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## Not able to hire the best? Try unconventional routes

Posted by **Admin** on Nov 12, 2014

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*Hiring has evolved in recent times. It has gone way beyond the conventional approach. Today, it not only aligns to varied demands of business under current unpredictable economic scenario but also alters approach to the new generation*

The hiring process in most companies boils down to three steps at the most: initial screening (phone), in-person interview and reference checking. But with a troubled economy pushing greater and greater numbers of job-seekers into the workforce, it's now harder than ever to differentiate qualified candidates. What can a hiring manager do?

Increasingly, companies are turning to unconventional hiring methods as a way to identify the best applicants out of a huge pile of resumes.

Here, we talk about some of these tools and their usage:

### The uncommon(s)

**Google Hangout:** Google Hangout is a versatile new tool which recruiters are incorporating into their recruiting processes. This is used for conference with candidates sourced from LinkedIn, Facebook, forums and other areas to discuss their skills and experience. The best part is the private Hangout feature which conducts confidential interviews. Google Hangout has started replacing old school face-to-face interviews for candidates and employers in different geographic locations.

**YouTube:** Interestingly, recruiters are going even further by using Hangout to discuss the openings, the work and the company culture and then streaming it live on YouTube. This provides a great platform for companies to build their brand. For Jobseekers, uploading a video is much more effective than a resume, since it can showcase their capabilities and personality.

**Infographics:** Recruiters have started acknowledging the significance of infographics. Since, our brains are wired to respond to visual storytelling, infographics (if used effectively) can be an effective recruitment tool. Some senior level candidates and IT professionals are using infographics to make their resumes more visible in the competitive jobs market.

**Blogs:** Nowadays companies invest time in blogging about their company and also share updates on their achievements and future plans. People, who are interested, follow their blogs and even show interest in applying for a job.

<b style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 24px;">Advantages</b>	<ul style="list-style-type: none"> <li>- Find, identify and attract the best talent among the millennial</li> <li>- Cost advantage</li> <li>- Strong branding tools</li> </ul>	<b style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 24px;">Challenges</b>	<ul style="list-style-type: none"> <li>- Lack of awareness and understanding for usage</li> <li>- Not effective in hiring for senior executive roles</li> </ul>
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**Open House:** Open House may attract less number of applicants than one would normally expect through online postings, however, the organisation gets access to only those who are really interested in the job.

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**BranchOut:** BranchOut, a Facebook app allows users to easily network within their social group. Its users get broader insights, since the app collects feedback from the candidate's own network. But this would take some time to evolve as a small percentage of Facebook's 500 million users include their job history in their profile.

Some recruiters have started using Jobvite, a SaaS platform which delivers a seamless and social recruiting process before, during and after the interview. It allows access to company's open jobs and sends targeted invitations to contacts on Facebook, Twitter and LinkedIn. Pinterest, Instagram, Vine, Glassdoor, Snapchat, Tumblr, WhatsApp and Viber are other tools which are attracting recruiter's interest, in recent times.

While advantages of using such tools are many, there are challenges as well with respect to lack of knowledge and awareness. It is observed that often, at least in India, these tools are seldom used as a standalone way to recruit.

However, experts believe that the key to an effective hiring is to go beyond one's resume and put one's experience into practice. The best candidates do not come at a discounted price or with little effort. And, the efforts shouldn't be restricted to using the best available ways but should focus on innovation and exploring new tools to aid recruitment.

(With inputs from Dr Kiranmai Dutt Pendyala, corporate VP-HR, Greater Asia, AMD; Dedeepya Ajith John, knowledge and research consultant, SHRM India; Mayur Milan, director, Orbit; and, Pankaj Minglani, principal consultant and director, Career Shapers HR Consulting Pvt Ltd)

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