AUTOMATION IN RECRUITMENT

The potential of social media to increase capacity and capability of your recruitment team

AUTOMATION IN RECRUITMENT

Why do candidates like it?

Speed into your recruitment funnel means less time wasted job-hunting for candidates

Easy and intuitive interaction with your jobs.

Inclusive.

Suitable candidates, perfect for your opportunity aren't necessarily searching. But they'll be grateful you found them

AUTOMATION IN RECRUITMENT

What can automating the recruitment process mean for you and your team?

One of the most time consuming and stressful parts of the recruitment process is searching and screening candidates.

By automating the recruitment process, your capacity to manage and connect with the candidates will increase.

Candidates' behavior will no longer be unknown to you, as you'll have in-depth, and powerful insights into their behaviour.

AUTOMATION IN RECRUITMENT

What can automating the recruitment process mean for you and your team?

Increase capacity and performance.

Faster first - screening.

Get the essential information you need to be able to screen out unsuitable candidates quicker, leaving time to nurture the very best candidates for you.

Bias - free.

Get in-depth insights on candidates in your existing database to match your recruitment efforts too.

Puts the human back into Human Resources.

AUTOMATION IN RECRUITMENT

79%

of the active population in Belgium and The Netherlands is connected to Social Media, which has become the largest pool of candidates that ever existed.

of your candidates receive information via Social Media Technologies, according to their interests and actions on their phones, laptops, tablets etc.

of your candidates are using
HR Technologies, A.I. & Machine Learning
just by being on Social Media 1h 30m every day.

AUTOMATION IN RECRUITMENT

Candidates are already using HR Technologies, by using social networks. Social networks are using A.I. and Machine Learning

Recruiters need to catch-up and get the benefits offered by HR Technologies to search, screen, and nurture candidates, harnessing the powerful insights of their candidates' needs.
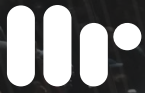
AUTOMATION IN RECRUITMENT

Candidates level
of using
HR Technologies

Recruiters level
of using
HR Technologies

Social media hosts the largest pool of candidates that ever existed.

Active and Passive candidates are online for 1h30m every day.

There is a 79% chance that the population will know you are looking for a candidate to fill up a vacancy in your company.

Getting in touch with the right candidates is a matter of capacity and speed.

Today's available technologies, such as robots, can give you a 10x boost of recruitment resources.

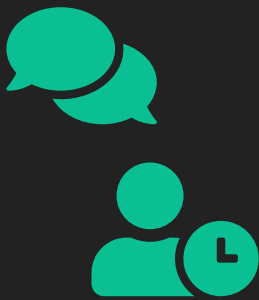# Social Media Users vs. Total Population

Number of active Social Media Users in each region compared to Total Population.

