

The Candidates Sourcing Bible

Now find candidates 10X faster



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Sourcing through Facebook

Hire from a paradise of passive candidates.

Why is sourcing through Facebook important?

It's important because that's where your candidates are. And it's one of the top platforms where people generously share information about themselves - location, interests, job history, education history, networking skills, and whatnot.

People are at least 50 times more active on Facebook than they are on LinkedIn or any other professional networking sites.



For recruiters, it's a paradise of passive candidates who are not actively looking for a job. Again it's an effective platform to drive referrals and swiftly build credibility for your brand.

Some numbers to back our sourcing-via-Facebook case

From Facebook's 2020 IR statement

3.14B

Currently active users on Facebook

1.79B

People log into Facebook each day

1.40B

People use Facebook groups every month

300M

People use Facebook stories everyday

10M+

Groups/communities exist on Facebook

60%

GenZers prefer messaging to talking

Techniques to add to your boolean arsenal

The following are some quick boolean tricks you can use to target your ideal candidates on Facebook using the X-ray search.

Site: operator - This directs your search to a specific website. To search Facebook, you can use the site: operator in the following way

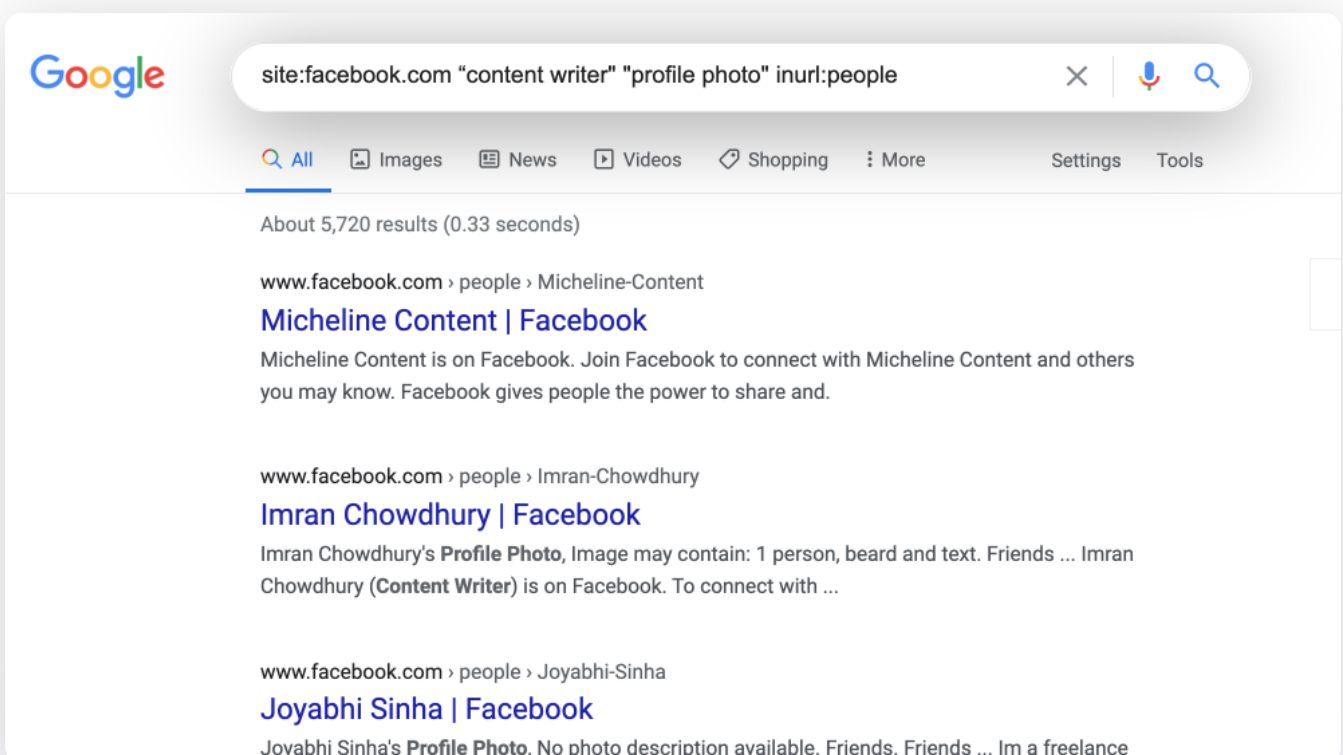
Site:facebook.com

You can then follow the operator with phrases to include in your search query. Here are some examples to help you understand how this works. Let's say you are looking for a content writer, then your search string will look like this:

Site:facebook.com "Content writer"

To refine the search to include only people and eliminate agencies or companies or posts, you can further add the phrase "profile photo" in the query. Though pages have profile pictures and cover photos, the phrase "profile photo" in the query ensures your results only list people.

Site:facebook.com "Content writer" "profile photo"

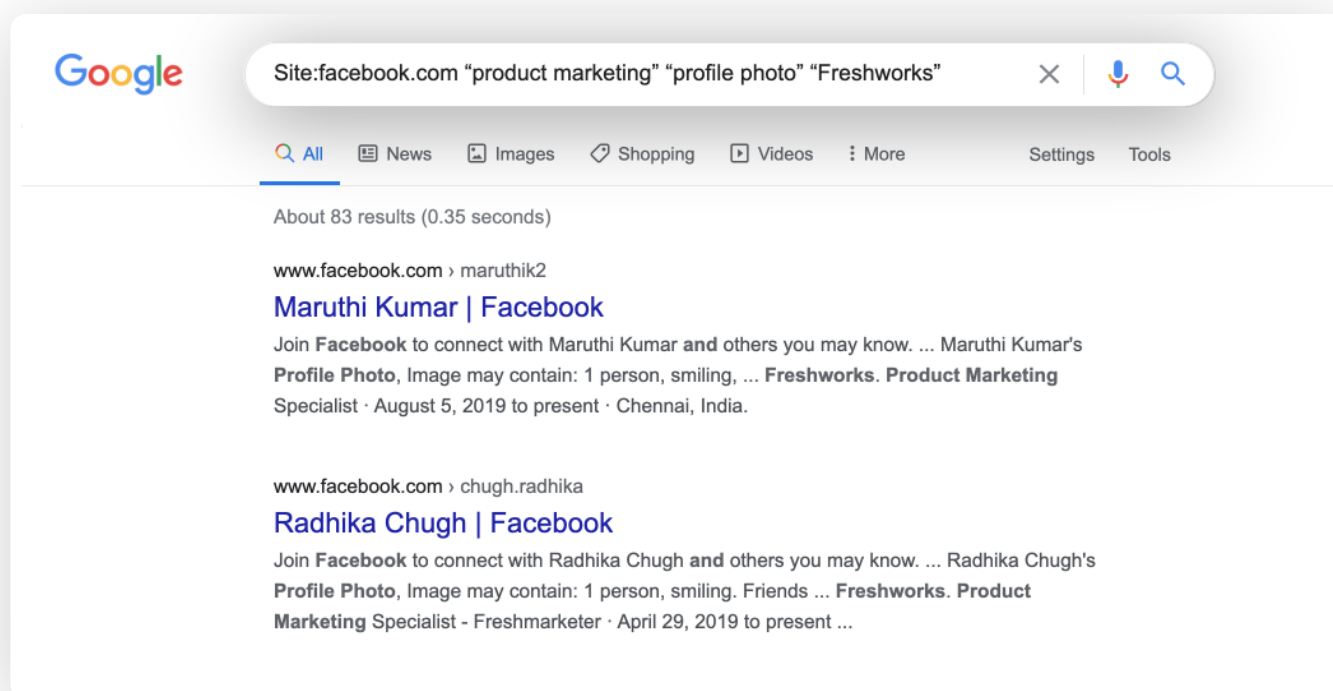


You can also target people working for a particular company by adding the company name into the search query.

