

The missing measurement:

Influencing talent attraction through employer brand-powered social recruiting





In today's competitive talent market, recruitment marketing, employer branding professionals and talent acquisition (TA) executives must invest in recruiting tactics that deliver an ROI. But what if we're failing to give enough attention to the most influential factor of them all?

In this report, we'll explore the current state of talent attraction performance, including job boards and employee referrals, and consider how these tactics are influenced by the big-picture strategic initiatives related to employer branding and social recruiting. You'll come away understanding:

- *The most popular tactics for talent attraction, recruitment marketing and employer brand leaders today*
- *How effectively promoting your employer brand alongside your jobs improves the entire hiring funnel*
- *Why social recruiting is the force multiplier in employer brand promotion and increasing TA effectiveness*

You're in an all-out war for top talent today. The companies that will win aren't necessarily those with the biggest recruitment marketing budgets. Instead, the winners will be organizations that attract talent in alignment with their mission, values and talent needs — and those that successfully convey that information through their talent attraction strategies.

There are endless ways to get your job openings out there today, from tried-and-true job boards and employee referrals to technology powering your social media presence with automation and artificial intelligence (AI). We wanted definitive answers. To better understand the state of talent attraction among human resources (HR) executives, CareerArc partnered with HR Dive's studioID to survey 150 HR executives about their current talent attraction activities and how they plan to change for 2024.

The survey results reveal the fascinating potential of the current hiring environment, in which traditional tactics merge with modern approaches to support a highly leveraged recruiting funnel. This creates an environment where HR managers can strategically spend their time on talent attraction activities to keep their talent funnels full.

FINDING

More than four out of five HR executives (82%) report that HR is the department/role primarily responsible for promotion of the company to prospective candidates.

Other departments/roles that HR executives report as being primarily responsible for promoting their companies to prospective candidates:



Snapshot of today's HR and TA executives

Most used tactics

Most used talent acquisition tactics

HIRING EVENTS

ORGANIC SOCIAL MEDIA

JOB BOARDS

Biggest changes for 2024

Top changes in talent acquisition tactics being considered to meet 2024 goals

- ✓ Strengthening the employer brand
- ✓ Utilizing social media more for recruitment

Most effective tactics

Five talent acquisition tactics viewed as extremely effective for driving qualified candidates to open roles

HIRING EVENTS

JOB BOARDS

EMPLOYMENT AGENCIES

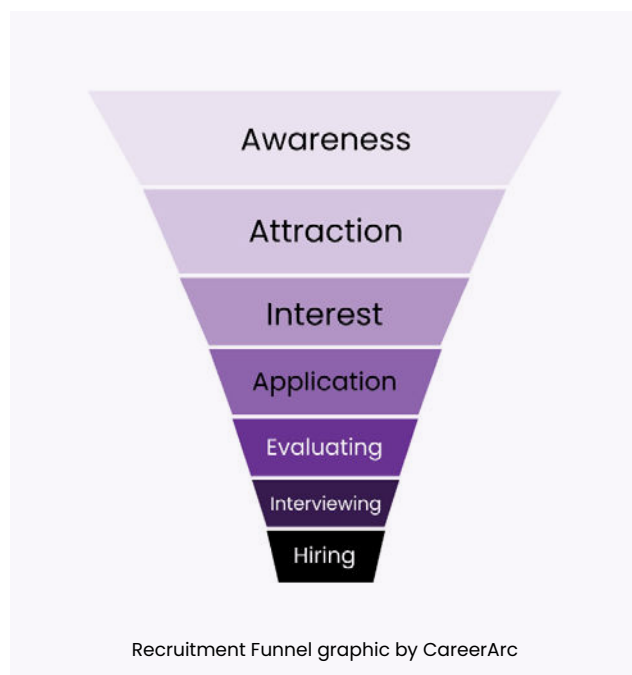
EXECUTIVE RECRUITERS

PAID ADVERTISEMENTS

There's an increased interest in employer branding, or the branding and promotion of the entirety of the employment experience with your company.

An overwhelming majority of HR executives (92%) believe that it is "extremely" or "very important" that candidates think of their companies as a great place to work. And they're turning their attention to employer brand to meet their 2024 goals. The two top changes respondents plan to make to their talent attraction tactics are strengthening the employer brand and increasing their use of social media for talent acquisition and recruitment.

