First, I want to say “hello” :)

Hello, the new sourcing believer,
Here you will find a sourcing handbook about the diverse channels as well as tips to help you in your current or future role.

© created by Liuda Ziuman, Sourcing Believer, Sourcing Lecturer at EvoTalents.School

last updated September 2022
I want this document to be the one place where a sourcer can come and find all the needed information. I'll continue my work👩‍🎨



Before diving into this handbook, I advise you to read about a day in my life as a freelance recruiter and a day in the life of a sourcer by my good colleague Vika. Believe me, nothing has fundamentally (I'm talking about the approach) changed since then. **these articles are several years old*

I also hope that you are already using at least some of these tools for sourcing.

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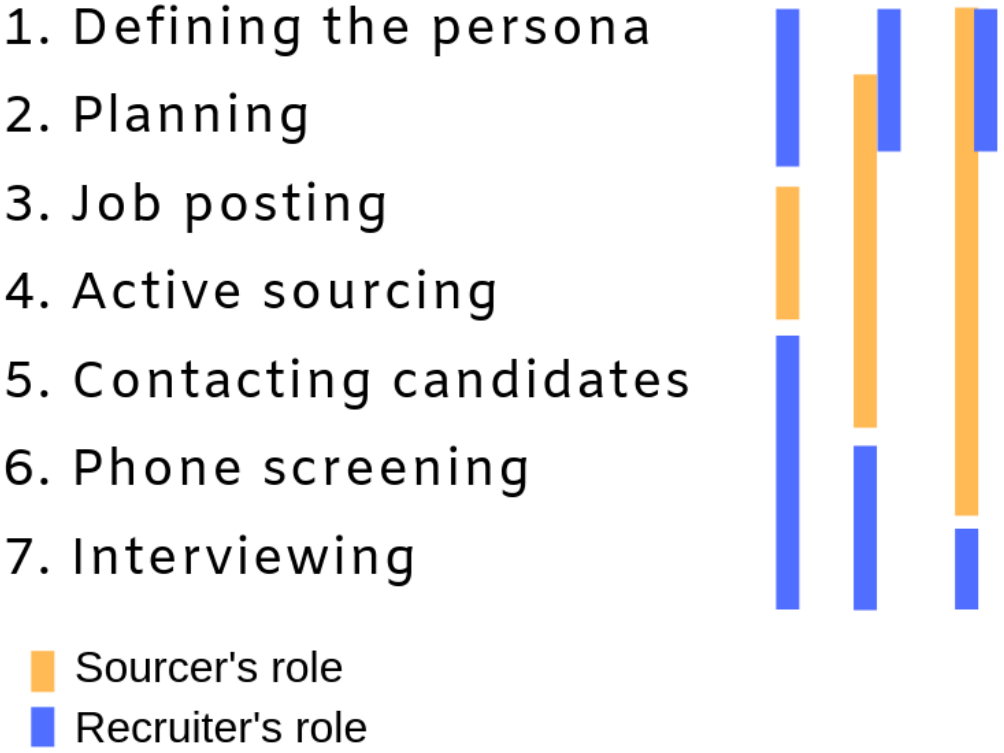
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Sourcing is a career, not a stepping stone



source

- site:sourcecon.com intitle:sourcer

Why sourcing is a career in its own right By Lee White

Sourcing strategy

The fact is that 80% of tech candidates are passive. Active candidate sourcing is the process of searching for, identifying, and contacting potential candidates. Here it's important to choose the "right" channels for sourcing relevant candidates.

If you are looking for creative talents, like UI/UX designers, **Behance** with its 10M+ members lets you discover the portfolios of some of the best for you.

If it is software developers, **GitHub** with its 65M+ developers and exhaustive repositories is a good place for you to start.

And **LinkedIn** with its 740M+ users lets you explore and connect with talented professionals from different domains.

With every new role you start working with, it is critical to create a unique sourcing strategy to attract and hire the right candidates. Most searches require a combination of both inbound and outbound sourcing. The more specific the search, the more outbound sourcing the search will require relative to inbound sourcing efforts.

