



## 5 key metrics to measure to keep your social recruiting on track

To ensure that your social recruiting efforts are achieving your business goals, you must **measure your progress**.

You might be just starting with social recruiting or you might be in it for a while. Regardless of where you start, it's important to track both the **qualitative and quantitative metrics** of your social recruiting efforts to ensure that it's meeting its goals.

Below are the quantitative metrics to measure your social recruiting ROI.

### Quantitative Metrics:

Dimension	What to track?	Key Metrics
<b>Traffic</b>	How many unique visitors are coming to your page?	Total No. of Visits
		Unique visitors
	How many people viewing your content?	No. of career site views
	Is it boosting your application rates?	
<b>Social Actions</b>	Are candidates sharing your content?	No. of likes/shares
	Are you increasing your brand's reach?	No. of tweets
	Are candidates going on to conduct a job search?	No. of job views
<b>Branding</b>	Are you improving your brand image?	Positive brand sentiment
	What is the impact on your employer branding?	Increased brand recall
	What is candidate sentiment?	Intent to apply for a job
<b>Applications</b>	How many applications you are receiving?	Total no. of applications
	What are the conversions?	No. of hires made
<b>Cost</b>	What is the cost for your social recruiting efforts?	Total expense on social recruiting
	What is your net cost to hire using social media?	Cost per hire made



When recruiting on social media you will also have to examine your content to ensure that its meeting objectives based on your goals and candidate’s desires. Below are 5 questions to assess the quality of your social recruiting efforts -

### Qualitative Metrics:

What to Answer?	Examples
What format of content is shared?	Blogs, Pictures, Videos, Jobs
What type of content is shared?	Educational, Informational, Aspirational, Company Specific
How frequently the content is posted?	Daily, Weekly, Monthly
Who will manage postings and conversations?	HR team, Social media team, External agency, Marketing team
Is your branding incorporated in the posts?	Company logos, creative etc.

### Here is what to do next



If you found this material helpful, do us a favor and share it with just one friend who you think will benefit from it most.

There’s no way we can check up on you to see if you did it, but we know you’ll do it. 😊

Here’s the link to the blog: <http://blog.hirerabbit.com>