



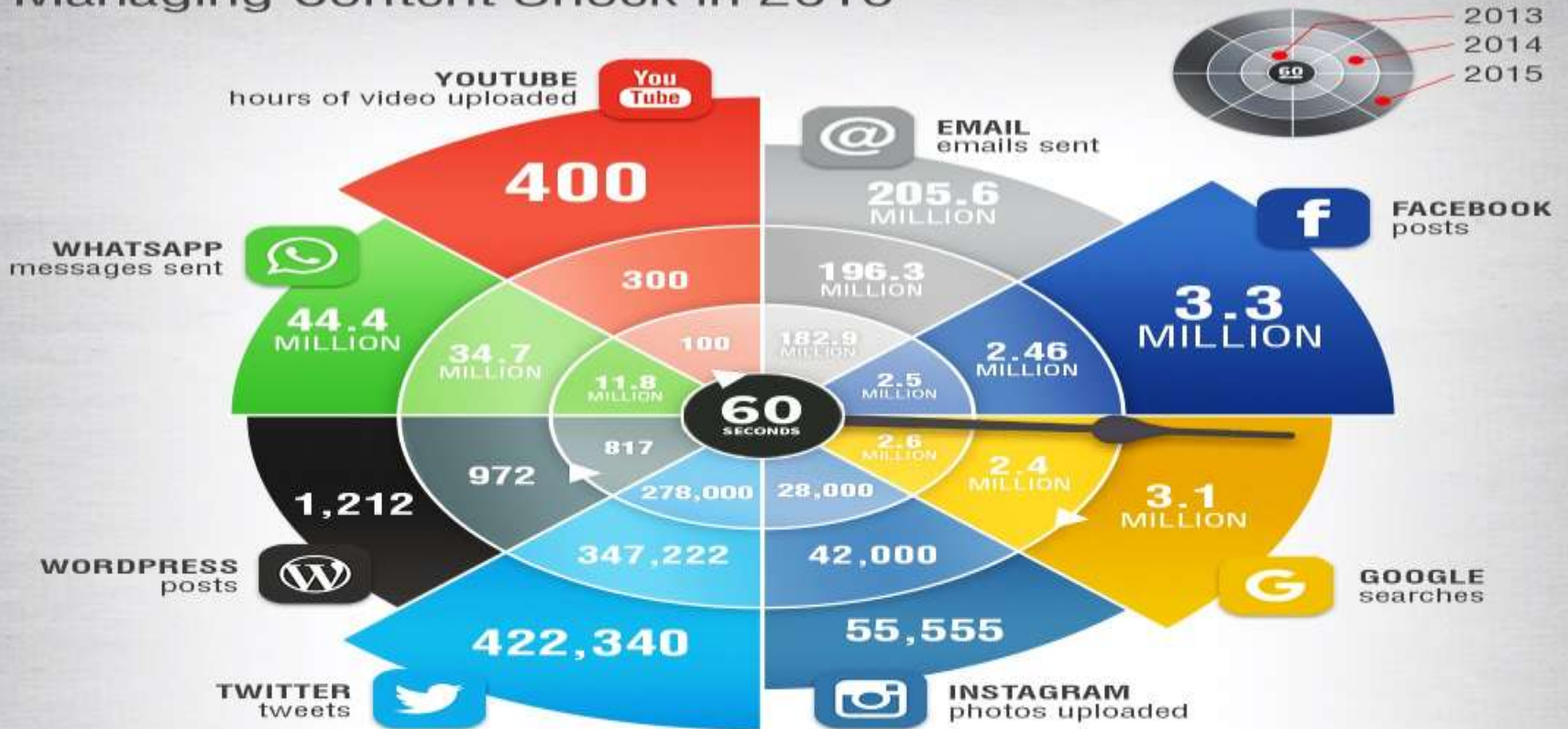
ATS Trends 2016

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What Happens Online in 60 Seconds?

Managing Content Shock in 2016



The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing, but also gives huge challenges of getting cut-through and keeping up-to-date ourselves!

