Zoho Recruit ups the ante: It allows users to create multiple careers pages or candidate application forms, each with different styling, messaging and job listings to cater to the right audience.

Recruiters can then share these pages wherever they want on social media. For example, a list of engineering openings can be shared on a LinkedIn IT group; an application form promoting commission rates can be shared with salespeople on Facebook. Users can also input meta keywords and descriptions to aid in SEO efforts.
Chapter 3: Tools for Mobile

Forty-seven percent of millennials use mobile in their job search, and recruiters need tools to interact with talent on the go. Use these mobile apps and tools to do social recruiting the right way from your smartphone or tablet.

AkkenOnTheGo

**Price:** $

**Who it’s for:** Recruiters and staffers who are constantly out of the office.

**What makes it unique:** AkkenCloud customers are never out of the loop with AkkenOnTheGo, the vendor’s dedicated mobile app optimized for external recruiting and staffing agencies. Besides email, calendar and to-dos, users will get access to client and candidate notes and activities, as well as notifications for intra- and back-office needs. The app also includes customizable SMS text alerts, so recruiters can follow up with social applicants as soon as they hit “Apply.”

AkkenOnTheGo includes notifications and SMS alerts to keep recruiters informed
HireVue

Social applicants can submit a video profile straight from their phone with HireVue

Price: $$

Who it’s for: Recruiters wanting more than a paper resume from their social job candidates.

What makes it unique: Who says video interviews are only for long-distance candidates? With HireVue OpenVue, recruiters can share a link or QR code on social channels, and invite anyone to apply via on-demand video interview. This saves scheduling headaches, as recruiters no longer need to be in a meeting room at a certain place and time. Best of all, the HireVue mobile app makes it easy for applicants to do their interview—and for recruiters to view, rate and share interviews—from their phone or tablet.
Jobvite

Jobvite users have a lot of options when applying for a job via mobile

**Price:** $$

**Who it’s for:** Recruiters who want a painless application process for their candidates, regardless of the mobile device they’re using.

**What makes it unique:** Jobvite is a complete applicant tracking and recruitment platform—and it also features intuitive tools to create optimized mobile careers sites. Instead of having to type everything in from scratch on a touch screen, applicants on a Jobvite mobile site can apply for a position using a social profile, access resumes and documents from Dropbox or Google Docs and more. That seamless mobile application process can make the difference between a candidate applying, or skipping your posting entirely.
LinkedIn Recruiter gives users mobile functionality straight from any candidate profile

**Price:** $$$

**Who it’s for:** Recruiters who want full LinkedIn functionality, and then some, on the go.

**What makes it unique:** LinkedIn knew enough about its recruiter-heavy user base to launch LinkedIn Recruiter in 2008. It also knew the platform had to be mobile-friendly. That’s why users now get access to dedicated, full-featured apps for iOS and Android devices.

An updates stream will give you the latest information on candidates you follow, new applicants for jobs you post and more. In addition, mobile-friendly LinkedIn profiles allow users to easily see what’s important to them, connect with talent via text or email and even share profiles with hiring managers.
**TheLadders Recruiter**

*Simply swipe to save or dismiss applicants on mobile with TheLadders Recruiter*

**Price:** Free

**Who it’s for:** Those looking for an easy way to find and evaluate talent on their smartphone.

**What makes it unique:** TheLadders offers a free social network where job seekers and recruiters can connect, as well as a unique mobile app: TheLadders Recruiter. After signing up, recruiters can input search criteria to get a stack of digital resumes to sort through—swiping right to save candidates, or swiping left to dismiss them. One more tap on a resume and recruiters can contact that candidate via phone call, text message or email. That way, you can stay busy when stuck in traffic or away from your computer.
Chapter 4: Tools for Employee Referrals

You probably already know that current employees are your best resource to find quality hires. Use these tools and platforms to make it easy for them to participate in your referral program, and to reach out to their social connections with job openings.

iCIMS Social Distribution

Recruiters and employees alike can share job listings to over 300 sites with iCIMS

Price: $$$

Who it’s for: Recruiters who want to empower employees to make referrals.

