

The Secrets of Recruiting Millennials

In 2020, millennials will comprise more than 50 percent of our workforce. It goes without saying; recruitment strategies must change to meet the needs and expectations of millennial candidates. Technology is, of course, one of the key components of this change; however, it is not the only identifier separating millennials from other generations.

What do millennials want?

Millennials are asking for the same things everybody else wants, but they go about it in different ways. Here are proven suggestions that can be effectively and strategically implemented in your recruitment process.

1. **Culture.** Hands down, culture is rated most important among millennials. Employers also agree culture fit is important! When interviewing, discuss the company's culture and try to understand what motivates the candidate. Tops on the list include: professional development, advancement opportunities and a company's social responsibility strategy and ethics. Millennials look for organizations with a purpose beyond profits; they are steered by their values at all stages in their careers.
2. **Social Media.** In a recent study, Forbes recorded that 86 percent of the current workforce will use social media to look for jobs and research employers within their first decade of employment.
3. **"I'm Interested."** Millennials will not read lengthy job descriptions, nor complete long applications. They look at job postings and skim to see if the role piques their interest. When they apply, they are saying, "I'm interested in learning more." So give them more. For example:

- **Phone Screen Introductions**—Pitch your opportunity and sell your company while identifying whether the candidate has the skills and fit to warrant a more in-depth interview. The phone screen should be brief, as attention spans are shorter. In today's candidate-driven market, many individuals are working. It may be difficult for them to get away for a 45 minute telephone interview.

- **In Person Interviews**—Rather than starting off with a brief introduction and jumping into a laundry list of questions, make it a two-way conversational interview. This shows candidates that you recognize both individuals need to decide if it is a good fit.

Use Social Media Effectively

Social media savvy is not achieved overnight, but you must start somewhere. Here are some key areas to maximize:

- **Company Webpage**—Are your social media icons on the home page of your website?
- **Facebook**—Encourage followers and strategize about the type of content you want to promote. Ask candidates to 'like' your Facebook page in job postings.
- **LinkedIn**—Ask your employees to share open job opportunities with their network on LinkedIn.
- **Glassdoor/Indeed Company profile**—See what has been written about your company and encourage your employees to post about what makes your organization great.
- **Google Alerts**—Set up google alerts to receive notifications when your company is mentioned.
- **Timing**—Reach out to millennials via social media to build relationships and get your company on their radar before they start looking for jobs. Millennials have proven to be very visual. Get on sites that are heavily used by millennials and make recruiting videos or candid photos featuring current staff. Make the company website interactive and share pictures that represent the culture. Show fun employee events and employees working collectively on a project.

It is a new era; the rules of the recruiting and retention game are changing. Ask for feedback from candidates and new hires throughout the process to learn how to improve your process.

Source: Beth Mathison, Director, Member Relations, MRA - The Management Association