NORTHERN
EUROPE

79%

EASTERN
EUROPE

65%

WESTERN
EUROPE

79%

72%

SOUTHERN
EUROPE
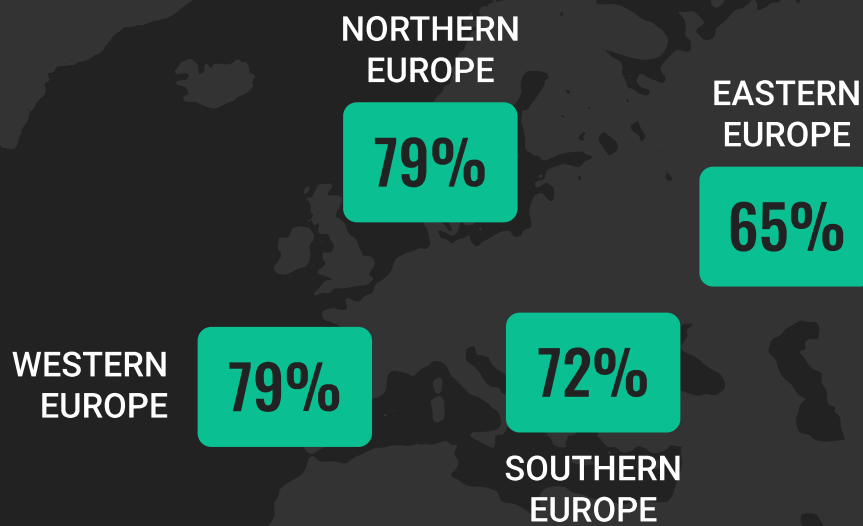
DAILY TIME
SPENT USING
SOCIAL MEDIA

Belgium

The Netherlands

1H 45M / DAY

1H 24M / DAY

Most-used Social Media Platforms

Percentage of internet users aged 16 to 64 that have used each platform in the past month.

The Netherlands

Platform	Percentage
WhatsApp	86.40%
Youtube	82.00%
Facebook	71.60%
Instagram	56.40%
Facebook Messenger	49.90%
Linkedin	35.50%
Pinterest	32.30%
Twitter	28.60%
Snapchat	25.30%
TikTok	19.60%
Skype	18.40%
Reddit	11.60%
Twitch	11.00%
Tumblr	8.80%
Badoo	8.40%
WeChat	8.40%