What's most interesting about the research, however, is the positive impact these two factors can have throughout the recruitment funnel.



In the long term, investing in employer brand and building a strong social media recruitment strategy create tremendous awareness of, interest in and demand for your job openings — so much so that they improve the likelihood of candidate recognition in more traditional talent attraction tactics like job boards, hiring events and employee referrals. This creates a positive cycle that fuels itself, improving the performance of all recruitment activities lower down on the funnel.

Presently, the five talent acquisition tactics viewed as extremely effective for driving qualified candidates to open roles include hiring events, job boards, employment agencies, executive recruiters and paid advertisements. It is incredibly difficult to measure the impact of employer brand awareness and the power of word of mouth — especially through employees — can have on these five tactics. Building awareness through more personal channels like social media allows you to promote your employer brand and job roles in a trustworthy and authentic way.

[Read on to explore the state of talent attraction today and what you can do to increase the quality of your recruitment funnel and attract more quality candidates to your open roles.](#)

The state of talent attraction

Understanding the state of talent attraction today requires us to pull back the curtain on candidate behaviors.

The continuing evolution of the Internet has created a new playing field. Previously, employers could only court prospective candidates seeking information through active means, such as job boards and hiring events. Today, through organic social media such as LinkedIn, X (formerly Twitter) and Facebook, employers can get their jobs and employer brand in front of as much as [72% of the general public](#) at no additional cost.

“Employers often dismiss the huge reach that comes with organic social media,” says Debora Roland, vice president of people operations at CareerArc. “I think of it as: Before, we were fishing for candidates in a fishing bowl using a job posting. Now, our reach is the size of an ocean because of social recruitment.”

The survey results illustrate these themes of reach, digitization and technology. Consider this look at the state of talent attraction tactics:



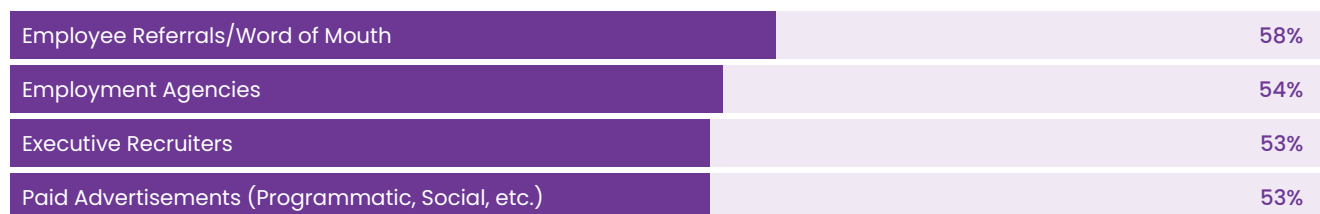
ORGANIZATIONS ARE FOCUSED ON:

Deploying talent attraction tactics

The most frequently used talent attraction tactics are:



More than half of HR executives report having used or planning to use four other tactics in 2023:



Putting time into talent attraction

More than half of HR executives report that their organizations spend 1–6 hours per week, on average, executing and maintaining (including creating and/or requesting content, collateral, videos, messaging, etc.) for each of the seven talent acquisition tactics:



Solving “the budget problem”

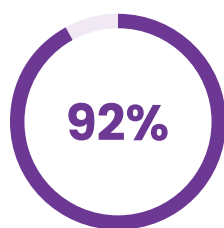
More than two out of five HR executives (43%) believe that their biggest obstacle to driving qualified candidates to open roles is that budgets for paid promotions are too small.

HR executives cite numerous obstacles to driving qualified candidates to open roles. Candidates:

Are not familiar with the brand	39%
Do not have an effective way to use social media in outreach	32%
Do not have the right recruitment technology to drive candidates to open roles	31%
Do not use enough tactics/need to use more tactics	30%
Do not have enough talent acquisition staff to effectively drive candidates to open roles	25%
Do not know how to use the recruitment technology required to drive candidates to open roles	21%



ORGANIZATIONS ARE WORRIED ABOUT:



Being a great place to work

More than nine out of 10 HR executives believe that it is extremely or very important that candidates think of their companies as a great place to work.

