

IOWA STATE UNIVERSITY

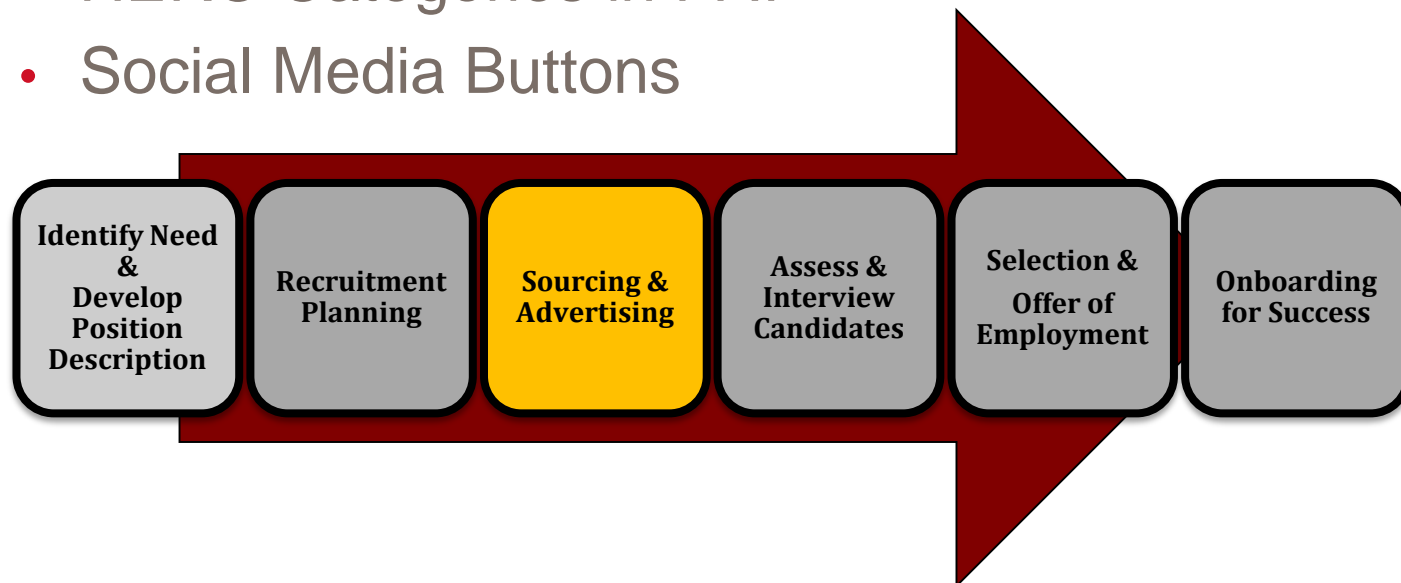
University Human Resources

# Talent Acquisition Training

Central Midwest HERC and Social Media  
Buttons

# Agenda

- Overview
  - What is HERC
  - Central Midwest HERC
- Training
  - HERC Categories in PA7
  - Social Media Buttons



# What is HERC?

- **H**igher **E**ducation **R**ecruitment **C**onsortium
  - A non-profit consortium of over 700 colleges, universities, hospitals, research labs, government agencies, and related non-and for-profit organizations that results in “the largest database of higher education and related jobs in the world”
- Specializes in recruitment of diversity and dual-career couples



# Central Midwest HERC




- Campus-wide partnership
- Collaboration with state of Iowa, Board of Regents schools
- 14 Founding Members
- Higher Ed and Associate Members
  - ISU Research Park
- Region
  - Iowa, SE South Dakota, Eastern Nebraska, Western Illinois

# Central Midwest HERC

- Member Benefits – FREE!

SEARCH JOBS | CAREER CENTER | DUAL-CAREERS | ABOUT HERC

Search site content



Find your Ideal job.  
Be found by your ideal employer.

Set up custom job alerts and upload your resume

[Create Your Account](#)

[Log in to Your Account](#)

Home > Member Resources [Share](#)

- Member Resources
- Webinars
- OFCCP Compliance
- Data
- Dual-Career Resources
- Discounts
- HERC News
- Job Posting Instructions

## Member Resources

Here you will find all the tools and resources to help you get the most out of your HERC membership.

