Social Media in Recruiting

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Topics to be Covered

- Recruiting using social media
- Screening/reviewing candidates
Recruiting Using Social Media

- Increasingly common way to advertise positions
- Recruiters also use to search for potential candidates
77% of companies in 2013 used social networking sites for recruiting, up from 34% in 2008\(^1\)

Most common site used is LinkedIn

Texas A&M Jobs on Social Media

- HR Facebook Page: Job of the Week
- Some postings are being added to Linkedin
Points to Remember

- Not every job seeker uses social media – diversify your approach
- Always include link to PATH posting to assure candidates view required information such as EEO statement
- Job seekers must still apply and meet minimum requirements to be considered an applicant
Screening/Reviewing Candidates

Get to Google faster. Update your default search engine.

Google

DANGER
KEEP OUT

Press Enter to search.
Major Risk #1

Information Reliability: whether good or bad, info might not be true or accurate
Major Risk #2

Accidental Discovery of Protected Information:

- Race
- National Origin
- Religion
- Disability
- Sex
- Age 40+
- Color
- Genetic Information
Points to Remember

- Follow the recommended hiring process, including reference checks and required background and credentials checks.
- Unless the position requires use of communicating through social media — do **not** use internet searches of applicants in your process.
- This is an evolving area of legal and social concern. Stay tuned!
Final Thoughts

1. Social media can be used positively to promote employment at A&M.
2. Social media sources should not be used as screening tools.
3. Be sure your hiring supervisors are aware of the legal risks and precautions.