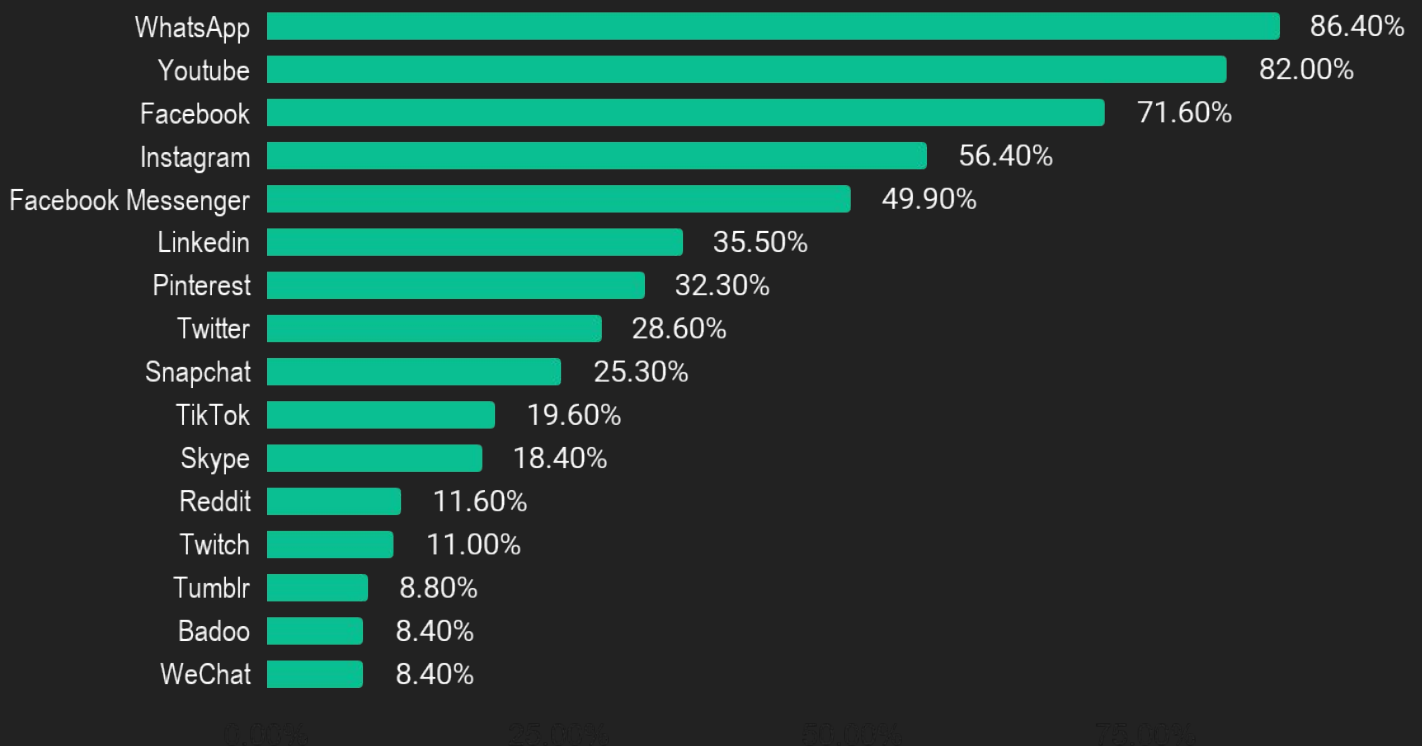