The comprehensive job board is the core component of the HERC enterprise. Here you will find technical information on posting your jobs and tracking your job posting statistics and tips on writing attractive job descriptions that not only convey the job responsibilities and required qualifications, but also present your institution as a great place to work.

But HERC is much more than a job board, so you will find information on all the other benefits available to you as a HERC member including:

- Up-to-date information on the discounts on recruitment and retention products and services that will help cut the costs of your recruitment efforts
- Professional development opportunities that allow you to stay on the cutting edge of best recruitment and retention practices
- Resources to help you meet the challenges of providing services to dual career partners
- Tools and strategies to help you become more effective in diversifying your applicant pool
- Tips to get the most out of your membership
- Ideas for how to spread the word to you colleagues about what HERC membership can do for them

[Search](#) | [Browse](#) | [Dual Career Search](#) | [Your Job Alerts](#) | [Your Saved Jobs](#)

[Refine Search](#)

John
  Mary

Location markers are approximations.

41 'Engineering' Jobs in Iowa

Sort By Relevance



Get Job Alerts for this search by email.

[Email Me Job Alerts](#)

	<p><b>Systems Engineering Team Lead</b> Grinnell College</p>	<p>Grinnell, Iowa 2 Weeks Ago</p>		
	<p><b>Director of Major Gifts or Associate Director of Major Gifts</b> Grinnell College</p>	<p>Grinnell, Iowa 2 Weeks Ago</p>		
	<p><b>Data Governance Specialist</b> Grinnell College</p>	<p>Grinnell, Iowa 2 Weeks Ago</p>		
	<p><b>Database Administrator</b> Grinnell College</p>	<p>Grinnell, Iowa 2 Weeks Ago</p>		

[Show 2 More](#) ▼

# HERC Categories

Search	Browse	Dual Career Search	Your Job Alerts	Your Saved Jobs
<b>State/Province</b>		<b>Job Type</b>		
Arizona	(5)	Academic/Faculty	(7789)	
California	(5215)	Executive	(201)	
Connecticut	(148)	Staff/Administrative	(13194)	
D.C.	(379)			
Delaware	(1)			
Illinois	(1430)			
More...				
<b>Discipline/Department</b>		<b>Organization Type</b>		
Academic/Faculty	(2534)	Government Agency	(14)	
Academic/Faculty Affairs	(174)	Higher Education Institution	(23809)	
Administrative/Support	(2682)	Hospital	(1098)	
Admissions	(133)	Non-Profit/Association	(13)	
Advertising/Marketing/Public Relations/Communicati...	(334)	Other Medical/Health Care	(566)	
Advising/Counseling	(194)	Research Institute/Research Lab	(274)	
More...				

Department Contact Name	Ruth L. Canton-Appleton
Department Contact Phone	515-294-3753
Department Contact Email	rlapplet@iastate.edu
Department/Unit Website	
Do you want this posted longer than the required advertisement period on iastatejobs.com?	No
If yes, how many calendar days would you like the posting to appear on the web?	
Herc Category	Other, Affirmative Action/Diversity, Education/Training, Human Resources

The green view is the summary page of the posting

The red view is a screen shot located within the posting

Do you want this posted longer than the required advertisement period on iastatejobs.com?

If yes, how many calendar days would you like the posting to appear on the web?

Herc Category

- Administrative/Support
- Admissions
- Advertising/Marketing/Public Relations/Communications
- Advising/Counseling
- Affirmative Action/Diversity

Required Licensure(s)/Certification(s)



# Additional Enhancements

Now departments have more options to select from in the recruitment resources sections of the PD/Posting



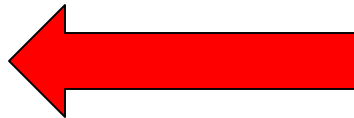
List the recruiting resources the department intends to further advertise the posting. The position will automatically be posted on iastatejobs.com and the Iowa Workforce website. Additional advertising is the responsibility of the hiring department.

