

Episode 42 TE - The 10 People to Follow on LinkedIn as a Recruiter

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Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking general guidance or mentorship, you've come to the right place.

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Our episodes are designed to give you the motivation, the advice and the strategies you need to become the very best lone recruiter. So join us, grab a cup of coffee and let's take your desk to another level. Now today, I want to give you a list, a top ten list of LinkedIn people you should be following as a recruiter in 2023.

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And it's not going to be a list that you think it's going to be. It's actually going to be super, super practical and you're going to get some real good value out of this. And if you want to really maximise your deals, you want to maximise your interaction with your clients and your candidates. This list is for you.

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It's going to take you 4 minutes, but you're going to get something out of it. So let's just jump straight into it. So I've got ten. I've got ten people I want you to follow. Let's go. The first person or people I want you to follow are every single candidate you work with. If you interview someone, you InMail someone, they say, Yes, let's talk.

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If you speak to them every time a prospective candidate jumps on the phone with you. I want you to link with them on LinkedIn. Obviously, the rationale behind this is if you do place them, you can see where you can track where they're going. You can see when they start a new job, you can start getting interacting on things when they when they post and when they like and comment and down the line as well.

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You know, a couple of years time when they're looking at your posts day in, day out, they'll remember you. Right. So it kind of works both ways. But if you are connecting with the candidates and the people that you speak with, then what are you doing? And don't feel silly about doing it. It's it's in that moment. Like if I speak to you today and I send you a LinkedIn request that same day, I'm going to get that person.

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Great. And you're going to connect. It's going to make sense. It fits in with why this person might be connecting, and that's the best thing to do. If you do it in a couple of days time, they may forget you. I'm sorry. Not everyone's going to remember you. I'll forget people all the time and and they will forget you.

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So if you do it on the day you speak to a candidate, connect. Number 1. Number 2. on the other side, let's connect with your clients. If you've got great clients, you should be connected with them. If you've got new clients, you should be connecting with them. Again, same rationale. Do it on the same day that you meet your clients, whether it be virtually on the phone or even just on email, connect with them on that day because they will remember you.

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And the reason, again you want to do that is that they will see you're hopefully you're active on LinkedIn, they will see your posts and you will be top of mind when they're looking for a provider, an external support for their recruiting activities and you want it to be you, right? So it's just such an easy one to be connected with.

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So 1. All your candidates that you're speaking with. 2. All your clients, you should be connecting with all of them as well. 3. And here's one you probably haven't thought of, particularly if you're working in a bigger agency. But LinkedIn, your account. If you're on LinkedIn with a recruiter account, you will have a LinkedIn customer success manager, not the one selling you the products, the one that gives you the tips and tricks to really maximise what you get out of the product.

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So I connect with mine and we get everyone here to connect them, because they actually pump out amazing content all the time. It's real, it's relevant, it's right there in terms of new new updates or new algorithms or new functionalities. They're usually posting around that and if you can have first dibs on what that is, that may give you an edge over your competition because a lot of people don't.

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LinkedIn with their LinkedIn customer success manager. Maybe the people who run the business do. Maybe the people who own the accounts do, but every staff member underneath that should be connecting with the customer success manager at LinkedIn. So if you haven't done that, do that. The 4th one, which I find quite interesting, is who is your local Rec to Rec Let's just say you're in Sydney.

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Who is the Sydney Rec to Rec or if you're in London, who is, who are the Rec to Recs in London that are most prominent? I don't know, they are the face and the front of the recruitment sector. They're pretty good at giving indications of what markets are pumping, which of your competitors are hiring. You know, if you're following these guys or gals and you see the Rec to Recs consistently coming up with demands for, I don't know, finance recruiters or a particular skill set in IT and it keeps coming up, well, then there might give you some great indications of what markets are booming right now because these agencies are obviously looking to pay to get other recruiters

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in to fulfill that work. So it's actually a great insight outside of your desk and outside of your agency as to what is happening in the wider recruitment industry. So that's a really interesting one. I can't give you any specific names because you could be listening from anywhere in the world, but just look for your local Rec to Rec person. That might be local to your city or wherever your geography is that you recruit.

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So I'm Sydney based, but I would look for Australia wide just because I'm curious, right. If the East Coast falls apart, maybe the West Coast, you know, has something for me. So that's an interesting one to have on your on your radar. The obvious one, and if you haven't heard of this person, I don't know even if you're in recruitment.

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But Greg Savage, he's been around forever in a day. He's still creating amazing content. He's just published a book. You can't go past having him in your network, so connect with him. I know he'll connect back, comment on his stuff. I know he'll comment back. He's very active. He's been around for 40 odd years doing recruitment of 30 or 40.

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I'm sorry, Greg if I've offended you and he's still very active on the boards of many agencies, so he's still very much in the game and he's still very much in touch with the industry. So if you're not connected with Greg Savage, you really should. Because every day or two he comes out with a pearl of wisdom. That's a great nugget of gold and it's just a great help along the way.

