Talent Crowdsourcing: The Quick Guide

An introduction to the industry-changing new trend in recruiting talent
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This e-book introduces Talent Crowdsourcing and explains how companies can leverage Talent Crowdsourcing to effectively find, hire, and retain top talent.
What is Crowdsourcing?

Crowdsourcing is the process of obtaining services, ideas, or content by soliciting contributions from a large group of people rather than from traditional sources. A crowd can often be better equipped for problem solving than institutions held as the final authority. Uber has popularized crowdsourcing by directly connecting drivers with those who need rides. In recent years, the crowdsourcing phenomenon has been extended to hotels (AirBnB), funding (Kickstarter), and now, recruiting.

“Uber has popularized crowdsourcing by directly connecting drivers with those who need rides.”
Talent Crowdsourcing is essentially, crowdsourcing applied to recruiting. Talent Crowdsourcing helps employers source and hire top talent by utilizing the power of technology, social media and online communities. This new recruiting method is in high demand because employers need the best talent they can find and traditional recruiting practices aren’t as effective at a time when almost every person is highly connected. Talent Crowdsourcing allows employers to find great candidates more quickly than ever before by providing both passive and active candidates sourced by recruiting communities all over the country.
Talent Crowdsourcing allows companies to access a broader talent pool
A better, more diverse group of candidates can be accessed through platforms that crowdsource positions through national networks of employees, recruiters, or industry professionals.

Talent Crowdsourcing can be cheaper than traditional recruiting methods
Rather than costing 25% to 30% or more of candidate’s salary in addition to upfront fees, Talent Crowdsourcing platforms are often success-based, costing as little as 14% to 18% of a candidate’s salary without up-front fees.

Talent Crowdsourcing provides a shorter time-to-fill
Talent Crowdsourcing allows thousands of people to work on your position simultaneously while traditional sources only use a few recruiters or vendors to source talent. This saves time to fill vacancies and enables employers to find the right talent faster.
Talent Acquisition Challenges

#1 Job Boards aren’t effective for hard-to-fill positions or finding passive candidates

Job boards may be highly effective for finding entry-level talent, but they are ineffective when trying to fill highly-skilled or technical positions. Job boards also don’t provide access to passive candidates, candidates who are not actively seeking new employment. Passive candidates can be the highest-quality candidates available, but they do not typically use job boards.

How Talent Crowdsourcing Platforms Solve this Problem

Talent Crowdsourcing provides the convenience of job boards with the expertise of headhunting firms. While job boards allow job seekers to apply to positions directly, talent crowdsourcing platforms use a wide range of sources, such as social media sites, industry professionals, and independent recruiters, to find the perfect candidate for a given position. Talent crowdsourcing is far more effective for finding technology candidates and highly-skilled personnel than job boards because candidates can have new jobs found for them by connections or recruiters. Passive candidates are easily found and hired through this recruiting method.
Talent Acquisition Challenges

**#2 Traditional Recruiting Methods are too Expensive**

For industries that require highly skilled labor such as the technology industry, recruiting can be especially challenging. Many times, employers just aren’t receiving high quality candidates from the right sources or they’re spending exorbitant amounts on recruiting fees.

The average fee that recruiting firms charge is 25 to 30% of the base salary for highly-skilled positions. Smaller companies without the budget for large fees have to settle with sub-par talent despite the availability of passive candidates.

**How Talent Crowdsourcing Solves this Problem**

Talent Crowdsourcing remedies the challenge of finding affordable talent by directly connecting employers with recruiters and industry professionals. Talent crowdsourcing is often success-based and provides high quality candidates for up to 50% less than traditional recruiting firms. Talent Crowdsourcing is also far more effective for smaller companies that may not have large recruiting budgets.
Even with the right budget, finding the right recruiters can be a hassle for companies. Maintaining relationships with multiple recruiters from various firms, negotiating contracts, handling payments, and maintaining communication can tire the best of talent acquisition managers. If a company uses a single recruiting firm for hiring, they aren’t receiving a diverse mix of qualified candidates. Having a recruiting firm on retainer can also be expensive despite the convenience of dealing with a single point of contact.