Site:facebook.com “Product Marketing” “profile photo” “Freshworks”

The above string will show you a list of product marketers from Freshworks. If you would like to target more companies in your search, use the OR operator.

Site:facebook.com “Product Marketing” “profile photo” (“Freshworks” OR “Amazon” OR “Google”)



You can use the same logic to filter for people based on criteria such as location, age, university, certifications, skills or just about anything.

Basic etiquette and ideas for recruiters wielding the power of Facebook

1

Do not reach out to potential candidates first on Facebook. Unlike LinkedIn, Facebook is a personal platform for many. Would you barge into someone's dinner party and offer a job? No. That's the same logic for why you shouldn't reach out to candidates on Facebook or Messenger.

2

Use Facebook as a secondary means. When you reach out to them on Facebook, *let them know you tried to connect with them elsewhere*. When they do respond, ask them if it's okay to contact them via Facebook.

3

Use a talent pool software to save your hard-earned candidates for future roles. This will help you organize them better and make it easy for you to share, and discuss candidates with your team, and rediscover them when the right roles open up.

4

Don't send them long or salesy messages right away. Try to keep it personal and let them know instantly who you are and why you are contacting them. If you see it necessary, you could also *include your contact information*. It might help them trust you and set you apart from the hundreds of recruiters who come across as creepy.

5

Make use of the Facebook job ads whenever necessary. You can use paid ads - either one to promote all your open jobs with a 'We're hiring message or separate ads for all your different roles customized to appeal to your target candidates' mindsets.

6

Leverage all of Facebook's features to get the word across - stories, groups, live videos, custom CTAs, etc. Share what it's like to work in your company rather than simply bombarding people with a list of jobs.

Sourcing through Stack Overflow

Who said tech sourcing is hard? Show them this!

Why recruiters must source on Stack Overflow?

Top reason: Though Stack Overflow is like Quora for developers where they post questions, answer, upvote and downvote answers, it's also customised for recruiters who are on the lookout for great developers.

You not only get to meet some of the world's best developers but you also get to watch them in action!



How long does it take you to write a job description?

Why don't you use that time to get an extra cup of coffee instead? We have 150+ thought-out and well-written job description templates you can use for free.

GRAB THEM NOW

- Stack Overflow receives 100+ visitors each month
- There are more than a million active job seekers on the site's database
- Recruiters can send unlimited messages to candidates unlike any other platform.
- The site allows you to list jobs and even run paid ads to find perfect candidates.
- Their algorithm focuses on learning their users' (both recruiters and developers) needs. Meaning, the experience just gets smarter and better with time.

Stack Overflow user profiles

Stack Overflow user profiles tell you everything you need to know about your candidates and give you a fantastic head start in your candidate research. You can use the information to filter for candidates with the specific qualities or skills. Here's a list to start with:

- Username
- Location
- Website
- Member since
- Link to Twitter profile
- Reputation
- Question asked
- Other profiles
- Profile picture
- Tags contributed to
- Recent activity
- Badges
- Side projects
- Recently asked questions
- Website
- Member since
- Link to Twitter profile

The screenshot shows the Stack Overflow profile page for user 'hotkey'. The profile includes a profile picture, a reputation score of 101,354, and a 'top 0.05% this year' badge. The user is identified as a 'Software Developer at JetBrains, Kotlin Team' and lists interests in Kotlin, algorithms, game dev, photography, drawing, and digital art. The profile also shows statistics: 695 answers, 34 questions, and ~3.0m people reached. Social media links for Twitter and VK are provided. The 'Communities' section lists various Stack Overflow communities with their member counts. The 'Top tags' section shows a list of tags with their respective scores and post counts. The 'Top network posts' section displays a list of recent posts.

Profile Summary:

- Username:** hotkey
- Reputation:** 101,354
- Badges:** top 0.05% this year
- Location:** Saint Petersburg, Russia
- Website:** h07k3y, h0tk3y, vk.com/h0tk3y
- Member since:** 7 years, 7 months
- Profile views:** 5,820
- Last seen:** 12 hours ago

Communities (17):

- Stack Overflow: 101.4k
- Stack Overflow на русском: 251
- Worldbuilding: 243
- Code Review: 191
- Code Golf: 131

Top tags (376):

Tag	Score	Posts	Posts %
kotlin	8,800	689	95
java	1,449	106	
android	1,136	104	
generics	705	63	
list	453	14	
gradle	287	47	

Top network posts (729):

- 14 How long can the human civilization traces be detectable?
- 368 Kotlin - Property initialization using "by lazy" vs. "lateinit"

Candidate search techniques for Stack Overflow

Searching through top tags on the user profile

The top tags section is a reflection of your candidate's top skills. You can move your cursor over a particular tag to see a small hover tip about what the tag is.

- To keep track of threads regarding the tag, you can use the 'watch tag' option.
- To learn more about the tag, you can use the 'view tag' option.
- To see all tags of the user, click on the 'view all tags' section.

You can also jump into "stackoverflow.com/tags" to see the complete list of tags in the site. If you click on a tag, you will be directed to a page that will have questions and answers based on that programming language. You can use the filters such as active, newest, or votes to filter the list, and look up people engaging on those questions.

The screenshot displays the Stack Overflow profile of a user named 'hotkey' (ID: 2196460). The profile is highly active, with a reputation of 101,354 and a 'top 0.05% this year' badge. The user is identified as a Software Developer at JetBrains, Kotlin Team, and a Kotlin / Java software developer. The 'Top tags' section highlights 'kotlin' as the primary skill, with a score of 8,800 and 689 posts. A hover tooltip for the 'kotlin' tag provides additional context, showing 42.6k watchers and 48k questions. The 'Communities' section lists various groups, and the 'Top network posts' section shows a recent question about Kotlin property initialization.

Finding candidates by the programming languages known

Let's say, you want to find users with significant experience in Java and Python, just type in 'JAVA' and 'PYTHON' into the Stack Overflow search box. The results will be a list of questions with the tag you typed in. To find users, on the left pane, navigate to users.

The screenshot shows the Stack Overflow website interface. The search bar at the top contains 'JAVA PYTHON'. The left sidebar has a 'Users' tab selected. The main content area displays a grid of user profiles, each with a profile picture, username, location, reputation score, and a list of known programming languages or technologies. The users are sorted by reputation, and the view is set to 'week'.

Reputation	New users	Voters	Editors	Moderators
seanb	svr	Sushil	Gordon Linoff	
Melbourne, Australia	Austin, TX, USA	Andromeda Galaxy	New York, United States	
680	535	468	455	
sql, distinct, common-table-expression	java, spring-security, saml	python, beautifulsoup, web-scraping	sql, mysql, sql-server	
akrun	Marcin	Andrej Kesely	Ronak Shah	
430	427	370	358	
r, dataframe, ggplot2	python, numpy, regex	python, pandas, beautifulsoup	r, dataframe, dplyr	
Jon Skeet	Willem Van Onsem	GMB	François B.	
Reading, United Kingdom	Ypres, Belgium	330	320	
330	django, haskell, python	sql, mysql, aggregate-functions	linux, windows, symlink	
java, timezone, date	VonC	Frank van Puffelen	Wiktor Stribiżew	
Martijn Pieters	France	San Francisco, CA	Warsaw, Poland	
293	290	280	267	
python, python-3.x, json	git, github, docker	firebase, google-cloud-firestore, android	regex, python, pandas	
anubhava	Quentin	Jfriend00	CertainPerformance	
Bangalore, India	United Kingdom	255	Austin, TX, USA	
264	259	javascript, node.js, socket.io	255	
regex, awk, bash	javascript, html, css	Asperi	Pavlo Ostasha	
pawello2222	Steve	Pale blue dot	245	
255	255	245	java, android, android-studio	
swiftui, swift, ios	python, java, sympy	swiftui, swift, ios		

Finding candidates who have a LinkedIn account

You can also use Google's X-ray search to find candidates on Stack Overflow. The basic string "site:stackoverflow.com" narrows the search down to the Stack Overflow website. You can further add other parameters to find candidates that best fit your job requirements.