<input checked="" type="checkbox"/>	ISU Employment Opportunities Website
<input checked="" type="checkbox"/>	ISU Employee
<input type="checkbox"/>	Website (other than ISU Employment Opportunities)
<input type="checkbox"/>	Placement Office
<input checked="" type="checkbox"/>	Trade Journal
<input type="checkbox"/>	Newspaper
<input type="checkbox"/>	Other
<input type="checkbox"/>	HERC Website
<input type="checkbox"/>	LinkedIn
<input type="checkbox"/>	Facebook
<input type="checkbox"/>	CareerBuilder

2. \* Where did you first learn about this vacancy?

- ISU Employment Opportunities Website
- ISU Employee
- Website
- Placement Office
- Trade Journal
- Newspaper
- HERC Website
- LinkedIn
- Facebook
- CareerBuilder

Applicants can also choose where they heard about the position from.



# IOWA STATE UNIVERSITY

University Human Resources

## Exploring the HERC website

- Central Midwest HERC
- ISU Profile
- Regional Jobs
- Member Resources
- Search Functionality

# Questions about HERC?



# IOWA STATE UNIVERSITY

University Human Resources

## Social Media Buttons

New PeopleAdmin Feature



# Social Media Buttons

- Why?
  - 288 million Twitter users
  - 450 million LinkedIn users
  - 890 million Facebook users
- FREE!
- Ability to use personal or business accounts


★ See how Posting looks to Applicant

🖨️ Print Preview (Applicant View)


🖨️ Print Preview



Key:

 Facebook

 Twitter

 LinkedIn

# Social Media Buttons

1. Toggle to the Applicant Tracking (blue) side
2. Toggle to a user scope of posting admin or above (Dept Chair/Director, Dean/AVP, SVP/President)
3. Position must be at a *posted* status (i.e. Posted, Re-posted, Re-published)
4. When reviewing the summary page of the posting, look for social media icons in top right-hand corner

The screenshot displays the Applicant Tracking System (ATS) interface. At the top, a blue navigation bar contains links for Home, Postings, Hiring Proposals, My Profile, and Help. A red arrow points to the Postings link. Below the navigation bar, the user's name and message count are shown: "Andrea Little, you have 0 messages." The current group is set to "Posting Admin". The breadcrumb trail indicates the user is viewing the "Summary" page for the "Deaf Services Coordinator and ASL Interpreter (Re-Posted)" position. The main content area shows the posting details, including the current status "Re-Posted" (circled in red), the position type "P&S", and the department "Univ Human Rsrc-19070". On the right side, there are options to "See how Posting looks to Applicant", "Print Preview (Applicant View)", and "Print Preview" (circled in red). Below these options are social media icons for Facebook, Twitter, and LinkedIn (circled in red). At the bottom, a navigation bar shows tabs for Summary, History, Applicants, Reports, Hiring Proposals, and Associated Position Description.

# Social Media Buttons

LinkedIn®

Share on Facebook

Share on your own Timeline ▾

- Share on your own Timeline
- Share on a friend's Timeline
- Share in a group
- Share on a Page you manage
- Share in a private message

IOWA STATE UNIVERSITY

Academic Adviser III

iastatejobs.com • The Undergraduate Programs Office within of...  
[Edit](#)

Share an update

Share an update or mention someone using @

[Sign up >](#)

IOWA UNIVE

Share a link with your followers

Now hiring for Academic Adviser III <http://www.iastatejobs.com/postings/21678>

Phone, email or username

81

[Log in and Tweet](#)

Password

Remember me · [Forgot password?](#)

Academic Adviser III

The Undergraduate Programs Office within th is accepting applications for an Academic Ad students and small groups to assist in their cc

IASTATEJOBS.COM

# Live Demo

- Post a job using HERC categories
- Posting jobs to social media outlets



# Questions?



# Resources

- [Social Media Job Aid](#)
- [HERC Categories list](#)
- [Direct Employers List](#)