



2023 RECRUITING TRENDS YOU NEED TO KNOW

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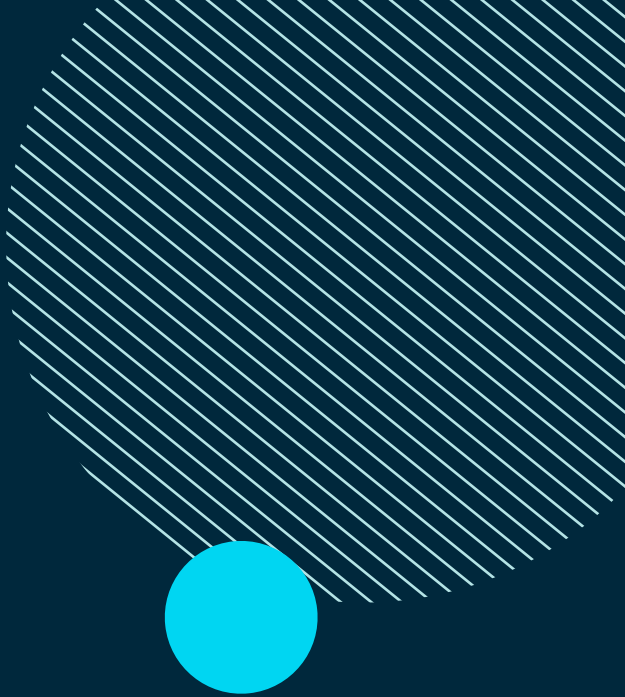
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THE EVOLUTION OF RECRUITING

The Evolution of Recruiting.

In the last 3 years, we've seen significant changes in the way companies recruit and hire new employees. With many businesses transitioning to remote work and facing economic uncertainty, recruiting has become more challenging yet more important than ever to secure top talent.

For hiring managers, there may be a bit of whiplash trying to keep up with the latest trends, the constant pivots, and the waves of new technology. Before we dive into the top trends for 2023, let's take a look at the major changes we've seen over the last few years.

01

VIRTUAL RECRUITING IS THE NEW NORM

As social distancing became necessary, in-person interviews became less common, and virtual recruiting took over. Video conferencing tools like Zoom, Skype, and Google Meet have become essential for conducting interviews and hiring remotely. This has made it easier for companies to connect with candidates from anywhere in the world, without the need for travel or face-to-face interactions. **Jump to page 29** to learn about the latest trends in effective virtual recruiting.

02

INCREASED USE OF AUTOMATION AND AI

As recruiters face increased workloads and higher demand for talent, automation and AI have become essential tools in the recruiting process. Automated resume screening, chatbots, and virtual assistants have helped recruiters streamline their work and focus on more critical tasks. Additionally, AI-powered tools have helped companies make data-driven hiring decisions and improve candidate experiences. **Jump to page 14** to learn about the latest trends in leveraging AI – and where to not use AI.

03

FOCUS ON SOFT SKILLS AND REMOTE WORK EXPERIENCE

As remote work became more common, companies started looking for candidates with experience working remotely and possessing soft skills such as communication, adaptability, and problem-solving. The ability to work independently and manage time effectively has become increasingly important, as remote work requires more self-discipline and motivation than traditional office work. **Jump to page 12** to learn about how to screen for soft skills.

04

**INCREASED
OPPORTUNITIES
FOR REMOTE WORK**

With remote work becoming a norm, candidates now have more options to choose from than ever before. This can make the job market more competitive, and your hiring strategy has to pivot to account for this. **Jump to page 28** to read more on trends in interview processes.

05

**GREATER FOCUS
ON DIVERSITY
AND INCLUSION**

Diversity and inclusion in the workplace have never been more important. Companies have started to focus on attracting and hiring candidates from diverse backgrounds, creating inclusive job descriptions, and offering training to promote diversity and inclusivity in the workplace. **Jump to page 23** to learn must-have trends on how to incorporate DEI into your recruiting strategy.





TRENDS IN JOB DESCRIPTIONS

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Job Description Trends: Inclusive Language

A trend that is becoming increasingly important is the move toward inclusive job descriptions. A good job description is essential to attracting the right candidates for your job. But did you realize your job description could be inadvertently sending the wrong message to qualified candidates?

When done thoughtfully, an inclusive job description can attract the best talent by creating access and opportunity in the hiring process. In this blog post, we'll walk through some key steps for crafting an open-minded and professional job description that encourages applicants from all backgrounds to apply.

Regular job descriptions often include unconscious bias which can unintentionally turn away qualified candidates. When you craft an inclusive job description, you expand your talent pool by attracting applicants who might otherwise hesitate to apply.

With an inclusive job description, you signal to potential applicants that your organization is open-minded and welcoming. In addition to creating a positive impression on qualified candidates, starting with diverse job listings can also set the stage for more equitable hiring practices throughout your business.

Create
access and
opportunity
in the hiring
process.

Here are four tips to write more inclusive job descriptions:

USE NEUTRAL LANGUAGE

This kind of language welcomes all candidates to apply because it's precise and unbiased. Here are some best practices for using neutral language.

Some traditional phrases in job descriptions can dissuade otherwise talented candidates. For example, multiple studies indicate that when job descriptions use language that's coded as masculine, women are less likely to apply.

Here are some words that some people interpret as masculine:

- Aggressive
- Ambitious
- Assertive
- Boast
- Challenge
- Competitive
- Confident
- Decisive
- Independent
- Objective
- Self-reliant

Research is mixed on whether language that's coded as feminine dissuades men from applying. Here are some words that some people interpret as feminine:

- Compassionate
- Connected
- Cooperative
- Dependable
- Interpersonal
- Loyal
- Support
- Understand

TOP TIP: To avoid this issue, write job descriptions that focus on skills and job responsibilities, not personality traits. You can also check your job description with this free [Gender Decoder tool](#).

FOCUS ON NECESSARY SKILLS, NOT PREFERRED SKILLS

There's not actually any strong evidence that women only apply to jobs if they meet 100 percent of the qualifications while men apply to jobs if they meet 60 percent of the requirements. However, it is possible that a job listing with too many requirements could turn off qualified candidates.

For this reason, it's important to focus on the necessities rather than the "nice to haves." In doing so, you can create a more inclusive and diverse hiring process. Use language that emphasizes the skills and qualifications that are truly required to excel in the role, rather than those that are simply preferred.

