



e-learning

# e-Recruiting

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 course you will learn what can be used and how to use it.

Booking Number: **34252**

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?

## Contents

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- Social Media
- What is the role of the personnel officer?



**Information on the web**

[www.haufe-akademie.de/34252](http://www.haufe-akademie.de/34252)



**Let us advise you**

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