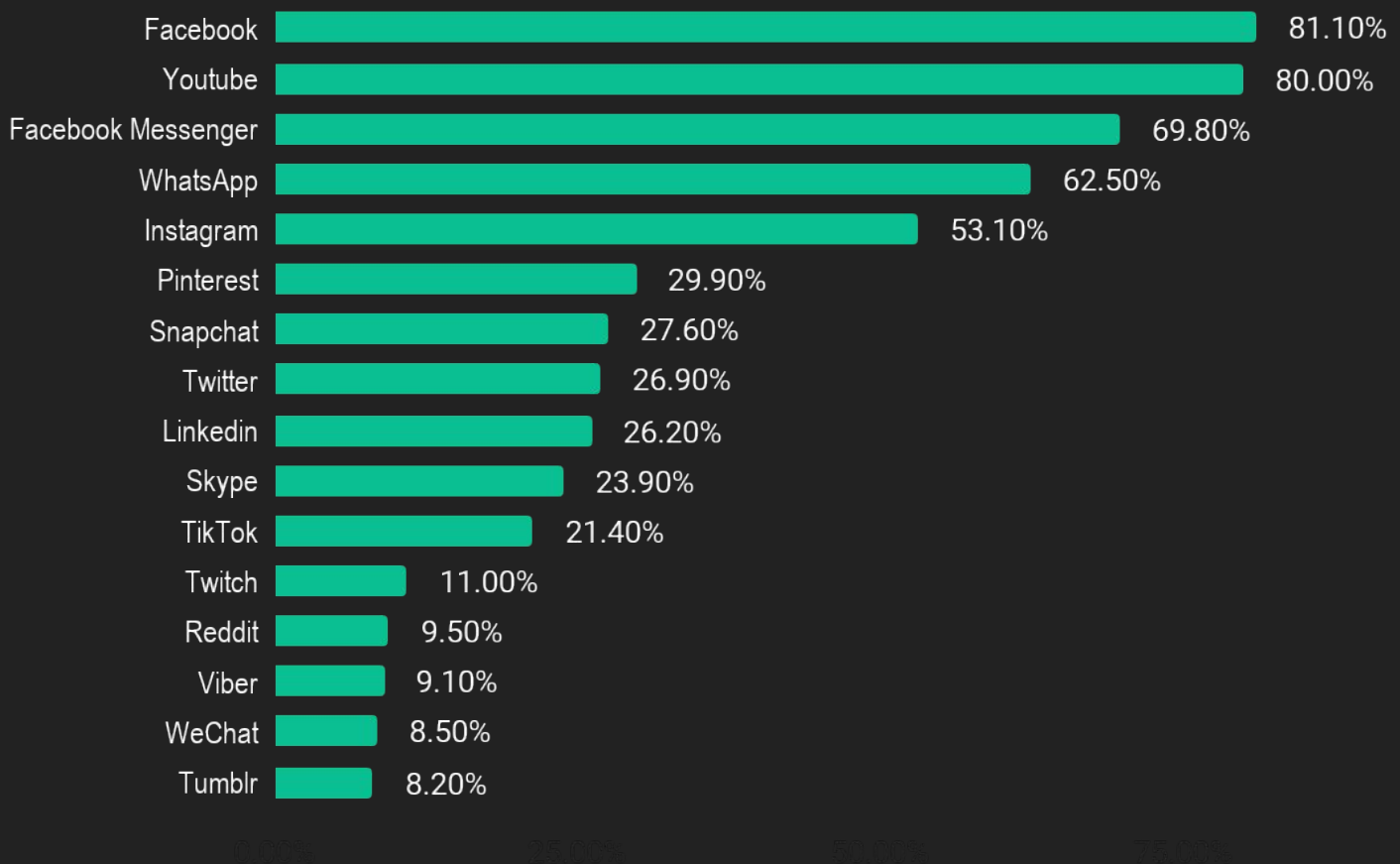# Most-used Social Media Platforms

