



# 15 Recruiting Trends You Should Implement in 2018



## 1 Recruitment Marketing

70% of candidates are passive job seekers  
Source: LinkedIn



## 2 Inbound Recruiting

42% of candidates listed career site as a top channel for researching jobs  
Source: LinkedIn



## 3 Employer Branding

69% of job seekers wouldn't take a job at a company with a bad reputation  
Source: Glassdoor



## 4 Candidate Experience

88% of candidates with positive experience would not leave their purchase with company  
Source: Kelly Services



## 5 Talent Pools

40% of global employers report talent shortages as their biggest challenge  
Source: Glassdoor



## 6 Candidate Relationship Management

98% of candidates who had a positive experience would refer others to apply  
Source: Kelly Services



## 7 Social Recruiting

72% of referrals found their last position through a social media site  
Source: Aberdeen Group



## 8 HR Technology

88% of recruiters say that using ATS has helped them hire faster  
Source: Gartner



## 9 GDPR

The enforcement of GDPR in 2018 has completely changed the way recruiting operates



## 10 HR Analytics

HR teams that use data-driven recruiting are 2x more likely to find talent faster  
Source: LinkedIn



## 11 Employee referrals

82% of employers say that employee referrals generate the best ROI  
Source: Career Builder



## 12 Talent sourcing

Only 30% of candidates actively search for new jobs  
Source: LinkedIn



## 13 Collaborative hiring

88% of employers say they've hired the wrong person for a position  
Source: Career Builder



## 14 Structured interviews

28% of employee performance can be predicted by structured interviews  
Source: Schmidt and Mueller



## 15 Strategic alignment

80% of HR leaders know they need to be more strategic  
Source: Human Capital Institute