STRAIGHT TALK:

Why Students Don’t ❤❤❤❤

Recruitment Technology Tools

Texts

All students use email! A lot! Any employer who thinks they should move away from email is mistaken.

The last thing I want is job ad texts on my phone for jobs that are probably horribly unrelated to my skill set...which is the current situation.

Clumsy and too personal

Doesn't seem too professional - I'd prefer an email or a phone call

Texting is more "sketchy" in my experience

You can’t file texts in folders, like email – They’re too hard to manage

I would feel uncomfortable if a recruiter texted me

Do not want texts during the recruitment process, ever

Text messages would be kind of creepy

Emails are more effective than text

Don’t text me –It looks like a scam

Social Media

Using social media doesn’t make you seem like a "fun" place to work like you may think - just seems like your recruiters have no idea what they are doing.

Don't use it. If you do, it looks like you're the old guy trying to fit in with youngsters, and you get taken even less seriously.

Social media sends the wrong message: "we're trying to be cool... we're hip and with it, right?" I can't help but think of Dr. Evil doing the Macarena in Austin Powers.
Please stop trying to be something you’re not. As much as my generation likes to use social media in our personal lives, we don’t want it in our professional lives. We prefer more personal interaction and live visits to sites because it indicates what your culture is like and who our peers would be.

If you just use it "just to be like everyone else" you will lose brand equity because you will look like my old man trying to be "cool" by being on Facebook.

They had a picture of me from Facebook on my list of questions for my interview: SOOO creepy

Why did we spend time talking about social media? It has nothing to do with recruiting

Employers need to stop trying to be "hip" or "cool" or whatever it is that they think they are doing. Social media and network is for social things, not job searches or recruitment. If a company can’t spend the time and money to send an actual person and take my resume, I’m not going to waste the time giving them a second glance.

RECRUITING AND SOCIAL MEDIA DO NOT MIX. Having Twitter accounts, Instagram accounts ("ooh look at the nice cup of coffee I'm having"), or Pinterest accounts ("Ooh look at this marvel collection of salad or flower photos I took in the breakroom") WILL NOT HELP REACH STUDENTS MORE EFFECTIVELY. Having more in-person presence on campuses, conducting interviews in-person and on-site rather than on the phone or over skype--this is what will help. Yes those things are "old-fashioned" by today’s standards, but that does not mean that students do not still hold them in the same esteem as former generations. Job-searching and recruiting is best done face-to-face. End of story. :)

If they are using Snapchat and Instagram, that seems pretty sad to me.

They don’t see the duality – We want professionalism, not intrusion into our lives

Don’t just blindly sign up for Instagram because they think all the “cool kids” are doing it. It makes you look lame.

Virtual Events

If they’re not willing to invest in F2F at the Career Fair, they’re not really interested in us

Pretty useless – Told me how to apply; I could have gotten that off their website
If the career fair is online, I won’t go; I want face-to-face contact

It makes no sense to go to a virtual event if it’s a company you can actually talk to

Personally, I don’t like virtual career fairs; they’re not effective; no personal touch

Signed up for one but forgot about it – Don’t take as seriously

Their Info Session was virtual – They told us to check out their website; That didn’t attract me

Their virtual event had technical difficulties for the first 15 minutes

I didn’t attend because I didn’t think I’d get anything out of it

Virtual events are very ineffective – No personal connection

Most are during their business hours, which is class time

They’re more trouble than they’re worth

Like with anything you watch on a computer, it’s very easy to get distracted, you multitask

Companies who do this aren’t investing in us

Companies that do this [virtual recruiting] don’t understand Millennials

It’s so easy to be distracted, I start watching cat videos

**Video Interviewing Platforms**

Video interviews are a lot more work than a phone call – You have to worry about lighting, signal strength

Tech should add convenience, not complicate things

This is disrespecting the candidate; Says ‘You’re not worth my time’

Video interviewing creates a big disconnect with the company – Lots of negativity
I strongly oppose non-live video interviews. It feels impersonal and as if the company is not willing to invest time into getting to know a candidate.