How Talent Crowdsourcing Solves this Problem

Talent crowdsourcing removes the hassle of finding recruiters and dealing with multiple contracts by providing one platform used by both employers and recruiters. The best platforms allow employers to monitor the recruiting process, eliminating the need for both sides to interact regularly. Employers using talent crowdsourcing platforms don’t have to search for new recruiters to widen their talent pool because employees, recruiters, and users can remotely view open positions, referring candidates from their social or professional networks. Employers using talent crowdsourcing aren’t limited by contracts and have their jobs filled by a broad range of users quickly and efficiently.
Employee Referral programs are the simplest form of Talent Crowdsourcing. Companies leverage employee referrals to find talent acquainted with their current employees. Employee referral programs can be helpful in finding talent from trusted employees. These programs often incorporate employees’ social networks to provide maximum ease for identifying candidates. Besides providing vetted candidates, employee referrals also encourage better synergy in the workplace.

Unfortunately, employee referrals often limit a company’s talent pool to a specific region and don’t allow employers to consider the full range of candidates available for hire.
Talent crowdsourcing through independent recruiters or agencies allow employers to access a broader range of carefully-selected candidates. Rather than working with one or two recruiting agencies with multiple contracts and indirect means of communication, talent crowdsourcing platforms provide a direct source of communication and one central contract.

Recruiting networks through talent crowdsourcing platforms provide access to thousands of recruiters and their databases of candidates. With the proper candidate selection system in place, companies can have their open positions precisely filled with perfect candidates with the right location and skill requirements.
Platforms using public referrals to source candidates provide employers with diverse active and passive candidates, normally overlooked by traditional recruiting methods. By opening recruiting to everyone, employers can find the very best candidates available through the recommendations of friends and connections.

The main trouble with crowdsourcing through public referrals is that employers may receive too many resumes, regardless of qualifications. This risk is mitigated if a platform has the proper filters to pick the right candidates while removing unfit profiles. This crowdsourcing method can be an excellent source of diverse candidates when executed well.
Myths About Talent Crowdsourcing

Myth #1:
Results from talent crowdsourcing are unreliable because these platforms don’t rely solely on a dedicated recruiting team.

Fact #1:
Talent crowdsourcing platforms consistently deliver qualified candidates when they provide a detailed screening process and a dedicated account management.

Myth #2:
Talent crowdsourcing platforms are only capable of sourcing candidates for smaller organizations and will be unable to scale hiring for larger organizations.

Fact #2:
With a dedicated recruiting network and appropriate incentives in place, talent crowdsourcing can fill the recruiting needs of any organization, regardless of its size. Many Fortune 500 companies use Talent Crowdsourcing today.
About Reflik

Reflik delivers the perfect ready-to-hire candidates who are sourced by an extensive community of freelance recruiters, agencies, private social media networks, and niche job boards.

The Recruiting Community

Reflik’s community of independent recruiters and recruiting agencies fill open positions with qualified candidates. The community sources talent through their candidates’ databases and their social and professional networks. Users can refer friends or colleagues, as well, to open positions through their social media or trackable links that can be shared via text or email.

The Process

Once a company posts an open position on Reflik’s Talent Crowdsourcing Platform, that position becomes available to thousands of independent recruiters and recruiting agencies, who begin submitting qualified candidates from their candidate databases and social and professional networks. Employers using Reflik save 50% in time-to-fill and can easily connect with hard-to-reach candidates, such as passive candidates.
Contact

We hope you found this e-book to be helpful!

If you have any further questions about Talent Crowdsourcing or Reflik, please don’t hesitate to reach out through the contact information below or click the “Talk to an Expert” button below.

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