



Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy

Andy Headworth

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As the landscape of recruiting changes, different methods are needed to reach talent, and social media is a key channel. However, many HR and recruiting professionals are not equipped with the expertise to create a social media recruiting strategy.

In a series of easy to follow chapters and manageable steps, *Social Media Recruitment* covers the essentials from the beginning to the end of the process, including: how to implement a social media strategy; the crossover between HR, recruiting and marketing; measuring ROI; HR policies and procedures needed; big data and HR; using technology in recruiting, such as video interviewing; social media as an internal collaboration and communication tool across companies; how social media will impact recruiting and HR in the future.

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