
HOW TO SELL YOUR JOB OPPORTUNITIES

IN A WAY THAT IS SOCIALLY ENGAGING



THE WAR ON TALENT IS REAL

The labor market continues to be a war for top talent among employers



By definition, the job market is the market that companies and employers search for employees, and likewise, employees search for jobs. The job market is not tangible or physical in nature; it is a concept that demonstrates the competition and interplay found with the different labor forces, also known as the labor market.

The labor market continues to be a war for top talent among employers. It's not easy finding good, reliable labor to fill evergreen and niche roles—it can be costly too.

CHALLENGES THAT EMPLOYERS ARE FACING

A recent poll from NPR/Marist reported that one out of five jobs in the US is held by a worker that is under a contract. Furthermore, it is expected that freelance and contract workers could account for half of the American workforce in the next decade. This means that job seekers can expect to see more and more temporary opportunities up for grabs in the next decade.

Today, after two years of employment, “job-hopping” is a common means for candidates to increase his or her wages to attain better, higher ranking job titles. Contract work is an option for job seekers to improve and diversify his or her skillset in a short period of time, which can be very attractive to future employers.

Another recent development in the workforce is that baby boomers are continuing to retire, leaving higher paid roles and opening doors to new opportunities. Not only are they retiring, but they are doing so in huge numbers.

No doubt about it, it is a candidate driven market. Talent acquisition professionals are faced with so many challenges.

SOCIAL MEDIA IS A SIMPLE SOLUTION TO RESOLVE RECRUITMENT CHALLENGES

For recruitment professionals, social media is key to winning the war on talent. Social media platforms such as Facebook, Twitter, LinkedIn and Instagram can overcome barriers to getting your job opening in front of various niche target audiences.

Job seekers today, including the younger generations who are replacing baby boomers, are on-the-go and social media savvy. Brandwatch released statistics that the internet has 4.2 billion users and 3.397 billion are active on social media accounts. The same article also says that average daily time spent on social media is 116 minutes a day.

Candidates, active job seekers and passive job seekers alike will research an employer of interest and that will include the organization's social media profiles. Potential applicants will peruse your postings to get an understanding of the types of content you post and what your company is really about. They want to know if your company and brand is authentic, diverse and matches his or her own personal values.

On a global level, the market leader for social platforms is Facebook. Facebook is the first social media platform to surpass one billion registered accounts on both its desktop and mobile versions. As of December 2018, Facebook had 2.32 billion monthly active users.



Facebook, Twitter, and LinkedIn offer a variety of ways to target niche talent and industries by both skill set and location through groups and the use of appropriate hashtags. It is also easy for networks to share postings. It is an inexpensive means of taking information viral.

The people who are sharing the job openings can be from authentic people, like employees and brand advocates, which will lend credit to the company and its culture. Social media is personal and friendly in nature. Another nice feature is that a post will stay forever, even in groups, free of charge unless deleted or removed.

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A WINNING COMBINATION FOR RECRUITMENT PROFESSIONALS

Video posts on social media can draw more attention to postings than text alone. Brandwatch reports that Facebook now sees 8 billion average video views, daily, from 500 million users. According to AdWeek, Snapchatters watch 10 billion videos per day. Bloomberg says that 82% of Twitter users watch video content on Twitter.

Video encourages sharing and referrals when it comes to social media. At Digi-Me, we find that 60% of our clients' application flow comes through candidates' social sharing.

Videos help tell - and sell - a story. A critical thing to remember is to keep your messaging short and simple. Digi-Me's typical job videos are 60 seconds in length. We track the length of time that our videos are viewed by candidates and have found that recruitment professionals want to stay around one minute for their video job ads. Viewer drop offs generally increase after one minute.

Social media is easy to access and keep track of on mobile devices. As of January 2019, 3.26 billion people use social media on mobile devices and Adelle Studios reports that all video plays are on mobile devices.

One minute of video is much easier to digest on a mobile device than a long string of text. Music, text graphics, b-roll, color schemes and a voice over not only tells a job seeker information about a job, but also tells potential candidates about your organization, your brand and your culture. It gives a vibe or feel to the future employer.

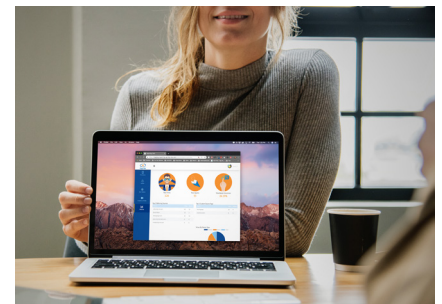
With social media being such an important part of society and the way we find information, along with video being such a prominent player in digital technology, it makes sense that video job ads shared on social media is a great solution to today's recruitment challenges.



