

# The Ultimate Guide to

# Sourcing Developers



# Introduction

Dear sourcers, recruiters, and CodersRank competitors who download this ebook,

Sourcing today is both easier and harder.

Easier, because everyone has all the technological means to find the best talent. And harder, because everyone has all the technological means to find the best talent.

You may be facing multiple difficulties on top of this:

- Shortage of available developers
- Not everyone is on LinkedIn
- Developers hate recruiter spam
- Developer contact preferences may vary by platform

Therefore, our goal was to create an ultimate guide., We'll cover ALL the evergreen advice on sourcing and then some.

CodersRank is in a unique position because we have both a developer and a recruiter-facing product. You'll find that we included a ton of advice about the nuances of the developer world.

Our mission is to help you find the right talent by understanding *their* expectations and habits.

As promised, this is a no-fluff ebook, so feel free to jump right into the content!



All the best,  
Károly (Charles) Paczári  
CodersRank CEO & Co-founder

# Table of Contents

1. Typical Steps to Sourcing.....	4
2. How to Create a Job Description.....	7
3. How to Source from Different Channels.....	13
• Google .....	14
• GitHub .....	20
• Stack Overflow.....	27
• Social Media .....	32
○ Twitter .....	33
○ Instagram.....	41
○ Facebook.....	43
○ LinkedIn.....	46
• Other Platforms.....	51
• No-Tool Methods.....	53
4. Bonus Growth hacks .....	55
5. Measuring results & effectiveness.....	58
6. Quick list of DOs & DON'Ts.....	61
About CodersRank .....	63
Thank you.....	64

# 1 TYPICAL STEPS TO SOURCING



Technical sourcing can take many forms. Still, the core processes remain the same:

- What you're sourcing for (i.e.: the job description)
- How you're sourcing it (i.e.: your sourcing mindset)
- Where you're sourcing from (i.e.: the channels used)

In this section, you will get a high-level overview of the typical steps to sourcing. Steps 1-3 are covered in detail throughout the ebook.

## 1. Create a job description

If you're an in-house recruiter or HR rep, then you'll likely create your own job description. If you're in a recruitment agency, then you'll have to coordinate with a hiring manager.

Creating a job description has changed a lot in the past decade. Better structuring, gender-neutral language, and an applicant-focused approach all play a bigger role now.

## 2. Start the first round of sourcing

The first few steps in sourcing will include posting your role on job portals, then doing some active sourcing yourself. Many sourcers turn to LinkedIn first, but as new, innovative platforms like CodersRank enter the market, LinkedIn is slowly becoming a secondary choice.

You can also visit channels where devs contribute regularly, such as GitHub, Stack Overflow, or GitLab. You will find that popular social media networking sites like Facebook or Twitter are also helpful in this step.

## 3. Check the candidate's qualification

More and more recruiters prefer to interview developers who have some supporting information on their expertise. This can be their listed portfolio or coding analysis from sites like CodersRank or HackerRank.

A pre-screening process will save time and money for both parties.

## 4. Contact candidates

Through the platform of your choice, you will make your first contact with the selected devs. Based on general feedback, developers prefer to receive personalized messages. They actively dislike mass emails from recruiters who do not bother to reach out individually.

Since in many cases *you're* the one approaching them, it's only fair to keep your conversation customized for the role and the developer.

## 5. Conduct an HR/recruiter call

This step is optional as part of your pre-screening process. If you are satisfied with the developer's experience based on the provided information in the previous step, you can skip this one.

An HR/recruiter call will consist of collecting some basic information about the candidate and going more in-depth about their experience.

## 6. Send selected profiles to the hiring company

Sending *all* the sourced profiles to the hiring company or your in-house managers does not usually work out well. With the abundance of options, they can get overwhelmed quickly. Only send them candidates who you pre-selected or pre-screened.

## 7. Follow-up on status of hire until the position is filled

This is an important part of the hiring process. Mostly because you will need to record successful hires in your tracking system. You should be able to tell which channels bring you the greatest candidates the fastest.

2

# HOW TO CREATE A JOB DESCRIPTION



As a recruiter, your goal is to attract the most qualified, reliable, diverse, and brightest pool of candidates. It's not easy to do that, when...

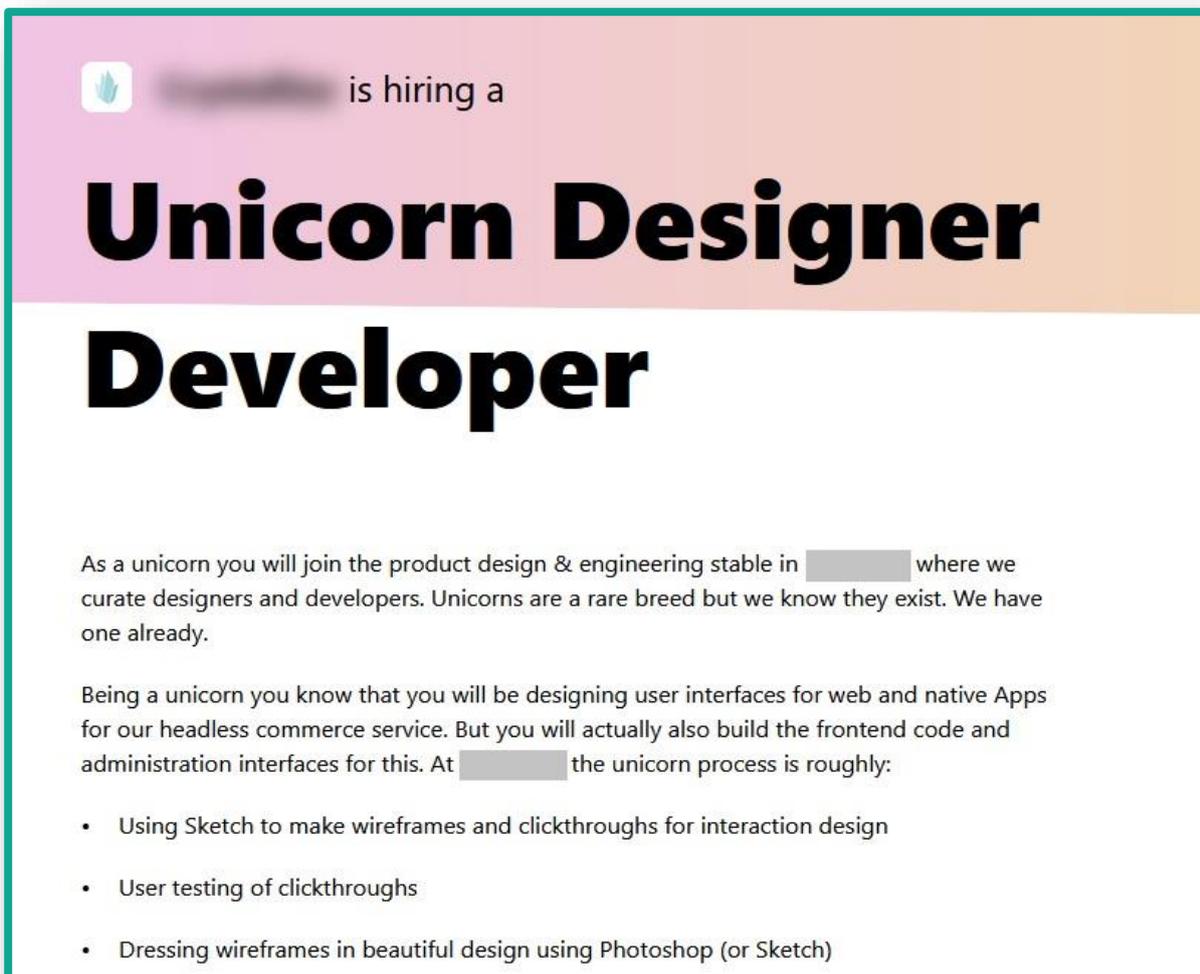
# 85%

of developers are currently employed in some capacity. However, 75% of them are open to hearing about new job opportunities.

You want to catch the eye of these potential candidates and get to see that the position you're offering is the right fit for their blossoming careers. The best way to do this is to craft a good, inclusive, and engaging job description.

## 1. Create a clear title

You might think that non-traditional titles like "Software Wizard" or "Rockstar DevOps Ninja" make the company seem cool and laid back. But in reality, candidates can find superhero titles confusing and off-putting.



The image shows a job posting card with a pink-to-orange gradient header. It features a hand icon, a blurred company name, and the text "is hiring a". The main title is "Unicorn Designer Developer" in large, bold, black font. Below the title, there is a paragraph of text: "As a unicorn you will join the product design & engineering stable in [blurred] where we curate designers and developers. Unicorns are a rare breed but we know they exist. We have one already." This is followed by another paragraph: "Being a unicorn you know that you will be designing user interfaces for web and native Apps for our headless commerce service. But you will actually also build the frontend code and administration interfaces for this. At [blurred] the unicorn process is roughly:". A bulleted list follows, containing three items: "Using Sketch to make wireframes and clickthroughs for interaction design", "User testing of clickthroughs", and "Dressing wireframes in beautiful design using Photoshop (or Sketch)".

