

## Non-traditional Recruiting Channels

Recruiting through traditional means such as online job boards such as Indeed, ZipRecruiter, or Glassdoor are still major players when it comes to finding and hiring top talent, even, social media has become a new norm for finding candidates. A study by Jobvite found that 77% of hires came from LinkedIn, and 63% came through Facebook. Even this isn't a significant shift in utilizing non-traditional recruiting channels – more and more; recruiters are turning towards Instagram and peer to peer social sites like Snapchat to stand out amongst Millennials and Gen Zers.

Recruiters and HR professionals need to start innovating by taking advantage of both traditional and non-traditional recruiting channels to find, hire, and retain candidates in 2020.

## Candidate Engagement as a Priority

Gone are the days where it's been "acceptable" to gather resumes and let the ones who aren't a fit fall into the "black hole of unread resumes." Candidates are expecting to receive some type of communication either way on if they will be moving forward in the hiring process or not. With the rise of technology, it's become even easier for employers to have the ability to communicate with candidates, and we predict a 2020 trend will be to place a high priority on candidate engagement.

Phone calls and emails are still accepted methods of communication and means of candidate engagement; however, texting has entered the scene and is promising a new way to engage with your candidates instantly, so you don't lose them during the hiring process.

## Showcasing Company Culture

In today's labor market, recruiting has become just as much an "interview" for the company as it has for the candidates. This is especially true for Millennials, who will make up 75% of the workforce by 2025. Candidates are looking into a company's culture, mission, values, and what current/past employees are saying about them. In fact, 64% of candidates reported they would not accept a job if the company did not align with their own values.

Your company culture matters beyond being just another "buzzword." Candidates are looking for and paying attention to if your company practices what you preach. Establish what you want your company culture to be and then hire the candidates whose characteristics match.

## Broader Talent Management

Plan for more companies to be open to hiring remote workers, contractors, and temps in addition to full-time positions. Recruiters will have to increasingly expand their services to hire for a multitude of types of roles, too. With the continued rise of the gig economy, hiring for a single type of position will no longer be the norm going into 2020. With 57 million people working as part of the gig economy, companies should consider the candidate they're hiring may be working at least one additional freelance/contract position and may not be willing to take on a traditional full-time role.

2020 will see a continued increase in the "gig economy" and will push even harder for companies to allow for remote work and flex schedules, and businesses will have to adapt to attract, hire, and retain top candidates.

### About EG.

Since its founding in Battle Creek, Michigan in 1958, EG Workforce Solutions has become a leader in custom-designed solutions for businesses and job seekers. We handle everything from direct hires and staffing to Managed Services and Recruitment Process Outsourcing (RPO). For more information on EG Managed Services, visit [egnow.com](http://egnow.com).

Today, you can rely on EG for the expertise, thinking, and resources you need, whether you're an employer or a job-seeker ready to take that next step in your career.