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TRACK YOUR SOCIAL RECRUITMENT EFFORTS WITH DIGITAL VIDEO TECHNOLOGY

With today's technology, data is readily available for almost anything, and it is imperative that you track the effectiveness of your recruitment efforts. Incorporating metrics into your hiring process, like the conversion rate of applicants to interviewers or job posting views to applies, you can determine what methods are really helping you find candidates.

Digi-Me's professional-quality video solutions include the latest cloud-based tracking technology for up-to-the-minute reporting on candidate behavior, as well as automatic integration into your ATS.

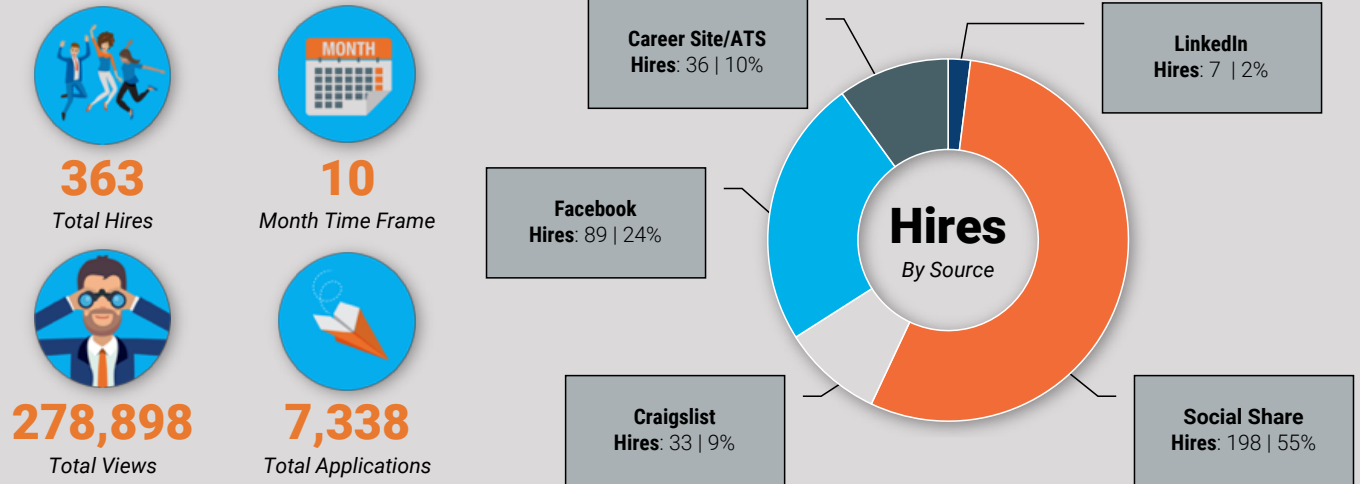
We provide intelligence on where your candidates are coming from. Digi-Me can help you track which social platform, social group and more gave your talent acquisition team the best results.

Our video solutions are budget-friendly, and can reduce your cost per hire by up to 56%.



Case Study Commercial Drivers

Digi-Me converts text job postings into **high quality**, 60-second job videos. These videos are specific to an individual opening. Digi-Me provides you with a video link that **can be posted anywhere on the web** – social networking sites, the company's career page, or through email campaigns.



“Digi-Me started with creating one job video for us around a CDL Driver position. That has now grown to a host of videos that have really helped us to attract a better quality of candidate. We are now able to see metrics regarding candidates who look at our videos, the amount who apply, and in some jobs, we are seeing over an 80% conversion rate of candidates who look at our videos and actually apply for the job. We have seen our quantity of applications grow, we’ve seen our quality of applicants

get better as well, and we’ve been able to convert these candidates to new hires. We are very thankful for the relationship that we have with Digi-Me, and the extension of our recruiting team that they have provided to us over the years.”

Gina Max
Senior Director, Talent
Management and Diversity USG



“Working with Digi-Me has far exceeded my expectations. By leveraging digital job videos to recruit, we have been able to extend our reach, find better quality candidates and fill much needed roles for our clients faster. It has given us the competitive edge we needed to recruit in a tight labor market. Also, the customer service

is outstanding! I proudly recommend working with Digi-Me and using digital job videos for your recruiting needs.”

*Katie Roth
President of Aureon HR*



200,482

Total Views



2,591

Total Applications



317

Total Hires



1 Year

Time Frame



Nursing Case Study

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