



LESSON 2

FINDING GREAT CANDIDATES IN 2025: A MULTI-CHANNEL APPROACH

Introduction: Fishing in the Right Ponds

In today's fragmented and competitive talent market, the old "post and pray" approach to recruitment is no longer effective. You can't simply post a job on a single job board and expect a flood of qualified candidates to come pouring in. To find the best talent, you need to be proactive, strategic, and creative. This means using a multi-channel approach to sourcing and going where the candidates are, both online and offline.

Modern Sourcing Strategies for the 2025 Workforce

1. Leverage the Power of Social Media

Social media is no longer just for personal connections; it is a powerful tool for recruitment. But you need to use the right platforms for the right audience.

- **LinkedIn:** This is the go-to platform for professional roles, but it's more than just a job board. Use it to build your employer brand, share content about your company culture, and proactively search for and engage with passive candidates.

- **Instagram & TikTok:** For customer-facing roles in the hotel and restaurant industries, these visual platforms are a fantastic way to showcase your brand and attract younger, Gen Z candidates. Post behind-the-scenes videos of your team, highlight your company culture, and run targeted ads to reach local candidates.
- **Facebook:** Facebook is still a powerful tool for reaching a broad local audience. Use Facebook Jobs to post your open positions and run targeted ad campaigns to reach people in your community with the right interests and experience.

2. Turn Your Employees into Recruiters

Your current employees are one of your most valuable and underutilized recruitment assets. They know your company culture, they understand the demands of the job, and they have a network of friends and colleagues who may be a great fit for your organization.

- **Implement a Referral Program:** Offer a generous bonus to employees who refer a candidate who is hired and stays with the company for a certain period of time (e.g., 90 days). This is one of the most cost-effective ways to find high-quality, pre-vetted candidates.
- **Make it Easy to Refer:** Provide your employees with a simple and easy way to share job openings with their networks, whether it's through a dedicated portal, a simple email template, or a social media sharing tool.

3. Build a Proactive Talent Pipeline

Don't wait until you have an open position to start looking for candidates. The best recruiters are always sourcing, building relationships, and creating a pipeline of qualified talent that they can tap into when a need arises.

- **Attend Industry Events:** Go to local industry events, trade shows, and networking meetups to connect with potential candidates in your field.
- **Partner with Local Schools:** Build relationships with local high schools, vocational schools, and universities. Offer to speak to classes, participate in career fairs, and create internship programs to build a pipeline of future talent.
- **Create a "Careers" Email List:** Add a simple form to your website where interested candidates can sign up to receive notifications about future job openings.

4. Optimize Your Use of Job Boards

Job boards are still a relevant and important part of a multi-channel sourcing strategy, but you need to be strategic about how you use them.

- **Choose the Right Boards:** In addition to general job boards like Indeed and Glassdoor, explore niche job boards that are specific to your industry (e.g., Hcareers for the hospitality industry).
- **Write Compelling Job Ads:** As we will discuss in the next lesson, your job ad is a critical piece of marketing material. It needs to be engaging, specific, and optimized for mobile.
- **Pay for Placement:** On most job boards, a free posting will quickly get buried. To ensure your ad is seen by the right candidates, you need to invest in sponsored posts.

The Power of the "Silver Medalist"

One of the most overlooked sources of great talent is your own applicant tracking system (ATS). Think about the last time you hired for a position. You likely had a few great candidates who made it to the final round. What happened to the "silver medalists" – the candidates who were a close second?

Instead of starting from scratch every time you have an opening, go back to your previous searches and re-engage with those high-potential candidates.

A simple email saying, "Hi [Candidate Name], I know it didn't work out last time, but we were so impressed with you in the interview process. We have a new role open that I think you would be a great fit for. Are you open to a conversation?" can be an incredibly effective way to find a great hire quickly.



Discussion Prompt

- What is one new sourcing strategy from this lesson that you are not currently using but that you think could be effective for your organization?
- What is one concrete step you can take this week to start implementing that strategy?

Share your thoughts in the discussion forum.