Also, rethink which qualifications are necessary for the job. For example, does the role truly require an advanced degree, or would experience and a willingness to learn suffice?

INCLUDE A STATEMENT ON DEI

You can further demonstrate an inclusive workplace by including a statement in your job ad about your organization's commitment to diversity, equity, and inclusion (DEI). Even if your organization doesn't have a formal diversity policy yet, you can still make it clear that diverse applicants are welcome and encouraged to apply.

Your company might be legally required to include an Equal Employer Opportunity (EEO) statement in all job listings. This is something to check with a lawyer.

HIGHLIGHT COMPANY PERKS AND BENEFITS

An inclusive job description emphasizes any employee perks or benefits which may attract underrepresented groups. For example, working parents will be interested in paid parental leave or childcare assistance. Remote work options and flexible schedules appeal to many groups of workers, including people with disabilities and people with family obligations.



Job Description Trends: Skip The Cliches

We know that the verbiage we use in job descriptions can either attract or deter candidates. The trend we're seeing in 2023 is to eliminate unclear jargon, and to replace it with concise verbiage that communicates what expectations for the role actually are. Industry jargon and corporate buzzwords might be part of your daily vocabulary, but many qualified job seekers don't understand all those terms and acronyms. A 2019 study in the U.K. looked at how recent university graduates reacted to jargon in job descriptions.

The study found that:

- 75% of graduates want job ads to be written in "plain English."
- 64% of graduates feel they can't apply for a role if they don't understand the job description.
- 71% of graduates say that industry acronyms like "B2B" make them feel underqualified.

Another survey by Skynova confirmed that job seekers are often confused by job descriptions. The results found that:

- 49% of job seekers think job posts typically use annoying buzzwords.
- 38% of job seekers think job posts typically reference internal jargon.
- 31% of job seekers think job posts typically confuse job seekers.
- Other studies draw similar conclusions about clichés in job descriptions.

So, before you begin advertising for open roles at your company, look through your job ads and strike out these job description clichés.

“TEAM PLAYER”

A “team player” generally refers to someone who gets along well with others. How can you be more specific in your job description? Try these phrases:

Collaborates well with others on projects, offers and receives constructive feedback, and feels comfortable working with different personalities, all with the end goal of creating the best outcomes.

Effectively leads meetings by keeping employees focused while also giving everyone a chance to contribute.

Willing and able to assist co-workers on occasion.

“SELF STARTER”

A “self-starter” generally refers to someone who sees a problem or has an idea and then starts to work on it. However, in a job description, it can imply that the new employee won't receive adequate training or direction. Instead of looking for a “proactive” employee or expecting a new hire to “hit the ground running,” clearly define the job duties and expectations in the job description.

“WORK HARD, PLAY HARD”

Are you still using “work hard, play hard” to define your company culture? It's possible your company culture needs a reboot—or at least you need to describe it better! Whether you intend it this way, “work hard, play hard” tends to be interpreted in a negative way. Job candidates often assume this means employees are expected to work long hours without overtime pay, and they're expected to drink heavily after work. That can lead to quiet quitting running rampant in your organization.

The best way to express your company culture is by sharing company values, like a commitment to diversity, and describing concrete benefits, like the PTO policy.

“GURU, NINJA, WIZARD, JEDI, EXPERT, ROCK STAR”

“Guru” and “expert” are vague terms that might convince qualified candidates that they’re not experienced enough for the role. And unless you’re staffing for Comic Con, you don’t need to hire a wizard or a Jedi. In addition, a survey found that “guru,” “wizard,” and “ninja” are all in the top five terms that give job seekers a negative impression.

Now that you know what terms NOT to use, what words should you use instead?

Use a standard job title, like UI Designer or Software Engineer. Also, list specific required skills, experience, and certifications in the job description.

The important thing is to be precise. A clear and concise job ad invites qualified candidates to apply.

IDIOMATIC EXPRESSIONS

Canva looked at 6.3 million job ads and found that 38% contain confusing jargon and business clichés. Their research also looked at the unique jargon terms that over-indexed the most in online job ads posted in each U.S. state. Most of these are idiomatic expressions. Here are eight common phrases to avoid in your job description:

- Peel the onion
- Make hay
- Blue sky thinking
- Low hanging fruit
- Open the kimono
- Move the needle
- Drill down

Idiomatic expressions can confuse job seekers, especially if English is their second language or they’re new to the industry. Stick with clear language instead.



Job Description Trends: Keep It Concise

Employers and candidates are shifting away from long, complex job descriptions and opting for a more concise option that more clearly communicates the primary responsibility of the role.

Here are a few reasons to keep your job descriptions concise:

01

CLEAR REQUIREMENTS AND RESPONSIBILITIES

A concise job description ensures that the candidate understands the job requirements and responsibilities. A short and straightforward job description enables the candidate to identify the essential qualifications and skills required for the job. A lengthy job description with unnecessary details can be intimidating and may discourage qualified candidates from applying.

02

SAVES TIME AND RESOURCES

Employers can use a concise job description to attract the right candidates quickly. A concise job description can be easily shared on various job boards and social media platforms, which saves time and resources for the employer. Moreover, a concise job description can help filter out unqualified candidates, saving time and money in the recruitment process.

03

SETS CLEAR EXPECTATIONS

A job description that is too long and complicated can confuse candidates and make it challenging to understand the job responsibilities. A concise job description sets clear expectations and helps the candidate understand the job requirements and duties.

04

MORE APPEALING

Job seekers are typically searching for jobs that match their skills and qualifications. A concise job description that highlights the essential qualifications and skills required for the job is more appealing to candidates and can encourage them to apply.

Job Description Trends: Skill Requirements

As the workforce continues to evolve, there has been a noticeable shift towards the importance of soft skills and upskilling in job descriptions. While technical skills and qualifications are still important, employers are placing a greater emphasis on the ability to communicate effectively, work collaboratively, and adapt to change in their job descriptions.

Soft skills, such as communication, problem-solving, and emotional intelligence, are becoming increasingly important in the workplace. Employers are recognizing that these skills are essential for creating a positive work environment, improving productivity, and building strong relationships with clients and colleagues.

In job descriptions, employers are now including soft skills as key requirements for the position. For example, a job description for a project manager may include the requirement for excellent communication skills to effectively manage a team and liaise with stakeholders.