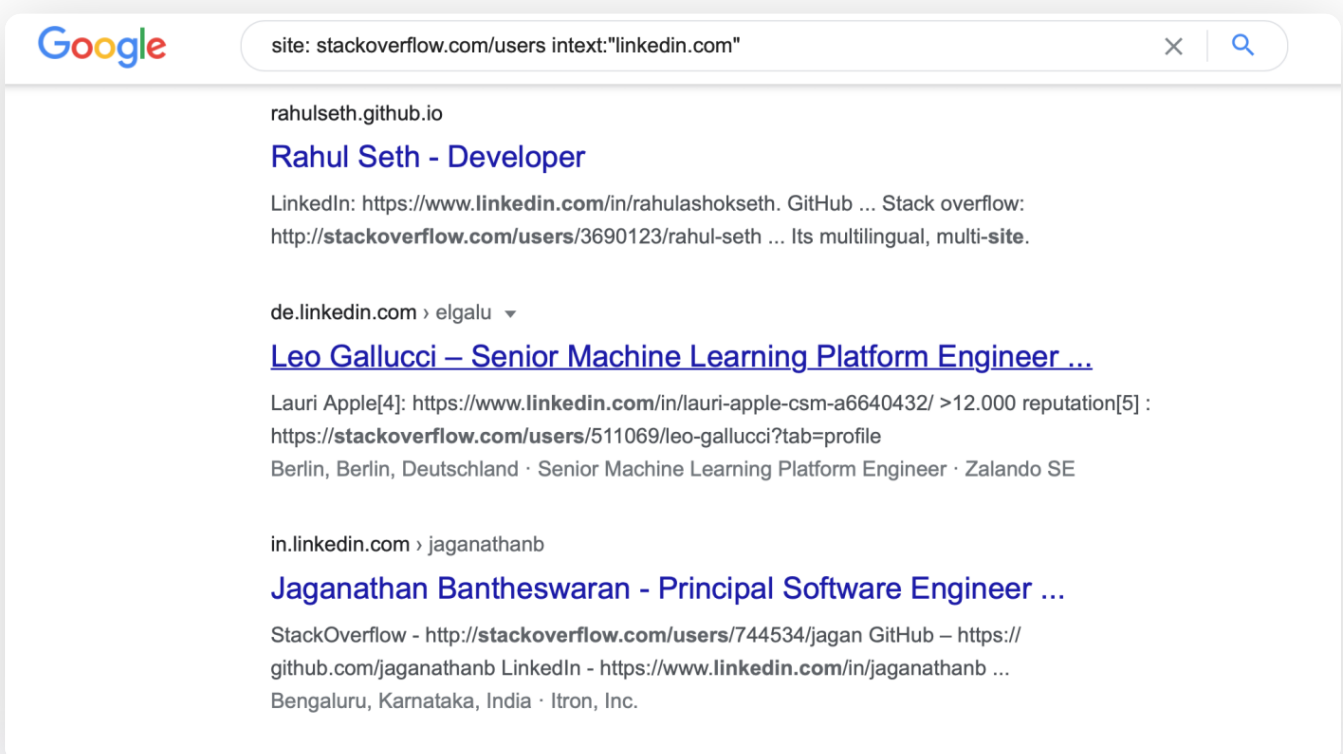
If you are looking for users with a LinkedIn profile or a website, you can use the `intext: parameter` to get the job done.

site:stackoverflow.com/users intext:"linkedin.com"

site:stackoverflow.com/users intext:"website"

You can also use the `intext: operator` to find people who have spent a good number of years on Stack Overflow.

site:stackoverflow.com/users intext:"Member since 2017"



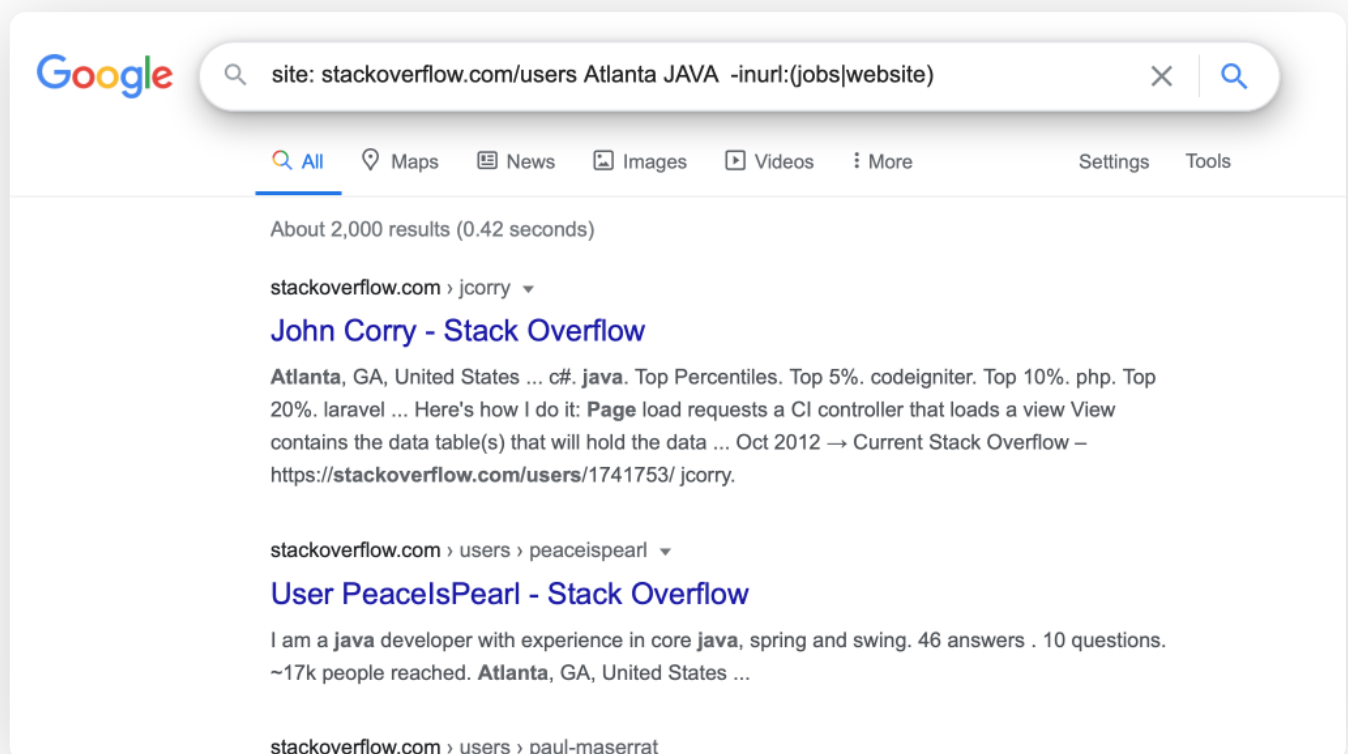
Finding candidates in and around your city

If you are thinking of recruiting someone in your location and would like to invite them over for a personal interview, you can find some candidates quickly.

Add your location to the string with the type of developer you are looking for and you will have a good catch in minutes..

site:stackoverflow.com/users Atlanta JAVA -inurl:(jobs|website)

-inurl: operator removes job ads and websites from the search results and returns only users



Reduce your time-to-hire for tech roles.

Talk to our experts and find out how Freshteam can help.

