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## Diversity Recruitment Tools & Techniques II

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### Social Media Recruiting

Recruitment using social media platforms (e.g., Facebook, LinkedIn, Instagram, Twitter, YouTube) to connect with and attract **active** and **passive** job candidates.

### Benefits of Social Media Recruiting

1. Allows you to connect with **passive** candidates.
2. Greatly expands your recruiting **reach**.
3. Allows you to **tailor** your recruiting efforts (e.g., diversity recruiting).
4. Allows you to build your **brand** (i.e., Product).

### Social Media Recruiting - 7 Best Practices

1. Share **content** that communicates your brand (*who you are and what you enable your customers/clients/employees to do*).
2. Share content that demonstrates why it is great to **work for** your organization.
3. Share content that provides an **educational** benefit to potential job candidates.
4. Join **LinkedIn** groups (think in terms of the groups that have the high quality, culturally diverse candidates you are seeking).
5. Start **group** discussions.
6. Respond to **comments** in those group discussions.
7. Have your **employees** share content on their social media platforms.

### 5 Benefits of Video as a Recruiting Tool

1. You provide your content in the format people want **MOST**.
2. You **increase** the chances people will learn about your job openings.
3. Increases your **online** reach and **website** visitors.
4. Strengthens your bond with potential **job candidates**.
5. Helps you stand out from your **competitors**.

## 7 Ways to Use Video as a Recruiting Tool

1. Videotape a **live** educational presentation.
2. Create an **instructional** video.
3. **Demonstrate** a product, service or process.
4. Tell a **story**.
5. Create a **testimonial**.
6. Introduce your **staff members**.
7. Create a video tour of your **facility**.

### Metrics Defined

A **Key Performance Indicator** (KPI) that clarifies how effectively something is working.

#### Diversity Recruitment Metrics

*Staff Diversity Percentage*

Number of Diverse Employees

Total Number of Employees

- Tells you how effective you are at increasing diversity at various **organizational levels** (e.g., specific leadership levels, specific positions).

#### Turnover Rate

Number of Terminated Employees

Average Employee Population

- Tells you how effective you are at **retaining** your employees.
- Allows you to compare **retention** rates between different employee demographics and categories.

#### Candidate Pool Diversity Percentage

Number of Diverse Candidates

Total Number of Candidates

- Tells you how effective you are at **increasing** the diversity of candidate pools.

*Diversity Hire Percentage*

Number of Diverse Hires

Total Number of Hires

- Tells you how effective you are at **hiring** diverse candidates from your candidate pools (e.g., if your Diversity Hire Percentage is higher than your Candidate Pool Diversity Percentage, you are doing a good job).

*Hit Rate*

Number of Job Offers Accepted by Candidates

Number of Job Offers Extended to Candidates

*Diversity Hit Rate*

Number of Job Offers Accepted by Diverse Candidates

Number of Job Offers Extended to Diverse Candidates

- Tells you how effective you are at **marketing** the organization to potential candidates.
- Allows you to **compare** hit rates between different employee demographics and categories.

**Developing Your Diversity Recruitment Strategy**

1. Identify your **goal** (what do you want to accomplish? Be SPECIFIC).
2. What's the most **effective** and **efficient** way to accomplish this goal?
3. How will you determine if you have been **successful**?

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Dr. Tyrone Holmes is a professional speaker, consultant and coach who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He has facilitated over 1,500 live and virtual presentations that have taught participants to reduce the “noise” in their lives, to effectively communicate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter and most recently, Certified Virtual Host.