Promoting their great place to work qualities through employees

The three main ways organizations are sharing information about job openings and/or about why the organization is a great place to work on social media are:

1

Hiring managers are posting their open jobs.

2

Recruiters are posting why the company is a great place to work.

3

Hiring managers are posting why the company is a great place to work.

Promoting their great place to work qualities on different channels

LinkedIn is the channel used most often when promoting companies as great places to work. Other frequently used channels include:

- Indeed
- Facebook
- Instagram
- Social Media Platforms
(not further specified)
- Glassdoor
- X/Twitter
- Company Website
- Job boards
(not further specified)

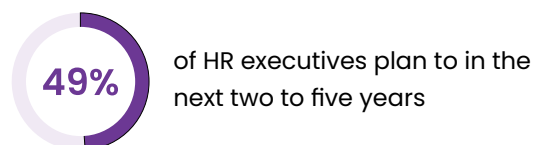
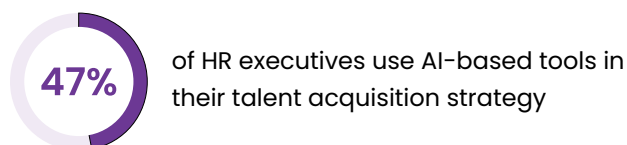
ORGANIZATIONS ARE LOOKING FORWARD TO:

Leaning into employer brand and organic social media

The two top changes in talent attraction tactics being considered to meet 2024 goals are:

- ✓ Strengthening the employer brand
 - ✓ Utilizing social media more for talent attraction and recruitment
-

Using AI to make TA easier



Using AI for skills assessments and job postings and descriptions

More than half of HR executives whose organizations use or are planning to use AI-based tools in their talent acquisition strategy report the following current or planned uses:

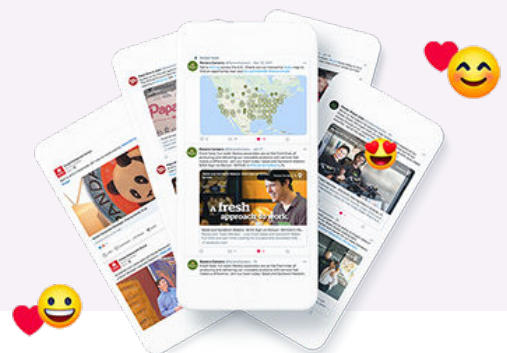
- Skill assessments (60%)
- Job postings/descriptions (58%)

More than 40% of such respondents report AI-based tools are being/will be used for:

- Candidate screening (48%)
- Candidate sourcing (43%)

Other ways AI-based tools are being/will be used include for:

- Onboarding (38%)
- Chatbots (37%)
- Online interviews (36%)
- Virtual assistants (26%)



The majority of survey respondents indicated that participation in sharing posts would increase if there were access to a platform that auto-created and auto-scheduled job and employer brand social media posts with minimal effort.

83% say that recruiters' participation in sharing posts would be greatly increased or increased.

80% say that hiring managers' participation in sharing posts would be greatly increased or increased.

75% say that talent acquisition employees' participation in sharing posts would be greatly increased or increased.

70% say that other employees' participation in sharing posts would be greatly increased or increased.



The link between employer brand promotion on social media and talent attraction

Monitoring and measuring tactics are helpful, but the results can be deceptive because they invite us to consider all of these factors equally. However, hiring and talent attraction is not a closed system, and some of these factors influence the performance of others.

Improving your employer brand promotion can improve performance throughout the entire recruitment funnel — for example, making job seekers more likely to engage with a job listing when they see one announced. Creating awareness on social media by promoting your employer brand alongside your jobs makes other tactics, like hiring events, more successful because there's already buzz and interest around who you are as an employer.

This is especially important when creating a TA strategy that appeals to active and passive candidates. TA is a long-term strategy, and no one tactic will solve all your hiring challenges alone. Instead, the strategy is a multi-channel approach to increase the visibility of your jobs and your company's reputation and see these tactics individually become more effective.