TALK TO A HIRING EXPERT

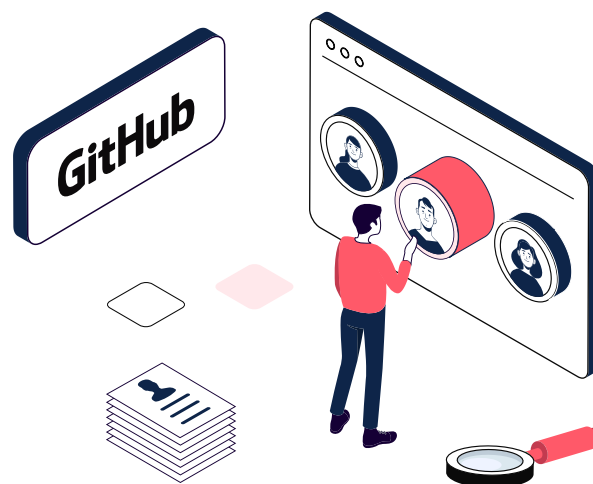
Sourcing through GitHub

Find the developers your team wants to hire.

Why should recruiters source out of GitHub?

Sourcing developers via GitHub is smart because

- You don't need a dime, it's free.
- It's the largest social network of coders on the planet.
- Roping in great developers paves the way to attracting other developers from the community to your company.



Relying too much on your hiring managers to screen tech talent?

Pro tip: Pre-assessment tests speed up hiring and reduce dependency on developers or hiring managers, while making initial screening feel like a breeze for you!

How the User Profiles on GitHub help in the search

The screenshot shows the GitHub profile of Fabien Potencier (fabpot). The profile includes a circular profile picture, the name 'Fabien Potencier' with the handle 'fabpot', and buttons for 'Follow' and 'Sponsor'. It lists 10.9k followers, 0 following, and 161 repositories. The location is 'Lille, France', and the email is 'fabien@symfony.com'. The website is 'http://fabien.potencier.org/'. The profile also shows 'Highlights' (Arctic Code Vault Contributor, Developer Program Member) and 'Organizations' (Symfony, Blackfire, etc.). The main content area shows 'Pinned' repositories: 'symfony/symfony' (The Symfony PHP framework, 24.1k stars, 7.9k forks), 'twigphp/Twig' (Twig, the flexible, fast, and secure template language for PHP, 7k stars, 1.1k forks), and 'splitsh/lite' (Split a repository to read-only standalone repositories, 1.2k stars, 48 forks). Below this is a '15,585 contributions in the last year' heatmap showing activity from November to October. To the right is a '2020' calendar view. At the bottom, there is an 'Activity overview' section showing contributions to 'symfony/symfony', 'twigphp/Twig', 'symfony/symfony-docs', and 5 other repositories, along with a pie chart showing 82% Commits, 11% Code review, and 3% Issues.

All GitHub users have straight-forward profiles that give you a lot of information:

- Username
- Location
- Current organization
- Websites owned
- Known programming languages
- Follower base
- Code contributions to the community
- Repositories of their open-source development projects

The best part however is, their email-addresses and social handles are also available, making outreach simple and easy for you.

Boolean search techniques to find candidates on GitHub

Search for users based on languages known/followers

When running searches in GitHub, you can target candidates based on the programming languages they know, location they work/live and number of followers they have.

You can run these searches on GitHub or Google.

Let's say you are looking for developers with expertise in Java who live in Boston and have 5 to 10 followers.

site: github.com language:Java location:Boston followers:5..10 "joined github"

Note: The default search results will be repositories and not users. You need to filter your results by hitting the users tab. GitHub also enables you to sort your results based on user profile attributes such as "most followers", "most recently joined" or "most repositories".

The screenshot shows the GitHub search interface with the query 'language:Java looking for a job'. The search results are filtered to show '177 users'. The left sidebar shows the search filters: Repositories (33), Code (90K+), Commits (468K), Issues (26K), Discussions (Beta, 213), Packages (10), Marketplace (0), Topics (0), Wikis (11K), and Users (177). Below the filters, there is a 'Languages' section with a list of languages and their counts: HTML (244), Java (177), JavaScript (148), Python (133), and CSS (75). The main content area displays a list of users with their profile pictures, names, and a 'Follow' button. The first user is Joe SuperSpyTX, who is looking for a job. The second user is Daria Kolodzey, who is looking for a job in Amsterdam. The third user is Artur Gajowy, who is looking for a new job. The fourth user is Alexander Vdovenkov, who is looking for a job. The fifth user is Vasanchai maskky, who is looking for a job.

Language	Count
HTML	244
Java	177
JavaScript	148
Python	133
CSS	75

User	Location	Email	Status
Joe SuperSpyTX			And now I'm looking for a job :/
Daria Kolodzey	Amsterdam	kolodaria@gmail.com	Looking for a job in Amsterdam!
Artur Gajowy	Warsaw, Poland	artur.gajowy@gmail.com	Haskell / Scala developer. Looking for a new job! 🚀 :)
Alexander Vdovenkov	Kaluga, Russia		Java developer. looking for a job
Vasanchai maskky	Ladkrabang	59070156@it.kmitl.ac.th	Looking for a job

Search for all commits from the same developer

One advantage of sourcing candidates through GitHub is that you can pull out project samples that your hiring managers or senior developers can take a look at even before you contact the candidate.

You can put together a string like the one that follows to pull code commits from a particular user.

Site:github.com “committer:fabpot”

The string will return all code commits authored by the user fabpot.

Further, if you would like to pull commits only from the user’s repository, you can use the following string:

Site:github.com “user:fabot”

You can also try the above strings with user’s emails instead of names.

The screenshot shows the GitHub search interface with the search query 'Committer: fabpot' entered in the top bar. The left sidebar shows navigation options: Repositories (0), Code (435), Commits (40K), Issues (5), Discussions (Beta, 0), Packages (0), Marketplace (0), Topics (0), Wikis (0), and Users (0). The main content area displays '40,361 commit results' with a 'Sort: Best match' dropdown. The results list several commits by 'fabpot' from various repositories, including 'collective-times/api', 'dependabot-preview', 'twigphp/Twig', and 'sensiolabs/SensioFrameworkExtraBundle'. Each result shows the commit message, the author 'fabpot', and the commit hash. For example, one commit is 'Bump fabpot/goutte from 4.0.0 to 4.0.1' with hash '388569b'. Another is 'feature #3410 Drop support for PHP 7.1 (fabpot)' with hash '4058579'. The interface also includes links for 'Advanced search' and 'Cheat sheet'.

Putting the guesswork back in searching

Sometimes, you'll have to think of phrases that your ideal candidates may be using and add some guesswork into your search strings.

For example, if you want to look for candidates with expertise in Java who are actively looking for a job, you may want to try strings like the following.

site: github.com language:Java “looking for a job”

site: github.com language:Java “searching for a job”

site: github.com language:Java “open to opportunities”

site: github.com language:Java “Seeking a job”

The screenshot shows a GitHub search interface with the query `language:Java looking for a job` in the search bar. The results are categorized into Repositories and Users. The Users section shows 177 results, sorted by Best match. The left sidebar lists various categories with their respective counts: Repositories (33), Code (90K+), Commits (468K), Issues (26K), Discussions (Beta, 213), Packages (10), Marketplace (0), Topics (0), Wikis (11K), and Users (177). The Languages section lists HTML (244), Java (177), JavaScript (148), Python (133), and CSS (75). The main content area displays a list of users with their profiles, names, and job-seeking status. Each user entry includes a 'Follow' button.

Repositories	Count
Repositories	33
Code	90K+
Commits	468K
Issues	26K
Discussions (Beta)	213
Packages	10
Marketplace	0
Topics	0
Wikis	11K
Users	177

Languages	Count
HTML	244
Java	177
JavaScript	148
Python	133
CSS	75

User	Status	Action
Joe SuperSpyTX	And now I'm looking for a job :/	Follow
Daria Kolodzey Oktosha	Looking for a job in Amsterdam! Amsterdam kolodaria@gmail.com	Follow
Artur Gajowy ArturGajowy	Haskell / Scala developer. 🐞 Looking for a new job! 🚀 :)	Follow
Alexander Vdovenkov dragon313	Java developer. looking for a job Kaluga, Russia	Follow
Vasanchai maskky	Looking for a job Ladkrabang 59070156@it.kmitl.ac.th	Follow

More ideas to sharpen your candidate search results

1

You can look for active candidates by adding the phrase 'contributions in the last year' along with the user name/email to the search string.