Outbound sourcing – the process of building relationships with potential candidates by proactively reaching out to candidates directly on social networks or via email. Often entails using social platforms such as LinkedIn or GitHub.
Inbound sourcing – the process of vetting candidates that applied to a posted job vacancy or are referred to a role by employees or external contacts.

So, the sourcing strategy document includes:

- previous **market research** – number of relevant candidates in your location
- **main keywords** from JD that you will use during the search
- your **searching queries** with the links and notes which searches you have already completed, which booleans were good and which were not

The sourcing strategy will help you to improve your booleans strings and not to get lost in many searches during long-term work.

Example
Fragment "Sourcing and practice: analyse the sourcing strategy"

Read more

- Candidate Experience: work with resume, 1st interview and helpful sources, Mariia Dvornikova
- Active vs passive recruitment strategies for a talent shortage, Celential
- Quick start: how to search for a difficult position, Anna Miroshnichenko

Boolean search

Boolean search is a type of search that combines desired keywords with operators such as AND, NOT and OR to produce relevant results. It's based on George Boole's mathematical theory in which all variables are either true or false.

Boolean searches can be done on any search engine (Google, Bing, DuckDuckGo, etc.) using certain symbols and there is no restriction on how many you use in one search string.

With boolean search can find:

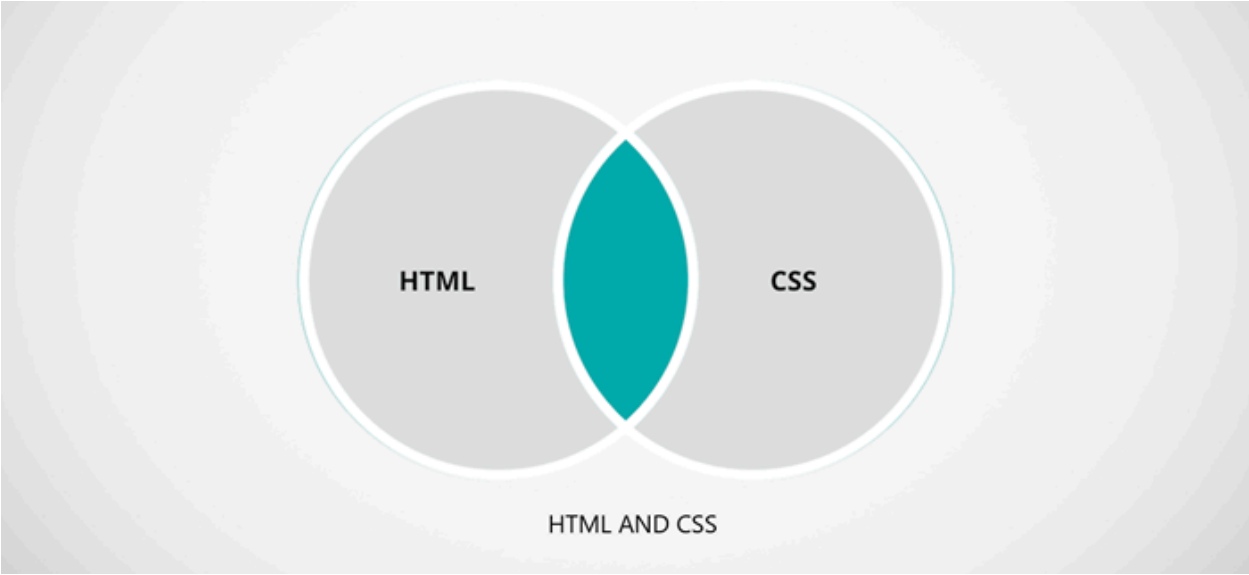
- resume, portfolio, personal blog
- contact details: email address, phone number, link on social networks, etc
- candidate with some specific experience (working in specific companies, startups, enterprise experience, etc)
- academic degree or other certifications
- and much more

Basic operators

Boolean search operators are used to combine or exclude the keywords. There are 3 basic boolean search operators:

AND

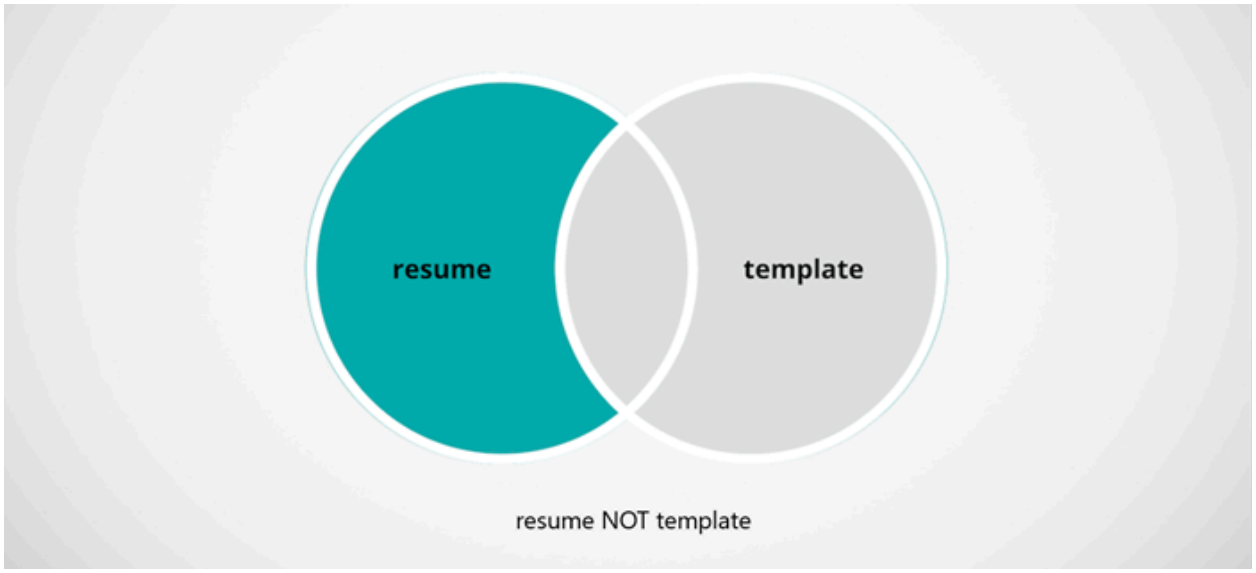
If you add AND operator between your two keywords, the search results will show only results that include both of your keywords.



**you can an ampersand (&) instead of typing in the word AND (HTML&CSS) or just omit this operator (the search engine will understand you)*

NOT

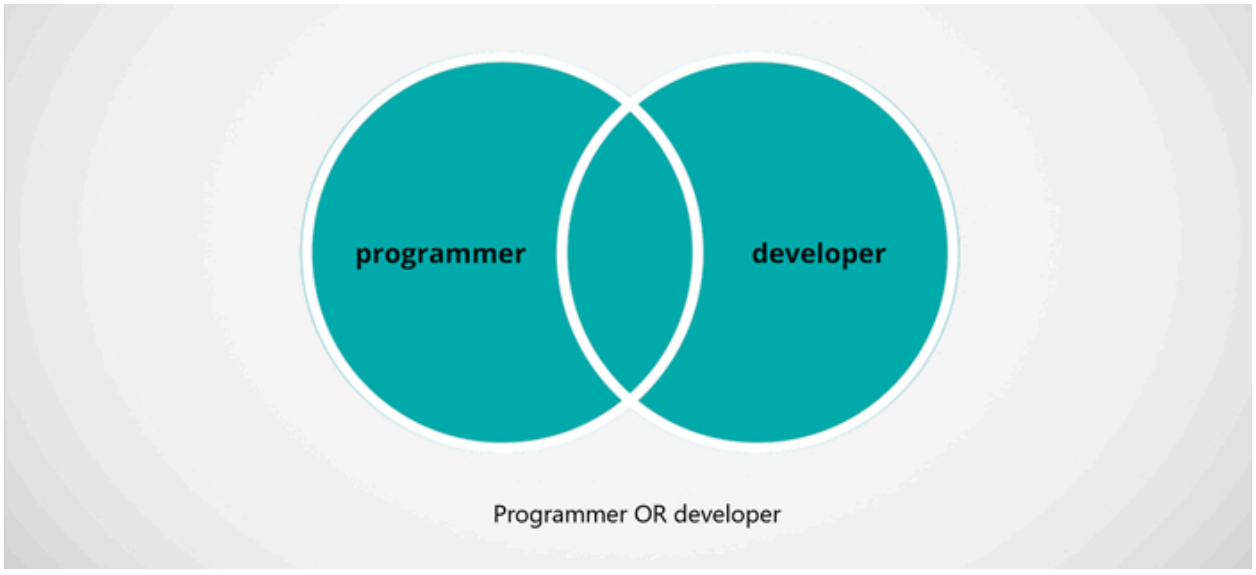
If you add NOT operator between your two keywords, the search results will show only results that contain the first keyword, but not the second one.