Additionally, employers are also placing a greater emphasis on upskilling and continuous learning in their job descriptions. With technology advancing at a rapid pace, the need for employees to constantly develop new skills has become crucial for remaining competitive in the job market.

Job descriptions now include requirements for employees to be open to learning new technologies or to be willing to attend training sessions to upskill. This not only benefits the employee by providing them with new skills and knowledge, but it also helps the employer to remain competitive and adapt to changing industry trends. Here are a couple tips to keep in mind as you're developing a process to upskill employees:

WHERE DO YOU LACK SKILLS?

If you're looking to fill a skills gap, where do those gaps exist? Are soft skills like leadership and communication suffering across the organization? Or are hard skills like coding and data analytics lacking? It wouldn't make sense to offer software developer education when there's no lack of skills in your organization. Once you know what kind of skills your company needs to improve, then you can develop a plan of how to address the gap.

BUDGET MONEY (AND TIME) FOR TRAINING

Throwing money at the issue won't solve everything. It will help, though. Upskilling programs and initiatives require financial investment, whether that be through tuition reimbursement, paying for certifications, or paying someone to simply learn on the job. But programs also take a time investment from leaders. Mentorship programs and leadership training take time out of someone's day, but it pays off down the road.

ON THE JOB TRAINING

Teach your employees while on the job. Rather than say an employee needs to learn certain skills before they get a raise or new responsibilities, give them the responsibilities, and teach them how to do it while they work.

These skills are essential for creating a positive work environment, improving productivity, and building strong relationships.

COMMUNICATE THE EXISTENCE OF UPSKILLING OPPORTUNITIES

Employees won't take advantage of programs if they don't know about them. Make sure managers are talking to employees about upskilling opportunities, and internal communications teams should have a plan with how they'll inform employees, too.

MONITOR HOW PROGRAMS ARE DOING

Leaders should know if their programs are effective. Are employees taking advantage of the programs? How much utilization happens across the organization? Do employees find it useful? Have you seen a skills gap close because of the programs? Part of any good upskilling plan will have a feedback loop with employees and managers.



The shift towards soft skills and upskilling in job descriptions is not surprising given the changing nature of the workforce. Employers are recognizing that technical skills alone are not enough to succeed in the workplace.

By placing a greater emphasis on soft skills and upskilling, employers can ensure that they are hiring employees who are not only technically proficient but also possess the traits and abilities needed to thrive in a dynamic and ever-changing work environment.



Job Description Trends: ChatGPT

ChatGPT is a bot that “interacts in a conversational way,” according to the technology’s website. It was created by a company called OpenAI, and it’s meant to offer conversational responses in natural language to your queries. It runs off “generative pre-trained transformer” (that’s the GPT part) language models.

So, rather than type something into Google like “software developer skills” and it give you a bunch of links, featured snippets, and FAQs that may answer your query, you could type a full sentence into ChatGPT like “what are the top software developer skills,” and the bot would produce a human-like response to your question.

Here’s the response:

We typed that exact question in, and it gave us about 500 words with an introduction and conclusion. Think of it as a very basic essay answer—with the answer sourced by an algorithm.

As a software developer, there are several key skills you need to have to be successful. These skills can be grouped into three main categories: technical skills, problem-solving skills, and soft skills.

Technical skills:

- **Programming languages:** Proficiency in one or more programming languages such as Java, Python, C++, JavaScript, etc.
- **Database management:** Knowledge of relational databases (such as MySQL, Oracle, or SQL Server) and NoSQL databases (such as MongoDB or Cassandra)
- **Web development:** Understanding of web development technologies such as HTML, CSS, JavaScript, and frameworks like React, Angular, or Ruby on Rails
- **Mobile app development:** Familiarity with programming languages and frameworks used to develop mobile apps, such as Swift for iOS and Kotlin or Java for Android
- **DevOps:** Knowledge of automation and deployment tools like Docker, Ansible, Jenkins, etc.

Problem-solving skills:

- **Algorithm design:** Ability to design algorithms to solve complex problems
- **Debugging:** Skill in identifying and fixing errors in code
- **Critical thinking:** Ability to approach a problem from multiple angles and think creatively to find the best solution
- **Attention to detail:** Ability to thoroughly test code to ensure it works as expected and identify edge cases

Soft skills:

- **Communication:** Ability to effectively communicate with team members, stakeholders, and clients
- **Collaboration:** Ability to work effectively in a team environment and share knowledge with others
- **Adaptability:** Ability to learn new technologies and programming languages quickly and effectively
- **Time management:** Ability to prioritize tasks and manage time effectively to meet deadlines
- **Continuous learning:** Strong desire to continually learn and stay up to date with industry advancements and new technologies.

Having a combination of these skills can make you a valuable asset to any software development team.

What are the problems with AI chat software?

There are millions of other potential uses businesses have identified with ChatGPT—such as finding problems with code, assisting with language translation, providing accounting formulas, and more—but the conversational outputs are the core of ChatGPT.

Google (theirs is called Bard), Microsoft, and many more companies are all trying to produce conversational, informational chatbots to change how people search for and find information.

This software isn't without problems, though.

When we asked ChatGPT for top software developer skills, it didn't provide any source to tell me who says those skills matter or why they matter. If you were researching a topic blindly—say, the Trojan War—and knew nothing about it, ChatGPT doesn't provide a set of sources to tell you where the bot got that information from. With all of our queries in ChatGPT, we don't know how informed the chatbot is. In fact, some people have started to challenge this to ask absurd questions like “tell me about the history of Elvis landing on the moon.” You get the idea: if you put in absurd or nonsensical queries, you'll get absurd or nonsensical answers back. Sometimes answers can be absurd or nonsensical all on their own. Let's dig into that.

CHAT GPT ADMITS IT HAS FLAWS

On its website, ChatGPT is open about the limitations the software has. They explain:

- *It “sometimes writes plausible-sounding but incorrect or nonsensical answers.”*
- *It is sensitive to how the prompt is phrased (like when you use adjectives and how you structure the sentence of your prompt). Google, on the other hand, has worked out to find out what a person is really trying to search with high accuracy.*
- *Ideally, OpenAI says, “the model would ask clarifying questions when the user provided an ambiguous query. Instead, our current models usually guess what the user intended.” Sometimes it will try to correct itself, other time it may give you completely wrong information based on a typo.*
- *The platform saves all inputs and queries, so ChatGPT advises its users to not input any personal or sensitive information (like company plans, revenue, etc.).*

As AI technology has been developed over years, researchers have also found that it can sometimes produce outputs that can be biased, or even racist, sexist, ableist, or including other problematic issues.