Percentage of internet users aged 16 to 64 that have used each platform in the past month.

Belgium

Platform	Percentage
Facebook	81.10%
Youtube	80.00%
Facebook Messenger	69.80%
WhatsApp	62.50%
Instagram	53.10%
Pinterest	29.90%
Snapchat	27.60%
Twitter	26.90%
Linkedin	26.20%
Skype	23.90%
TikTok	21.40%
Twitch	11.00%
Reddit	9.50%
Viber	9.10%
WeChat	8.50%
Tumblr	8.20%

Social Media Pool of Candidates

Reached directly from your office, anywhere in The Netherlands.
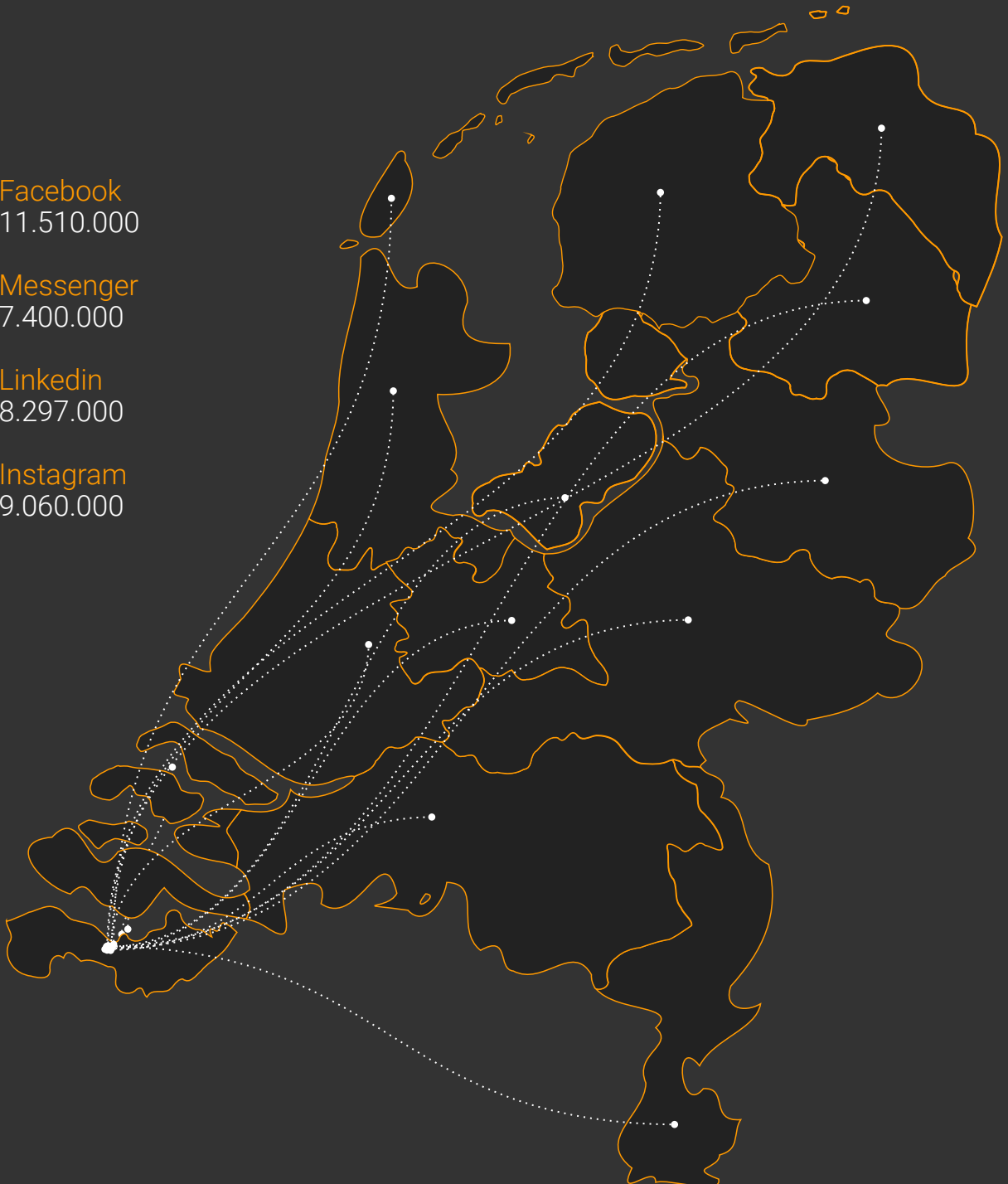
Facebook
11.510.000

