Top 10 Sourcing Hacks
Your Guide to Out-of-the-Box Talent Search Optimization
Everyone Can Use Effective Sourcing Hacks

If you’ve ever used a hiring agency to find candidates, then you know the service can be very costly.

That’s why today’s savvy recruiters are turning to more affordable sourcing alternatives—like using LinkedIn. But while the popular social network is an essential weapon in any recruiter’s arsenal, it’s not enough. Nowadays, when every company is seeking all the same skills in all the same places, you have to get creative in how you connect with talent in order to stand out from the crowd.

Ready to put some new ideas into practice? This eBook offers 10 unique sourcing hacks—from innovative search techniques to tips for re-tooling your workspace—all geared to optimize your talent search and get you noticed by the most coveted candidates.

Almost 40% of companies plan to hire 100+ new employees in 2017 and no one has the budget for agency fees.

Source: Jobvite’s 2016 Recruiter Nation survey
No one likes spam—so why would you send utterly generic recruiting emails to potential candidates? If your goal is to create more meaningful connections, generate more leads, and improve your conversion rates, then you need to customize your communication to a candidate’s specific interests or needs. We call that hyper-personalization, and while it may take more time at the outset, any increase in overall response rates will cut hours off your search down the road.

Pro Tips:

• **Join the candidate’s conversation.** See what candidates are talking about on social media and find something that resonates—with you personally, with the opportunity, or with the company culture. Use that as an introduction to engage with them.

• **Throw in an element of surprise.** Break out of the typical recruiter template that most candidates expect, and craft your emails creatively. Ask yourself: What would grab your attention?

• **Speak opportunity and not the job.** Remember, your search isn’t limited to people who are actively seeking new employment. Research shows that at least 45% of people are open to new opportunities even though they’re satisfied with their current positions, according to Jobvite’s 2015 Job Seeker Nation survey. If you’re courting a passive candidate with specialized skills, then be sure your emails are tuned to possibilities for development or career growth.

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*Source: Jobvite’s 2016 Recruiter Nation survey*
Hack #2
Send “We’re Hiring” Signals Through WiFi

Is your office in a busy area where people are constantly looking for a wireless network? Try changing your company’s WiFi name to something creative! Any time someone checks for an available connection—whether they’re passersby, guests, or even neighboring competitors’ employees—they’ll instantly see that you’re accepting applications.

**Pro Tips:**

- **Be intriguing, but not too cryptic.** You want your WiFi name to capture attention, but you also want to be sure that potential applicants know which company or recruiter is sending the message. Try to include a company name, web address, or some type of call-to-action if possible.

- **Measure the interest.** Be sure you track which applicants respond to your WiFi name change. If you’re finding quality talent through this kind of unique approach, you might want to investigate similar ideas.

**Sample Wifi Names for Acme Co.:**

- Acmeishiring_jointheteam
- careers@acmedotcom
- acme.com/careers
Hack #3

Use Twitter to Find Sales Winners

If you’re looking for strong sales experts, then you want the ones who consistently exceed quotas and win all the top awards, right? Make Twitter one of your first sourcing stops—because chances are the people who earn those bragging rights are posting pics and tweeting about their well-deserved tropical vacations.

Pro Tips:

• **Put hashtags to work.** A quick search for terms like #PresidentsClub will give you a handy list of passive but phenomenal candidates letting the world know they’re committed to excellence

• **Be prepared.** Have a plan of attack ready to introduce yourself when you find qualified prospects. And don’t be afraid to tell them how you found them—good salespeople like to know their work is appreciated

Give it a Shot and We’re Sure You’ll Find Winning Sales Talent.

Go to: [https://twitter.com/hashtag/presidentsclub](https://twitter.com/hashtag/presidentsclub)
Hack #4

Round Out Your Candidate View Fast with 360social.me

Tired of trying to piece together a complete candidate picture? 360social is a free browser plugin that installs in seconds and works across more than 200 popular social networks. It aggregates real-time, verified social profile information in a neatly structured sidebar, so you can easily see who you’re hoping to connect with, what their main interests are, and how you can successfully get in touch.

