

WORKPLACE TECHNOLOGY TRENDS

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Using Technology in Recruiting

Organizations have leveraged technology in recruitment practices long before the pandemic, but COVID-19 and its repercussions have pushed many companies to totally rethink recruiting and hiring using virtual strategies. As more employers embrace virtual recruiting—the process of pursuing, vetting and onboarding candidates electronically—the more likely it is to stick around for good.

In fact, 81% of talent professionals say virtual recruiting will continue after the pandemic, according to LinkedIn. Notably, 70% of those respondents say virtual recruiting will become the new standard.

As they pursue virtual strategies, savvy employers are:

- Establishing a presence on **online platforms**—many of which are designed for recruiting and hiring—to make it easy for applicants to apply directly
- Participating in **virtual events**, such as career fairs, to engage with job seekers and be represented without physically attending events
- Leveraging **artificial intelligence (AI)** to filter resumes and identify top candidates
- Leaning on an **applicant tracking system (ATS)** that collects and stores candidate resumes and helps automate common recruiting tasks like posting jobs and sending notification emails as candidates progress through the process

Since all signs point to virtual recruiting strategies sticking around even after the pandemic, employers may want to consider how some of these strategies improve or streamline their recruiting processes to create efficiencies and win more candidates in a tight labor market.

HR's Role in Cybersecurity

In today's environment, cyberattacks are a threat to every workplace. Organizations often fall under attack to cyberthreats like phishing and malware as hackers eye valuable business and customer financial details as well as personally identifiable information. Employee error is the leading cause of workplace breaches.

As such, HR departments play a key role in protecting employees against cyber threats in today's digital world. HR can lead policy development and employee communication as well as help decrease their company's risk for cyberattacks with the following tips:

- **Partner with IT.** An HR and IT collaboration can foster a workplace culture of cybersecurity, ensuring employees understand how to help avoid a costly data breach.
- **Communicate regularly.** HR can translate highly complex IT recommendations for easier employee consumption. They can share cybersecurity information, resources and tips with employees and clarify security policies.
- **Practice hands-on learning opportunities.** After everyone has been trained on cybersecurity and threats, it's critical to practice those skills. For example, companies could hold annual training and regularly deploy phishing email simulations.

Together, HR and IT departments can improve workplace cybersecurity among employees. For more resources on workplace technology, contact Leavitt Group Northwest today.

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