

# BEST PRACTICES

with **Charles Bretz**



## Pipelining Talent with Social Media

Every organization strives to hire the best talent for every position, not just the best that apply. But how do you find and identify top talent? Where do you go? How do you start?

Simply stated, a pipeline of talent is composed of the candidates recruiters have waiting in the wings if a potential position opens, and building this pipeline is the best competitive advantage a company can have in its arsenal. To stay competitive, you need to have the right people at the right time, for any given position.

The best place to start looking is with social media sites, such as LinkedIn, Facebook and Twitter.

### LinkedIn

LinkedIn is designed for professional networking, and individual profiles can read like resumes, but there are also thousands of niche groups to join, a job board and job posting ability to groups you are a member of. Your company can also create a page to connect current and past employees as well as attract potential new ones.

Membership allows you to ask questions to the LinkedIn network, create polls and post documents and presentations using widgets to your profile, but this is just the first step to achieving a company presence in social media. You need to establish a presence on Twitter and Facebook as well.

### Twitter

Although many believe Twitter is just for communicating random day-to-day activities, it's not. You may be surprised once you start digging just how many professionals are using Twitter and sharing information and best practices as well as providing guidance to others. Twitter can be a hub for recruiting and building a pipeline of talent by researching followers of organizations that align with your company values and position qualifications. Additionally, many companies have created Twitter handles specifically designated to announce job openings and interact with potential candidates.

### Facebook

Finally, Facebook is a multifaceted tool that, when used correctly, can be one of the best brand advocates for your company. Facebook gives companies a variety of platforms to connect

### What Roles Should I Pipeline for?

There are three essential roles every recruiter should actively be looking for to keep their organization ahead. These include:

- ▶ Roles that open frequently
- ▶ Roles that are critical to revenue
- ▶ Roles that require highly niche, mission-critical skill sets

All three of these roles, if left unfilled for prolonged periods of time, can really hurt an organization — especially in the distribution center. To keep a company operating at full potential, you need to have a full staff. This is where recruiters can step in with their already pre-determined candidates from their pipeline of talent to suggest to management and ensure a smooth transitional period.

with potential candidates and existing employees, including fan and group pages. Through these platforms, organizations can personalize communication by posting press releases, corporate videos, accolades and even the implementation of green initiatives — topics that are important to the potential talent pool. As your fan and groups pages grow, so does your network.

### Words of Advice

Finally, begin a dialogue and develop a relationship with the talent you hope to recruit. Remember to not pitch them a job like everyone else, but differentiate you and your organization by asking questions about them, what are they are interested in and what they are looking for in a career. Keep in mind that the talents you are adding into your pipeline are passive individuals who are not looking to make a career change. ■

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