 [blurred] is hiring a

# Unicorn Designer Developer

As a unicorn you will join the product design & engineering stable in [blurred] where we curate designers and developers. Unicorns are a rare breed but we know they exist. We have one already.

Being a unicorn you know that you will be designing user interfaces for web and native Apps for our headless commerce service. But you will actually also build the frontend code and administration interfaces for this. At [blurred] the unicorn process is roughly:

- Using Sketch to make wireframes and clickthroughs for interaction design
- User testing of clickthroughs
- Dressing wireframes in beautiful design using Photoshop (or Sketch)

**Use standard industry language** so that people searching for relevant roles can easily find your job listing and apply. For example, "Front-end developer."

**Specify the seniority level and key languages needed** for the role in the job title. For example, the title "Junior Full-Stack Developer — Python" is more likely to attract the right applicants.

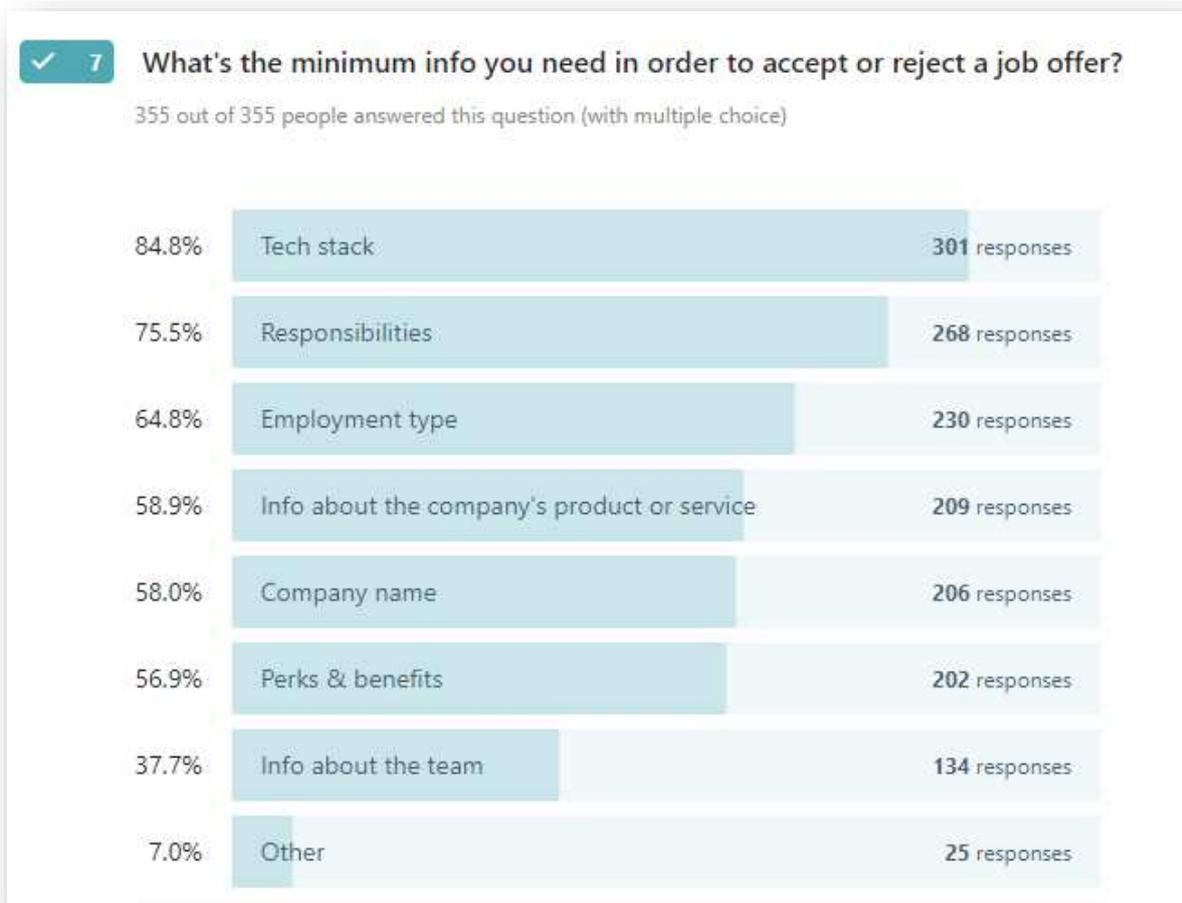
## 2. Set an easy-to-follow structure

You must structure your JD in a way that candidates can easily scan and grasp the core information. The essential components of your job description can be structured using this format:

- **Job title** — Create the most attractive and commonly used title for the position.
- **Tech stack** - What tech stack will be required? What is the hiring company currently working with?
- **Short description** — Use 1-4 sentence summary of the role's main functions, contributions to broader company goals, and real-world impact.
- **Responsibilities** — Use five to seven bullet points detailing the key job duties, as well as the interesting and challenging parts of the role in an exciting, action-oriented way.
- **Employment type** - Be clear on whether this is a full-time job, part-time job, or freelance.
- **Requirements** — Establish the must-haves for qualified candidates from the level of competence with specific tools to the years of experience, skills, and personality required.
- **About the company** — Promote your employer brand and help readers build a positive image of the organization.
- **Perks & benefits** - This is your chance to sell your company. Add all your perks here like unlimited vacation days, flexible work hours, and more.

- **Info about the team** – More and more employers add an extra blurb about their employee culture. Do you organize weekly happy hours? Is everyone an avid gamer? Add these insights here.
- **Screening process** — Explain how you'll evaluate suitable candidates for the role
- **Link to apply** — Send readers to a landing page or form where they can submit their application.

CodersRank has also run a survey amongst developers to ask about their preferences. This the list of job description elements in order of importance - as voted by the devs.



### 3. Avoid using gendered language

Gender bias is not always the in-your-face discrimination that most of us can identify. Sometimes, it's subtle. If you're not careful, it can creep into your job description and shoo away competent candidates.

**Most people, and particularly women, aren't going to apply for a job if they're not sure about fitting in.**

For example, using words like "ninja, rockstar, ambitious, type-A, assertive, outspoken, aggressive" in your job description will result in more men applying<sup>2</sup> for the position.

Neutral wording won't limit your applicant pool to one demographic and exclude the rest. So, you'll be able to attract a more diverse group of potential hires and speed up the recruitment process.

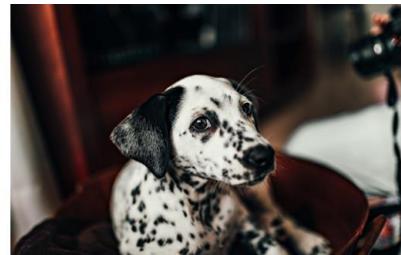
To increase your chances of getting the best candidates and ensure that your job ad is not covertly telling women not to bother applying, use a tool like [Textio](#) to screen your job description for biased language.

## 4. YOU need to apply to them

Exceptional developers are already taken so you need to win them over. You need to give them compelling reasons to walk away from their current workplace and choose your job over all the other offers that come their way.

Highlight the perks that come with the role. Let them see how they will benefit if they join your organization. It could be sophisticated healthcare coverage, remote work, unlimited time off, free high-end gadgets, free meals, flexible schedules, or a training budget for external courses.

Think of it like selling your company. Put the focus on what they'll be getting. Say less "we" and more "you." Get them to buy into your mission and vision. Showcase what's great about your company culture. You want your company to appear human, and not like a soulless product machine. You can even include photos of your workspace, videos of team activities, or testimonials from current employees.



## 5. Don't ask for too much

You don't want to be the recruiter that demands that candidates have 10 years of experience with a technology or programming language that's only 4 years old.

Be realistic with your requirements. Focus on the most important requirements and skills and leave out minor details or stuff that can be learned on the job.

## 6. Add an Equal Opportunity Statement at the end

Another way you can ensure that your job description sends more qualified and diverse developer candidates your way is to include an equal opportunity statement. This way, your job ad won't alienate people of color, women, the LGBTQ community, the differently-abled, and other minorities.

Assuring candidates that you're against discrimination will get them to view the open position and company more favorably.

### If you're in an agency:

- Make sure that you understand the position you're sourcing developers for.
- Build a great working relationship with the hiring manager.
- Create a list of sourcing channels where your ideal candidates might be lurking and take your search there.
- Make a checklist of needs and qualities required for the role to help streamline the recruiting process.
- Only hand over pre-screened candidates to the hiring manager, otherwise, they will be overwhelmed with options.

3

**SOURCING  
FROM  
DIFFERENT  
CHANNELS**



Building a world-class developer team starts with mastering how to source and evaluate talent. This means getting acquainted with recruiting channels like Google, LinkedIn, GitHub, Stack Overflow, and social media.

## What is the Google x-ray method?

The regular Google search feature will only get you so far when you're looking for candidates online. This is where Boolean search comes in. It allows you to easily find exactly what you want in the sea of resumes. All you have to do is create and edit search strings until you find the right potential candidates.

