



# THE 4 BIGGEST RECRUITING MISTAKES YOU COULD BE MAKING

## 1

### YOU COULD BE LOSING KEY TALENT TO WEAK INTERNAL RECRUITING

IF YOU'RE NOT FIRST LOOKING INTERNALLY TO FILL KEY ROLES, YOU'RE LOSING YOUR BEST TALENT RESOURCE AND ARE KILLING MORALE.


**JUST 25%**  
OF EXITING STAFF  
KNEW OF THEIR COMPANY'S  
INTERNAL CAREER PROGRAMS<sup>1</sup>



**38% QUIT**  
DUE TO A LACK OF  
GROWTH OPPORTUNITIES<sup>2</sup>



**ONLY 34%**  
OF COMPANIES  
FOCUS ON RETAINING  
CURRENT EMPLOYEES<sup>3</sup>



If your employees don't see a long-term career path with you, they'll start looking somewhere else.

## 2

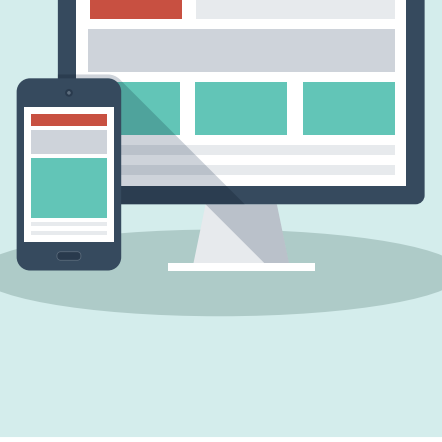
### FAILING TO EMBRACE MOBILE REDUCES YOUR CANDIDATE PIPELINE

THINKING MOBILE JOB APPLICATIONS ARE OPTIONAL IS NO LONGER AN OPTION. IF YOU DON'T PROVIDE THEM, YOU'RE SURE TO LOSE SOME GREAT WOULD-BE CANDIDATES.


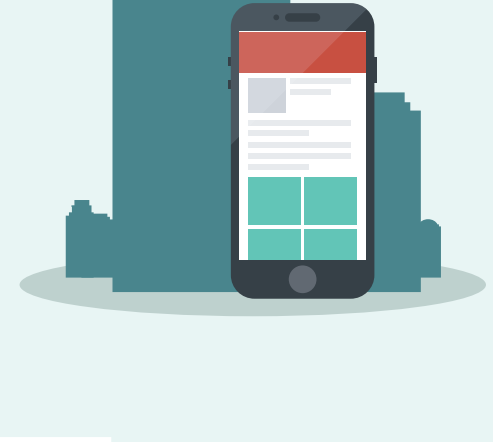
**80%**  
OF MILLENNIALS  
EXPECT TO USE THEIR SMART  
PHONES FOR JOB HUNTING<sup>4</sup>



**65%**  
OF CANDIDATES  
WHO JOB HUNT VIA  
SMART PHONES WILL LEAVE  
YOUR WEBSITE IF IT'S  
NOT MOBILE-FRIENDLY<sup>5</sup>



**ONLY 34%**  
OF COMPANIES  
SAY THEY OFFER A MOBILE-  
OPTIMIZED EXPERIENCE<sup>6</sup>



If you limit the devices that someone can use to apply, you limit your talent pool.

## 3

### NOT USING PRE-SCREENING ASSESSMENTS MEANS WASTED TIME AND POTENTIALLY HARMFUL HIRES

YOU CAN'T AFFORD TO SPEND TIME WITH THE WRONG CANDIDATES, LET ALONE HIRE THEM.


WEAK HIRES CAN TAKE UP TO  
**17%**  
OF THEIR  
MANAGER'S TIME<sup>7</sup>



**95%**  
BELIEVE A BAD HIRE  
HURTS TEAM  
MORALE<sup>8</sup>



**18%**  
SAY THE WRONG HIRE HAS  
NEGATIVELY  
IMPACTED CLIENT  
RELATIONSHIPS<sup>9</sup>



Eliminate unqualified candidates before they pose a risk to your teams.

## 4

### POSTING JOBS ON SOCIAL SITES DOESN'T MEAN YOU'RE BEING SOCIAL-SAVVY

YOU NEED TO EMBED SOCIAL INTO EVERY ASPECT OF YOUR RECRUITING EXPERIENCE, FROM HOW YOU POST TO LETTING CANDIDATES APPLY WITH THEIR SOCIAL PROFILES.

**89%**  
OF JOB SEEKERS  
UTILIZE SOCIAL  
MEDIA SITES  
IN THEIR JOB SEARCH<sup>10</sup>



**48% DROP OUT**  
BEFORE SUBMITTING THEIR INFO  
DUE TO LONG APPLICATIONS<sup>11</sup>



**36%**  
OF COMPANIES  
DON'T RECRUIT  
THROUGH  
SOCIAL MEDIA<sup>12</sup>



Making your application process social-friendly ensures more candidates.

**IT'S TIME TO ACT. LEARN HOW YOU CAN START RECRUITING SMARTER AND SAVE MONEY, TIME, AND TALENT.**

[LEARN MORE](#)

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ON DEMAND Empowering People

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