While OpenAI is actively working against ChatGPT producing harmful responses, Davey Alba, [a tech reporter for Bloomberg](#), wrote about a time a professor “got the bot to write code to say only White or Asian men would make good scientists.” ChatGPT later updated its bot to respond to say it is “not appropriate to use a person's race or gender as a determinant of whether they would be a good scientist,” but be wary of potential harmful outputs, and take replies with a grain of salt.

Let's try to get ChatGPT to write a good job description.

So, back to the primary question: can this technology be used for [hiring managers in their recruitment process](#)? Short answer: maybe.

Job descriptions might be one way. However, can it write a good one tailored to the needs of your position and to the specifics of your company? Let's find out.

First, we asked the bot to write a job description for a [software developer](#) with this prompt:

"Write a job description for a software developer at a mid-sized telecommunications company under 600 words. Include that candidate must have experience with Java, have three years of software developer experience, and have a portfolio of work."

HERE'S WHAT CHATGPT PRODUCED:

Position: Software Developer

Company: Mid-sized Telecommunications Company

Location: [Insert Company Location]

We are a leading telecommunications company in the industry and we are seeking a talented and experienced software developer to join our growing team. As a software developer at our company, you will be responsible for designing, developing, and maintaining software systems that support our business.

Responsibilities:

- Design, develop, and maintain software applications to meet business requirements
- Write clean, maintainable, and scalable code
- Collaborate with cross-functional teams to understand user requirements and provide technical solutions
- Participate in code reviews to ensure high-quality software development
- Troubleshoot and debug software issues
- Keep up to date with emerging technologies and trends in software development

Requirements:

- Bachelor's degree in Computer Science, Information Technology, or related field 3 years of experience as a software developer
- Proficiency in Java programming language
- Knowledge of software development life cycle and Agile methodologies
- Strong understanding of data structures, algorithms, and design patterns
- Excellent problem-solving skills and ability to think creatively
- Good verbal and written communication skills
- Ability to work well in a team environment

Nice-to-have:

- Experience with software development for telecom or networking industry
- Familiarity with cloud computing technologies (AWS, Azure, Google Cloud)
- Knowledge of Python, JavaScript, or other programming languages
- Portfolio of work showcasing previous projects and experience

We offer a competitive salary, benefits package, and opportunities for growth and development within the company. If you are passionate about software development and have a strong desire to work with a dynamic and innovative team, we encourage you to apply for this exciting opportunity.

To apply, please submit your resume and a cover letter along with a portfolio of your work. We look forward to hearing from you!

That's not bad to start. It even added an EEOC disclaimer! But there are a few grammatical errors and other issues in there that you'd have to sort out yourself.

How about a company summary?

Another crucial component of a job description is your company's description. Job seekers need to know what the company they're applying to is all about.

We asked Chat GPT to "Write a summary of Insight Global."

Not bad either!

HERE'S WHAT CHATGPT PRODUCED:

Insight Global is a staffing and managed services company that specializes in providing information technology (IT), accounting and finance, engineering, government, and other professional staffing services to businesses of all sizes across various industries.

The company was founded in 2001 and is headquartered in Atlanta, Georgia, with offices throughout North America, Europe, and the Asia-Pacific region. Insight Global is known for its innovative and client-focused approach to staffing and recruiting, which involves taking the time to understand the unique needs of each client and leveraging their extensive network of industry professionals to find the best fit for each role.

The company also places a strong emphasis on providing a positive experience for both clients and candidates, with a focus on timely and effective communication, personalized attention, and a commitment to delivering results. In addition to staffing and recruiting services, Insight Global also offers a range of managed services, including IT consulting, application development, infrastructure management, and project management. With a focus on quality and efficiency, the company has built a reputation for delivering top-notch services and solutions to businesses of all types and sizes.

However, Insight Global doesn't have any offices in the Asia-Pacific region. It also missed out on describing our services like culture consulting, executive search, DEI consulting, and more.

Also, if your company isn't as big as Insight Global is and doesn't have as much of a presence on the internet, it might not be able to produce even a semi-factual summary at all.

So now we have a job description—a pretty generic one, but a job description nonetheless—and a company summary. They even tossed in the equal opportunity employment disclaimer, though you should consult with a lawyer for a proper disclaimer if your company doesn't have one yet.

If the job description we're trying to create was presented like it is above, it doesn't really feel like a compelling one. So, what's it missing?

WHAT DIDN'T CHATGPT INCLUDE IN MY JOB DESCRIPTION?

Once the job description was produced in ChatGPT, there was still plenty of editing to do. Many of these AI search and chat software aren't seen as producing better content than humans. Could it help with ideation, and provide some insights you might not have thought of before? Sure.

But part of the due diligence in creating a job description is knowing what you want out of the role before you write it. Even if ChatGPT is part of the process, there may still be a lot of work for you to do when it comes to writing the final job description.

Some things ChatGPT didn't automatically include in the job description (unless otherwise specifically prompted beforehand) are:

- Benefits offered for the role
- A fully accurate company description
- Job duties specific to the position at your company (it gave broad duties associated with a role)
- Your company's shared values/vision/mission
- Salary range for the job

You will still need to spell out:

- What are the specific job duties and responsibilities?
- What qualifications and certifications do you require?
- How much impact will this role have on your business and bottom line?
- What's the compensation package?
- Is it a remote position, hybrid, or full-time in office?
- What's your vision or mission statement for the company, and how will the role help bring that vision to life?