## How to source on Google

The key to successfully using the x-ray method—aka Boolean search—to source for developers is knowing what keywords to use and how to separate them with the operators.

Search operators tell Google how to use the keywords in your Boolean string and eliminate unnecessary information to arrive at the precise results you want to see.

These basic and advanced Google search operators can enable you to level up your sourcing game and discover hidden talent more efficiently.

### Basic Boolean operators:

- **" "** (**Quotes**): When you put your search terms in quotes, Google will only return results that are an exact match for that phrase
- **()**: Brackets are used to group search terms or operators in an advanced search
- **OR / |**: An operator that tells Google that you are looking for either of the terms in your search
- **And**: This tells Google to show results related to both or all of your search terms

- **NOT:** This operator will exclude terms from your search. This is best used to search within sourcing platforms, not on Google.

## Other search operators on Google:

- **\***: The asterisk tells Google to fill in the blanks and show you relevant results
- **-**: The hyphen is used to exclude specific words from your search query, so you won't see results for those words
- **Year..Year**: Placing two dots between two years will return results that fall within that year range
- **Site**: This allows you to search a specific site
- **Source**: If you want to search for a specific news source on any topic, use this operator
- **Intext**: This tells Google to only show you results where the keyword or text appears in the body of the page
- **Allintext**: Only results that include every word in your search query in the body text of a page will be displayed when you use this operator
- **Intitle**: It tells Google to only display results of pages that include your keyword in their meta title tag
- **Allintitle**: This will show results that have every word in your search query in their meta title tag
- **Inurl**: If you want to see results that include your search term in the URL, this operator will come in handy
- **Allinurl**: Only URLs that contain all the words in your query will be shown as a result
- **Filetype**: When you use this, Google will only display results of the specific file format you search for (such as PDFs or CVs). Also works with **ext**:

- **Related:** This helps you find websites that are related to any URL you search for
- **Around(X):** This only shows results of pages that contain your search terms with a specified number of words of each other

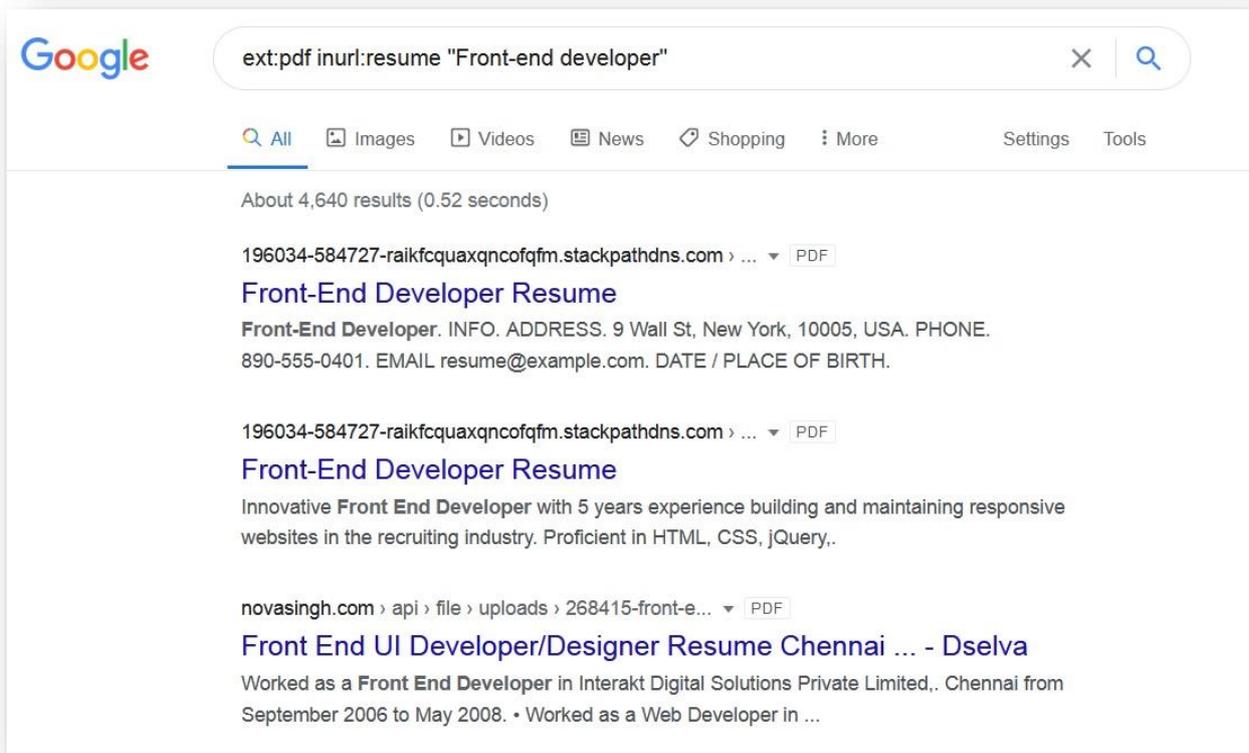
Now, let's look at examples of how you can use search operators in practice:

## RESUME / CV / CURRICULUM VITAE

To find front-end dev resumes, use this string:

```
ext:pdf inurl:resume "Front-end developer"
```

Most people name their resume files using the word 'resume'. In this case, you might type in something like this: (intitle:resume OR inurl:resume)



To get rid of those sample resumes, let's modify the search term. You can use the minus (-) sign to prevent things from showing up in the results. Do not put a space after the minus sign. Plus you can also use synonyms.

```
(intitle:resume OR intitle:cv OR intitle:vitae) PHP London -jobs  
-job -sample -examples
```

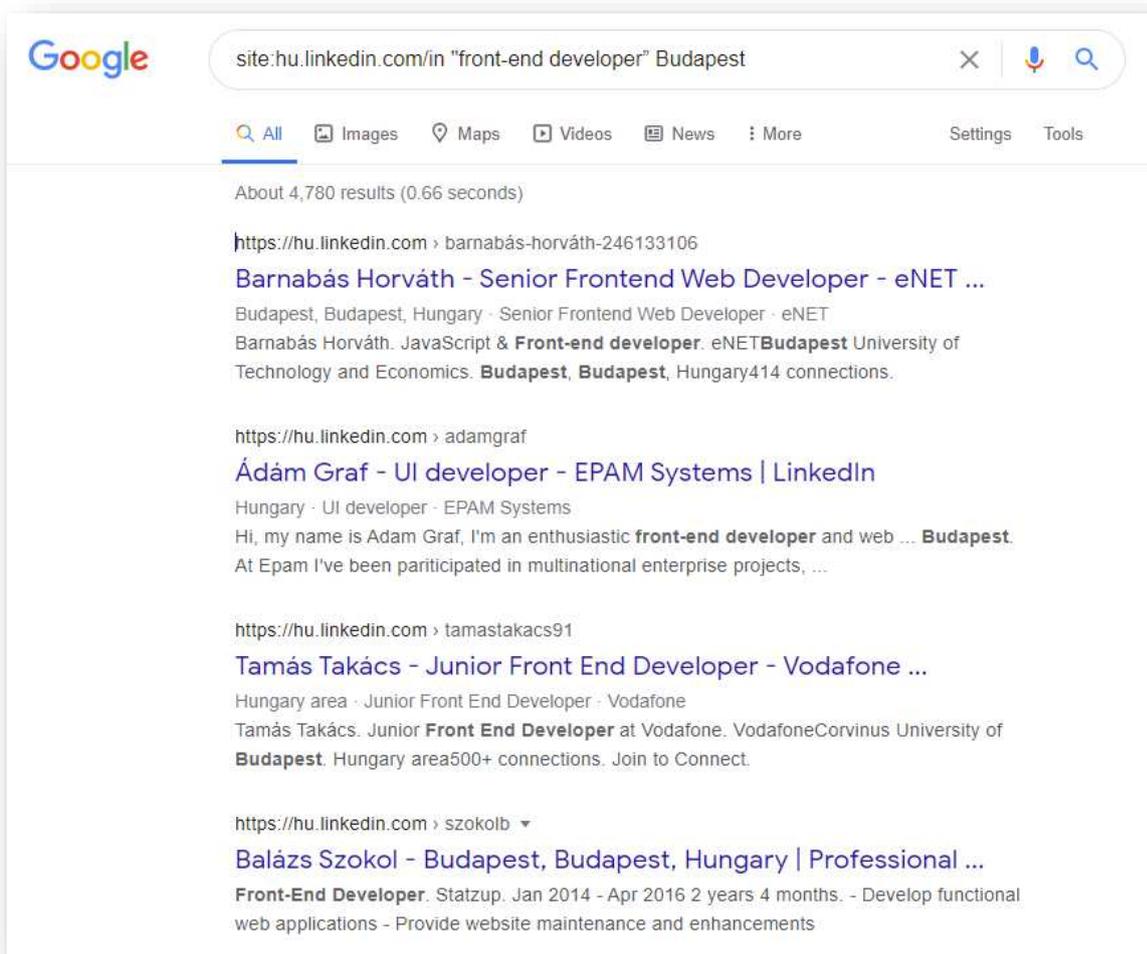
You can be more specific regarding where you search. There are lots of document sites like Scribd, you could also try site searching issuu, docstoc and SlideShare.

```
site:scribd.com (CV OR Vitae) (UK OR "united kingdom") ("java  
developer")
```

