

A Deep-Dive Into Candidate Sourcing Tools

In today's workforce, recruiters need to meet candidates where they are. With countless career sites, social media platforms, and external recruiting options, it can be challenging to know where your recruiting budget is best allocated. We've sourced together 5 popular candidate sourcing tools that recruiters can use to source top talent and reduce their time-to-hire.

LinkedIn

With more than 740 million global users, LinkedIn stands above other professional networking platforms when it comes to connecting individuals. 87% of recruiters utilize LinkedIn in some capacity to engage with and source candidates for open positions. With more than 55 million companies listed on their platform, LinkedIn offers direct access to a broader pool of talent.

Pros. With cutting-edge search technology and an extensive professional network, LinkedIn serves as the best place for finding talented professionals. Here are some advantages of using LinkedIn to source candidates:

- **Broad talent market:** As the leading professional networking platform, LinkedIn offers unparalleled access to large pools of high-quality talent.
- **Access to passive candidates:** LinkedIn states that nearly 70% of their users classify as passive candidates. These candidates are great sources of talent for your company and are already proven to be strong workers.
- **Ability to conduct background checks:** LinkedIn Recruiter offers tools for hiring managers to conduct background checks on applicants, leading to a more informed hiring decision.

Cons. While the large audience and professional networking abilities of LinkedIn may seem attractive, it's worth discussing the disadvantages of defaulting to LinkedIn as a recruiting platform:

- **Candidate endorsements may lack credibility:** Without a process to review and vet endorsements, many individuals may stack their skills section with endorsements that are not valid. Understanding which skills are most applicable to your role can be difficult for recruiters.
- **Passive candidates may not be interested:** Passive candidates are already working within their careers, so it can be challenging to create an offer compelling enough to encourage them to seek a new position.
- **Escalated cost:** LinkedIn's Recruiter platform is a powerful tool but can be expensive for smaller businesses that are not consistently hiring.

Social Media Platforms

Between Facebook and Twitter, 1.8 billion individuals are logging on and using social media platforms each day. As more people join social networks and leverage them for job searching, social media recruiting is essential for companies to stay competitive in their hiring goals.

Pros. In today's workforce, companies should leverage some form of social media recruiting to source new candidates. How these companies tackle their recruitment strategies makes all the difference in finding the right candidates for the right roles. Here are some advantages of using social media to supplement your recruitment efforts:

- **Lower recruitment costs:** The most prominent social media platforms like Facebook and Twitter are free to create an account. Many organizations have saved significant amounts of money by leaning on social media recruiting rather than recruitment agencies.
- **Utilize employee referrals:** Your employees are some of your best tools for sourcing new candidates. Encourage your team to utilize their professional or personal social media accounts to advertise job openings to their followers.
- **Build your employer brand:** Your employer brand helps you remain competitive in the hiring space and conveys your organization's culture. Potential recruits can get to know your company before applying, leading to a better fit.

Cons. While it does offer reach to a larger number of potential candidates, social media platforms are not the most reliable source for finding the best applicants. Below we illustrate why you should not be relying solely on social media to screen candidates:

- **Not everyone uses social media:** Not everyone is able to or even wants to use social media. When you commit to only using social media for your recruitment practices, you risk narrowing your talent pool.
- **Social profiles can paint a biased picture:** People can actively manage their image on social media. While you might think you are getting a deeper understanding of the individual, it is worth noting that much of what people display on their social media profiles is highly edited and sanitized to exclude negative things.
- **Equal Employment Opportunity compliance:** It can be tricky navigating the legalities of using social media to source and screen candidates. Make sure that you and your recruiting team understand the protections and privacies granted to the individual in question.

SMS

If done right, text messaging can make your recruitment process run more smoothly. By enabling direct contact with candidates and embracing automation, SMS recruiting helps place hiring managers directly in the hands of interested talent. One thing that recruiters need to bear in mind is that texting isn't intended to be your sole recruitment strategy — it's designed to supplement and enhance the tactics you already use.

Pros. There are several ways that recruiters can leverage SMS text messaging to strengthen their recruitment strategies. Check out the three most significant advantages to using an SMS tool for sourcing new talent:

- **Higher response rate than emails:** People are more likely to open and respond to a quick text than a recruitment email. Plus, you don't have to worry about SMS messages being flagged for spam.
- **Ability to automate:** Automation is your best friend. Recruiters will enjoy the ability to automate time-consuming and tedious tasks, giving them more time to connect with candidates.
- **A personalized, inexpensive option:** Hiring can be costly, so finding affordable ways to engage candidates is crucial. With SMS text recruiting, messages can be as cheap as \$1.25. On top of this, the ease of accessibility and quick response rate leads to a more personalized and enjoyable recruiting experience.

Cons. SMS recruiting strategies offer a quick, easy way to interact and engage with candidates, but it does not come without its challenges. Below we break down the three major disadvantages recruiters face when using SMS recruitment strategies:

- **Challenging for international candidates:** If you are looking to source candidates outside the United States and Canada, you may need to look outside of SMS recruiting. Most platforms currently only offer support for the US/Canadian carriers, reducing the pool of candidates you can engage with.
- **Room for misinterpretation:** SMS platforms have character limits that recruiters need to adhere to. This restricts the recruiters' ability to provide context and explanations. When using SMS recruiting tools, every word makes an impact.
- **Candidates expect quick replies:** Unlike with email, where delayed responses are standard, candidates expect a speedy response over text. Recruiters need to be prepared to manage and stay on top of candidate interactions when using SMS recruiting.

