



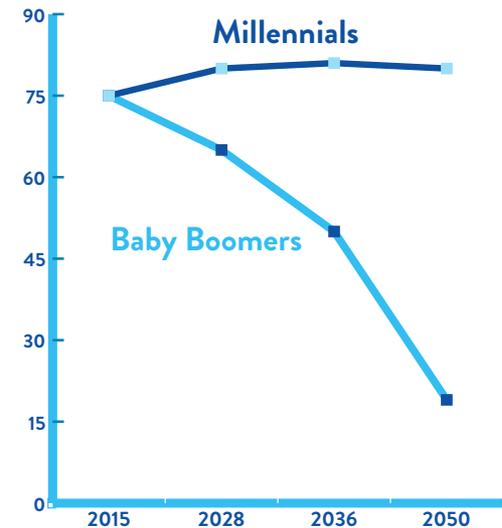
5 Quick Tips for Hiring Millennials in 2016

Introducing the Millennial

The Millennial is a digital native that is highly adaptable and technologically savvy, but often criticized for being high maintenance, entitled, and lazy. By 2025, less than a decade away, the Millennial generation will make up 75% of the workforce. Already, they've surpassed baby boomers as the largest working generation. Employers have no choice but to recruit them or risk missing out on the majority of the talent pool.

An effective strategy for attracting and hiring millennials must be unique and tailored to their specific candidate persona. This guide shares 5 must-use tips for a foolproof millennial hiring strategy.

Projected Population by Generation (in millions)



Source: Pew Research Center tabulations of U.S. Census Bureau data



Tip #1: Understand the Millennial Persona

The first step to creating an effective recruiting strategy is to understand who the person you're trying to hire is. The candidate persona of the millennial generation is different than any other generation—they grew up immersed in technology and have different expectations from employers. So what do you need to know about them? For a deeper look into candidate persona building, [click here](#).

What Millennials Care About in the Workplace



Millennials Have a Unique Relationship with Technology

They touch their smartphones an average of

 **45X's** | per day

5.4 hours
are spent on social media



 **search engines**
are the preferred medium for information gathering

Tip #2: Modernize Your Employer Brand

Certain industries, like manufacturing which has traditionally been known for dirty, dangerous jobs, are now recruiting for highly technical positions. As a result, they must attract entirely different types of candidates. Of course, companies can't expect to change their entire culture to attract a new generation or type of worker, but they should be willing to adapt. Your employer brand can be conveyed through many mediums, but research shows the career site tops the list. In fact, 64% of candidates said the career site was the most valuable resource for researching new opportunities in 2015, followed by job notifications and LinkedIn company pages.

What type of employer branding content do today's candidates want to see?



Source: The Talent Board's 2015 Candidate Experience Research

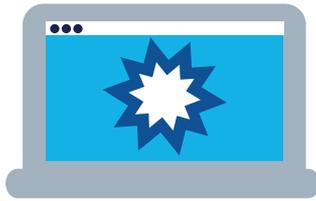
Tip #3: Take Advantage of Their “One-Foot-Out-The-Door” Mentality

It’s become more acceptable than ever to jump from job to job. A staggering 66% of millennials plan to leave their current job before 2020. Why is this the case? Many reasons, including a lack of leadership development opportunities, no flexibility in work hours, poor work life balance, and no sense of meaning from their work. The advantage to this “always-looking” attitude of millennials is that talent acquisition has the opportunity to attract passive candidates with recruitment marketing techniques.