Pro Tips:

• **Just click the 360Social icon.** Found an interesting candidate profile? If more information is available to help flesh out that person’s social footprint, the 360social icon will appear on the side of your browser window. Just click the icon and voila—the handy sidebar appears

• **Stick to Google Chrome for now.** The plugin extension isn’t yet available on Firefox or IE

360 is a browser plugin that helps you to connect with people by showing the social footprint of the people you want to connect with right inside your browser.

A search is activated by hovering over a social link or clicking the link. When the search is finished, the 360social sidebar is activated by clicking on the icon.

See everything about anyone

Download
Hack #5

Keep Tabs with the MailTrack Extension for Gmail

One quick and easy way to gauge the success of your recruiting emails is by tracking whether they've been opened. The MailTrack extension for Gmail can let you know if candidates read your messages—so you'll know if your contact info is correct and your subject lines are doing the trick. Even better, the extension will tell you how many times an email has been opened, so if a candidate seems to be showing high interest by repeat viewing, you can be sure to reach out again fast.

Pro Tips:

• **Know what’s working—and what isn’t.** If certain emails are spiking the interest of prospects while others aren’t, recalibrate your approach. But don’t let your technique get stale through overuse. One subject line can’t work forever.

• **Don’t obsess.** You’re not in this game to become a stalker. Instead of constantly checking to see who’s opened your latest email campaign, start working on your next communication or engagement effort.
Recruiters and sourcers are famous for their ability to multi-task—so it’s not surprising that they’re continuously opening new browser tabs to get things done. Fortunately, if your tab habit becomes excessive, you can use the OneTab browser extension to help eliminate the visual clutter. Just click the extension’s icon, and all your tabs are instantly converted to a single, easy-to-read list of links. The best part is that reducing the number of tabs also stops your computer from churning processes for each open page, saving you 95% memory and cutting CPU utilization. If you’ve ever grown frustrated by a slow-moving computer, then you’ll appreciate how much time this one extension can save you.

Pro Tips:

• **This one works on Firefox, too.** You can download this extension for both Firefox and Google Chrome, so you have options

• **Use your newfound browser clarity wisely.** If you’re speeding up your computer and saving time, then put it to good use—and don’t just open more tabs. Try to focus on completing one task at a time
Finding the right talent often means looking for precise combinations of skill sets and experience—not to mention certain personality or culture-fit traits. Boolean searches are great at pinpointing these types of candidates because they allow you to use operators that produce highly relevant results. The problem is that creating detailed Boolean searches can be very time-consuming, particularly when you are looking for hundreds of different types of roles.

The Sourcehub Boolean Builder simplifies the process tremendously. Just enter the name of the role you are looking to fill, and the tool will spit out a ready-to-use Boolean search string. Copy, paste, and that’s it!

Pro Tips:

• **Get your elbows dirty if you can.** Boolean searches are so useful in the world of recruiting that it’s still worth it to learn how they work. See the sidebar in this eBook for more details

• **Hone your expertise.** Check out this YouTube video for more help using the SourceHub tool
What is a Boolean search?

Boolean is a type of search that allows users to combine specific modifiers and keywords with operators such as AND, NOT and OR to produce more refined and relevant results.

Here are a few basics that can help Boolean work for you:

Modifiers:

**Quotation marks:** Search for an exact phrase by enclosing it in quotation marks. You can use quotes with other modifiers as well.

*Example: “Account executive”*

**Parentheses:** These help you combine terms and modifiers for more complex searches. The example below will return results for both software engineers and software architects.

*Example: Software AND (engineer OR architect)*

Operators:

**AND:** If you would like to search for two unique terms, you can separate them with the uppercase word AND. Note, however, you don’t have to use AND. When no other operators or modifiers are used between two terms, Boolean searches automatically default to assume the AND exists. The following examples, therefore, would return the same results.

*Example: Software AND engineer*

*Example: Software engineer*

**OR:** Broaden your search to find profiles that include one or more terms by separating them with the uppercase word OR.