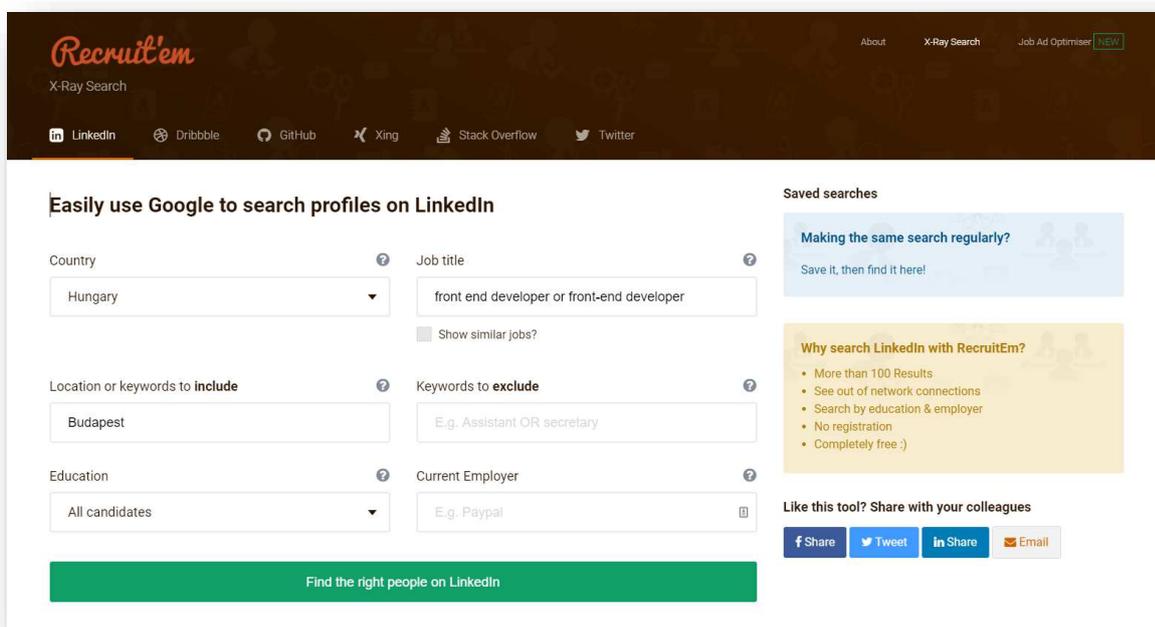
## PROFILES ON LINKEDIN / XING / DRIBBLE / ETC

To find Hungarian developers on LinkedIn, use this basic string:

```
site:hu.linkedin.com/in "front-end developer" Budapest
```

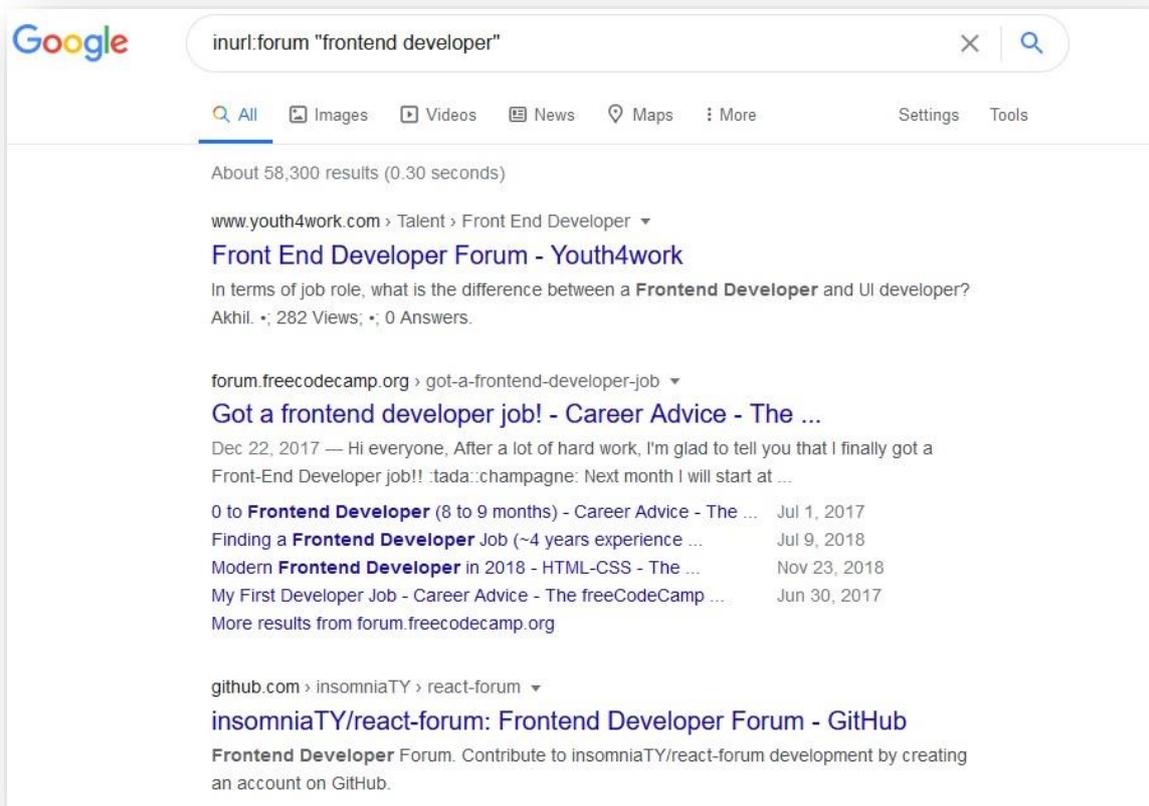


But if you want to boost your search results, [you can also use Recruit'em:](#)



To find front-end devs in forums, try this string:

**inurl:forum "frontend developer"**



## How Google fits into your overall sourcing strategy

Google can be one of the first tools you use when building a talent pool for a job, especially for hard-to-fill roles (top-level sourcing). It can be a stepping-stone to discover amazing talent from all over the globe.

Alternatively, it can be a complementary method when your LinkedIn resources have been exhausted.

# GitHub

## What is GitHub?

GitHub is one of the largest online open-source repositories for coders.

Developers use the site to store the projects they're working on so they can track code changes and contribute to projects. GitHub is like Instagram for techies, but instead of sharing pictures, people share code. The platform boasts of over **32 million registered users**<sup>3</sup>.



An advantage of this sourcing technique is that it allows you to view and analyze a developer's code samples. It gives you an idea of the kind of projects they've worked on before approaching them with your job offer.

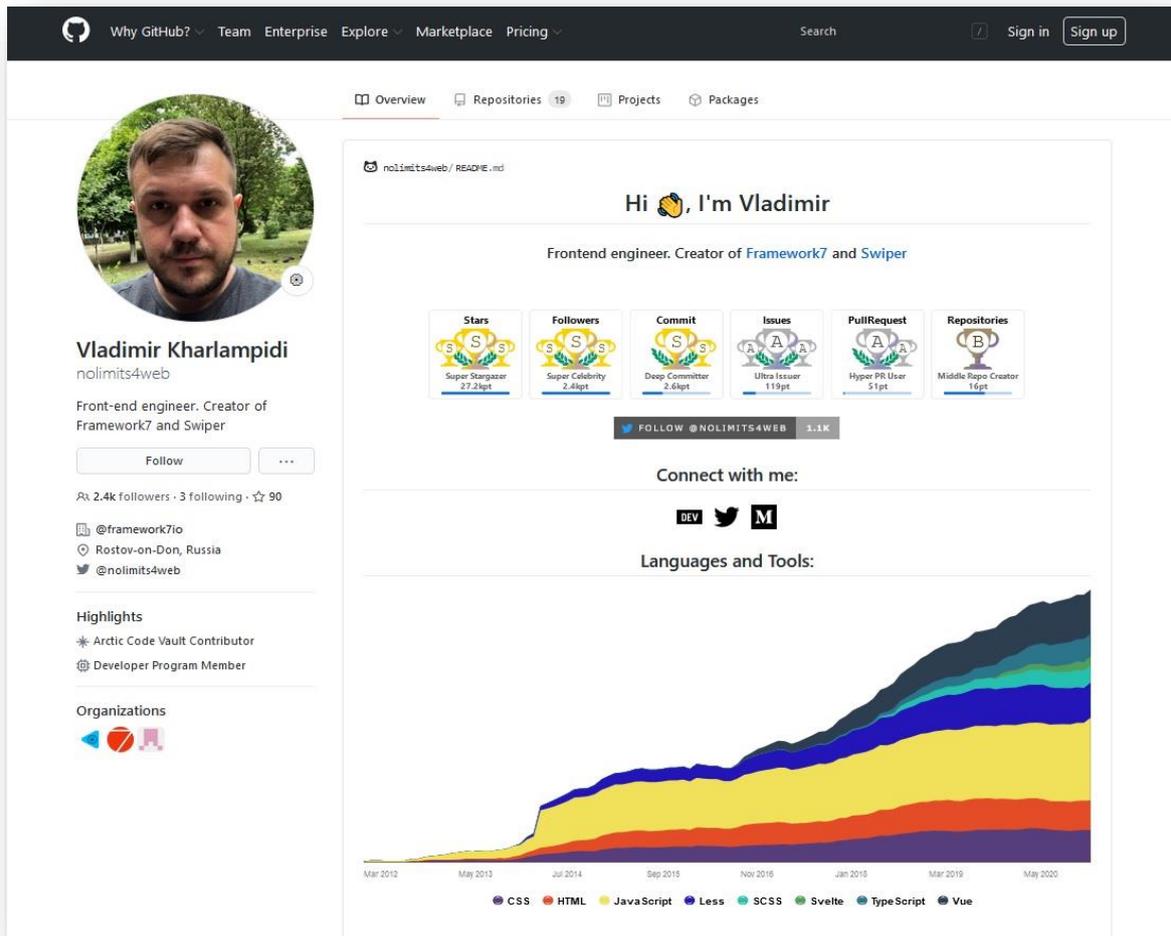
If you're going to be using GitHub as a sourcing tool, there are **certain terms**<sup>4</sup> that you need to know and understand so you can effectively screen candidates:

- **Commit** — Commit is a revision or change that's made to a file.
- **Branch** — This is a similar version of a repository that is contained within the repository but does not impact the main branch.
- **Code owner** — The designated owner of a portion of code in a repository.
- **Fork** — A copy of another user's repository that lives on a developer's profile.
- **Collaborator** — A person who has been invited by a repository owner to contribute code and given read and write access.
- **Commit author** — The person who makes the commit or change
- **Git** — An open-source technology used to track changes in text files and the program that powers GitHub
- **Open source** — Any software or material that can be freely used, shared, and modified by anyone.
- **Pull request** — This is any proposed change to a repository that's submitted by a user and rejected or accepted by the repos author or collaborators.
- **Repository** — A repo is a folder that contains and stores all of a project's files including its revision history

## How to source on GitHub

A typical developer's GitHub profile will feature their:

- Name
- Bio
- Websites
- Date they joined
- Number of followers they have
- Code they have contributed
- Email address
- Repositories
- Stars received from other developers
- Contribution calendar or green tiles which shows how frequently they commit code to GitHub.



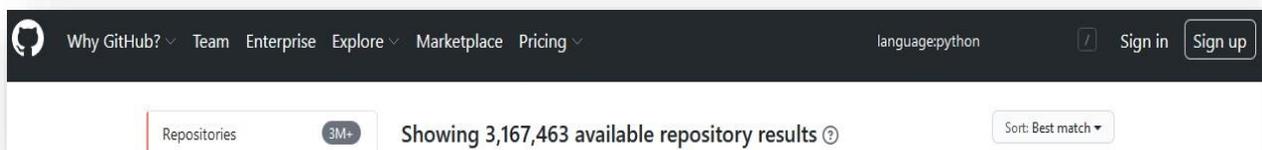
*CodersRank's Front-end developer, Vladimir's profile*

To start your GitHub sourcing journey, you need to create a free account then scroll to the search bar and enter your search terms. You can use three main operators to find the candidates you seek:

## Language

Specifying the language skills that you're looking for in a candidate can help narrow down your search. For example,

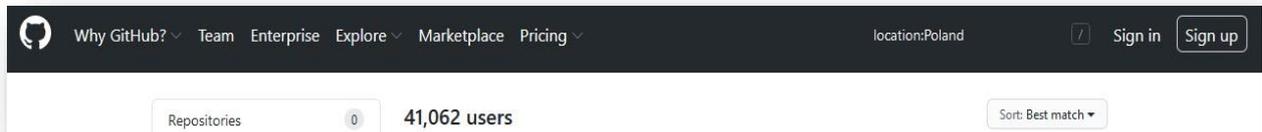
**language:python**



## Location

Unless you're looking for remote employees, it's vital to include the location (city or country).

**location:Poland**



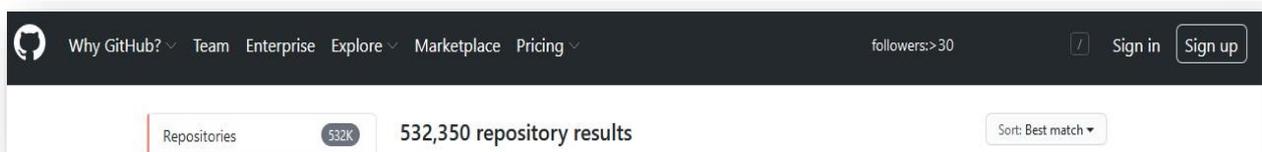
## Followers

The amount of followers a user profile has indicates how much respect and authority they have in the developer community. A number

- between 2-10 is considered good,
- 26-75 is truly remarkable,
- and anyone with 75+ followers might as well be wearing a superman cape.

With that said, keep in mind, that majority of developers do not have a huge following. Use this metric only as a supporting detail of your candidate. The syntax for using this search operator is:

**followers:>30 / followers:<50 / followers:10..40**



Let's say you want to hire a developer who has more than 30 followers, is skilled in Python, and resides in Tokyo. Your search will look like this:

followers:>30 language:python location:tokyo

The screenshot shows the GitHub search interface. At the top, the search query is 'followers:>30 language:python location:tokyo'. The search results are sorted by 'Best match' and show 265 users. On the left, there are navigation tabs for Repositories (76K), Code (?), Commits (0), Issues (19M), Discussions (Beta, 0), Packages (102K), Marketplace (7K), Topics (807K), Wikis (0), and Users (265). Below these are language filters: JavaScript (492), Ruby (383), Python (265), Java (161), C++ (128), Swift (96), Go (80), and C (72). The main content area displays a list of users with their profiles, including names, bio, location, and 'Follow' or 'Sponsor' buttons.

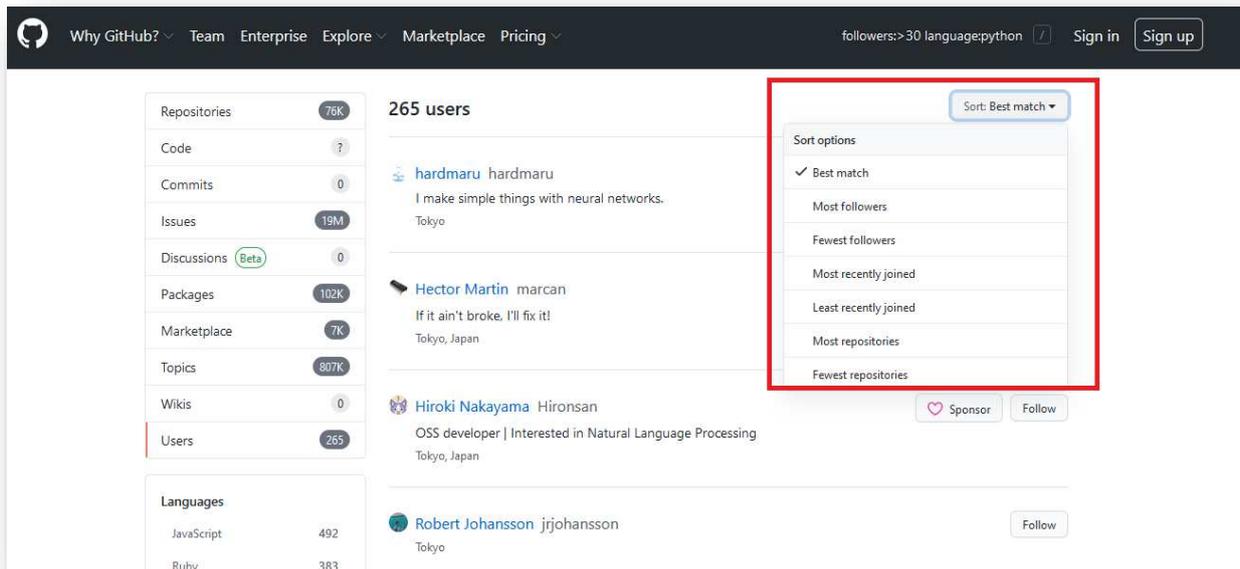
Language	Count
JavaScript	492
Ruby	383
Python	265
Java	161
C++	128
Swift	96
Go	80
C	72

User	Location	Buttons
hardmaru	Tokyo	Follow
Hector Martin	Tokyo, Japan	Sponsor, Follow
Hiroki Nakayama	Tokyo, Japan	Sponsor, Follow
Robert Johansson	Tokyo	Follow
Chase Zhang	Tokyo, Japan	Follow
Masashi SHIBATA	Tokyo	Sponsor, Follow

**GitHub is more about developers showcasing their projects so searching by job titles won't yield the results you're looking for.** Once you enter your search parameters, GitHub will show you results for repositories of developers that match your criteria.

Use the filters on the **Sort** tab at the right corner of your screen to narrow your results. You can filter your search results based on:

- Best match
- Most followers
- Fewest followers
- Most recently joined
- Least recently joined
- Most repositories
- Fewest repositories



Make sure that your GitHub searches adhere to these two rules set by the platform:

- Your search queries must not exceed 256 characters
- Queries must be limited to five AND, OR, or NOT operators

Another way to find good candidates on GitHub is to search for repositories with forks and stars. The more stars or forks a repository has, the better it is, and the more talented the user behind it will be. Here are syntaxes you can use to look for repos with 5 forks or more:

- **forks:>=5** will return results for repositories with at least 5 forks.
- **forks: 15..30** will show results of repos with 15 to 30 forks.
- **forks:10** will display results of repos with exactly 10 forks.
- **forks:<200** will show results of repos with less than 200 forks.

### To review the repositories of any developer:

Scroll to the bar menu, click on Repositories, then select an option from the dropdown list. Keep in mind that code listed as "Sources" refers to code that is owned and authored by the developer and hosted on GitHub. Code listed as "Forked" belongs to another user but was copied for use by the developer because they found it inspiring.

Examining the code authored and forked by a developer can give you a sense of what they're passionate about, the projects they're currently working on, and their skill level.

## X-ray searching GitHub in Google

You can use Google to search GitHub for choice developers rather than searching the platform directly. Here are some examples of search strings you can run:

- **Find Profiles:** `site:github.com "public activity" -tab.activity`
- **Find Profile with key terms:** `site:github.com ios "public activity" -tab.activity`
- **Find Profiles with starred count or followers:** `site:github.com "50..250 starred" | ">45 followers"`
- **Find contributions in the last year:** `site:github.com "contributions in the last year" javascript hungary`
- **Find profiles with location:** `site:github.com "Israel" "public activity" -tab.activity`

## How GitHub fits into your overall sourcing strategy

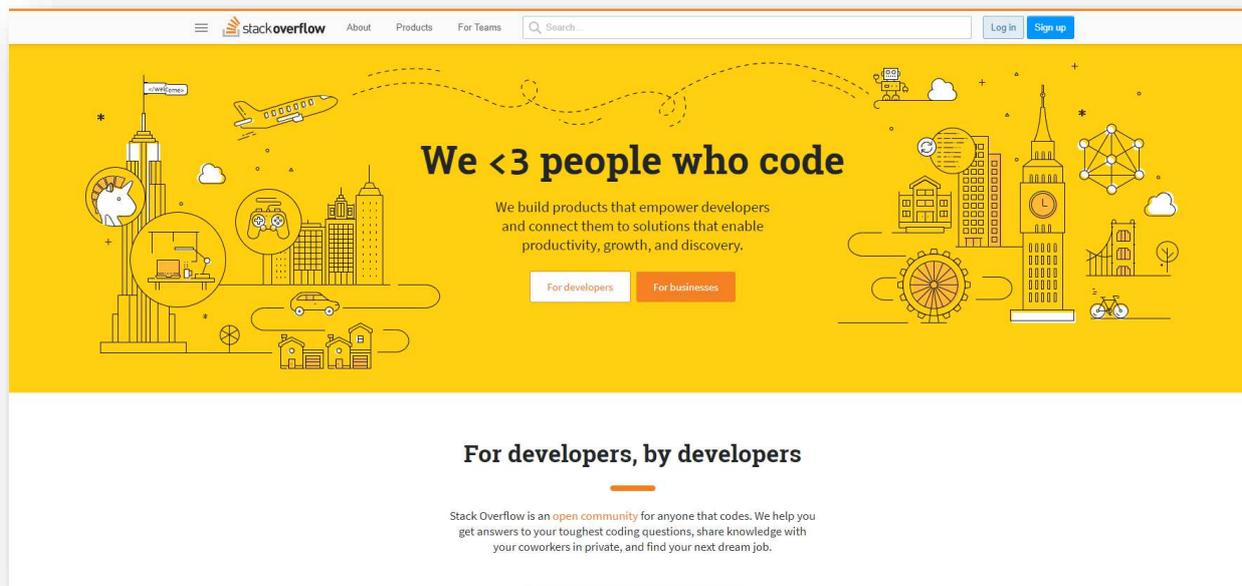
Sourcing on GitHub will help you find hidden talents who are only active there and are not being pursued by every other recruiter under the sun.

The data the platform offers can allow you to assess the expertise and skill level of candidates and learn enough about them to spark conversations.

### Bonus tip

Since many developers display their email addresses on their profiles, GitHub can be a great way to find contact info.

# Stack Overflow



## What is Stack Overflow?

If there's any developer community that rivals GitHub, it's Stack Overflow. The Q&A site is a trusted resource for programmers at all stages of their careers. Here, they can learn more about coding and find solutions to day-to-day programming problems from fellow developers.

Although you can use Stack Overflow as a sourcing tool without having to chuck out cash for the paid plans, this option is quite limited in what it can do. You also won't be able to advertise your job roles.

However, Stack Overflow's premium option allows you to register a company page, post job ads, and search for candidates who are open to receiving job offers from recruiters. The Annual Talent Starter package will cost you upwards of \$3,000.

Stack Overflow is very strict when it comes to protecting its users from recruiter spam, so you need to make sure you abide by its **recruiting rules**<sup>5</sup> at all times.

## Important

**On Stack Overflow, you cannot send more than 20 unanswered messages per developer.**

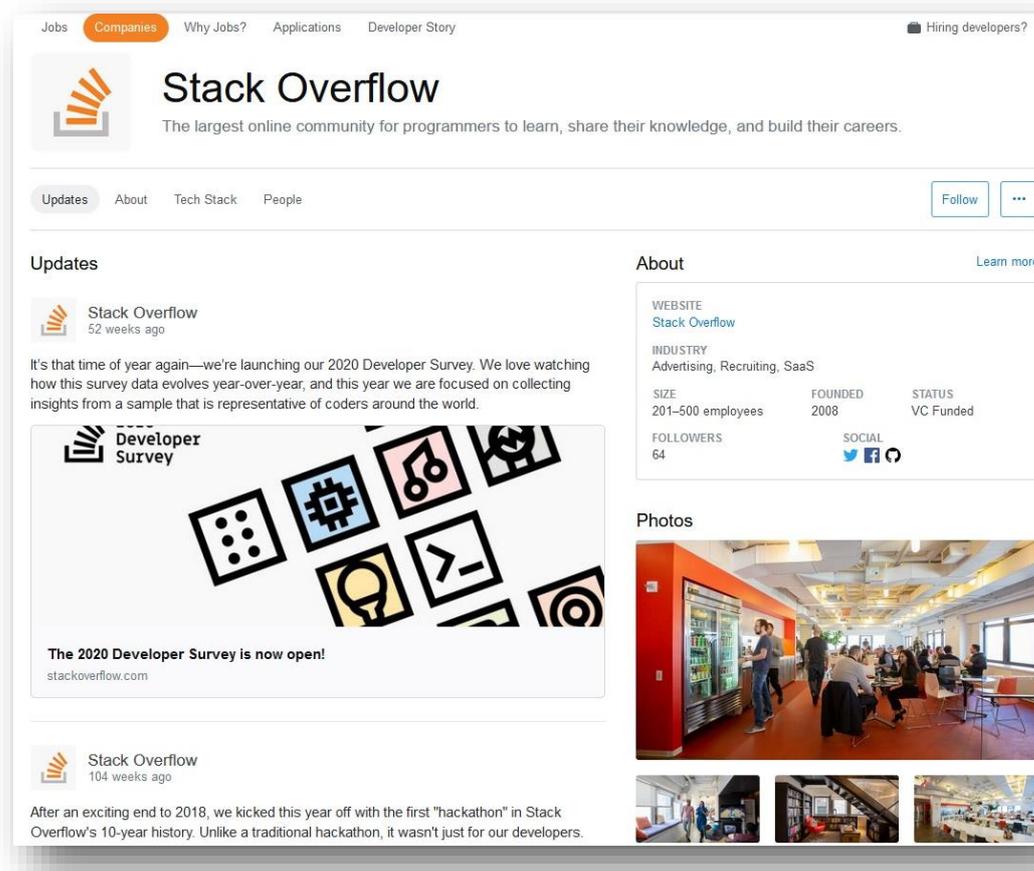
Other than the basic profile information like name and location, you'll want to look out for the following elements when scouring Stack Overflow:

- **Tags** — The top tags in a developer's profile tells you what languages and technologies they're most skilled at.
- **Badges** — Stack Overflow awards badges to their users for doing things like providing great answers to questions, creating frequently used tags, reorganizing the platform's content, and more. You want a developer who's earned many badges, especially rare ones.
- **Reputation** — This tells you how highly regarded a user is. The higher the reputation score, the better the candidate.
- **Questions** — A developer's recently asked questions tell you what they're working on at the moment and can serve as conversation grease when you first reach out to them.
- **Website info** — Visiting a developer's website can help you learn what projects they're working on, discover their contact info, and provide valuable insights into their approach to problem-solving, depth of perception, writing skills, technical expertise, and even personality.

## How to source on Stack Overflow

### 1. Create an appealing company page

Your company page allows you to market your brand to potential hires. Fill it with as much information as possible. Add photos of your team members, office environment, and team activities. Showcase your work culture. Share updates about your organization and offer relevant content that'll catch developer's interests and move them to follow you.



*Stack Overflow's company page*

## 2. Be an active member of the community

People are often disinclined to entertain strangers. If you want your job offers to get a favorable response, you need to set the stage by building relationships.

Spend time on Stack Overflow, vote on other user's answers, ask questions, learn how the platform works, and follow discussions around topics you're interested in. You don't have to be a techie to do these things.

## 3. Showcase your current developer team

Your employers can be ambassadors for your brand. Get your developers to establish active profiles on the platform. Let them answer questions and talk about the projects they're working on. The more visible they are, the more other developers will notice them and take note of the company they work for.

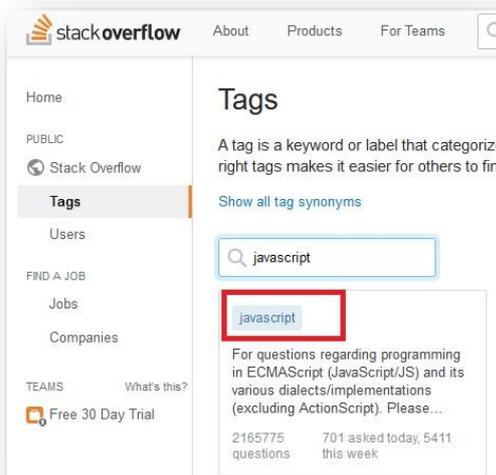
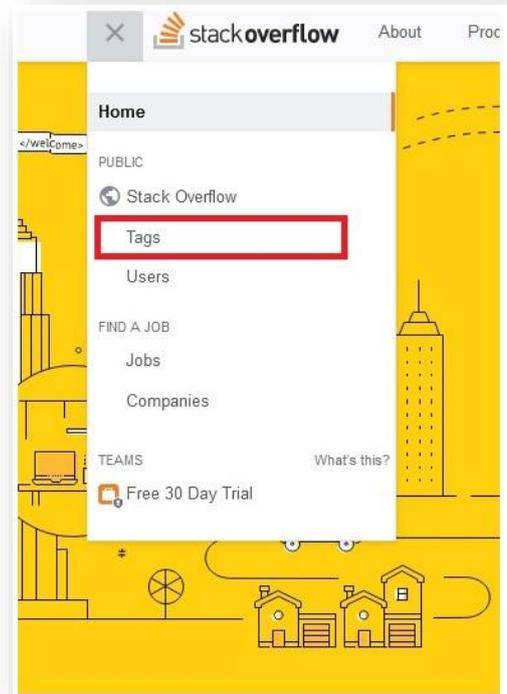
You can even include links to employee profiles in your job ads to deepen the trust between your brand and other Stack Overflow users.

## 4. Use the synonym function to search on the site

Stack Overflow uses tags to organize the content shared on the platform and make it easy for people to sift through the site's enormous data and find what they're looking for.

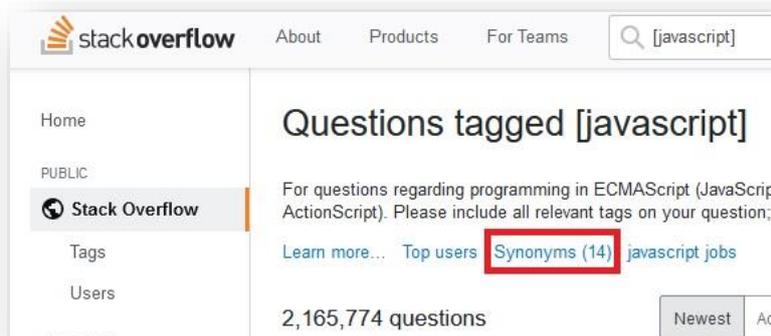
To expand your search even further and discover more diverse talent, you can look for synonyms for your tags. All it takes is a few simple steps:

1. Go to the Stack Overflow home page
2. Click on Tags in the left-hand corner of your screen
3. You'll be taken to the Tags page where you can enter a keyword into the search box. For example, "javascript"
4. Click on the master tag at the top of the displayed list



5. You'll be shown all the questions tagged with your tag. Click on synonyms in the top row

6. You'll find synonyms that you can use to expand your search base and talent pool



## 5. Use the x-ray method

Unfortunately, many Google Boolean strings no longer work on Stack Overflow. For instance, this search string which was once very popular no longer returns results:

```
site:StackOverflow.com inurl:users location: *"Budapest" intext: "website"
```

The good news is you can still find what you need through [Stack Exchange Data Explorer](#). The site has all of Stack Overflow's data available for free.

You can browse and export all Stack Overflow profiles with user-links and rank [using this SQL query](#). All you have to do is enter a skill in the **tagname** section and any location in the **locationname** box.

## 6. Personalize your messages

Tailor your recruiting message to suit each candidate. Study their Stack Overflow profile and use the information there to start a conversation. Focus on their interests, needs, and goals, and explain how your company can help boost their career, reputation, and earning power.

Let them see that you understand and appreciate the work they do.

## How Stack Overflow fits in your overall sourcing strategy

You can use Stack Overflow as a way to learn more about the technical achievements of potential candidates and to see what they're working on right now by taking a look at their recent activity. It can also help with finding rare and exclusive talent that are not actively seeking jobs.

# Social Media

Even though this sourcing method is one of the most effective sources of quality hires<sup>6</sup> after referrals, many modern recruiters neglect how powerful a tool social media can be. It can aid you in identifying, assessing, and attracting quality developer candidates.

Taking your search to social media platforms where developers like to hang out can:

- improve the quality of prospective candidates by 49%<sup>7</sup>
- reduce your time to hire by 33%
- increase the number of candidates by 43%.

## Which social media channels should you use for sourcing?

The key to successful social recruiting is identifying the channels that developers use and taking your search to them there. According to a survey by the Pew Research Center<sup>8</sup>, these are some of the most popular social networks among job seekers.

### Twitter and Audiense

Twitter is ideal for building relationships with your audience, sharing brand information, showcasing your company's personality, and searching for potential candidates using keywords, hashtags, and lists. You get to evaluate candidates in an informal environment and get a real sense of their personalities.

With Audiense, you can create highly targeted audience segments on Twitter. Also, you'll be able to build relevant paid and organic campaigns to reach more potential candidates and engage them on a personal level.

### Instagram

With the young generation of talent— Millennials and Gen Z—visuals are the most engaging way to promote your brand and appeal to them. Instagram boasts of 1

billion active users a month. It's yet to be saturated with recruiters so you won't have to go to war over available talent.

## Facebook

With over 2 billion monthly active users, Facebook is the largest social network in the world. It's home to pretty much any demographic you can think of so you're bound to find a diverse pool of developers.

You can use Facebook to advertise job openings, connect with potential hires, and build your employer brand. With the flexible ad targeting options, you can target passive candidates based on their interests, location, likes, and more.

## LinkedIn

LinkedIn has been the bread and butter of many recruiters since its inception in 2003. It's one of the most popular platforms for professional representation and recruitment activities. At the same time, developers seem to avoid it more and more as they get bombarded with an increasing number of unwanted recruiter messages. But more on this later.

Consider the nature of the job role, your hiring goals, and the type of candidate you're on the hunt for when deciding the social platform to use for your sourcing activity.

### How to source on...

## Twitter

Developers use Twitter to connect with other programmers, brands, and stakeholders in the tech space. Twitter also helps them promote the work they do, follow the latest trends in their industry, discover new tools, books, courses, and latest research they can use to improve their skills and advance their careers.

A typical developer's Twitter profile will feature their:

- **Handle** — This is the username that you can use to search for them at anytime

- **Name** — Some developers might enter their real names in this section, while others might choose to use a moniker.  
**Following** — This is the list of people they're following.
- **Followers** — This is the list of people following the developer. The higher the follower count, the more influential or popular a candidate is.
- **Bio** — A bio is a brief statement that shares more information about the user
- **Tweets** — These are the posts that the developers share on their account or retweets from another user's page.
- **Website** — Many developers link to their website, GitHub account, and other portfolio pages in this section
- **Location** — Although some people don't turn on this feature, it can still help if you're looking for developers in a particular vicinity.