Ultimately, job boards allow you to promote a job placement or garner a certain amount of traffic. But they don't, by themselves, convince people you are a great place to work or spread your employer brand awareness. While tactics like job boards are reactive and provide value when you have jobs to promote, building your employer brand and getting the word out to the masses can help you build and expand your talent pool even when you aren't hiring.

“Using employer branding and showcasing a company’s culture and employee experience on social media is so important. The majority of companies don’t have a recognizable company brand on the employment market. For both passive and active job seekers, your employer brand is your chance to signal to candidates what it will be like to work with you.”

DEBORA ROLAND
VICE PRESIDENT OF PEOPLE OPERATIONS, CAREERARC

Natalie Brodie, senior client success manager at CareerArc, also points out the power of employer brand and organic social media to deliver personalization at scale using your employees and recruiters.

“Attracting talent through social media also brings a level of personalization at scale that is not possible with other events,” says Brodie. “For example, hiring events require staffing, and to scale the event, you have to scale the staff. Now employers can use social media to be where the action is and build relationships with both passive and active candidates.”

Employer brand and organic social media may just be a perfect pair. Candidates already use social media platforms for networking, socializing and researching new job opportunities. They’re already engaged with the kind of storytelling brands can use to build relationships and share information. All that’s left is for organizations to work with employees and recruiters to create engaging, employer brand-building content and grow a network of people who become increasingly aware of your employer offerings. Additionally, you likely have a ton of content on your careers website that you can pull from.

A look at entry-level candidates

Two out of three HR executives (66%) report using organic social media to recruit entry-level candidates, making it the most frequently used channel to attract entry-level candidates.

Compared to recruiting channels for all candidates, recruiting for entry-level candidates places much less emphasis on executive recruiters, employment agencies, hiring events and job boards.

Recruiting Channel	For Entry-Level %	For All Levels %*	Net Difference Entry vs. All
Organic social media	66	71	-5
Employee referrals/word of mouth	55	58	-3
Hiring events (virtual or in-person)	53	72	-19
Job boards	53	69	-16
Paid advertisements	49	53	-4
Employment agencies	33	54	-21
Executive recruiters	27	53	-26

This network of real people sharing real stories about your brand is what makes social recruiting so powerful. It doesn't get more personalized than using your employees to promote your content as well as featuring those employees in testimonials. People trust other people, and social recruiting allows you to build trust, at scale – and it's free to post on social media.

"Social media recruitment and employer branding marketing give candidates an understanding of who you are as a business, what you believe in and how you operate," says Roland. "They're asking themselves why they should work for you, and social media recruitment is your chance to answer them."



Set up your talent attraction tactics for success

In today's competitive talent market, HR and TA executives must focus their efforts on talent attraction tactics that deliver quality candidates at scale. They should start with systematic investments in employer brand and organic social media marketing to improve the entire recruitment funnel.

It's difficult to measure the direct impact of social recruiting and employer branding on the tactics in your toolbox today, and there may not be one simple metric you can report on like with other tactics. You need to look at the bigger picture. Investing in these strategies is what improves the entire hiring funnel, inspiring the maximum number of high-quality candidates to participate and apply.

Every piece of your TA tool kit performs better when your organization is known and recognized as a great place to work. That starts with communicating your company's benefits, culture and open roles to passive and active candidates at scale.



Survey demographics

Recruiter/talent acquisition positions (25%).

Current Role	% of Participants
Human Resources	75
Recruiter/Talent Acquisition	25

Two-thirds of participants (66%) work at the director level and above.

Title	% of Participants
C-Suite Executive	20
EVP/SVP/VP	17
Director	40
Manager	23

All participants work for companies with 500 to 9,999 employees.

Number of Employees	% of Participants
500 to 2,499 employees	67
2,500 to 9,999 employees	33



About CareerArc

CareerArc turns social media into your recruiting engine. By activating your two most influential recruiting resources — your employer brand and your employee networks — CareerArc quickly scales your recruiting reach through automation so you can attract more qualified candidates for any, and every, role. Finally reach the top candidates you've been missing — faster, more efficiently and more easily than ever before.

With over 400 active customers, we have seen it all, and what we have learned is that one size does not fit all. Every company has different talent acquisition needs and goals. We are committed to helping you build a social recruiting program that works for you.

Learn more about CareerArc, the only automated social recruiting solution built for talent acquisition.

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