

# SOURCING 101

## HOW TO UNCOVER TOP TALENT IN THE STRANGEST PLACES



**EXELARE**

# TABLE OF CONTENTS

<b>Introduction</b> .....	3
<b>Chapter 1  X-Ray Searches for LinkedIn</b> .....	4
<b>Chapter 2  The Power of Social Media</b> .....	7
<b>Chapter 3  Using Recruiting Software</b> .....	9
<b>Conclusion</b> .....	12



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# INTRODUCTION

These days, it's widely recognized throughout the business world that the difference between success and failure for any given organization rests, to a large extent, on the quality of the talent employed at the company. That's not a particularly controversial statement—but the issue is much more complex than it might seem at first glance. It can be difficult for recruiters to locate the right people for their clients, and there are multiple reasons why this is so.

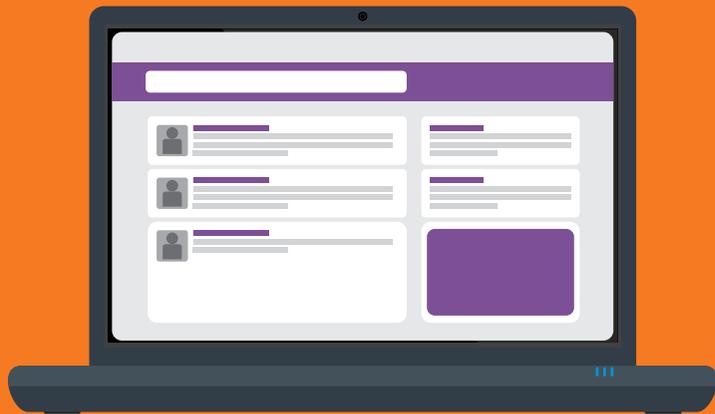
At this level of recruiting, the process of attracting talent goes far beyond what is required to fill, for example, an entry-level office position. For in-demand talent, it's a wide-open market out there. Candidates tend to have more options than they could ever pursue, and they can afford to be choosy. This means that it takes extra effort and strategizing to snare top candidates for your clients.

However, capturing the right candidate isn't always a matter of overcoming high expectations. Sometimes it has to do with figuring out how to connect properly with individuals who may be unaware of an amazing opportunity. In this case, it's your job to make that connection.

Having said all this, we'll now explore some effective tactics for locating candidates, including some avenues commonly overlooked by recruiters. In fact, these off-the-beaten-path options can often produce the best results.

# CHAPTER 1

## X-Ray Searches for LinkedIn



Recruiters across the land have found a number of qualified candidates on Facebook and Twitter, but if you're looking for the goldmine of talent, you will find it on LinkedIn. It's clearly the best avenue for locating candidates—it was, in fact, created chiefly for this purpose—and for that reason we will focus on it in this chapter. Contacting quality talent on LinkedIn isn't difficult if you're aware of some useful search tricks. Let's go over some of these.

So-called “x-ray” searches give you an easy way to hunt through an unlimited number of search results that match your precise specifications. In an x-ray search, you don't use the search form provided by the site you wish to explore; instead, you resort to the power of Google, Yahoo, or Bing to produce highly specialized results.

## THE BASICS

Much has been written about x-ray searches, and there are an increasingly large number of strategies for refining the kinds of results you get back. You could spend hours reading all the blog posts and articles written on this particular subject. Fortunately, we're going to make things easy for you by setting down a simple search strategy for generating relevant results.

First, go to Google and paste the following into the search field:  
**site:linkedin.com (inurl:com/pub | inurl:com/in) -inurl:pub/dir**

So what does all this mean, anyway?

**“site:linkedin.com”** – This tells Google to search only through the LinkedIn site—everything else on the internet gets ignored.

**“(inurl:com/pub | inurl:com/in)”** – This command further restricts the search by telling Google to look only at pages with com/pub or com/in within the URL. Basically, these are the URLs where LinkedIn posts its members' public profiles. This command means we won't pick up all the other material found on LinkedIn: articles, job posting, etc.

**“-inurl:pub/dir”** – This tells Google to exclude (note the minus sign at the beginning) URLs containing pub/dir. These URLs contain directories, and we don't want to be bothered with those. It's a necessary step because we have already told Google to search through URLs with com/pub.

## REFINEMENTS TO X-RAY SEARCHES

We're not done. Now you need to add keywords to the end in order to zero in on the kinds of candidates you seek. Terms such as “programmer” and “Los Angeles” will narrow the search results down to the individuals who list these exact keywords on their profiles. Remember that using Boolean search terms will help you further refine your results—e.g., “programmer” AND “Los Angeles” will include only people who list both terms; “programmer” OR “Los Angeles” will list profiles that contain either term; “programmer” NOT “Los Angeles” will specifically exclude anyone with Los Angeles on their profile.