2

If you would like to view candidates with resumes, you can add the word resume|CV|Curriculum Vitae to the string followed by the inurl: or intext: operators.

3

Use the GitHub email Chrome extension to fetch user's email ids when they are not publicly listed.

4

If you would like to find candidates who are seasoned GitHub users, you can use the parameter created: to filter for candidates who have been on GitHub for a while. For example, Let's say you are interested only in candidates who have been on GitHub for 5 years, then you can add created:2015 to your search string.

5

When you find candidates on GitHub, you can switch to another platform like LinkedIn or Facebook to find more information about them.

6

Draft out an appealing email or message to use in your candidate outreach. Since every other recruiter also has access to the publicly available emails, you want yours to stand out.

With more than 32 million monthly users who share the same passion and pursuit for coding, GitHub can be a recruiter's go-to while looking for software developers.

Sourcing through [meetup.com](https://www.meetup.com)

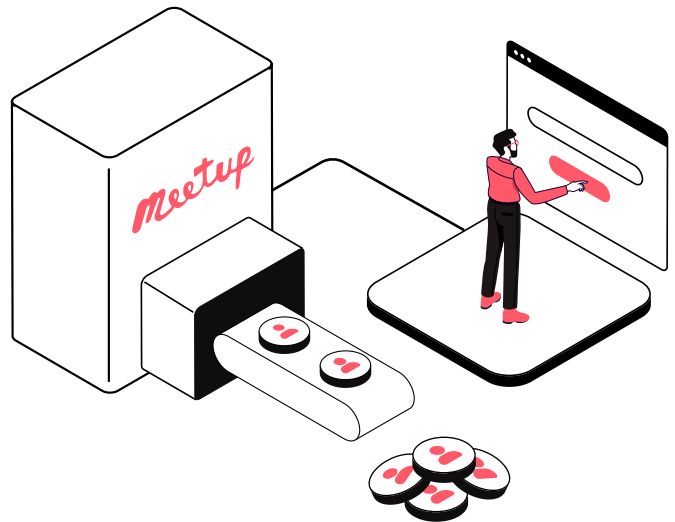
Meet candidates from events even without going to one.

Why should you consider meetup.com for sourcing?

49 million registered members, 230,000 organizers and 15000 in-person events each day focused on highly-specific skills and interests - the real question should be, why wouldn't you be sourcing on meetup.com?

- It's a great source for both active and passive candidates.
- Also a smart way to target candidates who are attending a specific event even without having to attend it yourself. For most events on Meetup.com, the attendees list is usually public. You can hence X-ray the list with Google's boolean search and find the perfect people for your company.
- One of a kind opportunity to find niche talent based on the meetups they are going to - marketing, designing, facility management and so on.

One disadvantage with Meetup.com is that it doesn't offer any search functionality. But since the site is indexed by Google, you can X-ray the site with Google's Boolean powers.



Do you have a career site?

After you have spoken to a candidate, they often search for your organization online, a career site is a brilliant second touchpoint. If you don't have one, you can set one up in minutes, with Freshteam. Zero exaggeration here!

SET UP MY FREE CAREER SITE

Techniques to find talent on meetup.com

Finding People Profiles Using The URL For Group Members

The site doesn't allow you to sift through members based on roles. However, you can start off with a common X-ray search targeting the skills required in your ideal candidates.

site:meetup.com Designers "recent meetups"

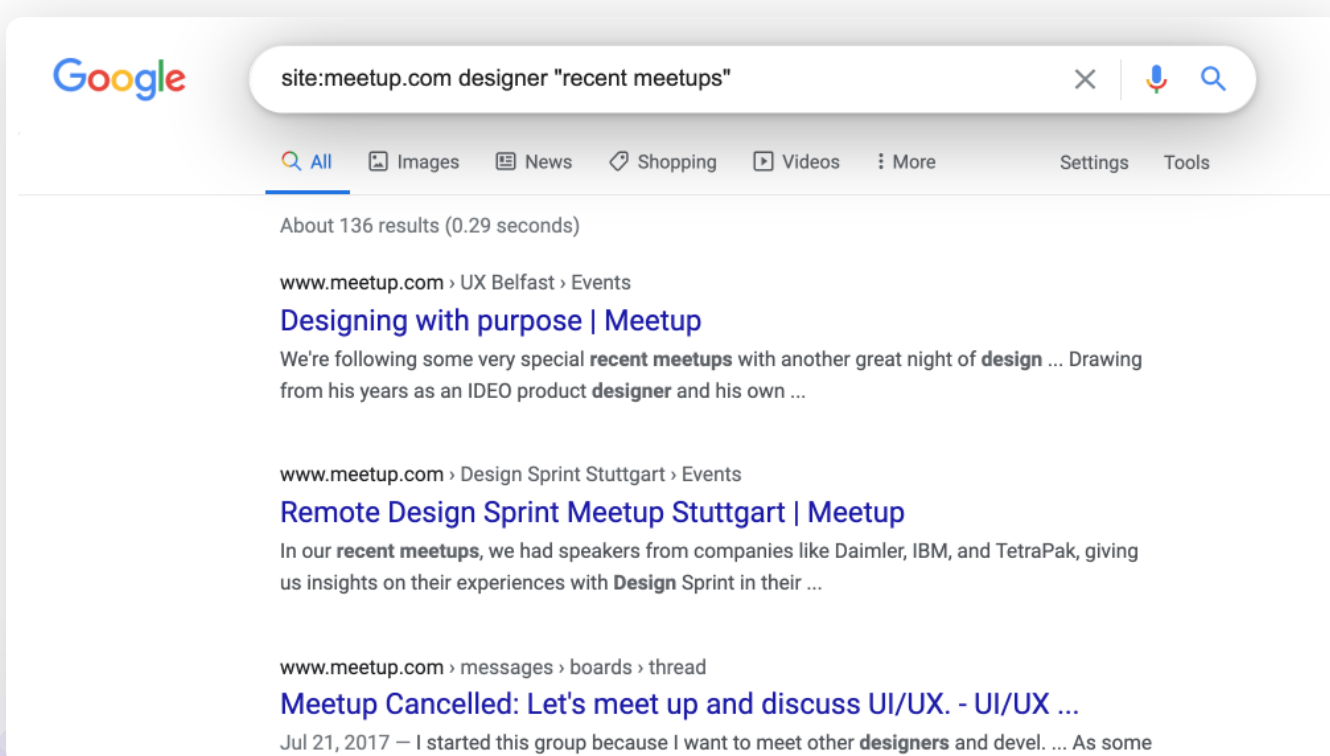
In the above string, the site: operator directs the search to meetup.com, 'Designers' pulls out all the groups or meetups in which designers engage, and 'recent meetups' pulls out meetups that were held recently - this way you can target a user base that's active and alive.

