



31 March 2015. Recruitment Trends for 2015 One of the ways to keep an eye on what the competition plans for its future is to observe their recruiting habits. What businesses are seeking new talent for can say a lot about what they plan - focusing on sales, marketing or product development, for example. Generally speaking, keeping a finger on the pulse of recruiting trends can give away important information about what is going on in one or another industry within a country or region.

LinkedIn's Global Recruiting Trends report for 2015 might be helpful with this goal. In the last few years the top sources for quality hires have shifted from dedicated agencies to the vast online. In 2014 the top sources for key hires have been internet job boards and professional social networks, dethroning employee referral programs that dominated the top just four years ago. Social networks like LinkedIn itself, have almost doubled their share as a source of quality hires in the last few years, showing that they are a tool to consider in the new year as well.

Contrary to the popular misconception, professional social networks are by far not synonymous with "procrastination", not just a bunch of people telling you to [play the latest online slots at www.europalace.com](#) - but important and valuable tools for finding new talent that fits your needs.

According to the report, the year 2015 will see both the hiring budgets and hiring volumes grow. With a continuing growth of the gap between budgets and hiring, though, doing more with less will become much more important this year. Organizations will have to play on their own competitive advantages to overcome the two major obstacles for attracting talent: competition and compensation. With the advancement of technology and the shift in candidates' interest toward online services, professional social networks will become an increasingly important source for quality hires, possibly even occupy the top position. Both candidates and companies will be increasing their mobile presence and improve their mobile recruiting behaviors, the report suggests.

Career-centric online media (which includes internet job boards, social networks and career websites operated by individual companies) are already the top source for quality and quantity hires, so investing in these aspects can provide the best value for every dime. Another important metric to keep an eye on in 2015 is talent brand, the report states. Talent brand is what the talent thinks and shares about a company as a place to work.

According to the report, a stronger talent brand reduces the cost of the hire by up to 50%, and lowers turnover rates by at least 28%.

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Recruiting is becoming more and more like marketing, companies can get ahead by investing in their talent brand, creating a proactive strategy for it and measuring it.