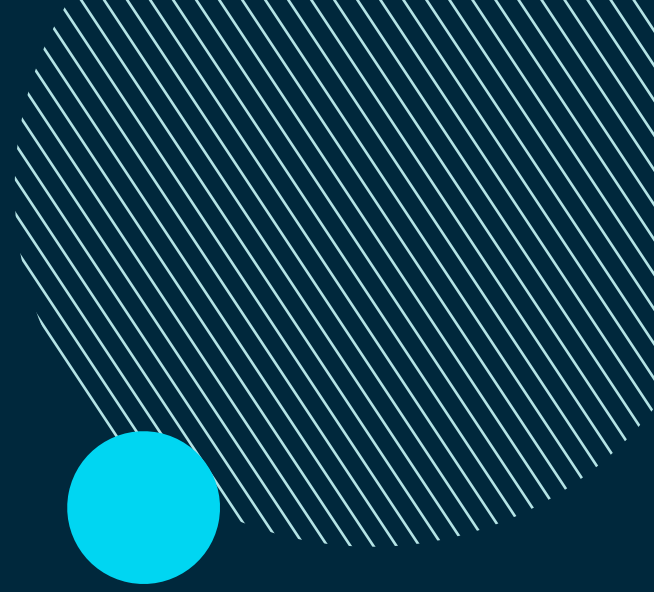
Part of creating a job description is writing it for candidates and search engines, making it unique, and advertising it so people apply to your company over others. If everyone just used a generic job description—produced by AI or from previous iterations of your own job descriptions—then none would really stand out. The war for talent is very real across the job market, so your job description needs to be compelling and accurate to attract candidates.

ChatGPT might help you get from a blank page to baseline description and help add buzzwords for search engines (think Google, Indeed, ZipRecruiter, etc.), but it won't be unique. More importantly, it won't let your vision for the position or your company culture shine through.

Therefore, if you want to use AI to build a simple job description, it's not a bad place to start. If it saves you an hour, take advantage of the time the technology gives you back.

But be aware that the process isn't perfect, and you'll need to go over what any AI produces with a fine-toothed comb. Be sure to remove any implicit bias or wording that violates labor laws in your area. Take time to add in what makes this role, your company, and your culture special. AI won't know how to do that.

ChatGPT also can't help you access thousands of talented professionals or schedule interviews when you're ready to go from job description to interviewing and hiring. But, as someone in a hiring role, you already know you can put technology to work to make the process easier. ChatGPT might be one place to start.



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Trends for Sourcing Candidates.

The sourcing landscape in 2023 will be driven by technology and an increased focus on diversity, inclusion, and the candidate experience. Companies that invest in these areas will have a competitive advantage in attracting and retaining top talent. Here are some top trends to make sure you're ahead of the curve:

SOURCING TREND: SOCIAL MEDIA RECRUITING

Social media as a low-cost (possibly free!) recruiting resource is often an untapped secret. Often, companies don't know where to begin, let alone understand why it's worth the effort. However, leveraging the powerful reach and impact that social media offers is becoming a top move for IT recruiters to remain innovative and proactive as they engage top talent. Here are some top benefits:

LOW OR NO COST

Need we say more? Social media recruiting efforts are low cost—or possibly no additional cost at all. There are plenty of costs that accrue with sourcing, recruiting, and hiring the right people, but social media recruitment doesn't have to break the bank! If you already have your own personal LinkedIn profile, you're all set—no additional costs accrued!

One big misconception is that you need a social media manager to capitalize on social media recruiting—but that isn't the case! A dedicated social media manager would be a role to manage your company's social media marketing efforts.

Social media recruiting, however, involves a recruiter using their own LinkedIn as a personal way to reach out to prospective and desirable candidates. Empower your recruiters to use their own LinkedIn for networking.

ORGANIC

Social media is an opportunity to be direct and authentic. Most people don't want to be sold to or solicited in 2023, so having a job opportunity feel like a cold outreach is often ineffective. Start a conversation with an ideal candidate on social media to make that authentic connection.

WARM LEADS

Organic connections lead to warm leads—prospective candidates who are more likely to engage and continue conversations. This allows you a chance to qualify candidates before you even get a resume. With better screened candidates, you are able to dedicate your time and energy to applicants who are more likely to accept an offer.

REACH PASSIVE LEADS WITH LESS COMPETITIONS

The IT recruiting world is exceptionally competitive. By the time candidates are reaching out and actively looking for a role, you will most likely have to compete with other offers. Being proactive with social media recruiting efforts allows you to reach candidates who are passively open to roles before they've begun to receive offers or even submit their application anywhere. This proactive approach gives a significant edge, because ideally, you've engaged them before there are any other offers on the table!

Where to start recruiting on social media.

Let's get into where you should start when you're recruiting for IT on social media.

01

UNDERSTAND YOUR IDEAL CANDIDATE

A key to successful social media recruitment is understanding who you are trying reach. Start by writing a strong IT job description to help you define your ideal candidate. For example, if you're looking for a junior position, filter by recent graduates from colleges with strong IT programs. Be aware of what intrigues your ideal candidate and how that connects to what you have to offer with the open roles at your company.

02

ENGAGE

The secret to social media is being social. Once you find prospective candidates, start engaging them. You can start by commenting on their posts. This will make your name familiar to them as it appears in their notifications. Follow up with a direct message and say something that demonstrates you took the time to look at their profile.

Be careful not to beat around the bush too much. Instead, be direct that you have an opportunity you think they'd be a great fit for!

03

BE CONSISTENT

The results won't happen overnight. Keep in mind that this social media approach is meant to be authentic, and authentic connections take time. Set aside time each day in your recruiting efforts to keep up on LinkedIn and be persistent with engaging your ideal candidates.

SOURCING TREND: EMPLOYEE REFERRALS

This one is simple—the data says it all.

In [extensive research](#) done by Zippia, it was found that:

- Referrals are 4x more likely to be offered a job than website applicants.
- 45% of referral hires stay longer than four years, compared to only 25% of job board hires.
- Employee referrals account for 30-50% of all hires.
- The cost-per-hire of employee referrals is \$1,000 less on average than other hiring sources.
- 88% of employers rate employee referral programs as the best source of applicants
- Referred candidates are 2.6% to 6.6% more likely to accept job offers

The research continues to show that:

- Using referrals increases retention by 40%.
- Referred hires stay 70% longer than other employees.
- Hiring referrals reduces company turnover by up to 20%

Be sure in 2023 that you are tapping into employee referrals! Consider an incentive program to reward employees who successfully refer a candidate and boost internal communications to encourage employees to participate.

It turns out that hiring a diverse workforce isn't just the right thing to do, but it's also a profitable thing to do.

