

LITTLE **KNOWN**
PLACES
TO LOOK FOR
QUALITY
CANDIDATES



If you find yourself frustrated with traditional job boards, you may need to expand your search from traditional norms. Online resources can prove to be a treasure trove of information that may help you land your next top hire.



Instead of waiting for candidates to come to you, you may have to go after them.

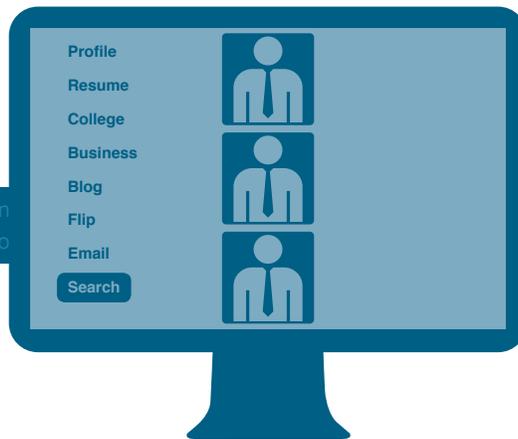
Here are a few unique ways to find and connect with your ideal hires.



1

ReferYes

Project Manager, General Planning and Strategy, Orange County, California, Co



Engineering, Energy, Architectural Planning and Strategy, Renewable and Environment, Consultant, Archaeol

If you've ever tried to search for candidates online, you know there is an endless number of places to look. With ReferYes, you can search multiple websites from one application.

“ReferYes has an easy-to-use platform that allows me and my team to search social media, the Web, college databases and blog sites for resumes, profiles and subject matter experts from one place,” says Alaina Rivas, director of sourcing services at Insperity Recruiting Services.

ReferYes uses search strings, which are a string of keywords or phrases, to search for specific information on a variety of online media outlets, including resume and email databases, social media and blog profiles, and college and business websites.

To search for candidates, simply insert a few keywords, select a geographic location and choose which sites you want to search. ReferYes does the rest. Results are ranked according to their relevance. You can also export the results into Excel or CSV, so you can easily organize your leads and start reaching out to potential candidates.

ReferYes allows you to save your search profile so you can stop, start and edit your search without having to re-enter the criteria every time.

While ReferYes can be a handy tool, you're limited to five free searches a day. If you need more than that, you'll have to buy one of its service plans.

2

LinkedIn Answers

With more than 161 million members in more than 200 countries and territories, it's no secret that LinkedIn is a must-use site when it comes to recruiting employees. Even though searching through profiles is a good way to find prospective candidates, it isn't the only way.



LinkedIn Answers is a forum where users can ask and answer career-related questions. To answer questions, users find a category they're familiar with, browse the questions and post answers. Those who post questions can choose the best answer.



The user who submits the best answer receives points, which can be accumulated to earn expert status.

Users who receive expert status, will have a star icon on their profile. You can use this to single out and connect with knowledgeable professionals in your industry. Who knows? They might even be your next great hire.



Also, for each category of questions, there's a list of experts. The more questions the user answers, the higher he or she appears on the list. These lists can be a good resource when you're searching for candidates with specialized skills.

“Those people who answer questions are people to connect with and recruit,” says Rivas.

Don't be afraid to reach out to users who seem to have the knowledge and background you're looking for. Even if they aren't looking for a new job, they might be able to put you in touch with an equally qualified person who is.

3

YouTube



YouTube isn't just for watching the latest viral video of a cute baby. With more than 60 hours of video uploaded every minute, YouTube houses a wide variety of videos from professionals and subject matter experts.

By inserting keywords into YouTube's search engine, you can easily find videos related to your business or industry. For example, by searching "oil and gas engineering," you can watch thousands of videos from oil and gas professionals.

As with LinkedIn Answers, Rivas suggests that you try to build a relationship with users who demonstrate knowledge about your industry. It's just another way to expand your network and increase your chances of finding your perfect employee.

4

Foursquare

You can discover a lot about a person based on the places he or she visits throughout the day. Foursquare is a location-based social networking site that members use to check in and share their location using GPS-enabled cellphones. Users who frequently check in at a given location are deemed the “Mayor” of that location. By frequently checking in at work, they can become the Mayor of their workplace.

Recruiters can use this information to their advantage.

Start by searching for companies in your industry. Once you’ve selected a company, you can see who has recently checked in at that location. You can also see who the Mayor of that location is. While foursquare doesn’t allow users to build an extensive profile like LinkedIn or Facebook, you can see their recent check-ins as well as a list of their most frequented locations.

NOT
HERE



NOPE

GETTING
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Also, foursquare profiles will often include links to other social media profiles. This is another great way to connect with candidates who have the experience and training you’re looking for.

5

Google Maps

Your local competitors can be another good source of quality talent since their employees are more likely to have the experience and specialized skills you're looking for. But connecting with these people can be difficult.

Using keywords and ZIP codes, you can use Google Maps to find local businesses like yours.

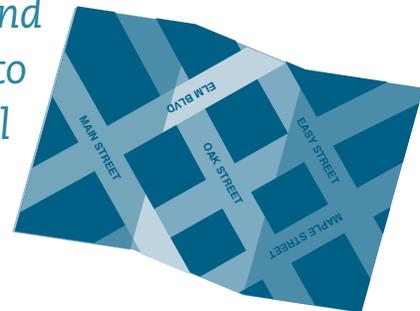
"Simply enter a ZIP code and the name of a company or industry," says Rivas. "Google Maps will produce a list of relevant businesses in that area, which you can use to build a list of targets."

Reaching out to employees at these businesses takes some finesse, Rivas says. You can't just call up the business and ask if anyone is looking for a job. Many times you have to find another way inside.

One approach may be using a social media site, such as LinkedIn or Facebook, to find potential candidates within a competitor's business. Reaching out to them via these social media networks might be less threatening than if you were to call them directly at work.

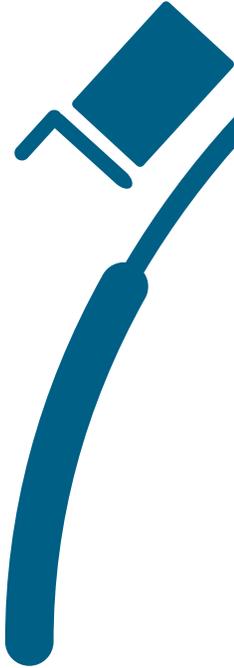
If you find an employee's email address, you can try reaching out to them that way. In the email, instead of asking if they'd be interested in the job, Rivas recommends a softer approach, such as asking, "Do you know of anyone who might be interested in this position?" This way you're not putting too much pressure on them.

This method takes practice and a very tactful approach for it to be successful. Even professional recruiters are constantly refining their strategy for engaging these types of connections, says Rivas.



6

The Takeaway



While these methods may seem a little unorthodox, they're creative ways to help you find quality candidates that you might not otherwise connect with. Since most of these techniques produce candidates who aren't actively pursuing a new job – otherwise known as passive candidates – you'll need to be very careful about how you contact them and what you say.

More to come. In the next guide, we will teach you the art of approaching and recruiting passive candidates.