**you can a minus symbol (-) instead of typing in the word NOT: resume -template*

OR

If you add OR operator between your two keywords, the search results will show results that include either of the two keywords or both of them simultaneously.



**you can a vertical bar symbol (|) instead of typing in the word OR: programmer|developer*

Important: each of the 3 mentioned boolean operators should always be written in uppercase. Otherwise, they won't work.

Basic query modifiers
Boolean search query modifiers are symbols you can use to organize keywords and further refine your search.

quotes
Quotation marks are used when searching for an exact phrase that consists of more than one word.
For example, "talent sourcer"

asterisk
Put an asterisk at the end of your keyword if you would like to include all of its variations.
*For example, recruit** = recruiter, recruitment, recruiting

parentheses
Parentheses are used are most commonly used to wrap OR search.
For example, software (developer OR engineer)

tilde
The tilde symbol (~) allows the specified words to be further apart or in a different order. Use this symbol at the end of the phrase with a maximum number of interval words between the words following.
For example, inputting"sourcing specialist"~1 would return results, such as Talent Sourcing Specialist or Recruitment Sourcing Specialist. As you can see, there's one additional related word in each result.

Search tips and tricks
Here are 6 more useful tips and tricks that can help you create advanced boolean search strings:

Use text search syntax if you want to limit your search only to websites with certain keywords in the text on the web page. For example, if you want to search for websites that have the keywords "resume" or "bio" in the text, you should type in.
For example, (intext:resume OR intext:bio)

Use filetype search syntax if you want to limit your search to a specific file type. For example, you can search for a word, the text of pdf document formats. Here is what the file type syntax looks like.
For example, filetype:(pdf OR docx OR txt)

Use title search syntax if you want to limit your search only to websites with certain keywords in their title. For example, if you want to search for websites that have the keywords "resume" or "bio" in their title, you should type in.
For example, (intitle:resume OR intitle:bio)

Use URL search syntax if you want to limit your search only to websites with certain keywords in their URL. For example, if you want to search for websites that have the keywords “resume” or “bio” in their URL, you should type in.
For example, (inurl:resume OR inurl:bio)

Use site search syntax if you want to limit your search to a specific website.
For example, if you want to search only a specific social network, you should type in the site search syntax before you enter your keywords.
For example, site:linkedin.com

Use around search syntax if you want to limit your search to terms with a specified number of words of each other.
For example, site:linkedin.com/in open AROUND(5) "java developer"

Read more

- How to work properly with X-Ray Search, Liuda Ziuman

Search Engines



source

20 Great Search Engines You Can Use Instead of Google, Search Engine Journal

Google

There isn't one search engine that is better than all the others. Many people could argue that Google's search engine is the best, and it is the most popular and well-known. It's so popular that people often use it as a verb when telling someone to search for their question.

Google Images
You can't beat Google Images for basic image searches. Just enter a keyword and go. For more in-depth searching, there are lots of filters, too. To go even further, clicking "Tools" gives you access to more filters: size, color, usage rights, type of photo, and when it was uploaded/created. This is super handy for finding exactly the kind of image you want, as well as images that are royalty-free.

Google Reverse Image Search
Google Images also offers a reverse image search tool. To access it, click on the camera icon in the search box.

- a Google CSE query that helps you search for candidates immediately on LinkedIn, GitHub, Stackoverflow, and Facebook and find information on the salary market and profile conferences.