SOURCING TREND: DEI RECRUITING

Diverse hiring is the intentional practice of seeking out candidates from underrepresented groups to join your team. Because demographics vary greatly between industries and geographic locations, diverse hiring will also look different in each company. Some examples of underrepresented groups include:

- People with disabilities
- [Members of the LGBTQIA+ community](#)
- People from different ethnic or racial groups
- [Veterans](#)
- [Women](#)

There are many different types of diversity. This is just a short list of common underrepresented groups in the United States.

Diverse hiring includes:

- recruiting diverse employees
- creating an inclusive interview process
- welcoming new employees with an [effective onboarding process](#)
- creating an [inclusive workplace](#) to retain employees

What are the benefits of diversity in the workplace?

Studies have shown that companies that embrace diversity, equity, and inclusion ([DEI in the workplace](#)) tend to outperform their peers. This is because diverse teams are better equipped to come up with innovative solutions, as well as identify potential issues before they arise.

Additionally, having a broad mix of backgrounds, experiences, and perspectives can help foster better communication and collaboration among team members, resulting in higher overall productivity. It can also help build stronger relationships with customers and clients as they see themselves being represented within the organization.

01

SET DIVERSE HIRING GOALS

Diversity isn't about meeting quotas—it's about creating a workplace where everyone feels valued and appreciated. Diversity hiring initiatives should begin by setting goals for the organization and then committing to them. We know it might be tough knowing where to start, so let's break down this process.

Assess your current workforce

You can't track progress if you don't know where you're starting. Assessing the diversity of your current workforce is the key first step to recruiting and retaining diverse employees.

This assessment should capture various demographic, identity, and cultural elements such as:

- Age
- Gender
- Race
- Ethnicity
- Disabilities
- Sexual orientation

This is not an exhaustive list, just a starting point.

It's important to analyze the diversity of your workforce across all levels of the organization, from entry-level hires to the highest executives.

Once you have a clear picture of where the company stands, you can identify gaps and shortcomings. Record this baseline of your company's current diversity so you can track improvements.

Define areas that need improvement

Once you've assessed your current workforce, it's time to define the areas that need improvement. Look at the data.

- Which groups are underrepresented? Consider this based on both your industry and your company's geographic location.
- How many diverse candidates applied to your company? What percentage of them were offered a job?
- What is the [attrition rate](#) of diverse candidates? How does this compare to your company's overall attrition rate?

By asking these questions and more, you can define exactly what needs to improve to build DEI in the workplace.

Start with 2-3 primary goals

As you begin developing your diversity hiring plan, it's important to focus on two or three primary goals. You cannot transform your workforce overnight. If you try to do too much at once, your resources will be spread too thin, and it will be harder to succeed.

Define clear and measurable targets. This will keep everyone focused on their efforts. Your primary goals should relate to recruiting diverse talent, creating an inclusive workplace culture, and improving retention rates for underrepresented candidates.

Determine Metrics To Track

Once you have your goals, you need to determine which metrics are important to track. This is why you started by setting a baseline, so you can keep track of your company's progress. Examples of metrics include:

- Percentage of diverse applicants
- Job offer acceptance rates of diverse candidates
- Demographics of each department

Once you've established your desired metrics, develop a system to track these numbers. It's also a good idea to generate regular reports that can be shared with stakeholders.

02

HOW TO GET STARTED WITH DIVERSE RECRUITMENT

Recruitment is the first stage of the hiring process. What are some diverse recruitment strategies? There are two easy places to start: job descriptions and candidate sourcing methods.

Write inclusive job descriptions

When crafting job descriptions, use inclusive language that indicates a welcoming and inclusive workplace. Avoid using words that could be interpreted as biased. Highlight benefits that might appeal to underrepresented groups, like paid parental leave or tuition support. Also, include a statement on your commitment to DEI.

By writing [inclusive job descriptions](#), you will help attract a wider range of applicants.

Diversify your sourcing methods

In addition to revising job descriptions, it's important to diversify your sourcing methods. Create a strategy that incorporates traditional recruiting methods as well as unconventional ones such as posting on community boards and attending local diversity events.

You may even consider partnering with local organizations who help underrepresented groups find work.

For additional tips on getting started with diverse hiring, [watch this video by Tyler Horne](#) from Insight Global's DEI team.

03

BUILD AN INCLUSIVE INTERVIEW PROCESS

After recruiting, the next stage of the hiring process is interviewing. An inclusive interview process is one that allows every candidate to feel comfortable while demonstrating their skills and expertise.

There are two simple ways to do this. Not only will these changes make interviews more equitable and inclusive, but they will also help hiring managers save time and feel more confident in their hiring decisions.

Standardize interviews

Standardizing interviews is important for creating an equitable recruitment process. While this can't be perfectly replicated across all roles, you should have a standard process for each candidate applying for the same position.

First, if possible, each candidate should be offered the same interview format in the same order. For example, start with a phone interview for each person, and then have a video interview for each one in the next round.

In addition, establish a set of questions to ask all candidates. You can include a few questions specific to each candidate based on their resume, but most of the questions should be standardized. This allows you to compare candidates more evenly—and more easily.

Finally, consider implementing accommodations that address the unique needs of [neurodiverse candidates](#). For example, choose interview questions with straightforward wording. In addition, try to interview candidates in a quiet space without interruptions. While these are considerations specifically for neurodiverse populations, you can apply them to all candidates.

Include multiple interviewers

Adding multiple interviewers to the process can also help create a more inclusive environment and reduce bias by introducing diverse points of view. This can be done with different people handling different stages of the interviews, or you could have one layer in the process as a panel interview.

Either way, by including multiple interviewers, you gain multiple perspectives on who would be the best candidate to hire for the role.

04

RETAIN DIVERSE TALENT

Diverse hiring is only part of ensuring you have a broad range of employees in your organization. It's also important to retain diverse employees. Your employees should feel like they [belong in the workplace](#). This can be accomplished with things like clear anti-discrimination policies, [opportunities to learn and grow](#), and programs designed for boosting retention.

Creating a culture of inclusion takes time and effort, but it is well worth it for the long-term success of your organization. A great way to start is with onboarding.

Create a standard onboarding program

Onboarding new employees is an essential step in growing a successful and diverse workforce. Set up a comprehensive onboarding program that includes training on company policies, goals, and values. Also provide employees resources and training specific to their role.

Create an inclusive workplace

Finally, create an [inclusive workplace](#) that allows all employees to bring their full selves to work. [Allyship should not be limited](#) to celebratory months like Black History Month or Pride.

