

Online Dating for Employers

3 Sites to Use to Find Your Perfect Match

By Kristen Farrell

Once upon a time I worked in human resources. My first job out of college was a sourcer for a corporate recruiting team. While I wore many hats, my primary responsibilities were writing job postings and researching candidates. I spent my fair share of the 40-hour work week using the Internet as a tool to find the perfect matches for my employer's careers.

Like many things on the Internet, there is an endless supply of job sites where you can go to fill your positions. Before you post a job opening, the most important thing you need to know is where your perfect match goes to find a job. According to the Internet, here are three sites you should use to search for your next hire.

Glassdoor

Glassdoor.com

Glassdoor is the Yelp for individuals in the job market. Its review model is what makes Glassdoor unique and is why it has become an online community for sharing the pros and cons for working for different employers. Your company doesn't need to have a profile for someone to write a review, so take a look and see how your current and former employees describe your work environment. Consider creating a free profile and using Glassdoor as a way to market your business as a great place to work.

Indeed

Indeed.com

As the job site that advertises itself as the #1 job site, Indeed gets 200 million global unique visitors each month and claims to have helped fill over 10 million positions. If you're looking to hire college students or recent graduates, Indeed is where they tend to look. Here, job seekers can create a free profile, which business owners like you can search for free. You can also post your job for free, although a sponsored posting is an option for a fee. If you tend to hire frequently, you may even consider signing up for the Indeed Publisher Program and get paid for simply adding its content to your website.

LinkedIn

LinkedIn.com

It's hard to believe LinkedIn just celebrated its 14th birthday. The start-up now owned by Microsoft has 500,000,000+ registered members and is the online resume of choice for middle to

senior level professionals. With LinkedIn, you can post jobs, source talent, and build your brand. Even with a limited budget, you can advertise for as little as \$5 a day. Furthermore, you can network for free by simply creating a profile. The site offers different packages for different needs, so it's worth exploring if you haven't used it before.

At the end of the day, hiring is very much like marketing. You need to invest time in recruiting. Write a job posting that tells your company's story and why an individual should work for you. Publish your story on targeted job sites and then share it everywhere – on social media and with everyone you know. Some of the best hires still come from word of mouth. Evaluate what works and you'll discover a way to find your perfect match.

Have you had success hiring through another job site? Share your experience and connect with your peers in our Association For Creative Industries LinkedIn Group.

