

Utilizing online strategies to find a “stand-out” employee

Taking advice from recruitment pros

by Bob Rodgers



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Somewhere in Gwinnett County sit the next star employees for your company. They may be blogging or talking in a chat room, not realizing that their computer hobby could lead them to a job that seems tailor-made.

Recruiters have come a long way in their use of the Internet, assertively utilizing it as the pool of talent that it has come to be. Today's recruiters are using such tools as creative job posting, virtual communities, social-networking and blogs in order to streamline employee leads. These are tools that can be utilized within your own company's hiring practices.

In the recruitment industry, the most reliable technique for filling a position is referrals. A smart recruiter knows that every applicant may not only be a referral source, but also a future customer or employee elsewhere;

still, 94 percent of companies never even respond to an applicant's resume, despite the fact that applicants for a position are being solicited.

No one likes to be ignored. Companies who are not using professional recruiters need to make every job applicant's experience a positive one. All applicants should feel as though they actually have a chance at the proposed position and should receive follow-up and closure regardless of the application outcome. This approach helps create a future referral network.

When posting your job description, use this opportunity to create a personal communication to your future employee. This is your chance to distinguish your company from the many others: It is your first impression. The job title should be a reflection of your company, team and work environment. An appropriate posting may possibly lure a passive source of talent, one who was not aware that he was even looking for a job, because your opportunity

speaks to him in a personal manner. Better still, more referrals will surface and candidates who are not an appropriate fit are less likely to apply.


Don't overlook your greatest source of referrals – your own address book tools such as Microsoft Outlook. Most people have at least two to three dozen connections right at their fingertips who might know “just the right person” for the job. Ask the top performers in your company to do the same. Remember, you are looking for targeted referrals, the number one way to fill a job opening with a star performer. Be sure to respond to each applicant, even if he or she is not the right fit.

Another cue to take from recruitment professionals is spending some time getting to know bloggers. Industries and their best-known companies spend time blogging about industry topics such as new technologies and good (and bad) places to work.

Bloggers tend to be honest. By carefully studying some blogs and then making

contact, you will be in touch with industry players, which equals more contacts for your referrals. There are blogs for most every subject and every industry.

Finally, utilize what's right in front of you (if your computer is on): major search engines. By looking up the names of the industry, location or interest you are looking for, along with a phrase such as “networking group,” you will find another online community in which experts typically reside.

While these Internet tools usually won't work for the highest levels of corporations, such as Board-level or C-level executives, they are tools for finding the best possible candidate for a specified job opening of most any other level in any industry. Who knows? Your blogging habit just might land you the perfect candidate. 

Bob Rodgers is founder and president of Quantum Search, headquartered in Duluth. He can be contacted at (770) 495-8150 or brodgers@quantumsearch.com.

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