

Technology Trends – Why it Matters and What You Can Do

A Tool for Leaders and HR

Competition is fierce between the private and public sectors over the top talent. Human resources professionals and hiring officials have been tasked with finding the best candidates to fill Federal vacancies. In order to do this, they have to adapt to an ever-changing landscape and use all available resources when defining their recruitment strategy. Organizations that understand technology trends are able to reach a larger market with less effort.

Keep in mind that no matter what the new technology is at the time, the basic fundamentals of recruiting still apply. Sourcing will continue to require recruiters to go where the targeted audience lives, works, plays or attends school. Effective recruitment activities will increasingly be driven by our ability to reach potential candidates through the use of social media, videos, mobile devices and other smart technology. Nowhere else can you gain access to so many people with just the click of a mouse. Since that's where your audience is each day, you need to be there too!

What can leaders and HR do?

- **Consider mobile technology as a mechanism to reach the targeted audience.** Mobile connectivity places your agency information directly in the palms of those you seek. These devices offer real-time connectivity 24 hours a day, 7 days a week no matter where the person is.
- **Develop and update the agency website to make it user-friendly.** With so many Americans accessing the internet via mobile devices, it is important to maintain an updated and interesting website that is mobile-friendly. Often, your agency site is your first and only impression on a potential applicant. Frustrations can mount when mobile users are denied access, and can lead to a lasting negative impression. Keep your site fresh and informative in order to capture interest.
- **Seek to connect with the visual nature of our population.** If a picture is worth a thousand words, just think about the value of a short video. Think about the message you want to convey and express it in a video. Creating innovative and informational videos helps job seekers understand why you are the employer of choice.
- **Create a QR code campaign to engage job seekers.** A QR code is a direct, simple and inexpensive way to provide information to job seekers that can be easily accessed through their mobile devices. These codes are free to create and can be placed on any electronic or printed material.
- **Promote work-life balance through the use of technology.** Use of technology to offer an employee telework, creates a sense of trust and allows employees to better manage their work and family obligations, retaining a more resilient Federal workforce able to better meet agency goals.

- **Expand use of recruitment and hiring tools through technology.** Have you ever considered a virtual job fair? Using your agency career site as the mechanism, you can conduct a virtual job fair and attract talent directly to your site. Have you ever interviewed applicants over the internet? It has been shown that virtual interviewing can reduce the total cost per hire while increasing retention rates. Do you email silver medalists (those applicants that made it through the process but weren't selected) to let them know about a new Job Opportunity Announcement (JOA) being posted? Keeping in touch with these applicants and encouraging them to compete for a new position is appropriate and makes good business sense.
- **Offer webinar training as a service** to the audience you are targeting. Rather than always simply directing applicants to apply online, why not offer to provide monthly or quarterly webinar training for job seekers using a web-based communications software? [The Federal Service Ambassadors \(FSA\)](#) program on USAJOBSRecruit prepares agency staff to help job seekers navigate the Federal Government's hiring process. Use the FSA presentations on *Finding and Applying for Jobs in the Federal Government*, *Writing an Effective Resume* and *Interviewing for Federal Jobs*, and many other recruitment-related resources, to coach individuals and groups interested in Federal employment.
- **Incorporate two-way communication** when delivering your agency message. Whether it is a blog, forum post or chat on your career site, responses to inquiries on social media or text messages from a mobile phone, you can connect with your targeted audience and offer an immediate response to their questions and concerns. A brand that says you are approachable is one that shows you take interest in those who are pursuing your agency.
- **Utilize the many different social media venues to communicate your message.** Social media affords you the opportunity to promote your brand while connecting with a broader, more diverse population, using minimal resources. Job seekers remain connected to these sites, many of which offer you the ability to post information (e.g., Realistic Job Preview, JOA, link to agency career site) with little to no charge. Use these sites to pique interest and direct potential applicants where you want them (USAJOBS or your agency site).

Traditional vs. Social Media

	Traditional Media	Social Media
Cost to Implement	Expensive	Inexpensive
Audience Reach	Large audiences	Large & small audiences
Production Skills	Specialized	Anyone
Production Velocity	Days, Weeks, Months	Seconds, Minutes, Hours
Feedback	Slow and edited	Immediate, unfiltered
Networked	One-to-many	Many-to-many