Make it Easy for Candidates to Opt-In with Calls-to-Action for your Talent Network on:



Social Media



Career Site



Job Postings

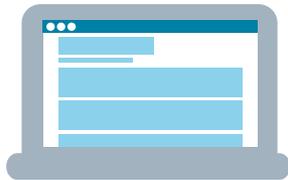
It’s Time To Grow Your Recruitment Marketing Database:



Source: The Talent Board’s 2015 Candidate Experience Research & Deloitte’s 2016 Millennial Survey

Tip #4: Be Present Where Millennials Hang Out

It's second nature for millennials to research on the internet prior to making decisions. This habit extends naturally into the job search process – 3 out of every 4 job seekers actually begin their job search on Google. What's more, 5 out of every 6 millennials connect with companies on social. Those most successful at hiring millennials are investing in improving search engine rankings, creating engaging social accounts, and generating exceptional employer branding content.



Tips for Improving Google Rankings (aka SEO):

- Create job category and location-specific landing pages
- Make URLs readable to humans
- [More info here](#)



Tips for Social Recruiting:

- Don't just tweet job postings, share interesting content that applies to your candidate persona
- Leverage social networks that your ideal candidates regularly use
- [More info here](#)

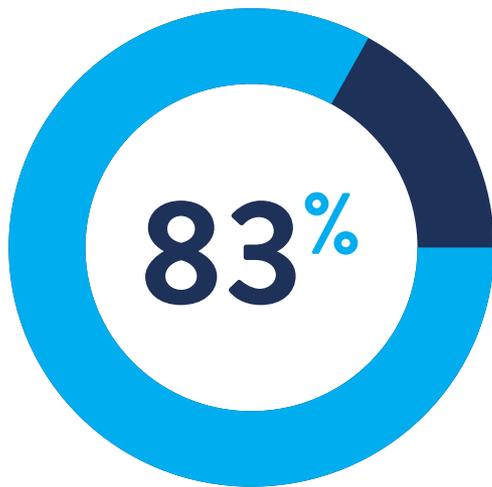


Tips for Employer Branding Content:

- Use your employees to create genuine company content
- Invest in creating dynamic content like videos, infographics, and blogs
- [More info here](#)

Tip #5: Be as Tech-Savvy as Your Millennial Candidates

The consumer technology that millennials grew up with has created an expectation that everything works seamlessly on the internet and mobile devices – and the job search process is no exception. When they visit your career site and discover that it isn't optimized for mobile, or even looks outdated on desktop, they'll be scared away immediately. If they actually make it to your online job application and it's not optimized for mobile apply, they'll leave the browser, and most likely never return.



of job seekers said they're more likely to never apply to a company again after a negative candidate experience



Pro tip: The first step to improving your recruiting technology is to go through your own candidate experience on both a desktop and mobile phone—from searching on Google to submitting an application. For tips on what to do next, [click here](#).

Source: SoftwareAdvice, Candidate Experience Research 2016

The Takeaway

Power shifting into the hands of candidates as a result of the improving job market, coupled with the changing ways they look for and apply to new positions has created a major challenge for today's recruiting teams. Strategies that worked in the past are losing relevancy by the day. Companies that prevail during this period will be the ones that keep pace with the millennial generation.

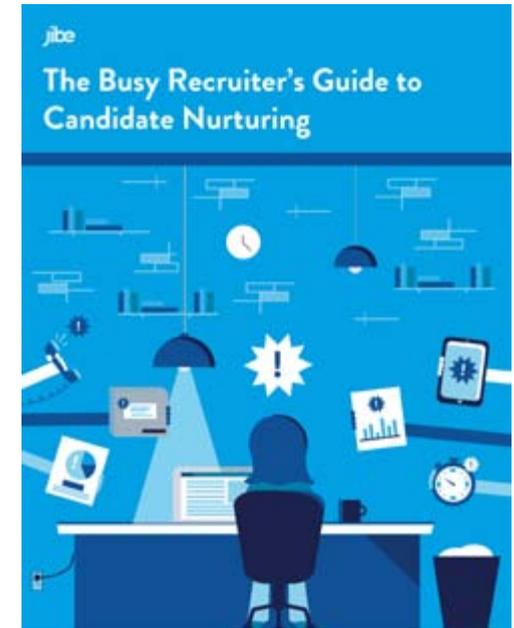
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