Once you have the groups, you can navigate to the members tab, and pick the URL of the members tab. Let's say the url is:

https://www.meetup.com/designers-booth-sample/members

You can now search the members' list for a more specific skill set with a slightly modified query. For example, if you want to find the UX designers in the group, you can type in a search query like the one that follows:

site:meetup.com/designers-booth-sample/members "UX design"



Finding people profiles using common words/phrases in Meetup.com

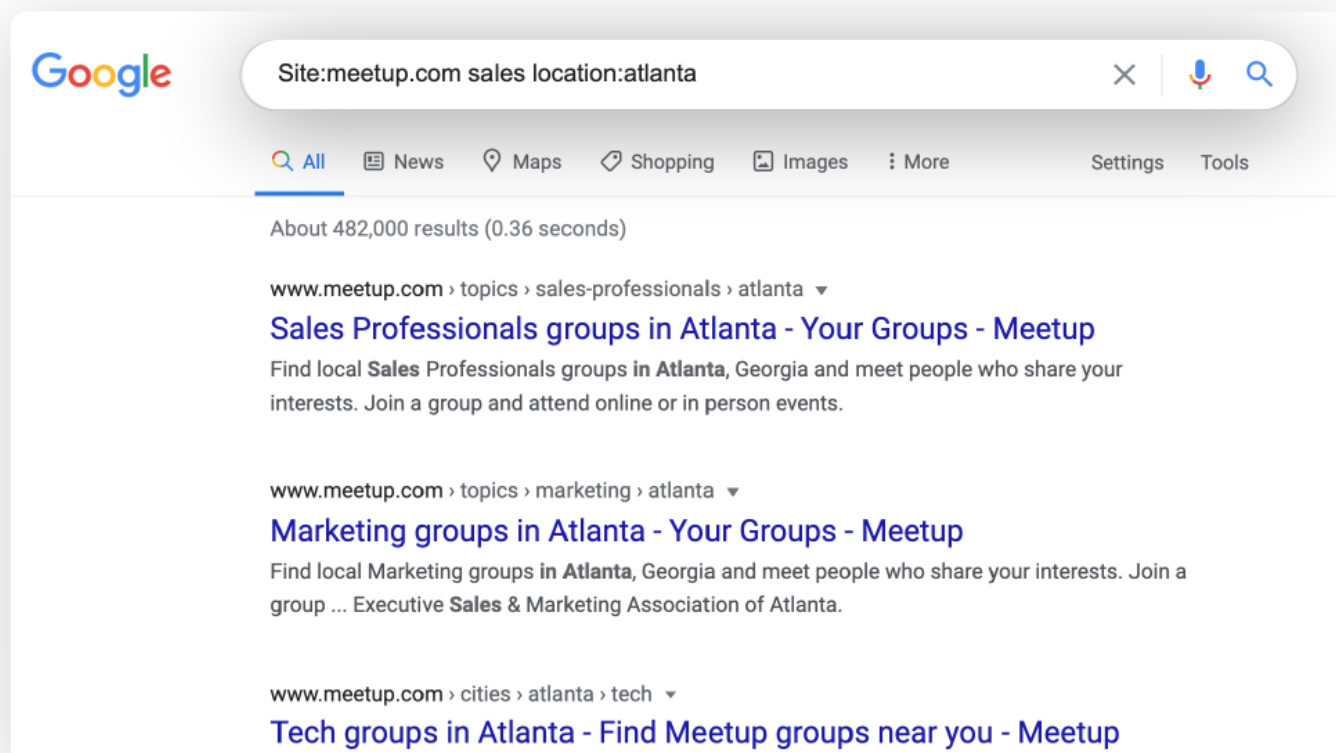
Some common phrases across meetup.com profiles are location, member since, has attended, member of, interests, etc. You can use these terms as filters while searching for candidates.

Let's say you want to find sales heroes who have been on meetup.com for at least 3 years. Your search query will look like this:

Site:meetup.com sales "member since 2017"

To list candidates from a particular city or location, you can use the location of hometown keywords.

Site:meetup.com sales "location Atlanta"



Finding candidates at upcoming events

Another trick to test is using your postal code in the search string to filter meetups happening near you.

site:meetup.com 38332 Content Marketers

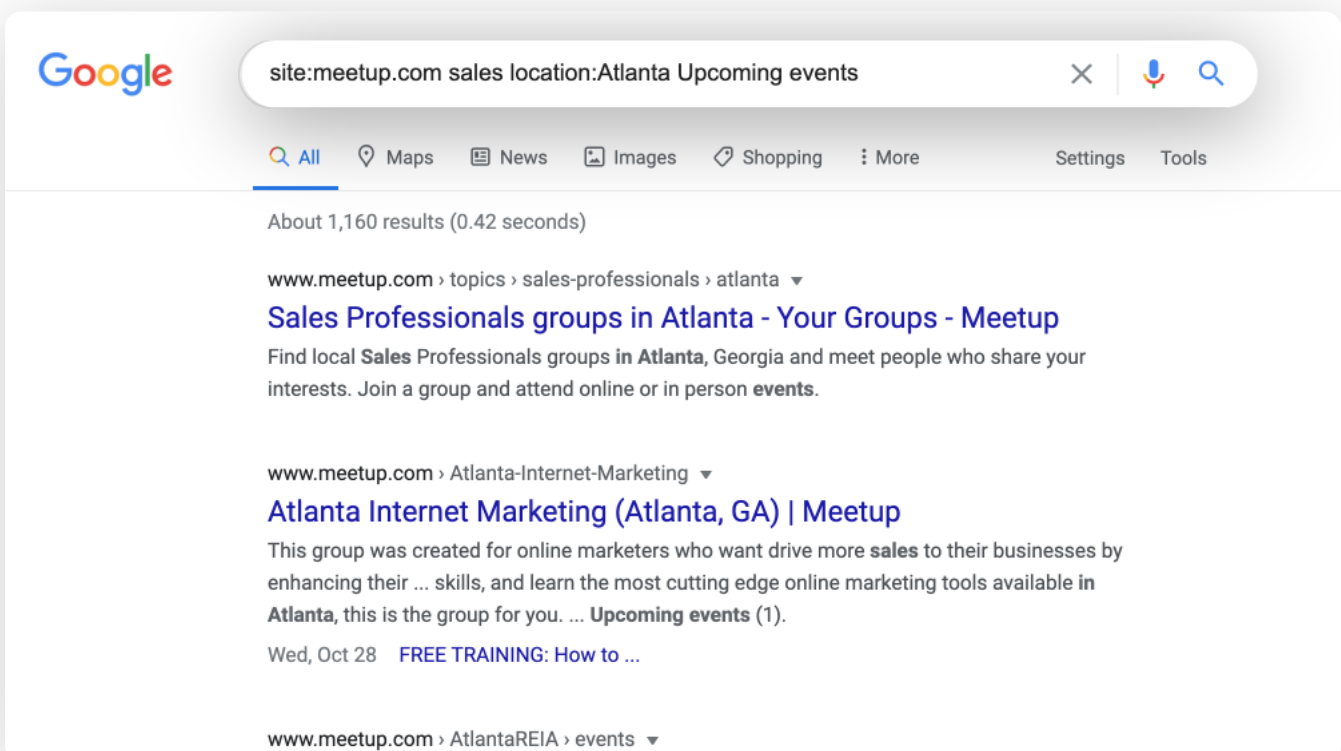
This search will pull out meetups relevant to content marketers from the area code 38332. It's not always a sure shot but you can give it a try.