At Smart Insights, we look to help by focusing on the 'Must-know' platform developments and developing mind tools to help businesses review how they can best Plan, Manage and Optimize their digital marketing – see our <http://bit.ly/smartlibrary>

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Sources: Email: 2013-2015: Radicati; Facebook: 2014 Qmee; 2015 Wishpond; Google: 2013 Statista; 2014 AdWeek; 2015 Internet Live Stats; Instagram: 2013 Tech Crunch; 2014 Nuke Suite; 2015 Instagram; Twitter: 2013 Internet Live Stats; 2014 Internet Live Stats; 2015 Tech Insider; WordPress: 2013 WordPress; 2014 WordPress; 2015 Internet Live Stats; WhatsApp: 2013 Fierce Mobile IT; 2014 Slash Gear; 2015 Expanded Ramblings; YouTube: 2013 Youtube Global Blog; 2014 Reel SEO.

Applicant Tracking Systems (ATS)

- Employers are using applicant tracking software to parse the information from candidate's resumes to map their data into a database called an Applicant Tracking System (ATS).
- From that information the system will assign a score based on how well the information matches the job that the employer is trying to fill: it then ranks-and-sorts all candidates.
- Naturally, the potential employees with the highest scores move on, while others are left in the dust.

ATS Recap

- No PDF's
 - Doc vs. Docx (.txt optimal)
- No headers or footers (page numbers)
- No lines that run length of page
- No borders
- No bullet (special characters)
- No templates

ATS Recap

- No tables
- Customize each resume
- Edit carefully (3 misspelled words)
- Font 10-12 point
- Ariel, Times Roman, Calibri
- No certs after your name (MBA, CPA, etc)
- Complete month & 4 digit year for dates

ATS Recap

- **DO** remember when applying for a specific position, use that exact title on your resume
- **DO** remember to find unique keywords specific to the posting and add them to your resume
- **DO** consider including section headers to make it easy for the applicant tracking system to categorize the information
- If you want to include a context statement describing the organization you worked with, **DO** include that statement after the organization name, your title, and employment dates

ATS Recap

- If you are working towards a credential/degree that is a requirement for the position, **DO** include it on the resume – but make sure you include a phrase such as “Pursuing (name of credential)”
- If given the choice, **DO** upload your resume versus cutting and pasting section into text boxes
- **DO** feel free to make your resume as long as you want to. The ATS won’t penalize you for length

ATS Recap

- **Don't** mix different fonts and sizes in your resume
- **Don't** feel the need to create a completely stripped down document. Because your resume will eventually be seen by a human being, keeping some simple formatting such as bold, caps and bullet points will help keep your resume attractive
- **Don't include skills you don't possess** in an attempt to “trick” the ATS into selecting you. Anything on your resume needs to be substantiated during the interview process or increasingly in a skills based test before you interview
- **Don't** use special characters and accents. The term “résumé” itself is not ATS friendly. The ATS does not recognize the accented letters and instead reads it as “**r?sum?**”

Questions

ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT
SLATE
american**job**center



ATS 2016

- It will be harder for applicants to land jobs because of the ATS
 - More job requirements
 - Narrower search parameters
 - Longer
 - More forms
 - More questionnaires
 - More links



ATS 2016

- More and more employers are automating jobs (technology orientated)
 - Job seekers must invest time in a self-assessment process to determine if their skills and background fit each position
 - Job seekers must target positions and must effectively communicate their skills and experience to employers

ATS 2016

- The key to your success is to tailor your resume and application to a specific job posting
 - 680 job applications
 - 2040 versions of my resume
(presentation | ATS | interview)

ATS 2016

- Emphasize skills over education
 - In a workforce that has become flatter in terms of management, skills are gaining new influence
 - Rather than only focusing on the experience and education you have, employers will be looking at skills that can be used in the position you applied for and how they can be used elsewhere
- Everyone, not just those in technology, needs to pay attention to skills employers look for and often have difficulty finding

ATS 2016

- There are more job openings than you think
 - 2015 St Louis Metro Area = 204,352 job postings
 - YTD St Louis Metro Area = 123,584 job postings

Last 90 Days

- Design Media and Writing – 568 Job postings
- Human Resources – 1,138 Job postings
- Business Management and Operations – 3,926 job postings



ATS 2016

- Purple Squirrel
 - Employers want Superman | Superwoman
 - When they will actually hire Clark Kent or Lois Lane
- The response from employers is a tougher screening process – more online assessments, forms, and more interviews – many requiring the job seeker to do extensive research and give presentations.

ATS 2016

- It takes more time to find the position vs. applying for it (LinkedIn)
- ATS maybe creating unnecessary bottle necks in the application process due to totally unqualified applicants applying for those positions
- Thus expect a broader use of ATS processes and a narrower algorithm in expected search parameters

ATS 2016

- "Twenty years ago, the résumé was a piece of paper," (business week) "Now, it's a collection of all [candidate] data that can be found online, like participation in online communities, conferences and meet-ups..."
- Understanding the ATS can be a social media portal, job board, employer career site is key to your success

ATS 2016

- Reminder:
 - 85% of resumes submitted online are never seen by human eyes
 - 80% of online applicants are rejected within the first ten minutes of the application process
 - Up to 75% of the remaining applicants are determined unqualified upon transmitting their application

ATS 2016

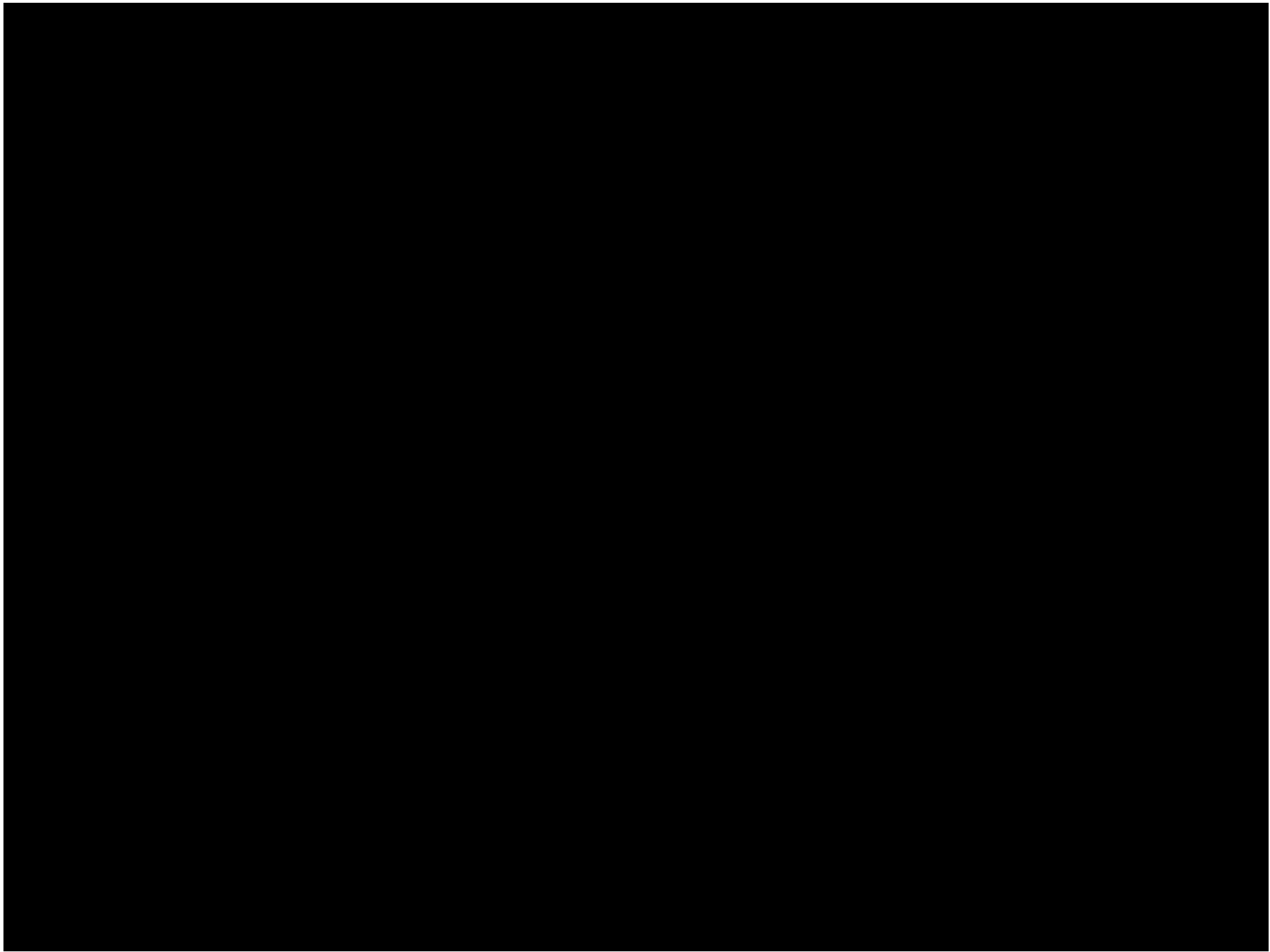
- An interesting study was published by Microsoft in May 2016 about how our attention spans have changed over the past several years
- In 2000 we had a 12-second attention span, and in 2013 a mere eight-second attention span
- We now, as a whole, have a one-second-shorter attention span than a goldfish
- Isn't that interesting? Ok, shocking is probably more like it
 - And not very comforting to know when you're job searching and trying your hardest to get a hiring manager, employer, recruiter...someone...to pay attention to your resume

ATS 2016

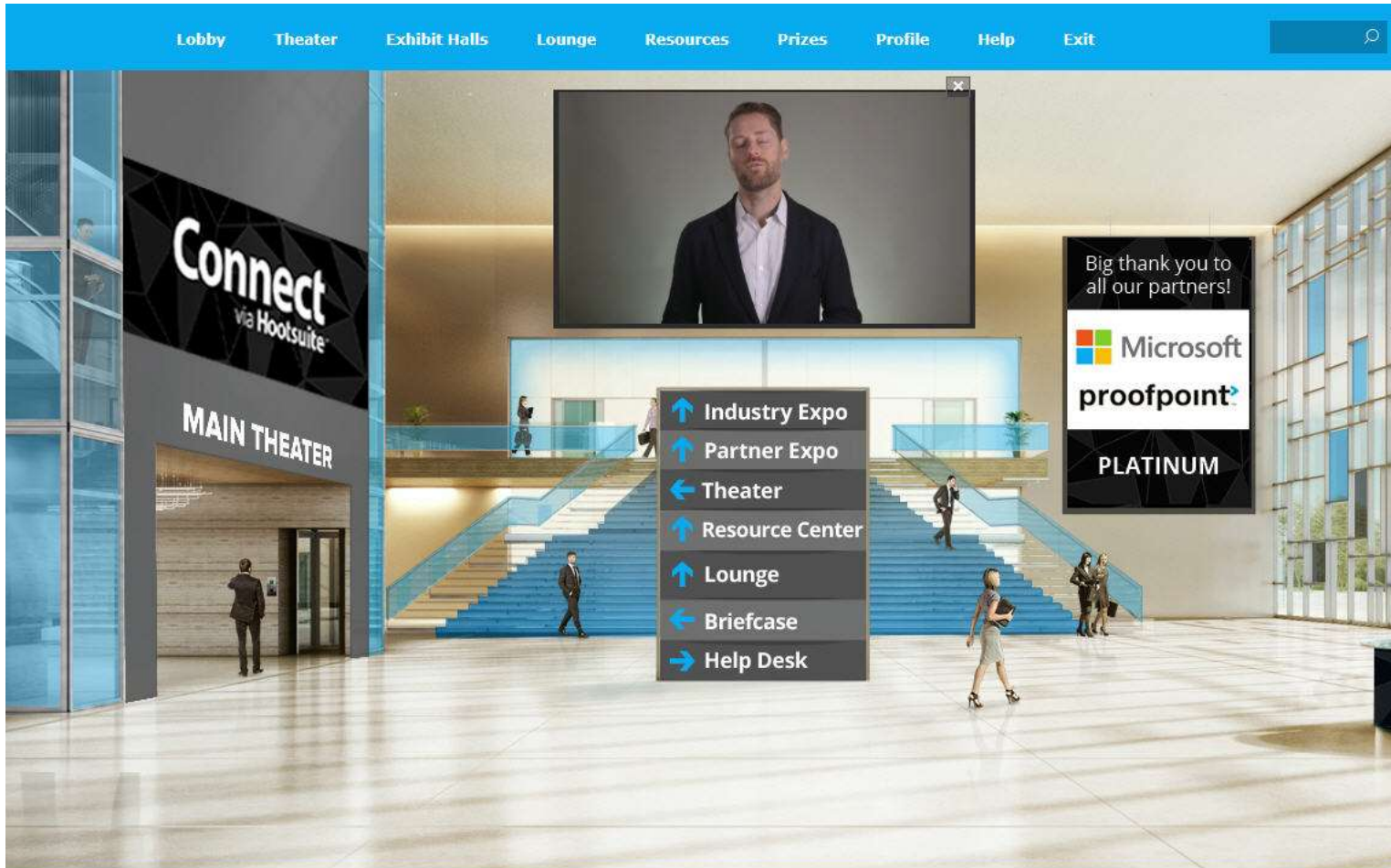
- Video Screening
 - Tools like HireVue
 - Prescreen applicants via video vs. in person
 - Skype Interviews
 - Understanding the use of technology
 - Google Hangouts
 - Similar to Skype
 - Facebook Live (ugh!)

