

4 KPIs 4

Social Media Recruitment

1. Source of Hire

- % of candidates hired through each social media channel.
- This helps companies understand the impact of social media in their talent acquisition efforts and evaluate each platform's contribution to the overall hiring process.

2. Cost Per Hire (CPH)

- CPH measures the average cost incurred to hire a candidate through social media.
- By comparing this metric with other sourcing channels, companies can determine the cost-effectiveness of their social media recruitment strategy.

3. Candidate Engagement

- This KPI measures the level of engagement candidates have with the company's social media content, such as likes, comments, shares, and interactions.
- Higher engagement indicates a strong employer brand and interest from potential candidates.

4. Conversion Rate

- The conversion rate tracks the percentage of social media followers or visitors who complete a specific action, such as applying for a job or joining the talent network.
- A higher conversion rate indicates an effective call-to-action and a well-targeted audience.

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