Encourage employees to share their unique perspectives during conversations, celebrate successes among all team members, and provide consistent feedback on performance. Look at additional events you can add to your team celebrations or ways staffers can share and honor their heritage and background.

Diversity in the workplace is no longer a “nice to have,”

but a financial priority. Implementing the strategies above can help you revamp your hiring process and build a work environment that is welcoming to all.

SOURCING TREND: STAFFING PARTNERS

One problem that hiring managers are struggling with is there are too many trends to keep up with – from technology updates to targeted sourcing, the recruiting process can become overly time consuming. A top trend is seeing the shift to move the recruiting process to a trusted staffing partner.

PERSONALIZED CANDIDATE MATCHING

The right staffing partner will take the time to get to know your organization and the specific requirements, skills, and experience that you're looking for. This personalized support provides matches that are more likely to yield a successful hire.

ACCESS TO A LARGER POOL OF CANDIDATES

Staffing agencies work with a diverse range of job seekers and have dedicated teams to reach more candidates than most organizations could on their own. Staffing agencies also have dedicated industry experience, which brings more effective sourcing and screening techniques. Not only will your candidate pool be larger, but it will also be more targeted.

QUICK RESULTS

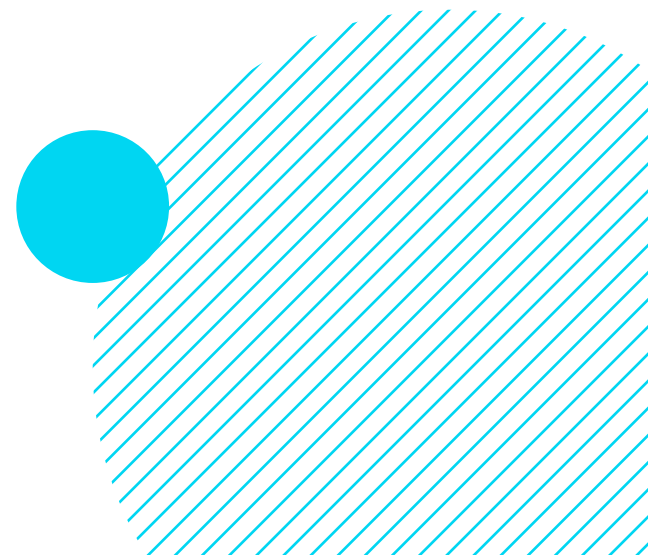
Staffing agencies know how to write the job description, advertise it, source, screen, and interview for the role in record time. Insight Global on average takes 24 days to fill a role, from the date they get the job req to the day the candidate walks through the front door for their first day. Plus, the recruitment process is streamlined because the staffing partner is managing everything. You can save time (and money) by getting your roles filled more quickly.

BOOSTS PRODUCTIVITY

With all that saved time, your productivity internally is boosted. More and more organizations are leaning on staffing partners in this economy to allow their internal hiring managers to narrow their focus on tasks that cannot be outsourced.

The best part about a staffing agency?

You don't pay anything until your new hire walks in the door. Leveraging this support yields quicker results with top talent and gives time back to hiring managers.





TRENDS FOR INTERVIEW AND HIRING

- 29 VIRTUAL
INTERVIEWS
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PROCESSES
- 31 IMPROVED
ONBOARDING

Top Trends for the Interview Process.

INTERVIEW TREND: MAKE IT VIRTUAL

In 2020, the world was forced to go virtual – and many organizations realized that not only could they maintain productivity, but in some areas, they could improve productivity and efficiency!

One of these areas is the interview process – a huge trend that is becoming common practice, whether an organization is remote or not, is having a virtual interview process. Here are some of the benefits to consider:

CONVENIENCE

One of the biggest benefits of a virtual interview process is convenience. Both the interviewer and the interviewee can conduct the interview from the comfort of their own homes. This eliminates the need for the interviewee to travel to the company's office, saving them time and money. The hiring team can also conduct interviews from anywhere in the world, making it easier to reach out to candidates who may not be able to come to the office for an interview.

TIME-SAVING

Virtual interviews save time for both the interviewer and the candidate. There is no need to spend time on travel or to wait for the interviewer to arrive. The interviewer can also schedule multiple interviews on the same day without the need for any travel, making the process more efficient for both parties.

IMPROVED CANDIDATE EXPERIENCE

Virtual interviewing can help to create a more positive candidate experience. This is because it eliminates the stress and anxiety that may come from traveling to an unfamiliar location. The candidate can also prepare for the interview in a more relaxed environment, which can improve their confidence and performance during the interview.

INCREASED EFFICIENCY

Virtual interviews can be recorded, allowing the hiring team to revisit the interview at a later time. This helps to ensure that the interview is fair and consistent, as the same questions can be asked of all candidates. Recordings can also be shared with other members of the hiring team, allowing for a more collaborative decision-making process.

COST-EFFECTIVE

Virtual interviews eliminate the need for travel, which can save the company money on travel expenses. This can be particularly beneficial for companies that are conducting interviews with candidates who are based in different parts of the country or even in different countries.

INTERVIEW TREND: SHORTER PROCESSES

That's right – a top trend in 2023 is keeping the interview process short. Just as we see a movement toward more concise job descriptions, candidates and employers are also leaning toward concise interview and hiring processes.

The longer the process takes, the more likely you are to lose that candidate to another organization with a quicker job offer. That is why having a short interview process is important for both the employer and the candidate.

ATTRACT TOP TALENT

A short interview process can help to attract top talent. In today's competitive job market, candidates have the option to choose from multiple job opportunities. Having a quick interview process can help to grab the attention of potential candidates and show that the company values their time.

REDUCE TIME TO HIRE

A lengthy interview process can delay the hiring process, which can be detrimental to the company. A short interview process can help to reduce the time to hire, allowing the company to fill the position quickly. This is especially important for positions that require immediate attention, such as in healthcare or emergency services.

IMPROVE CANDIDATE EXPERIENCE

A short interview process can improve the candidate experience. A quick interview process can reduce the stress and anxiety associated with the job search process. It also shows that the company values the candidate's time, which can help to create a positive impression of the company and increase the likelihood of the candidate accepting the job offer.

SAVE RESOURCES

A short interview process can save resources for the company. This includes time and money spent on scheduling interviews, coordinating with multiple interviewers, and conducting background checks. A shorter process can help to streamline the hiring process, reducing the resources required to fill the position.

RETAIN CURRENT EMPLOYEES

A short interview process can also help to retain current employees. A lengthy process can cause stress and anxiety for current employees who may be covering the open position. A quick interview process can help to fill the position quickly, reducing the burden on current employees and improving morale.

A fully formed onboarding process can be much more than paperwork and orientation.

HIRING TREND: IMPROVED ONBOARDING

An onboarding process typically includes activities such as new hire paperwork, dedicated time for orientation, and training on the company's mission, structure, culture, and values. The process varies by organization and can be as short as a few days or up to several months to a year.

The onboarding process can begin before the first day on the job. Perhaps your company could offer new hires a way to complete paperwork online to make sure everything is set up before they start.

Insight Global tries to bring potential new hires to our offices at some point during the interview process and shares the I-9 and payroll paperwork before a new worker's day one.

"We find having them come on-site helps," Palmer says. "It helps us be transparent, and it allows candidates to see the culture, meet a lot of the people they'll be working with, and experience our pace." We understand this isn't always possible, especially with the rise of [remote employees](#). But having employees meeting fellow co-workers face-to-face is a great primary step in onboarding.

Orientation is an essential part, but it's just the beginning. Remember, a fully formed onboarding process can be much more than paperwork and orientation.

In fact, having a well-developed onboarding process is mutually beneficial. It can:

- Lower attrition rates
- Improve [retention rates](#)
- Boost [employee morale](#)
- Increase employee engagement
- Decrease the likelihood of [quiet quitting](#)
- Save money on recruiting and hiring costs

Companies can create a multi-phase onboarding process with up to five phases:

- Pre-boarding begins once a new hire signs their paperwork.
- Welcome/orientation can last up to a week to help new hires become accustomed to the organization.
- Role-specific training helps new workers learn their roles, responsibilities, and how to do their jobs and will often be led by their direct manager or team.
- Transitioning to their role, where they are working more independently, incorporating feedback from training, and starting to own their responsibilities more and more.
- Ongoing development helps employees continue to grow in their role over time and can be seen as part of the long-term onboarding process.

WHAT HIRING MANAGERS CAN ADD TO THE EXPERIENCE OF ONBOARDING NEW EMPLOYEES

Recent [Gallup studies](#) reveal that only 12% of employees feel they had a great onboarding experience and only 29% feeling prepared and supported for their new role. Companies are negatively impacted when turnover rates are high, both financially and in terms of productivity of the team but even more so when someone leaves within the first few months.

“When a new hire leaves within the first 90 days, we credit that to some sort of miss in the hiring process; something that could have been avoided during the interview stages” Palmer said. *“It may have been transparency regarding the job or culture, or transparency about the state of the team they’re joining. People need to know what they’re signing up for.”*

A [great onboarding experience](#) can increase retention by 50%. Let’s look at some common challenges in the onboarding process – and how to solve them.

MORE TRANSPARENCY

Ensuring [transparency](#) during the recruiting and hiring process will help streamline the transition into a successful pre-boarding phase, laying the foundations for a smooth and efficient onboarding and transition. Nearly [three in four employees](#) desire more transparency, while three in 10 employees have quit a job due to a lack of transparency. Increasing transparency can foster an increase in employee satisfaction: a vast majority of employees with transparent employers reported satisfaction with their employment.

ADDITIONAL PLANNING

Planning ahead is vital. *“Don’t wait for someone to show up on the first day to think about training and acclimating them to their environment,”* Palmer suggests *“Whether there’s a formalized process or something you’re putting together on your own as their supervisor, map out what their first week and first thirty days will look like before their first day.”*

“People are eager to get up and running quickly and to be productive,” she says, acknowledging that new hires are set up for failure when there’s a lack of planning. *“Onboarding doesn’t go well when we have people rush into starting work without allowing them to adjust and get familiar with the environment. Don’t rush someone in the door to be productive.”*

Palmer says that switching to strategic start dates versus randomized ones helped Insight Global solve some of their planning issues. When there were random start dates, the company struggled to ensure that people had their workspaces set up and the correct equipment and program accesses. *“It looked like we weren’t prioritizing our new hires,”* she explains.

Also, encourage employees to spend meetings learning rather than trying to produce. If they come up to speed quickly and naturally, great. But allow new employees the time to learn the team, business, and strategies.

ENCOURAGE A SENSE OF BELONGING

Palmer stresses the importance of simple things like ensuring the correct spelling of names, having a desk prepped and equipment set up, and creating a welcoming environment to help new hires feel safe and wanted.

“It’s important for new hires to see that there’s a place for them and that they belong,” she says. Creating a sense of belonging can be an overlooked aspect of onboarding. High belonging [has been linked to](#) a 56% increase in job performance, cuts turnover risks in half, and even a sharp reduction in the use of sick days. This can result in millions of dollars in cost-savings and increased revenue via improvements in employee productivity, engagement, and attendance.

COMMUNICATE MORE

“Retention is tied to a thoughtful onboarding experience,” Palmer says. She suggests having a day one conversation with new hires. “Be clear with new hires about your investment in their success at the company. Show you’re super excited to have them. Be diligent about their ongoing development. Set clear expectations for both parties.”

ENCOURAGE ENGAGEMENT

Palmer says that it’s helpful when new hires are active participants in their own onboarding. She encourages prospective employees to ask questions during the interview process. *“Ask about the culture, a day in the life at the company, inquire on the current state of the team and the company to understand if it’s in its infancy or well-established. Ask about growth potential, current technologies and processes in place to ensure alignment. And ask about plans to get new hires up and running.”*

Then be transparent about your onboarding and training experience and offer feedback for improvements or enhancements.



ABOUT INSIGHT GLOBAL

Insight Global is a national staffing and services company dedicated to empowering people. We specialize in sourcing information technology, healthcare, accounting, finance, and engineering professionals, and delivering service-based solutions to Fortune 1000 clients. Our team works in nearly 70 offices around the U.S., Canada, and the United Kingdom and placed more than 54,000 people in jobs in 2022.

Insight Global's services extend far beyond just filling roles. We provide culture consulting, diversity, equity and inclusion guidance, specialized healthcare staffing and resources, and an array of managed services through our managed services division, Evergreen.





Together anything is possible.
Let's explore the possibilities together.

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