

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.

myStaffingPro®

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