*Example: Helpdesk OR “Help Desk” OR “Technical Support”*

*Example: “account executive” OR “account exec” OR “account manager” OR “sales executive” OR “sales manager” OR “sales representative”*

**NOT:** If you would like to do a search that definitively excludes a certain term, type that term with an uppercase NOT immediately before it. Your search results won't include that word.

*Example: “account executive” NOT financial*
Once you master the Boolean search, you can combine it with another technique known as x-ray searching and dive deep into prospective candidates on Slideshare, owned by LinkedIn.

Slideshare is a great site to investigate because highly qualified experts and executives use it to disperse insightful presentations—such as keynote addresses or technical reports. Find a presentation on Slideshare with all your relevant terms, or posted by people in the positions you’re trying to fill, and you might find your next new hire.

**Pro Tips:**

- **Learn the basics of x-ray searching before you get started.** The next page in this eBook that will help you learn how it works and the key query modifiers to use.

- **Know your target profile, too.** Slideshare is full of useful content—but you can get bogged down in results if you don’t keep your search tailored to your needs. For example, if you only want results related to marketing professionals at the manager or director level, your search might be: `site:slideshare.net marketing (director OR manager)`
What is X-Ray Searching?

X-ray searching allows you to instruct internet search engines to search specific domains—or even specific pages within a domain—using query modifiers.

X-Ray Searches Can:

- Reduce the amount of time spent searching irrelevant data
- Find data that may not be available once logged into a site
- Search sites that don't have in-built search tools
- Increase results
- Access additional search filters

How does x-ray searching work?

There are three core search query modifiers—link, related, and site—and each modifier directs the search engine on where or what to scan for specific results. Recruiters and sourcers tend to find ‘site’ to be the most powerful modifier of the three. This targets the search engine on a specific URL or top-level domain.

*Example: site:linkedin.com*

In this case, results will be limited to results contained within the linkedin.com URL.
Hack #9

Don’t Forget to X-Ray Meetup.com

With over 29 million members and 262K++ Meetup groups, Meetup.com is a very valuable source for identifying talent. Although the site search is limited, x-raying using zip code radius to search groups and group members on custom domains will help you find more specific results.

**Pro Tips:**

- **Look for groups based on skill sets.** For example, if you need Java programmers in a certain location, search for Meetup groups in that area that are specifically for professionals working in that field.

- **Use x-ray and Boolean search combinations.** To find Java programmers in San Bruno, for example, try something like this: site:Meetup.com 94066 AND (Java OR “Java Programmer”)
Hack #10

Mine the Vast Technical Talent Depths of GitHub

If you’re a technical recruiter, then you’re no doubt familiar with GitHub. It’s essentially an online repository that allows technical people to host and version-control their projects—and it’s become such a massive community of expert talent that searching it requires some pretty particular techniques.

Pro Tips:

• **Don’t be obvious about recruiting.** Technical experts don’t want their community infiltrated by job offers and marketing opportunities. Know what you’re looking for, and be savvy about how to find it.

• **Brush up on the numerous search strings available.** This site has plenty of ready-to-use x-ray and Boolean strings that will take you straight to results on GitHub user profiles, resumes, blogs, and more.

Conclusion

As you’ve probably learned, limiting your sourcing efforts to by-the-book approaches can either break the bank or or leave you butting heads with competitors. Instead, give any (or all!) of these sourcing hacks a try, and see how you expand your talent search, accelerate your path to new prospects, and improve your hiring conversions.

Jobvite is the industry leader in recruiting software that helps emerging, mid-market, and enterprise companies hire top talent easily, efficiently, and effectively. Our comprehensive and analytics-driven recruiting platform accelerates recruiting with an easy-to-use Applicant Tracking System (ATS), social recruiting capabilities, mobile-optimized branded career sites, a recruiting branding solution, on-demand video screening, advanced analytics, onboarding, and seamless integration with other HR systems. Focused exclusively on recruiting software since 2006, with offices in San Mateo and London, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Amway, Zappos, and GoDaddy. To learn more & request a free demo, visit www.jobvite.com or follow us @Jobvite.