Career Site Engagement Bots

Career site engagement bots or chatbots help engage with candidates, manage interactions with individuals, and convert candidates into qualified applicants. With many options ranging from basic, standard chatbots to customized AI learning solutions, chatbots help reduce the amount of time recruiters spend on tedious tasks and cut down on time-to-hire.

Pros. Recruiters can take many responsibilities off of their plate when they embrace a career site engagement bot. Here are a few of the top benefits of recruiting chatbots:

- **Faster hiring process:** Recruiters can delegate and automate time-consuming tasks to the career site engagement bot, allowing them to spend more time connecting, engaging, and closing offers.
- **Higher-quality hires:** Chatbots have features allowing them to pre-screen candidates for you, ensuring you spend less time filtering through unqualified candidates. Rather, recruiters can know that the candidates they communicate with have the right skills for the job.
- **Enhance the candidate experience:** Career site bots manage interactions with candidates, ensuring that no candidate is left ignored'. Chatbots can quickly respond and archive communications and do not need to adhere to your standard operating hours.

Cons. Despite being very effective at engaging candidates and converting applicants, chatbots are not a perfect solution for all recruiting needs. Before you invest in a career site engagement bot for your organization, read up on some of the common disadvantages that users experience:

- **Time-consuming:** It can quickly become very time-consuming to create, test, and tweak your career site engagement bots. Once your testing is complete, it also can be burdensome to implement and integrate your bots into your hiring workflow.
- **Costly:** While they may pay off in the long run, career site bots are a costly investment. Additionally, they can be expensive to maintain. Because of the learning curve, you may need a dedicated person to manage it.
- **Lack of conversation learning:** Your basic chatbot struggles with conversation learning. If a candidate responds outside of dictated answers, the chatbot may become confused or unresponsive, leading to a poor candidate experience.

Recruiting Firms

Recruitment firms can help you find and screen high-quality candidates. With access to specialist knowledge and more extensive professional networks, recruiting agencies can source you a list of pre-screened candidates with minimal work. To make an informed



decision, you need to evaluate both the advantages and disadvantages of using a recruitment agency.

Pros. A recruitment agency can help you find high-quality candidates and fill your open positions faster. See what advantages organizations have seen from embracing an external recruitment agency:

- **Frees up your time:** Recruiting agencies take the stress off of in-house hiring managers by handling the sourcing and screening of candidates. Additionally, they can run background checks for you, ensuring you spend your time talking and connecting with the best possible candidates.
- **Broader talent pool:** Recruiting agencies often dip into their professional networks in addition to other career sites. This means that you will gain access to a pool of candidates you might not have found otherwise.
- **Specialist knowledge:** Typically, in-house recruiters hire for multiple roles and functions within their organization. On the other hand, recruitment agencies often specialize in recruiting for a particular industry, role, or level. This means you will have access to specialist knowledge and valuable insights.

Cons. Like with every option, recruitment agencies come with their own pitfalls. Recruiters should take the time to evaluate the following disadvantages to see whether it is worth their time and money to invest in an external recruiting agency.

- **External agencies don't know your company like you do:** You know what kind of candidate you need better than anyone, and no one understands the daily experience of employees better than you. When it comes to recruiting agencies, they are not as effective at assessing your workplace culture.
- **Added expenses:** When you use a recruitment agency, you will have to pay a fixed fee every time you want to fill a position. This can quickly become costly, and the fee rate may increase depending on the difficulty of a role.
- **Lack of employer branding:** When you put your recruiting efforts in the hands of a recruiting agency, you won't have full control of your employer brand. Instead, rely on someone else to sell your workplace and culture to potential candidates.

Another Option: A Talent Exchange Partner

IQTalent Xchange seamlessly sources passive candidates, creating a list of the best candidates for your open roles. Recruiters no longer need to sift through endless resumes or profiles to fill a position, but instead can connect to a talent marketplace of over 300 million professionals. IQTX is the only talent exchange marketplace where you provide the candidate profile, and we deliver a curated list of highly experienced passive candidates, complete with all the data you need for outreach.

Our team of expert sourcers brings a high degree of specialist knowledge for sourcing candidates in a variety of industries. Candidate sourcing doesn't need to be a burden for your



in-house recruiting team. With IQTalent Xchange, you can join the future of talent exchange: simple, effective, and affordable.

[Reach out and schedule your free demo and consultation today.](#)

Your candidate sourcing journey doesn't stop here.

At IQTP, we've created resources on sourcing and recruiting for our internal academy (Nerducation), and now we're making these available to you so that you can level up your recruitment game. Become an IQTP expert with these additional resources.

- [Boolean Workbook](#)
- [The 11 Most Common Boolean Mistakes \(and how to Solve for them!\)](#)
- [Boolean Tricks, Strategies, and Resources to Up Your Sourcing Game](#)