- Tools for Google by @cyb_detective

Bing
Microsoft's Bing search engine is also popular and used by many people. Bing does an excellent job of finding information and answering questions.

The layout and features in Bing Image Search are still pretty close to Google, and you'll see similar results. Bing carries that same clean user experience to video, making it the go-to source for video searches without a YouTube bias.

One interesting feature is the People filter, which lets you choose photos of people according to how they were photographed (just faces or head & shoulders).

Advanced search options
Advanced search keywords

DuckDuckGo
Users concerned with privacy, enjoy using DuckDuckGo. This search engine makes its users anonymous and is an excellent solution for users concerned with how much information Google and Bing collect on their users.

DuckDuckGo privacy
Search syntax

- Tools for DuckDuckGo by @cyb_detective

LinkedIn
LinkedIn's users know the platform as the “professional social networking site.” 95% of recruiters globally use LinkedIn to source specialists. According to LinkedIn, it has more than 830 million members.

LinkedIn Algorithm: How it Works in 2022
https://blog.hootsuite.com/how-the-linkedin-algorithm-works-hacks/

A step-by-step guide for sourcing candidates
How to find software developers using LinkedIn by DevSkiller
August 12, 2021 Last updated: June 9, 2022

SalesQL is one of the most handly tools for finding contacts. You can also use ContactOut, TalentScan, hireEZ.

Read more

- Sourcing on LinkedIn: analysis of queries for internal search, Liuda Ziuman
- How to search for candidates on LinkedIn: a step-by-step guide, HURMA
- How to find software developers using LinkedIn, DevSkiller
- How to find your target audience with LinkedIn search [2022 guide], lemlist
- LinkedIn for Job Search, Mariia Dvornikova

Developers

GitHub
GitHub is a website designed for programmers to collaboratively build their code. Users: 83M (as of June 2022)
Members: developers, programming instructors, students, and enterprises worldwide create millions of open-source projects and enable organized collaboration in one platform.

A GitHub search is restricted for non-registered users, which is why to begin the search, you need to create an account and add some general information.

GitHub documentation

A step-by-step guide for sourcing
How to source software developers from GitHub by DevSkiller
August 15, 2021 Last updated: July 6, 2022

FAQ about sourcing developers on GitHub

Can you contact developers on GitHub?
There is no messaging feature on GitHub. You can contact users through email or other contacts they opened on their profile or comment on the discussion they are in.

Can you see a developer's email on GitHub?
Some developers do include their emails in their profiles, but many decide to not disclose this information. If the latter occurs, a user has to go through a complicated route:

- find a non-forked repository
- find commits by the user and click its ID
- add "patch" after you have ended up on the commit's ID
- look through the commit information, and you will be able to see the author and their email

Also, you can use contact finders such EmailOnGithub or OctoHR (plus this tool shows the programming languages for a user on GitHub)

Read more

- Sourcing on Github: a 2022 guide for finding top software engineering talent, Celential.ai
- How to source software developers from GitHub, DevSkiller
- How to source candidates on GitHub with AI tool hireEZ
- GitHub: finding talent outside the box, Marina Popruzhenko

StackOverflow
StackOverflow is a programming Q&A site with technical questions. It is part of a larger group called StackExchange Network. The platform aims to solve day to day problems which are posted in the hope of getting an answer from fellow developers.

StackOverflow documentation
StackOverflow: How do I search?

A step-by-step guide for sourcing
How to source developers from StackOverflow by DevSkiller
August 15, 2021 Last updated: February 17, 2022

- StackOverflow annual developer survey, 2021
- How to source candidates on StackOverflow in 2022, Celential.ai

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StackExchange
StackExchange is a network of question-and-answer (Q&A) websites on topics in diverse fields, each site covering a specific topic, where questions, answers, and users are subject to a reputation award process. The reputation system allows the sites to be self-moderating.

For sourcing you can use:
- SQL query

All you need to do is type in any location and any valid tag in the search menu.

- SQL query generator

How to use SQL query generator to source candidates on Stackoverflow?