You can also use the intitle: operator to search out groups that have the job title or location keyword in the title of the event.

site:meetup.com "Content Marketer" intitle: "Atlanta"

Finally, you can add the words "Upcoming events" to the search string to pull a list of upcoming events where you can meet, greet and recruit candidates.

site:meetup.com "Content Marketer" "location Atlanta" "Upcoming events"



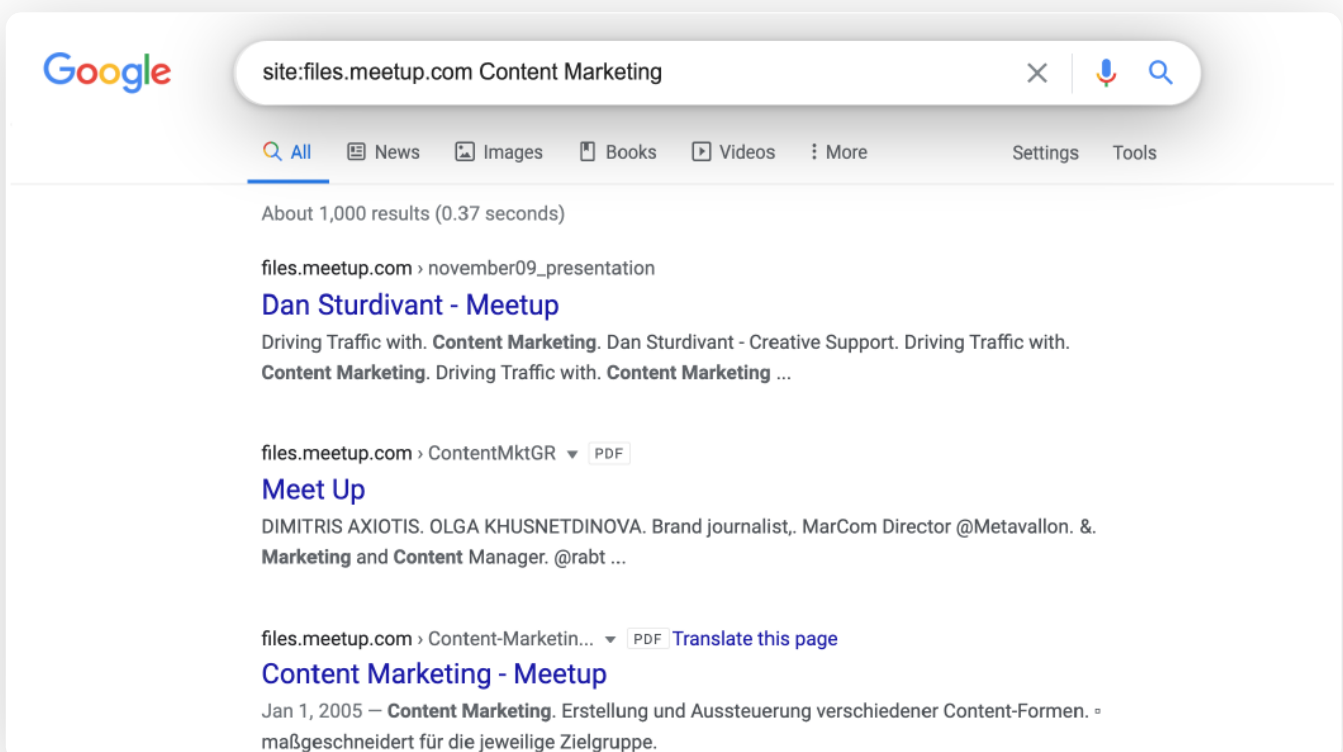
Searching files, finding authors

Users are uploading presentations and documents on Meetup. When you search out files uploaded by users, you will get better insights about them and will be able to analyse them with the openings in your company. All the file data is stored at files.meetup.com and you can use X-ray search to locate the files you are looking for.

This will pull out files that contain documents and information on content marketing. You can track the authors and reach out to them.

For example:

site:files.meetup.com Content Marketing



Best Practices for interaction with meetup.com members

1

Use private messages to reach out to people. Otherwise you may attract needless attention.

2

Don't send messages to multiple users in a group at the same time, it may come across as spam and you will lose your credibility.

3

Take the time to engage in the meetups and build real relationships. Treat it as more of networking instead of trying to blindly source.

4

Test out what works for you by sourcing out of multiple groups initially, and over a period of time you can restrict your search to groups that seem ideal for you.

5

When you find people, look them up on Google and see if you can reach out to them on a different platform - where they may be more active, or comfortable.

Sourcing through LinkedIn

A recruiter's gold mine!

LinkedIn Boolean Search

Good news: You need not swim through the Pacific to find your perfect candidates. You have the LinkedIn boolean search.

However, it's not enough to just juggle the ANDs and ORs within LinkedIn, that's probably what every other recruiter is doing, right? With a little finesse, you could steer through millions of candidates, and land on the top of your perfect (and narrowed down) candidates list before your competitors get there. Let's start with a quick look at the basic operators.

BOOLEAN TERMS	USE
OR	The OR operator can be used to find results that match any items in the list. For example: mobile or Android.
AND	The AND operator can be used to find results that match all items in the list. For example: Developer and iOS.
NOT	You can use the NOT operator to omit a certain word or phrase from your search results. For example to remove all content writers from your search results: NOT Content writer
Quotes “ ”	You can use the straight quotes to run a search for exact phrases or multiple word titles. For example: “Software engineer”
Parentheses ()	When you are doing a complex search, you can club all your search terms within the parentheses. For example, when looking for a Product marketing manager, you can say: (“Product Marketing Manager”OR “Product marketing Associate” OR “Marketing analyst”)

Note: The order of precedence of these operators is Quotes [“”], Parentheses [()], NOT, AND, OR.

Run the perfect searches, find the perfect candidates

Your first step towards finding the top talent is defining your requirements in as much detail as possible. The details can include information such as ideal job experience, certifications, the university they went to, the company they may be working in, etc.

The next step is to translate your requirements into filters. The thinner your filter, the better your search. That's why step 1 is important. If you have a clear understanding of who it is that you are looking for, you can just go for them, instead of wading through hundreds of pretty-looking profiles.

The screenshot displays the LinkedIn Advanced Search interface. On the left, a sidebar contains various filter categories, each with a 'Clear' link. The 'Advanced search' button at the bottom of the sidebar is highlighted with an orange border. The main area on the right is divided into sections for different types of filters, each with a plus icon to expand the options.

Search history

Showing results for [icon] [icon]

Custom filters [dropdown arrow]

Spotlights [LinkedIn icon]

+ More likely to engage

Job titles [Clear]

+ Project Manager +

+ Engineering Manager ,

Include: **Current or Past** [pencil icon]

Locations [Clear]

+ San Francisco Bay Area +

+ New York Metropolitan Area (207,215) ,

Include: **Current** [pencil icon]

Skills [Clear]

+ Project Management +

+ Management (52,758) ,

Companies

+ Companies or boolean

+ IBM , +EY , +Google , +Amazon ,

Schools

+ Schools attended

+ University of Phoenix (2,054) ,

Year of graduation

+ Add graduation year range

Industries

+ Candidate industries

+ Information Technology and Services (16,...

Keywords

+ Profile keywords or boolean

Employment type

+ May be open to these types of employment

Advanced search

Candidate details 42,689 35,537 39,312

+ Postal code / Zip code

+ Spoken languages

+ Profile languages

+ Recently joined LinkedIn

+ First names

+ Last names

+ Network relationships

Education & experience

+ Years of experience

+ Years in current company

+ Years in current position

+ Military veterans

+ Fields of study

+ Degrees

+ Seniority

Company

+ Current companies

+ Past companies

+ Company types

+ Company sizes

+ Company followers

+ Job functions

Recruiting & candidate activity

+ Recruiting activity

+ Tags search

+ Projects search

+ Notes search

+ Reviews search

+ Reminders search

+ Hide previously viewed

+ All groups

+ My groups

+ Applicants

+ In ATS

+ Project statuses

+ Candidate sources

LinkedIn has great inbuilt search functionality, you just have to know how to make it work for you. Instead of filling out every field in the advanced search, go for the ones that will matter to you.

One savvy way to zero in on perfect candidates is by going after the companies they might work in or would have worked for in the past.

Make a list of companies your ideal candidates may work in or would have worked at. These could be companies similar to yours in terms of products or services, core values, culture, compensation, hiring strategies, etc. Once that's in place, you can aim right at their pool of people. How does one do that? Navigate to LinkedIn advanced filters and enter your boolean search for candidates from your list of companies in the COMPANY field. My boolean search for a marketing lead from one of these companies would look something like this:

("Ogilvy and Manther" OR "Hallmark" OR "Lego" OR "Zenith" OR "Starcom" OR "ESPN" OR "MEC" OR "CARAT")

When the company name exceeds beyond one word, make sure to club them under the same parentheses.