But there is an important caveat: Google Search doesn't recognize the NOT term when used in this way. When searching on Google, use a minus sign (-) immediately before the terms you wish to exclude, e.g., -“Los Angeles”. Other search engines should recognize the NOT command, however.

You can further enhance this type of search by the use of brackets, e.g., (“programmer” OR “QA specialist”). This allows you to expand the range of search results while still remaining within specific parameters. Here's an example: (“programmer” OR “QA specialist”) AND (“Los Angeles” OR “San Diego”) will generate results from people who have experience with either of these two occupations in either of these two cities. (To be fair, it will probably also bring back a certain number of profiles that just happen to include these keywords in contexts irrelevant to your search.) You don't have to run a separate search for each set of keywords.

Remember to use quotes if you need to capture an exact phrase. For instance, “administrative assistant” in quotes should return results for people who have had this particular job title, but administrative assistant (without quotes) will bring back a lot of profiles that happen to include these two words.

There are other tactics for narrowing down the field of relevant search results. Here’s one that x-ray searches have advocated for years now: Search for the phrase “people you know” (again, with quotes) to reduce the number of non-profile hits that get returned. This works because the phrase “search for people you know” is found exclusively on public profiles, not on those other types of pages that tend to clutter up your search results with false positives. There’s nothing magical about this particular expression; in fact, you can use just about any phrase or keyword associated with public profiles in order to cut down on false positives. A related trick is to include keywords like “looking” or “seeking” to locate members who may be searching for a job.

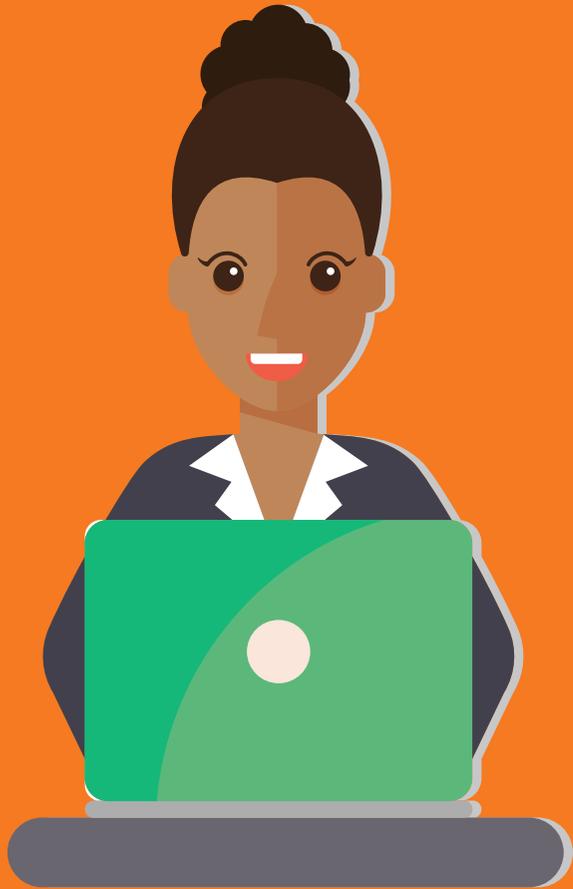
Incidentally, LinkedIn members can control what kinds of information they make public, which means that an x-ray search will not find everyone.

Keep in mind, also, that this method doesn’t just work on Google. You may wish to try Yahoo and Bing too, as these search engines tend to return a somewhat different set of results.

## THE ENDGAME OF X-RAY SEARCHES

The purpose of all this searching is to put together lists of potential candidates. It is important to understand that these lists need not be geared toward filling currently open positions. As a recruiter, you should be cognizant of your client’s long-term needs. What you need to do in addition is build a network of qualified candidates who can be called upon at short notice to take advantage of any future opportunities when these arise. This will require a little imagination, as you need to anticipate potential future developments in the organization for which you are recruiting and/or in the industry in which your client is involved. What kinds of skills does your client need in their personnel roster? What kind of candidate tends to be a “good fit”? Keep these questions in mind as you explore potential candidates.





# CHAPTER 2

## The Power of Social Media

Much of contemporary life plays out over social media—in brief messages broadcasted to friends on Twitter, in status updates on Facebook, in conversations that take place on LinkedIn. It's only natural that the recruiting biz has turned to social media to locate promising job candidates. People have never been so willing to share their personal information for the whole world to see. Social media is a goldmine for recruiters—but only if you know how to use it effectively.

## NON-STANDARD SEARCH TERMS

For anyone who scrupulously observes standard English usage, the world of social media is full of terrors. “Twitter-speak”—consisting of acronyms, abbreviations, and slang terms that in part help save valuable space—continues to grow in influence, to the extent that this specialized vocabulary can be found in places where more formal communications might be more appropriate. This includes sites like LinkedIn, where people ostensibly try to put their best face forward. It’s not uncommon to see LinkedIn profiles with all sorts of linguistic oddities that seldom appear on formal resumes, such as unusual abbreviations of words and job titles.

