



Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy (Paperback)

By Andy Headworth

Kogan Page Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.As the recruiting landscape changes, different methods are needed to attract talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the knowledge and understanding to create a social media recruiting strategy. Social Media Recruitment combines practical guidance with case studies and insights from industry thought leaders to provide a full understanding of what social media means for HR and recruitment and how to successfully integrate and use it. In a series of easy-to-follow chapters and manageable steps, Social Media Recruitment covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future. Ideal for all HR and recruitment professionals, and anyone responsible for talent strategy, Social Media Recruitment focuses on devising...



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