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A non recruiter related person I think is worth following is a guy by the name of Gary Vaynerchuk. I think he goes by Gary Vee on on LinkedIn. But look he's not recruitment related but he's a very empathetic leader. He's very much a futurist. He really understands tech.

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He really understands social media. But he has, and he has a really strong media brand and he has a very strong public speaking brand. And the content and the material that he's pumping out is always top notch, very digestible, you know, very quick, very sharp, to the point. I just think he's great to show up in your feed every morning.

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He's great motivational, good for getting your energy going. Gives you sparks some ideas, gives you some momentum. Gary Vee get him into, you know, follow him or get him into your feed as soon as you can. Another one in the same vein of Gary would be the TED conferences. And I think they go via TED conferences.

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And the reason I say this, this is not going to be recruitment specific, but there is so much information out there now saying that the people who do better in life aren't the ones that go super deep within their lane. They actually have a really broad view and understanding of many variety of information. So the wonderful thing about TED conferences is that they're always tackling the most unique perspectives and they're very good speakers and they're usually quite to the point and I find that digesting a few of those a week really opens up conversations.

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If you're a recruiter, we are all about conversations. So the more that you can relate to different people in different facets and different ideas or topics, then I think the better that conversation flows and I think therefore the better, you know, the relationship you're going to have with your prospects. And therefore, I actually think you may make more placements out of it.

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It seems long winded, but there is some science to it, so the broader your knowledge base is or that the tabs of topics that you can touch point on, usually the further you go. So TED conferences. I find these actually quite fascinating. I've learned a ton of stuff around sleep, what's carcinogenic, ice bathing, learning, entrepreneurship, you name it.

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There's some amazing topics on there. The eighth, are we up to the eight? The eighth person you want to be, a person, people, group you want to be following on LinkedIn. Is your competition's company pages, right. So who are your competitors? Who are the major agencies? Minor agencies that you've come up with day in, day out with your clients when you're advertising, when you're headhunting, go and follow them. Because they will actually give you some pretty big heads up of where they're heading, what they're doing.

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And it may give you a bit of an edge that you might not have if you weren't keeping an eye out on what they're doing. So that's a smart one to have on your radar. Nine, now, assuming you're a specialist, most people are, knowing what your markets industry bodies are up to. So let's just say you recruit for these sort of engineers and knowing what their governing body is up to.

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So whether that's Engineers Australia or the CPN or whatever that governing thing might be or whether you're a doctor, maybe it's the what is the registry for doctors where they have to register to become a doctor. Following those industry bodies is actually quite interesting too, because you'll get insights as to when conferences are coming up. Again,

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another great talking point to have with people, hot topics, things that may be challenging the industry, maybe legislative changes that may flow through and affect your recruiting as well. It can be really vital, quite critical to whether you succeed or not. I don't think it's the be all end all. But you can see within the web of things you're following, it could it could help create a picture and a narrative that may help you on your desk.

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So that's number nine. Number ten, I'd be super silly not to say this one, but last and certainly not least, you should be following The Lone Recruiter podcast. I know, I know. I've never done a plug like that before, but here I am. I'm doing it. If you haven't followed The Lone Recruiter podcast on LinkedIn, do it now.

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Just go into your app, LinkedIn follow, follow, follow. Because what we do is you might not get to all these episodes, but what we do is we cut them up and every day there is a new cut up version of this podcast on the feed. So it will be 10 seconds, 20 seconds, it won't be long. It's bite sized, but it might just be those little bits of brain food that get you going.

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Spark an idea. Because I'm not silly. No one's listening to this stuff every day. Some people are, but like a lot of recruiters. We've got no time. So that's what the feed is good for. And if you can curate your feed to incorporate nuggets of gold, like from The Lone Recruiter podcast or from your industry's industry bodies or your competition's company pages or TED conferences or Gary Vaynerchuk or Greg Savage or your regions Rec to Rec recruiter or your LinkedIn Customer Success manager or your clients or your candidates, then hey, all of that's going to go into your brain and it's going to feed a picture of what you have that's going on in your

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industry, both with your client, your candidates and your competitors and the broad spectrum across the world. And, you know what? That will make you a better recruiter. It'll make having conversations a lot easier and you're going to sound a hell of a lot better on the phone when you're talking about X, Y, Z, when all before you were talking about was AB.

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So that's it. It's all we have time for you today. I hope you got something out of it. I've already asked you to follow us on LinkedIn, but if you haven't already done it, shame on you, do it now. I really appreciate it. We want to grow. We are growing. It's speeding up as well and we're really excited by it.

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We get great kicks out of it, so keep it going. Can only do it with you guys there. That's we have time for you today, as always. Have an amazing day and may all your deals come true.

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