

# Expand Your Applicant Pool

## A Case Study on Recruiting with Social Media



**“myStaffingPro’s time-saving features have made hiring easier.”**

– Recruiter, Midmark Corporation

### Business Challenge

Recruiting for technical positions such as engineering, information systems, and finance has been a challenge for Midmark Corporation over the past several years. Located in a rural area, the company had low visibility. A couple of years ago Midmark decided to make a more concerted effort to change the employee branding and start creating new networks and mediums to showcase the company.

### Specific Goals

- Reach more passive job seekers.
- Increase visibility of job openings.
- Double the number of social media hires.

### Business Solution

myStaffingPro® created a LinkedIn® sourcing code that helped Midmark attach candidates to the right source. In addition, myStaffingPro has several social media tools that can be used to promote openings. Midmark utilizes their Facebook® job application, as well as the job posting to Twitter®. myStaffingPro also enabled Midmark to simplify the online application process.

**“myStaffingPro has several social media tools that can be used to promote openings. In addition to social media, myStaffingPro has enabled us to simplify the online application process.”**

### About myStaffingPro

myStaffingPro, a full-featured software-as-a-service (SaaS) applicant tracking system, provides HR professionals with the tools they need to recruit, qualify, and track applicants to help hire the best employees.

**To learn more about the functionality and pricing of myStaffingPro, call our toll-free number or visit our website.**

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