ATS 2016





Hootsuite Virtual Event



HS Employers



HS Connect

The screenshot displays the HS Connect interface via Hootsuite. At the top left, the logo reads "Connect via Hootsuite". In the top right corner, there are social media icons for Facebook, Twitter, and LinkedIn, with the text "Stay Connected:" above them. The interface is divided into several panels:

- MEDIA PLAYER:** A panel showing three profile pictures of men.
- SLIDER:** A panel featuring a quote: "The general public wants to hear directly from employees as 'Ambassadors for the company.'" with the source cited as "Source: Edelman Trust Barometer". It includes a Twitter icon and the text "#HootConnect" and "Connect via Hootsuite".
- TWITTER:** A panel displaying a list of tweets under the hashtag #HootConnect. The tweets are from Julie Gosselin, TJ, Teach Me Social, and Beth England.
- HANDOUTS:** A panel showing two PDF documents with red headers, one titled "go-Amplify-en (1)".
- CHAT:** A panel showing a chat window with a "CREATE SESSION" header and several messages from users like Steven Hayes, Kim Schechter, Dylan Chambers, Alvin Merchant, Lee Carpenter, and Hayley Sheerer.

At the bottom of the interface, there is a row of navigation icons including a refresh icon, a monitor icon, a chat icon, a document icon, a user icon, a share icon, a Twitter icon, and a window icon. In the bottom right corner, it says "POWERED BY INXPO".

ATS 2016 Resumes

- Data (Keywords)
 - Keyword tracking
 - Contextual use of keywords
 - Relevance to the job posting
 - Strategically aligned within your resume
 - Hybrid vs. Chronological vs. Functional
 - Use their words not yours

Resumes

- Use “Tweet” like bullet points
- Show what you accomplished vs. job duties
- No more than 8 bullets per job and top 5 must be relevant to the position you are applying for
- Length doesn’t matter (as much)
- Focus on the top 2/3 of the first page (reviewer)

ATS 2016 Social Media

- Social Media will play a significant part in today's recruitment process
 - LinkedIn
 - Twitter
 - Facebook
 - Instagram
 - Pinterest
 - SnapChat
 - GitHub

Social Media

- Your resume is global with new recruiting tools
 - Expect employers to vet you via
 - Google
 - LinkedIn
 - Twitter
 - Facebook
 - Other Social Media Sites

Social Media

Online reputation management
is the new reality!



Questions

ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT
SLATE
american**job**center



Program Developed by:

Work-Ready Employment Assistance Program



EO and Federal Funds Taglines

Additional Information

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

Equal Opportunity

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users can call (800) 735-2966 or dial 7-1-1.

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