Backend Developer
- Hire Backend Developers: all you need to know, Revelo

Full Stack Developer
- How to find and hire Full Stack Developers: a guide to full-stack recruiting, Celential.ai
- Hire Full Stack Software Engineer: a complete guide, Revelo

Machine Learning
- Hire machine learning engineers: a complete guide, Revelo

Data Analyst
- Hire Data Analyst: all you need to know, Revelo

Data Scientist

- How to hire a data scientist in 2022: sourcing + interview advice, Celential.ai
- Hire Data Scientist: all you should know, Revelo

Data Engineer

- Hire Data Engineers: a comprehensive guide, Revelo

Cloud Engineer

- Hire Cloud Engineers: the essential guide, Revelo

Unreal Engine

- How to hire Unreal Engine Developers, Revelo

Other channels

This part is in the process of writing – because there are many other search channels.

Facebook

- How to source candidates on Facebook, EvoTalents.School
- A guide to recruiting on Facebook, Toggl
- How recruiters can use Facebook groups for sourcing, Talent Hero

Clubhouse

- How can Clubhouse be useful for recruiters and IT companies, Lena Volk

Reddit

- Hiring software developers on Reddit: a guide to sourcing, Revelo

International sourcing

Romania
Recruitment in Romania, Viktoria Sharenko

Spain
Recruiting in Spain, Lily Lushpa

Mexico
Engineers in Mexico: a remote tech talent opportunity, Revelo

More

- international recruiting for Ukrainians, Telegram channel by EvoTalents
- https://trello.com/b/lqGQJAl1/international-recruiting
- https://relocate.me/blog

Find out more

Sourcing guides

- Step by step guide for sourcing in MatcHR
- How to hire remote developers – a step by step remote hiring guide, DevSkiller
- The ultimate guide to sourcing developers, CodersRank

Reports

- StackOverflow annual developer surveys

Blogs

- https://evotalents.com/en/blog
- SourceCon – Sourcing News and Community
- 20+ best recruitment blogs to follow, DevSkiller

Tools

Recruit'Em is an easy-to-navigate tool that takes advantage of Google's index of profile pages and generates a comprehensive database of potential candidates. It is 100% free, you do not need to register, and there are not even any ads.

- Tools for sourcers, Liuda Ziuman
- Sourcing tools you never knew you always needed, DevSkiller
- 9 sourcing tools for finding qualified candidates in 2022, Celential.ai
- Talent sourcing tools list, Jonathan Kidder (WizardSourcer)
- Dean Da Costa's start.me pages
- Awesome Recruitment. A list of (recruitment) tools and resources that Sjamilla uses
- OSINT tools collection by @cyb_detective

Channels & Groups

- Ukrainian Sourcing Community, Facebook group by EvoTalents

Records (Youtube)

- EvoTalents.School
- People First Club
- MatcHR
- HURMA

Books

- Bestseller "Full Stack Recruiter" by Jan Tegze. Check out the second part of this book for free HERE
- "The Book of Recruiting: Da Costa Style" by Dean Da Costa, review from Liuda Ziuman
- IT Recruiter's Bookshelf from Lena Volk

Subscribe

- Jan Tegze, Senior Recruiting Manager, SolarWinds

https://sourcing.games
Interview with Jan Tegze: About new Full Stack Recruiter book, sourcing hacks, and career development for recruiters, EvoTalents

- Hung Lee, Curator Brainfood

https://www.recruitingbrainfood.com

- Kasia Tang, Sourcing Trainer

Ebook Sourcing in Ukrainian by Kasia Tang, download free

- Balazs Paroczay, Global Sourcing Strategist

https://thebalazs.com

- Jonathan Kidder, Talent Acquisition Sourcer

https://wizardsourcer.com

Top-30 recruitment thought leaders you should follow, MatchHR

Certification

- Tech recruitment certification by DevSkiller

Resources (pdf files):
IT Recruitment process that works
Source software developers like a PRO

Sourcing hackathon

- https://evotalents.school/blog-item-6.html

Enjoy the sourcing and keep googling🕵

I will be glad to communicate and be useful, feel free to reach me out on LinkedIn.
If you have a resource to contribute to this handbook, feel free to ping me too!