Messenger
7.400.000

Linkedin
8.297.000

Instagram
9.060.000

Social Media Pool of Candidates

Reached directly from your office, anywhere in Belgium.

Facebook
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Messenger
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Linkedin
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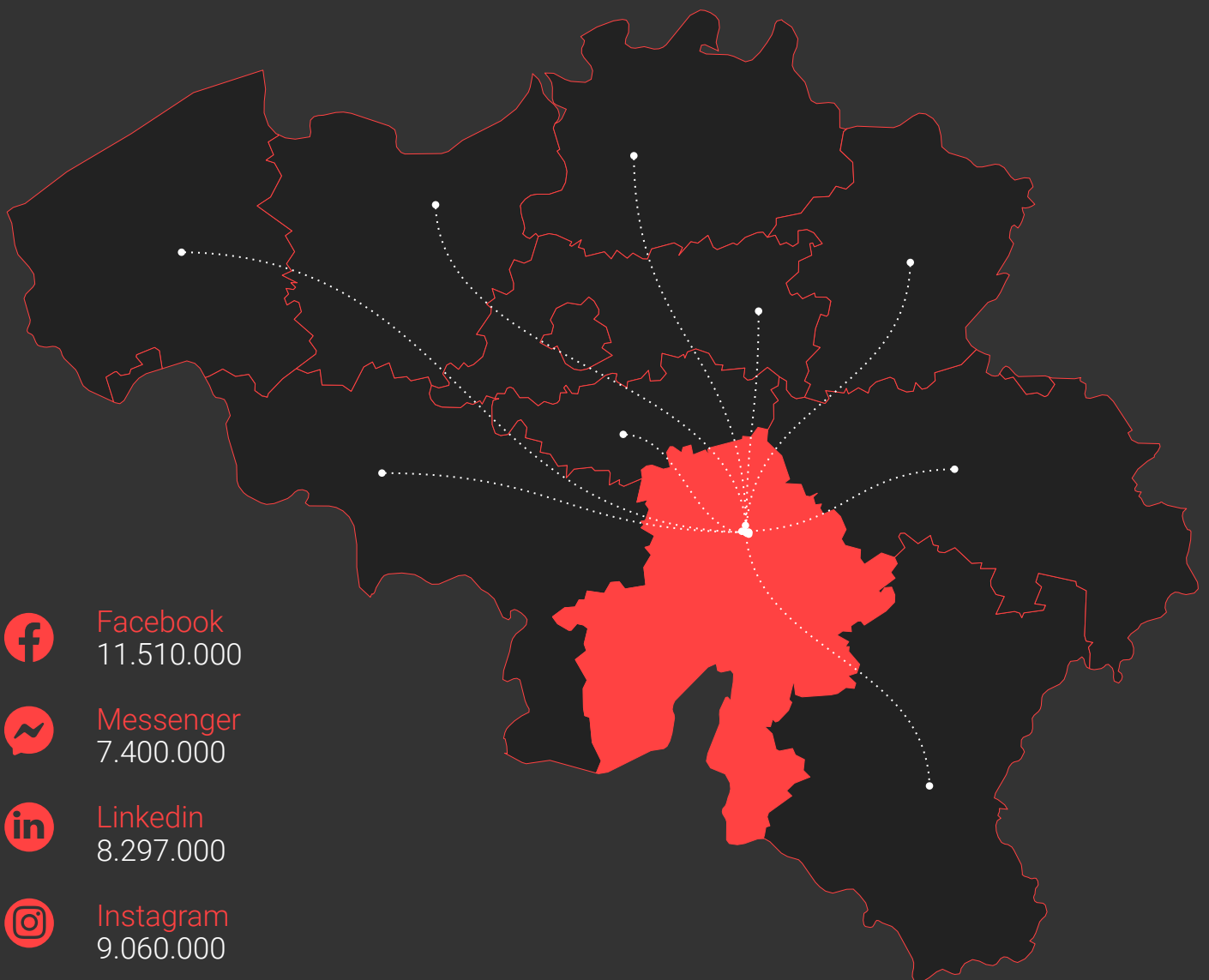Instagram
9.060.000