What makes it unique: iCIMS Social Distribution allows employees to have almost as much recruiting power as human resources (HR) departments. With a login of their own, employees can schedule and automate job postings across over 300 social networking sites. Intelligent candidate matching is built in, as well, along with referral tracking and reward distribution (which can include non-monetary incentives, such as PTO days).
Newton

Employees can participate in referrals on the go with the Newton Gravity mobile app

Price: $

Who it’s for: Corporate recruiters looking for a way to easily reward employees for referrals, while also making sure those referrals are the real deal.

What makes it unique: Newton customers not only get access to a full-fledged applicant tracking and recruiting system, but also get the robust Newton Gravity mobile app. Using the app, recruiters can set point values and prizes to reward employees for desirable referral program actions, such as referring a successful hire.

Employees can also use the app to participate, by liking and sharing job postings and recommending candidates. Best of all, if a candidate mentions an employee in an application, an email is sent to that employee to confirm the candidate—ensuring referral-hire quality.
RolePoint Refer

Employees can get suggested referral candidates through RolePoint Refer

**Price:** $$$$

**Who it’s for:** RCompanies with employees who give the classic excuse: “I don’t know anyone to refer!”

**What makes it unique:** RolePoint Refer is built entirely around employee referral program engagement and participation. And one tool in particular gives it an edge over other platforms: After connecting employees’ social profiles, RolePoint Refer will scan them, then recommend social connections for referrals based on the job opening. If employees know a great candidate for a job without realizing it, RolePoint Refer will find them and facilitate the referral process.
Zao

Employees can share job listings through Zao, which will track how far they reach

**Price:** $$$

**Who it’s for:** Employers looking to make employee referrals more engaging—and farther-reaching.

**What makes it unique:** Zao takes employee referrals a step further through a couple of capabilities: Recruiters can set up a leaderboard to gamify the process, allowing opted-in employees to see how their referral program participation (and likelihood to win a reward) stacks up against other workers’. But what we really love is that Zao will keep track of external referrals, as well.

For example, if an employee tweets a job listing that gets retweeted by someone else, leading to a referral hire, Zao will split the referral reward in half. For an additional fee, you can even let Zao handle the reward payments for you.
Chapter 5: Tools for Research, Analysis and Reporting

Of course, all of this is for naught if you can’t measure and track how you’re doing. Use these tools and platforms to find potential opportunities, and see the bottlenecks in the process where social candidates are dropping off.

**Bitly**

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*Shorten and track any URL for social posting with Bitly*

**Price:** Free

**Who it’s for:** Recruiters who want to track who clicks and shares their job postings—and who are getting really sick of Twitter’s 140-character limit.

**What makes it unique:** Tired of having to construct a tweet around the long URL to your job listing? Put the link into Bitly and it will spit out a shortened URL, making it easier to abide by Twitter’s character limits. Bitly also has a dashboard where recruiters can track clicks, shares and other engagement metrics on their links—giving users insight into whether their message is resonating with applicants.
Greenhouse allows users to easily see how social posts lead to successful hires

**Price:** $$$

**Who it’s for:** Those who want to easily link social media posts to recruiting success.

**What makes it unique:** A powerful recruiting platform in its own right, Greenhouse also has social media management functionality to schedule posts on Facebook, LinkedIn and Twitter. But what sets Greenhouse apart is the dashboard that accompanies social posting, which shows how many candidates, active prospects and hires come from each post. Seeing where candidates drop off in the funnel—and which networks perform the best—can help you alter your social recruiting strategy.
Google Analytics

Get down to the nitty-gritty of your social recruiting success with Google Analytics

**Price:** Free

**Who it’s for:** Recruiters who want to know what social targets are doing on their website.

**What makes it unique:** In a perfect world, every job-seeker who visits your website from social media would apply for a position. But this isn’t a perfect world. Linking your website to Google Analytics will give you detailed insights on where your website visitors may be losing interest, or at what stage in the process they’re dropping off.