How is this significant to your recruiting search? While you’re using the search field to explore candidates on LinkedIn, for example, you need to keep in mind that you may have to input non-standard terms in order to avoid overlooking a significant number of profiles. For instance, someone with experience as a manager in some capacity may not actually use the term “manager,” as odd as that may sound; they could abbreviate it as “mgr” or some similar abridgement. Similarly, someone with an IT background may list themselves as a “techie.” This kind of informality reflects the relatively freewheeling nature of online culture, and it must be taken into account as you explore LinkedIn profiles.

Use a variety of related search terms so you don’t miss qualified candidates. You may have to play around with different keywords to get the right kinds of results. Fortunately, experimenting like this is free of charge.

## CONSIDER PASSIVE CANDIDATES

As you trawl through social media, you must consider passive candidates in addition to active ones. What do we mean by a “passive” candidate? A passive candidate is one who is not currently seeking a position, or at least gives no indication that they are seeking. Often these candidates are successful professionals who are reasonably happy with their present job circumstances.

This raises an obvious question: Why bother contacting passive candidates? One answer is that circumstances change, and by adding them to your long-term candidate pool you may find a place for them at a future date. Another answer is that you may have a perfect opportunity for them—one that they weren’t searching for because they didn’t know it was available. The bottom line is that you shouldn’t exclude a potential candidate from consideration just because they don’t seem to be looking for a new position.





# CHAPTER 3

## Using Recruiting Software

Once upon a time, the job of a recruiter involved long hours spent on the phone and sifting through resumes printed on special paper. The advent of recruiting software changed the game to a substantial degree. Nowadays, a lot of that traditional busywork can be automated and/or made easier through this type of software. This helps relieve the burdens on overworked recruiters, ensure that no important task gets overlooked in haste, and promote an organized, well-managed workflow. Without a doubt, recruiting software can give you an edge.

Exelare's recruiting software and applicant tracking software is a state-of-the-art package that delivers the finest tools and resources for today's busy recruiter. Exelare recruiting software includes the following features:



### **APPLICANT PIPELINE TRACKING**

The road from locating a client to the glorious words "you're hired!" can be a fairly long one. As a recruiter, it's likely that you're shepherding multiple candidates down that road, so it's important to keep track of where everyone stands at any given time. Has the candidate formally applied yet? Have they agreed on an interview date? Forgetting this information can cause all sorts of problems, but Exelare software lets you notate the status of any given candidate.



### **CLIENT RELATIONSHIP MANAGEMENT (CRM)**

Exelare software also supplies you with a range of useful tools to handle your communications with your clients. You can organize emails, track open jobs, record which team members have interacted with a particular client, juggle your contact data, and much more.



### **INTEGRATION WITH JOB BOARDS**

Exelare has been designed for integration with a number of job sites, both large and small. The list of supported sites includes CareerBuilder, Monster, Indeed, ZipRecruiter, and dozens of others. In addition, Exelare has been configured to work with social media sites such as Facebook, Twitter, and LinkedIn.



### **LARGE AMOUNTS OF STORAGE**

Recruiters tend to receive a lot of resumes and supporting documentation; it's important to be able to hold onto this material for a while. For that reason, Exelare allows you to store up to 25GB of data at no additional cost. Furthermore, if you have 4 users or more, there is unlimited storage! All this data is maintained in one central location where it can be easily retrieved at a future time.



### **ACCESS FROM MULTIPLE DEVICES**

We're in an on-the-go business culture these days. That means you should ideally be able to access your recruiting software pretty much anywhere. With Exelare, you can do just that—access your recruiting data from your PC, your iPhone, your Android, and a host of other devices.



### **AUTOMATION OF ROUTINE TASKS**

Wouldn't it be nice if you could send applicants a simple thank you message automatically? You can do things like that with Exelare, which helps you save time that can be spent instead on more vital tasks.



### **CLOUD-HOSTED INFRASTRUCTURE**

Exelare uses the power of cloud technology to keep your valuable data safe and secure, with 99.98% uptime.

Taken together, these tools constitute a time- and money-saving solution that recruiters shouldn't ignore.



# CONCLUSION

In order to find the best candidates, recruiters need to go beyond traditional employee-search techniques and expand their repertoire of strategies. This effort should include using x-ray searches to uncover the most relevant LinkedIn profiles, reaching out to “passive” candidates, harnessing the enormous power of social media to discover candidates who may otherwise escape notice, and utilizing recruiting software to manage the hiring process accurately and efficiently.

# ABOUT CBIZSOFT, INC.

Founded in 1999, cBizSoft, Inc., manufactures the state-of-the-art cloud-powered Exelare recruiting and application management software. This customizable applicant tracking solution has been engineered to meet the needs of today's recruiters, managers, sourcers, and administrators. The company is headquartered in Dallas, Texas.



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