Another clever choice would be the 'LOCATION' filter. Recruiters can go after this filter for many reasons. a) Top reason: To find candidates from their own city or neighboring cities and avoid relocation hassles. b) Find candidates from other places to keep their employee pool diverse. c) Because they need someone from a particular location to handle a specific job that might include cultural knowledge or language of that particular place.

So let's say I am looking for candidates in and around Dallas, the search string that goes into my location filter would look something like this:

("Dallas" OR "Houston" OR "Austin" OR "El Paso" Or "Fort Worth" OR "San Antonio" OR "Pasadena")

In the same way, you can go after candidates who graduated from very specific universities, industrial backgrounds, and more. If you nail your requirements, the perfect candidates are just inevitable.

Do you source through job boards?

If you do, did you know that you could publish to all the major job boards such as Adzuna, LinkedIn, ZipRecruiter, and Indeed in one click?

[LEARN MORE](#)

Sourcing through Instagram

It's an untapped platform, and will give you the early-adopter advantage.

Why should you source on Instagram?

According to a study by the Pew research centre, Instagram is the second most logged in social platform and its users spend an average of 53 minutes on login which is just slightly lesser than Facebook's 58 minutes.



Instagram is a highly engaging social platform and recruiters should definitely make use of the people's presence.

- Showcase culture stories, highlight the unique perks of working with you.
- Bring out people's experiences to show what it's like to work with your company.
- Engage and attract prospective candidates with visually appealing content.
- Tell people about opportunities they can pursue with your company.

Wield the power of Google X-ray search.

Here are some quick tricks:

You can plug Instagram.com into the 'site:' operator to begin your search. Here is an example:

Site:instagram.com (content marketing OR inbound marketing)

The above string will return profiles with the words content marketing or inbound marketing in them.

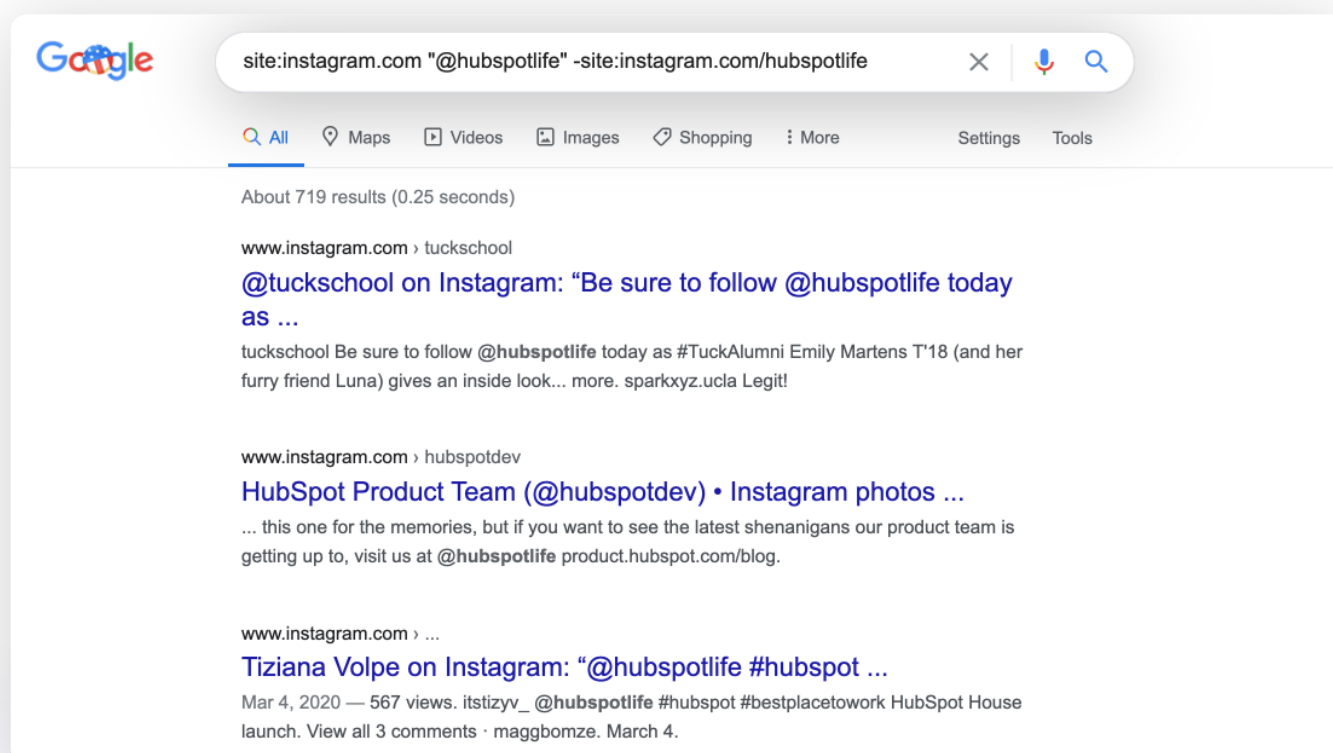
You can target people interacting with a specific company. For example, if you want to spot people interacting with HubSpot, identify their instagram handle and type in a query like this:

site:instagram.com "@hubspotlife" -site:instagram.com/hubspotlife

@hubspotlife - targets all interactions

-site:instagram.com/hubspotlife - removes all posts from their account in your search results.

This technique is also effective when you want to target people who are attending an event, or engaging in a subject, etc.



More techniques to find your perfect candidates on Instagram

1

Use hashtags for visibility

It's simple but most people just don't put any thought into it. You can use tools like the Keyword Tool to help you identify the trending hashtags relevant to you and then use them in your posts. The right hashtags increase the chances of being discovered by your target audience by 99%.

2

Use hashtags to find people

There are plenty of tools that allow you to set up alerts when someone uses a specific hashtag. If you are a hootsuite user, you can simply set up the 'add stream' option and watch as the Instagram feed automatically streams updates whenever the hashtag is used. For example, if you want to know when someone uses the hashtag #JobSearch. On Hootsuite, *navigate to Instagram > Hashtags > Add Stream and enter the hashtag you'd like to keep a tab on.*

3

Use link trees for job listing

One downside of recruiting on Instagram is that it doesn't really allow you to include links in your posts. You have the option to include one in your bio and lead them back to your careers page. Otherwise, you could use Instagram link tools like Link tree to list your top jobs or latest jobs on Instagram to draw immediate attention to certain jobs or to enable your audience to act on them.

4

Invite people to tag friends

Social media platforms are one of the best places to drive referrals. People may not see your job post and think about tagging a friend but if you drop the idea into their mind with a clear CTA, then they will.

5

Host a few Ask Me Anything sessions

Interact with your audience. The more you come alive, the more they'll engage, and the faster your community will grow. You can host AMA sessions where people can ask you questions about your company, career, leaders or just about anything.

Glossary

Boolean operators	Function
site:	Directs the candidate search into a particular website
inurl:	Returns pages with URLs that have the specified criteria
-inurl:	Removes URLs from the results if they match a specified criteria
intitle:	Returns pages/URLs if their page titles have the mentioned keywords
intxt:	Returns websites which have the specified text on their site
filetype:	Returns files of the specified type - doc, PDF, etc.

About Freshteam

Freshteam is all about making hiring seamless! You can capture the entire recruiting process from job requisitions to new hire onboarding on one software. Most importantly, Freshteam empowers recruiters to broadcast jobs to the major job boards, social channels and career site seamlessly, simplifying candidate sourcing at multiple levels.

In addition, it enables recruiters to keep two other important recruitment engines running - the internal job postings and the employee referrals. The benefits are definitely beyond what words can capture in minutes! That's why we offer a fully functional 21-day free trial.

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