mobile subscriptions has led to new strategies such as mobile search engine optimization, mobile career pages, and highly targeted mobile recruitment campaigns. While mobile phones are more convenient for jobseekers who discover jobs through web searches or by clicking on mobile ads or social media links, most companies do not currently have mobile-optimized websites.

According to a recent study by Potential Park, only about 16 per cent of the surveyed organizations had career sites that were ready be viewed on a mobile device, and another recent statistic suggests that only 8 per cent of the Fortune 100 have mobile-optimized career sites.

The lack of mobile-ready career sites leaves candidates without a way to search and apply for jobs on-the-go or away from traditional desktop screens, which is increasingly becoming the norm.

In the age of Smartphone, mobile recruiting is the ‘in-thing’. To cater to this mobile savvy generation, it is critical for all companies to figure out how they can fit in mobile recruitment into their overall recruitment strategy and leverage it to get the best of the lot.

BY APARNA SHARMA

The fact is that candidates are not only looking for jobs on their commute, or even while chiling on the sofa. The employer who is looking for extra talent.

Traditionally, job boards such as online job

Data visualization through Google Maps
for jobs they find on social networks. As more and more companies begin to use social media to market and recruit from their target audiences, these companies need to account for the number of candidates who choose to interact with companies recruiting messages through their mobile devices.

Currently, Facebook is the number one most-used app in the world (with 75 per cent of social media users accessing the network from their mobile devices, followed by Twitter at 28 per cent, Google+ at 26 per cent, Instagram at 13 per cent, and Pinterest at 9 per cent). The numbers of users who connect with companies via their social networks represent a large opportunity to interact and provide potential candidates with careers they would like to pursue, through their online connections.

Plenty of companies have developed mobile recruitment strategies to adapt to this change in candidate behaviour. In fact, 33 per cent of Fortune 500 companies have adapted their career sites for mobile devices.

Strategies for mobile recruiting

Inbound marketing techniques
- Try inbound marketing techniques such as adding regular blog content, social media updates and contests, mobile-optimized YouTube videos, or SEO landing pages to draw in potential candidates. These techniques offer a backward integration approach to getting candidate eyes on your job openings.

Responsive website
- Provide a responsive website design that automatically adapts for viewing and interaction on Smartphone, tablets, or laptops or desktop devices.
- Ensure the application process is user-friendly by:
- Making the initial online application process seamless and efficient, lasting no longer than a minute or two and allowing candidates to express interest with a single click that will indicate their interest in receiving an email.
- Allowing applicants to upload their resumes from their Smartphone, tablets, or online
doesn't just mean optimizing your
document storage locations.
• Comes from the ability to save a
career site for mobile devices, it
your website is designed for, are you displaying only the necessary information?
- Is your design clearer and easier to navigate?

**Quickly, quicker:** The bandwidth of the phone should be taken into consideration; any graphics that require time to load could deter potential jobseekers.
- Is your site easy to access, i.e., can it be viewed on any device and not only on a Smartphone?
- Also, how many buttons and links does the user have to work through?
This can be fine as long as the pages don’t take a lot of loading time. The same goes for scrolling - it can be easier to navigate as long as it doesn’t go on forever.

**Important bits:** The most crucial part of your site is of course to apply for jobs!
- Are you sure that the user is able to submit his/her CV or email address easily, with clear direction? It may also be useful to allow the candidate to track the status of their application considering the accessibility granted by mobile devices.
- Are you ensuring that your contact information and links to social media are clearly visible and relevant?
- Do you use blogs to talk about company culture?
- Have you posted videos that show what it’s like to work in your offices?
- Is your website optimized for mobile navigation?

Job seekers look for this type of media to decide if they’ll be a good fit for your company’s culture. Offering rich media is a great way to reach out to job seekers while abilities of a mobile phone. Make it easy for potential employees to share content from the site with clear access to social media if available. Referrals and share buttons will allow your site to interconnect with the users’ social networks and reach further.
- Does your organization’s site keep the potential candidates who have applied warm by sending regular updates on your company’s progress?

Mobile recruitment is a necessary rather than visionary—especially for younger adults. Mobile is a fact of life and we have to incorporate it into our overall recruitment strategy. Looking at the statistics, of the increasing number of mobile users, mobile recruiting is the IN-THING. It’s critical for all companies to figure out how they can fit in mobile recruitment into their overall recruitment strategy.

It’s important for companies to recognize the trends, and evaluate their company’s human resource needs among the ever-growing mobile population. It’s about recognizing that people aren’t always at their computer anymore. We need to move towards providing them with information they want anytime, anywhere, across any device, and that’s the bottom line.