

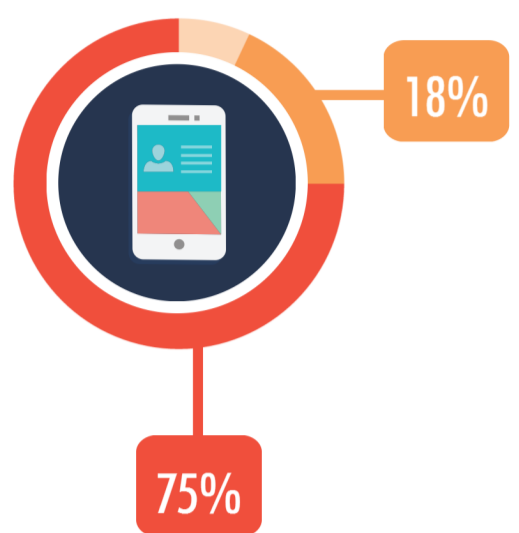


RECRUITING STRATEGY

Developing an Innovative Recruiting Strategy That Works

Social Media Is a Talent Source That Should be Taken Seriously

93% Of Nurses use or plan to use social media for their job search



in LinkedIn has proven to be an incomparably powerful tool for identifying both passive and active candidates as well as for connecting with otherwise unreachable talent through personal networks.

Automation Is Key to Driving Efficiency and Reach



Business functions are becoming more and more automated, and talent acquisition is no exception. With so many ways to connect with the right people—job boards, social media, and so on—it no longer makes sense to manually submit requisitions. Rather, technology has enabled recruiters to distribute requisitions in as easy as one click.

Be Human: It Is Possible to Over-automate

While evaluating your recruiting strategy and considering the role of technology, one precaution that should be top of mind is over-automation. Of course, the benefits of automation are many. But the last thing you want is for candidates to feel like they're just one of several thousand others shuffled into a workflow. Incorporate a human touch where possible.



A Good Mobile Experience Isn't a Nice-to-Have, It's a Must

80% were starting their job search on mobile



We're deep into an unprecedented technology transformation—mobile devices have outpaced traditional machines as the top means for computing. Just about everyone is mobile-enabled, and in some cases that's their only means for staying connected.

5 Steps for Recruiting & Retaining a Skilled Nursing Staff



2012 Gallup report found that 50% of employees with a best friend at work feel a strong connection with the company, vs. to just 10% of employees without a best friend at work

Occasionally individuals draw a blank when asked the question, "Do you know anyone?" In these cases, the best approach is to structure your request. Ask your better nurses to list "the five nursing buddies who have impressed you the most in these specific categories"

1. The most innovative
2. The best team player
3. The best Leader
4. The best under pressure
5. The best with technology

What You Don't Measure Doesn't Get Improved

"There used to be a popular expression back in the 1990s—'he who dies with the most resumes wins,' but now, thankfully, it's shifting to the quality of that data vs. quantity."



Founder & Chief Advisor at HR Tech Advisor