Are a lot of Facebook visitors leaving while applying? Make it easier for them to apply from Facebook directly. Are LinkedIn visitors checking out content about your products or services? Include it in your marketing. That’s the beauty of Google Analytics.
Hashtagify

Should you use #SuperBowl or something else in your tweet? Hashtagify will tell you

**Price:** Free

**Who it’s for:** The avid Twitter recruiter looking for the perfect hashtag to include in their tweet.

**What makes it unique:** Instead of blindly adding hashtags to tweets, why not include the ones that are more likely to get searched or retweeted? That’s where Hashtagify comes in. Recruiters can enter a hashtag, and the tool will show related hashtags with popularity trends, top influencers using that hashtag and usage patterns. More useful for topical tweets than job listings, Hashtagify is nonetheless an important tool to ensure your company is keeping up with the times.
The J-Index shows which Fortune 100 company employees are jumping ship

**Price:** Free

**Who it’s for:** Recruiters looking to poach talent from top businesses.

**What makes it unique:** The J-Index from Joberate is a proprietary measurement of the real-time job-seeking activities of employees at Fortune 100 companies. If a company has a low J-Index, it means employees at that company are pretty content with where they are. But if a company has a high J-Index, it’s a good indicator that workers are ready to jump ship—and you can swoop in to find potential candidates from that company on social media.

The best part? Joberate plans to expand the J-Index to include even more companies and have filters for industries, geography, size and more in the near future.
Price: $$$$  

Who it’s for: Recruiters wanting detailed breakdowns of their social recruiting efforts ... or bosses wanting to know exactly how much this whole thing is costing them.

What makes it unique: SmartRecruiters has all the standard social recruiting analytics, and then some. Not only can recruiters see how many job postings, candidates, interviews and hires have come through each social network, but they can also see the quality of hire from each channel, based on recruiter assessments of candidates.

What’s more, users can input recruiting budgets and ad spend to get a clearer idea of ROI—and filters by department, function, location and more allow them to go even deeper.
Conclusions: Best Practices When Considering Social Media Recruiting Tools

Now, which tools should you consider most seriously? Here are some tips when deciding:

1. **Follow the talent.** If the best potential hires for your business are on Twitter, should you look at tools that specialize in LinkedIn recruiting? Probably not. Know where your biggest gold mines are for social hires, then find the tools that will aid your recruiting efforts on that network.

2. **Make system integration and the application process seamless.** Having a few systems or tools for social recruiting is great—but if you have a bunch that don’t integrate with one another, keeping track of everything could become a nightmare. It’s better to have one ATS or recruiting platform that offers a lot of the social recruiting functionality you’re looking for. What’s more, limiting the number of systems is especially important for anything candidate-facing.

3. **Get tools to support you both now and later.** Fostering a community and excitement around your company takes time—so even if you aren’t hiring much right now, it’s still best to get a jump on tools to build social buzz for when vacancies pop up down the road. It’s wise to consider not only the functionality you need today, but what you’ll want a few years from now, as well.

4. **Put more effort into marketing tools than recruiting tools.** It sounds counterintuitive, but as experts have noted, you can’t just blast job openings and bug candidates on social media and expect the new hires to start rolling in. It’s important to find tools to help market your company as a great place to work so that the candidates will come to you.

5. **Ignore social media at your own recruiting peril.** It’s safe to say that social media is here to stay—so if you and your organization ignore its recruiting potential, you will certainly feel the effects. Embrace its potential, test out strategies and find the tools to give you a hiring edge on the competition.

To learn more about some of the tools and platforms listed here, or get recommendations for recruiting systems based on your budget and needs, contact a Software Advice HR and recruiting expert today: (888) 234-5187
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