So, if you are looking for new ways to find & attract candidates,

Social Media Recruiting combined with Technology should be top of your list.

SNAPSHOT of a
CHATBOT activity

Performance of a
Recruitment Robot

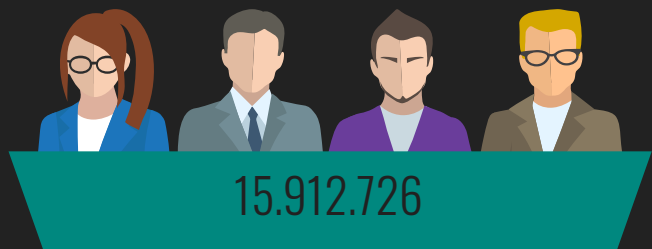Screened Candidates — 15.912.726

Landings on job post — 1.299.968

Started interviews — 763.825

Finalised interviews — 423.152

Candidate interview

Average interview duration
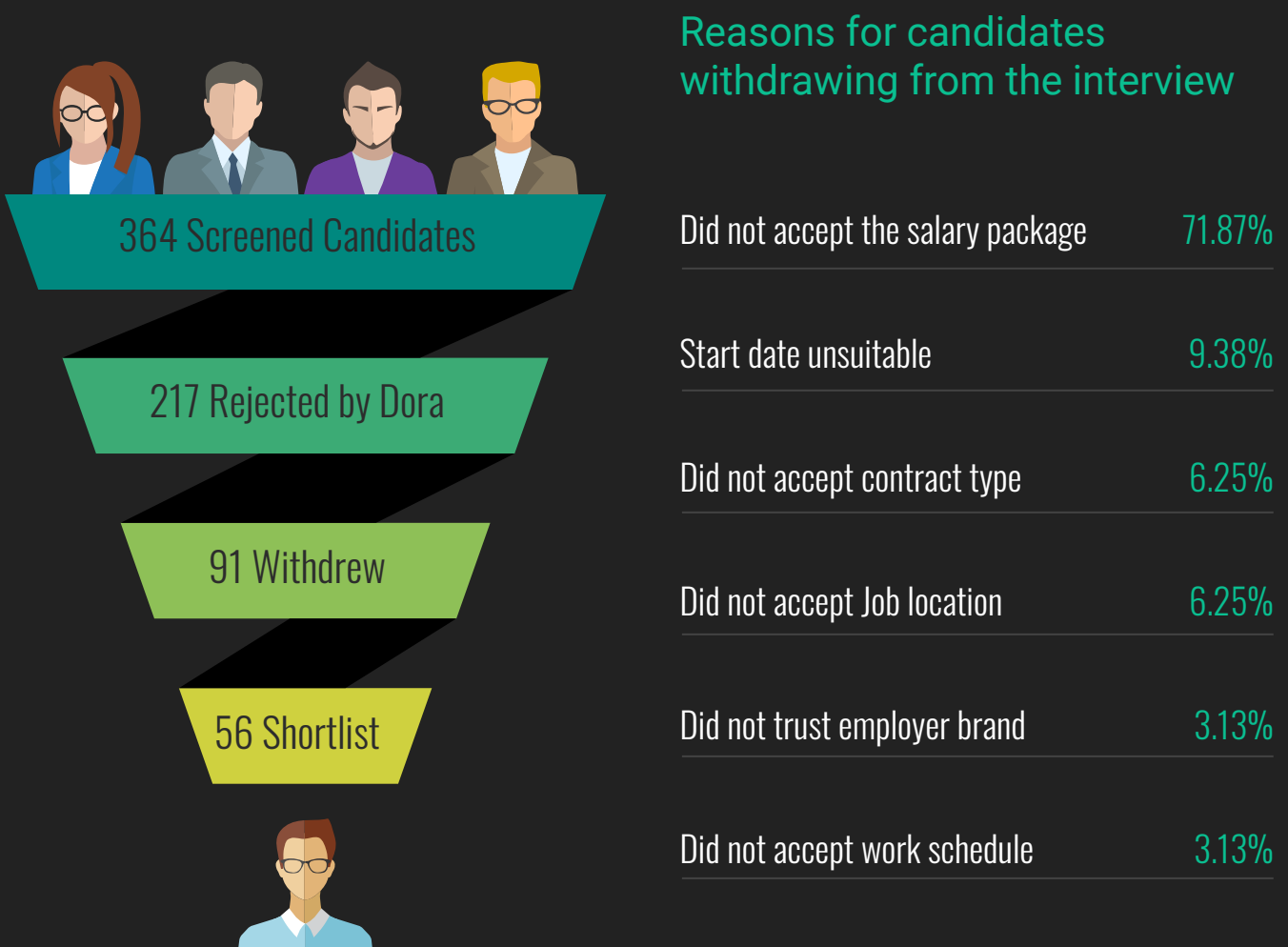
06 MINUTES **48** SECONDS

Dora the Recruitment Robot

Offers feedback on job performance, with an automatically curated live funnel to understand why candidates are not accepting your job.

*Picture: Example of insights offered by Dora, the Recruitment Robot

364 Screened Candidates

217 Rejected by Dora

91 Withdrew

56 Shortlist

Reasons for candidates withdrawing from the interview

Did not accept the salary package	71.87%
Start date unsuitable	9.38%
Did not accept contract type	6.25%
Did not accept Job location	6.25%
Did not trust employer brand	3.13%
Did not accept work schedule	3.13%

How detailed can Dora get
Why candidates were not interested
in the job offers?

The required experience	23.54%
Salary package	20.79%
Job location	16.43%
Not specified	14.10%
Working schedule	9.05%
Required language	8.85%
Type of contract offered	4.27%
Driving license requirement	2.14%
Company name	0.80%
Start date	0.03%

Take advantage of stepping into the future of recruitment with Happy Recruiter.

Try a free demo now with Dora.

Book a Free Demo

happyrecruiter.com