

Social Media and Human Capital



George Honiball



11.8 million



7.2 million



6.6 million



3.8 million

Social Media
users in South
Africa
2015



Big brands using Social Media in South Africa

 95%

 92%



What platforms to use?



- * Differentiate between personal and business use
- * Keep the branding consistent
- * Do not oversell!

You are NOT alone!

- * Do not try to become an expert overnight
- * Use the skills of colleagues in other departments:
 - * Marketing department
 - * Internal and External Branding (Sales)
 - * Communications department
 - * Legal and IT departments

Recruitment statistics

- * On average, Recruiters:
 - * Receive 250 applications for each role advertised
 - * Spend 5 to 7 seconds looking at a CV
 - * Ignore CV's with unprofessional email addresses or photographs of the applicant (76% and 88%)
 - * Do not read covering notes/letters (83%)
- * On average, applicants:
 - * Do not hear back from companies after interviews (60%)
 - * Are rejected if they have one mistake on their CVs
 - * Lie on their CV (53%)



Recruitment statistics

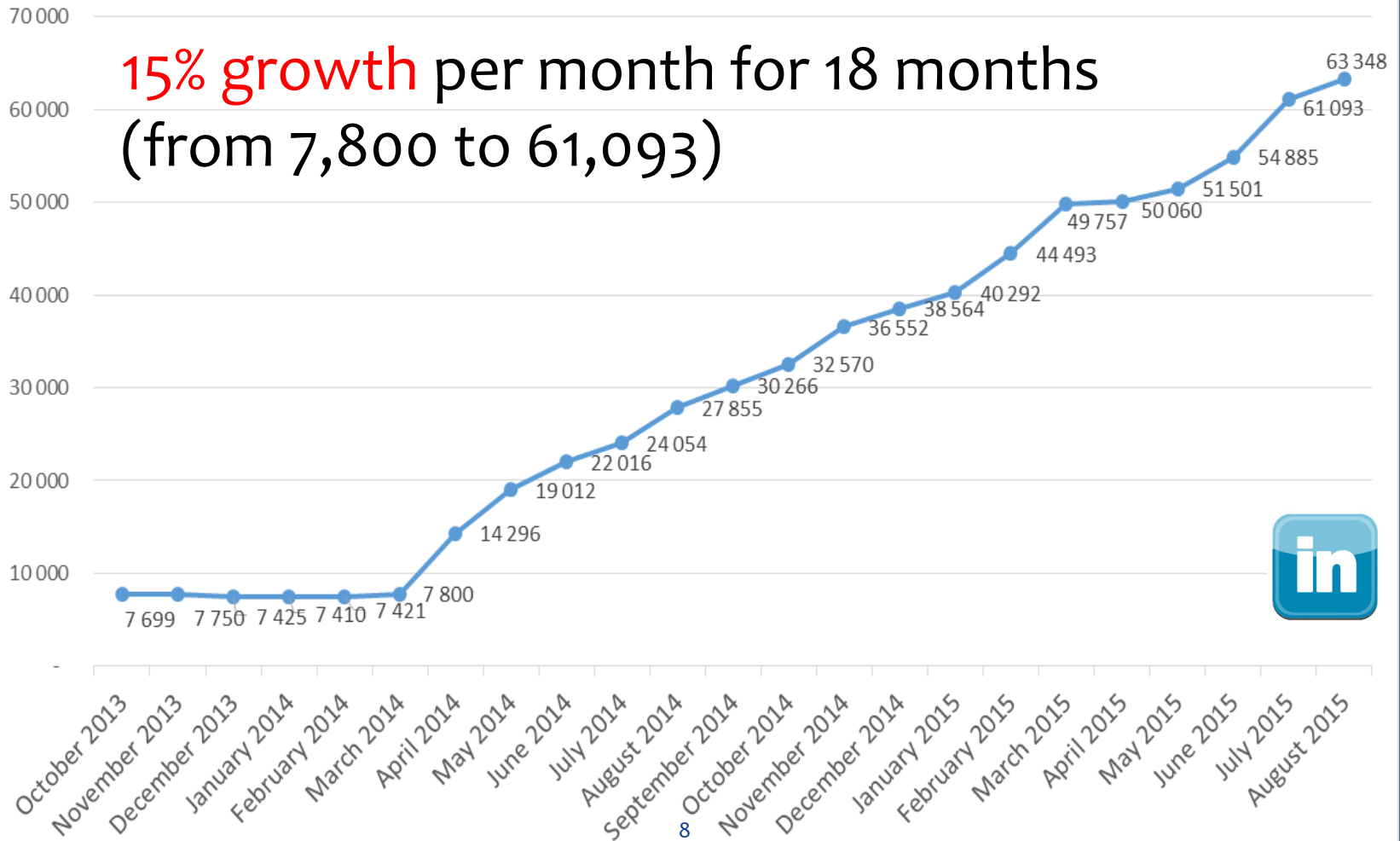
- * In 2010, 6% of companies used Social Media for recruiting
- * In 2011, this rose to a staggering 89%
- * Currently, 30% of the 300 million annual Google searches are employment related
- * 89% of companies have made a placement through LinkedIn
- * 94% of recruiters make use of LinkedIn to source candidates
- * Only 36% of job seekers are active on LinkedIn



How we grew our Engagement

Linked In - Talent Brand Engagement

15% growth per month for 18 months
(from 7,800 to 61,093)



How to be a good Social Media citizen

- * Use multiple platforms
- * Complete your profile!
- * Follow and follow back
- * Block “bad” people
- * Publish fresh content
- * Don’t be creepy!

Increasing brand awareness	34%
Networking	25%
Driving traffic to website	20%
Generating sales	9%
Getting customer feedback	5%

Measuring ROI for Social Media

Eric Corwin – Areas Best Business 2011

Key foundations to have in place

- * Good website
- * Applicant Tracking system (74% don't)
- * Good job profiles
- * Competency framework
- * Committed managers
- * Pre-screening tools
- * Good relationships with agencies/headhunters