



e-learning

e-Recruiting

A warm welcome

The shortage of skilled workers and the resulting war for talent are decisive factors in recruiting today. Use the opportunities offered by digitalisation and implement e-recruiting measures in your company in a meaningful way. From the use of the right tools and channels to performance marketing and active sourcing – a variety of possibilities awaits you. In the following e-Learning you will learn what can be used and how to use it.

Booking Number: **30604**

Group of participants:
Recruiters, personnel officers,
HR business partners, specialists
and managers with recruiting
and personnel management tasks
who want to use the possibilities
of the Internet effectively for their
personnel recruitment.

Duration: **approx. 1,5 hours**

Language:  

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ Get an overview!
 - Why is e-Recruiting relevant for me?
 - What should I be aware of in the recruitment process?
 - Why and how should I introduce an applicant management system?
 - What does a recruitment strategy consist of?
- ✓ Important tools you should use!
 - Which recruiting channels, what job boards?
 - What do I need to take into account for an online job advertisement?
- ✓ How can I use performance marketing?
- ✓ Career networks, forums and apps
 - How do I use Xing, LinkedIn?
 - Social Media
 - How do I use Facebook, Instagram, Twitter and YouTube?
 - How do I deal with review/rating portals?
- ✓ What is the role of the personnel officer?



Information on the web

www.haufe-akademie.de/30604



Let us advise you

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