If the employer is inclined to use virtual interviews, I feel like I am just a number

Companies who do this aren’t investing in us

It’s not worth my time to talk to a machine

It’s weird to see your big head

If I had to do one, I’d quit their process

Recorded interviews ultimately says ‘we don’t care about you’

Wouldn’t work for a company that made me do this

I get why companies are doing this – They’re trying to reduce the number of candidates

Felt marginalized; I’m not good enough to talk to; I don’t want to work for them now

They don’t watch them all [recorded interviews] – A recruiter told me so

You do whatever you need to do to look favorable; it all feels very fake

When using one-way interviews, employers seem to put a "wall" up between students and employers

[Company] lost a lot of interest on campus this year – They took the humanity out of applying

Use of Mobile Devices

We DON’T use our phones as much as you think. I use my phone to order a sandwich, not to apply for a job.

Apps are inconvenient and annoying. You have to download them, update them, they take up space on my phone
I downloaded one [mobile app], but then deleted it; It bogged down my phone

Applying using my phone only works if all I have to do is send my resume

Would apply using my phone if it was the only option

Have to have an option to use my laptop

What would a mobile app do? Not everything needs an app

My resume isn’t on my phone

It’s so much harder to apply on a mobile

Too much to type

Takes up space on my phone

Big commitment to download app for one employer

My phone is personal

I hate apps

They think we rely on our phones more than we do

Nothing about an employer app appeals to me

Don’t want junk on my phone

Not what we use our phones for

Bugs the crap out of me to have to create an account, username, password

Face-to-face interactions with young professionals matters. A fancy app does not.

Apps suck. Please don't make us download apps.

Recruiting apps consume too much memory

Stick to professional tools
Misunderstanding What Students Value

Students, contrary to what many employers seem to think, still place job searching on a pedestal, so to speak, and we WANT it to be professional.

It's kind of offensive that older people think the only way to reach young people is through social media.

I really dislike employers who try to come off as "cool"

Don't use technology just because it exists. Many of the things listed on this survey were more gimmicky than helpful.

Employers should only use certain mediums if it fits the purpose of their message, not for the sole reason of appearing "hip."

We're not best buds, you guys should keep it professional. Heed your own advice you give students.

We may be from a different generation and we may use various technological platforms, but there is a separation between personal and professional. Our personal interactions may be different between our generations but our professional preferences are very similar.

Just because we're young doesn't mean we value high-tech over high-touch. I find it much more professional and beneficial to actually interact with the company and coworkers. The only substitute is Skype and other “in-person” tech interviews. I, and many of my classmates, want the experience to feel professional. We want to feel and be treated like adults. Pandering too much on technology or “games” or social media makes it feel extremely unprofessional and I dismiss companies that use these tactics.

Personal interaction is the best way to learn about company culture in my opinion. Technology can't give you an authentic look at a company. It only shows you what the company wants to project.

I do not think students prefer to connect digitally - That is a false assumption

I don't like employers that minimize human contact in the hiring process. It makes the company seem shallow to me

If they are more focused on their recruiting videos than on what I have to say I know it is not the right fit.
A lot of companies seem to be very proud, almost to an annoyance, about their new and "innovative" technology.

The more they use technology to save money and not have to provide human capital -- the less I like them.

Recruiters need to understand that even though we are living in an increasingly high tech world, this does not replace human interaction. A company must strive to make employees feel valued, not alienated.

If you’re just using tech to save time and money, that kills my interest

I am much more keen to work for companies who come to campus to give us information and speak to us, than I am with companies who do everything virtually.

Physical behavior is real; Online is polished/fake

VR goggles, texting, social media, apps, anything like that is really not going to give me a better impression of the company. If anything it makes me feel like corporations don't understand young people and like that environment carries into the work place.

While high-tech may be quicker and easier to recruit than high-touch, is easy what we want? High-touch outreach and forming relationships are hard, but you can better gauge someone through a personal connection. While this form of contact may be difficult, the fact that companies spend the time and resources to make personal connections to students shows me that they truly care about hiring PEOPLE.

Every person watching their video sees the same thing; Interaction is unique to me

What they’re doing with recruiting technology feels like a dystopian movie

We’re not that different from you

There's no need to go overboard with technology, and doing so can make the company seem like it's trying to connect with the ‘younger generation’ while not really understanding it.

Here’s how to contact me with questions, comments – or for additional information: