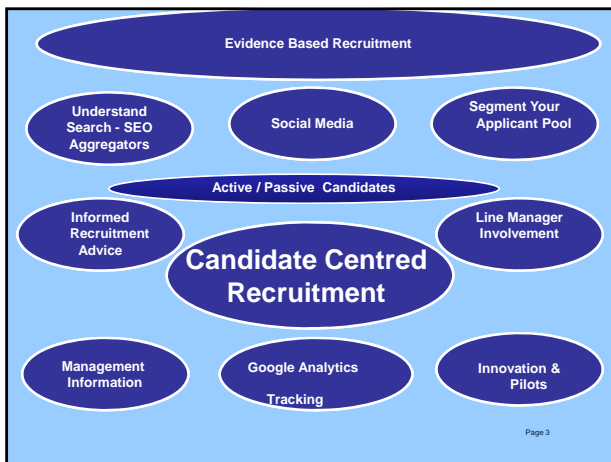## Slide 1

UNIVERSITY OF OXFORD

Using social media for recruiting purposes at the University of Oxford

Richard Bunkham
E-Recruitment Specialist

Slide 2

- Recruitment is devolved - 256 recruitment administrators

- Approximately 2,526 recruitment activities 2012/13

- Main university jobs page, additionally 76 departmental web pages where jobs are advertised

Slide 3

Evidence Based Recruitment

Understand Search - SEO Aggregators

Social Media

Segment Your Applicant Pool

Active / Passive Candidates

Informed Recruitment Advice

Candidate Centred Recruitment

Line Manager Involvement

Management Information

Google Analytics Tracking

Innovation & Pilots

Slide 4

Candidates are central to the recruitment process

Understand your applicants journey. How do they approach their job search ?

Where do they hang out on line. How do they communicate with their peers?

What information are candidates receiving during the recruitment process and from who?

Slide 5

What we have achieved at the University of Oxford over the last 3 years

Recruitment Advertising Spend	2009 - 2010	2010 - 2011	2011 - 2012	2012 – 2013
Advertising costs	£776,323.90	£347,951.57	£215,977.50	£182,881.58
Year on year reduction		55%	38%	15%
Total number of jobs advertised	1754	1911	1945	2526
Total number of paid adverts	**836**	**388**	**248**	**215**
By value online	**14%**	**35%**	**51%**	**35%**
By volume online	**20%**	**48%**	**74%**	**65%**

Slide 6

How have we done this?

Advertisement source 2011 2012	Actual numbers		
	Applied	Shortlisted	Accepted
Agency	39	5	1
Job Centre	319	24	1
Jobs.ac.uk	13838	1168	139
Online	5242	562	59
Press	178	29	3
University website	23043	2607	506
Unknown	742	71	23
Word of mouth/referral	2276	425	113
Social media	421	74	8
Grand Total	**46098**	**4965**	**853**

£105k

Understand your applicants and their job search behaviour, and go where they are going.

How have we done this?

Advertisement source 2011 2012	Percentages		
	% Applied	% Shortlisted	% Appointed
Agency	0.1%	0.1%	0.1%
Job Centre	0.7%	0.5%	0.1%
Jobs.ac.uk	30.0%	23.5%	16.3%
Online	11.4%	11.3%	6.9%
Press	0.4%	0.6%	0.4%
University website	50.0%	52.5%	59.3%
Unknown	1.6%	1.4%	2.7%
Word of mouth/referral	4.9%	8.6%	13.2%
Social media	0.9%	1.5%	0.9%
Grand Total	**100.0%**	**100.0%**	**100.0%**

(£105k)

Understand your applicants, their job search behaviour and go where they are going.

Recruitment from social media sources 2011- 2012

Source	Facebook.com	Linkedin.com	Twitter.com	Blogs
Applied	54	331	26	10
Shortlisted	12	51	8	3
Offer Accepted	1	3	3	1

Researcher recruitment March 2012 2013

Researchers				
Advertisement Source				
Row Labels	Offer Accepted - Personnel	Applied	Invited to Interview 1	Shortlisted
Job Centre	1	48	3	4
jobs.ac.uk	163	10015	759	726
Online	55	3292	269	242
Press	4	31	7	3
Social Media	2	69	8	7
University website	394	7590	894	856
Unknown	31	597	77	45
Wom	169	1615	407	339
Grand Total	**819**	**23257**	**2424**	**2222**

What prompted the changes in our approach? Changes in applicant behaviour

- Move to mobile from desktop
- Google analytics show us that 13% of visitors to the University job pages 2012/2013 are from mobile devices up from 6% 2011/12 3% 2010/11
- The majority of applications and appointments come from unpaid sources
- Referral, word of mouth and social media account for 13% of appointments: our 3rd most successful source of appointments
- What we wanted to do is broaden this route out and make it easier for staff to share jobs and applicants to share jobs with their professional networks

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Which social media are we using?

Social Media	Activity Levels
LinkedIn	3,333 followers February 2012 25,058followers February 2014
Twitter	Followers
●@UniofOxford.Jobs	560
●@juliansavulescu	1,545
●@ethicsinthenews	1,500
●@Oxford	44,000
●@OxHumanities	500
●@Politics Oxford	119
●@Oxford shop	1,500
●@MedSci_Oxford	90
●@oxmartinschool	3,397
●@said	850
●@oxfordalumni	3,315
Facebook	1.3M followers: lots of overseas students
Departmental Facebook	Approximately 35

LinkedIn

- 4,646 registered users list Oxford University as their current employer
- Number of members in higher education (UK and globally Dec 2012)
  - 82K UK   9M   ROW

  40% of followers of the Oxford company page list research as their sector

  Five main ways to we use the product

1. Post a job like any other job board
2. Share jobs with your professional network
3. Posting the job in network and groups relevant to the roles
4. Mine the database for skill matches and make a direct approaches
5. Passively - using an algorithm LinkedIn matches and suggests suitable jobs
6. Building our company followers

Other Social Media Channels

Twitter

- Set up Jobs @ and automate tweets – main use is for others to re-tweet

Facebook

- More than one account for the University
- Staff interact with jobs on their own personal Facebook pages

Niche HE Sector Networks

ResearchGate Academia Edu UniIQ Stackoverflow

Online community only open to researchers academics and Pharma

Blogs and forums

- Ask academics and researchers where they hang out online – ask them to contribute information about jobs

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Implementing a new approach to recruitment

- Recruitment marketing not just jobs adverts
- Understand the recruitment needs as was understanding the job and meeting the line manager
- Constructive challenge / evidence
- Allocate time to recruitment activities
- Monitor recruitment activity while the recruitment campaign is open
- Communicate with applicants
- Peer to peer recruitment marketing

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Challenges

- Radical change in approach
- Educating staff involved with recruitment activity and line managers
- Planning realistic time frames
- Links with the marketing department
- Allocate time to proactive searches
- Budget
- Push back not for Higher Education
- Resource intensive

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Key Points

- Understand your recruitment needs and your applicant pool
- Clear applicant pathway and landing pages fit for purpose
- Use different recruitment tools for different staff groups
- Encourage line managers and team members to become more involved in the marketing of job opportunities to their professional networks
- Engage with talent, within social media communities and attract them to your department
- Social media; as a recruitment tool is relatively new, continually evaluate its success and adapt as the technologies change

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SOCIAL MEDIA IN UNIVERSITY AND HIGHER EDUCATION RECRUITMENT

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