



How to use social media to attract talent

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With the rising unemployment rate in Bangladesh, university graduates make up almost 46% of it. One in three graduates remains unemployed after graduation. This may be the consequence of a lack of communication between the recruiters and the candidates. How do we, as employers, bridge that gap?

LinkedIn: Tool for Sourcing

Whenever we speak of social media and careers, the name that springs to mind is LinkedIn. This vast professional network is the go-to platform for job recruitment. Currently, there are more than 1 million users in Bangladesh. This is a massive advantage for recruiting companies if they play their cards right.

The business can use LinkedIn in several ways; the most preferred method being the Company page since its free of cost. For instance, due

to its extensive number of followers, Unilever can share updates with them so that these followers can apply or recommend people for the job. If you want to have a more subtle approach, you should try running a group around a topic, which serves as discussion forums as well as a place for peers to exchange a word. Applicants usually look at the business's employee profiles before applying. Accordingly, companies should make sure that the employees' profiles reflect what the company has to offer.

Twitter: Tool for Conversation

To make the best use of Twitter, you have to use it as a conversation tool. Businesses can have the main corporate Twitter feed posting about their job vacancies but the most effective way to get a response is to answer questions and have a one-on-one conversation with the candidates. By having individual Twitter accounts for recruiters, the whole process will be humanized, providing the applicants with a single point of contact.

Facebook: Tool for Branding

In spite of the fact that most people sign up for Facebook to connect with friends and family, this social network is an excellent opportunity

for companies to showcase what they have to offer. Following the usual protocol of setting up a Facebook Page for the company won't help to attract talent as they already rely on LinkedIn for that.

The biggest advantage of recruiting through Facebook is that you can reach both active and passive job seekers. The upper hand you will get through this is that if you display a great culture within your company, people will want to become a part of it. For instance, even though some applicants may have doubts about applying to British American Tobacco Bangladesh, they have successfully recruited some of the best minds in the country due to their online presence and workplace exposure. Facebook makes it easier to be visual with your storytelling. People want to envision themselves working for these companies, so photos and videos really are worth a thousand words.

With new features rolling out and new trends emerging, recruiters, HR professionals, business owners and small business CEOs have the opportunity to connect instantly with thousands of high-quality candidates through social media platforms.





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