The image shows a Twitter profile card for Vladimir Kharlampidi. It includes a circular profile picture of a man with a beard, a header with three icons (more options, message, notifications) and a blue 'Following' button. The name 'Vladimir Kharlampidi' is bolded, followed by the handle '@nolimits4web' and a 'Follows you' badge. The bio reads: 'Husband · Father · Frontend developer · Author of many OSS projects, @framework7io, @idangerous, Swiper · Frontend @codersrank'. Location is 'Rostov-On-Don, Russia', website is 'github.com/nolimits4web', and birth date is 'Born June 3'. It also shows 'Joined March 2011' and '154 Following 1,139 Followers'.

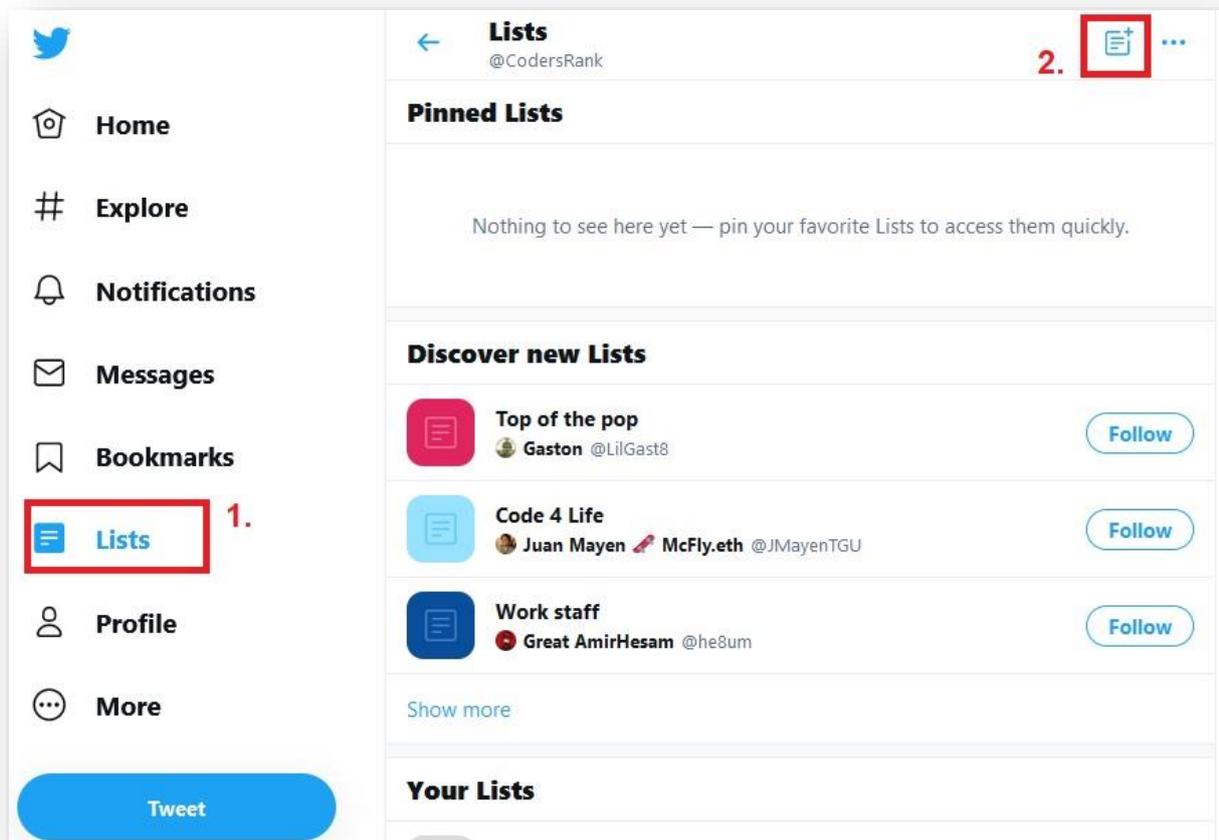
*CodersRank's Front-end developer, Vladimir's profile*

There are several effective ways of sourcing talent on Twitter such as:

## Create a Twitter list

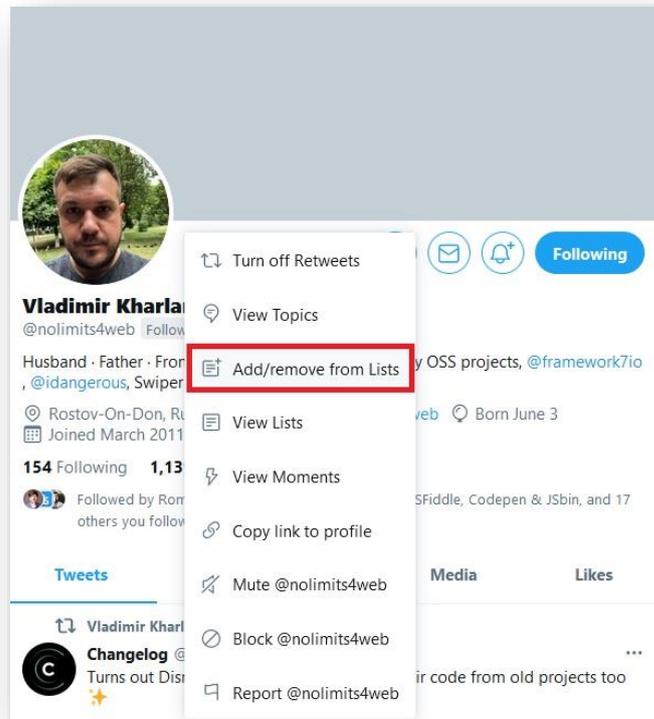
Twitter lists are groups of accounts you can curate to better organize your feed. When you open a list, you'll only see tweets from accounts on that list.

Why should you make a sourcing list? Because it's good to have passive candidates collected in one spot so you can easily find, monitor, and nurture them. All you have to do is sign in to your Twitter account, scroll to the right side of your page, select **Lists** then click **Create New List**.



Once you add a name and description your list will be ready to go. You can make the list private and keep it for yourself or make it public to gain the candidates' attention.

To add people to your list, simply go to their profile, click on the three dots symbol next to the Follow/Following button and choose the "Add or remove from lists option".



## Leverage appropriate hashtags

No matter how small your network is, you can use hashtags to increase the reach of your job posts or ads, and search for suitable candidates for your open role.

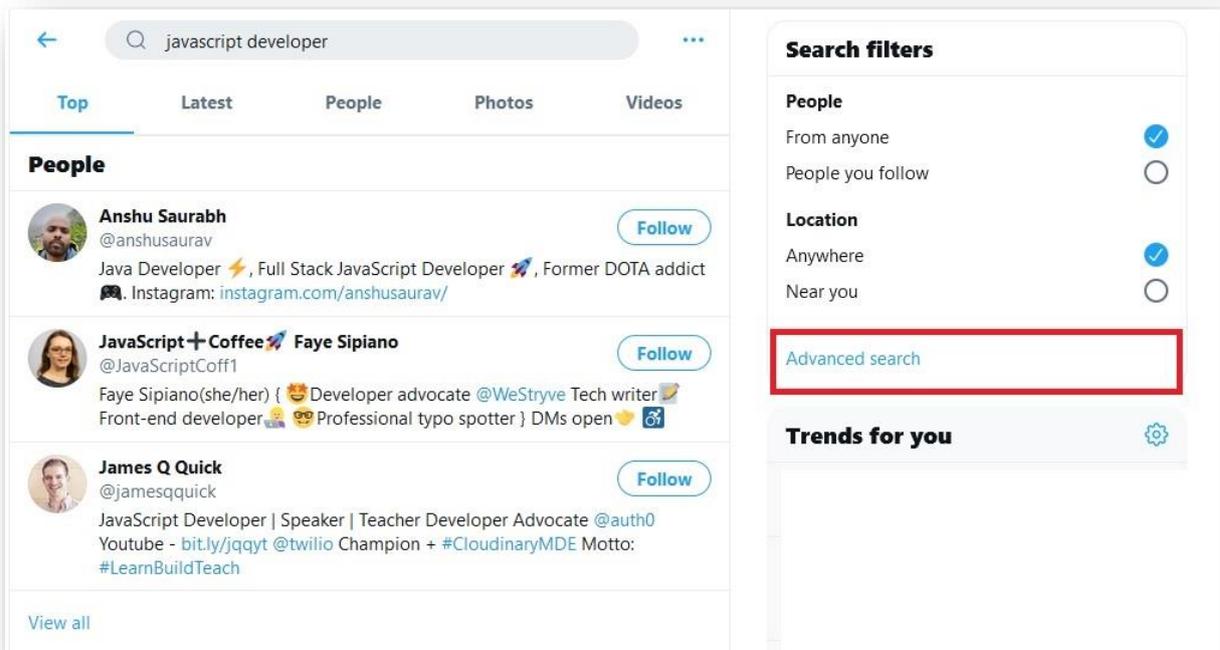
Tools like [Hashtagify.me](https://www.hashtagify.me) and [Hashtags.org](https://www.hashtags.org) will help you discover popular and relevant hashtags that you can add to your posts.

When tweeting about a job opportunity, make sure you use skill-specific and #hiring related hashtags, but avoid overdoing it.

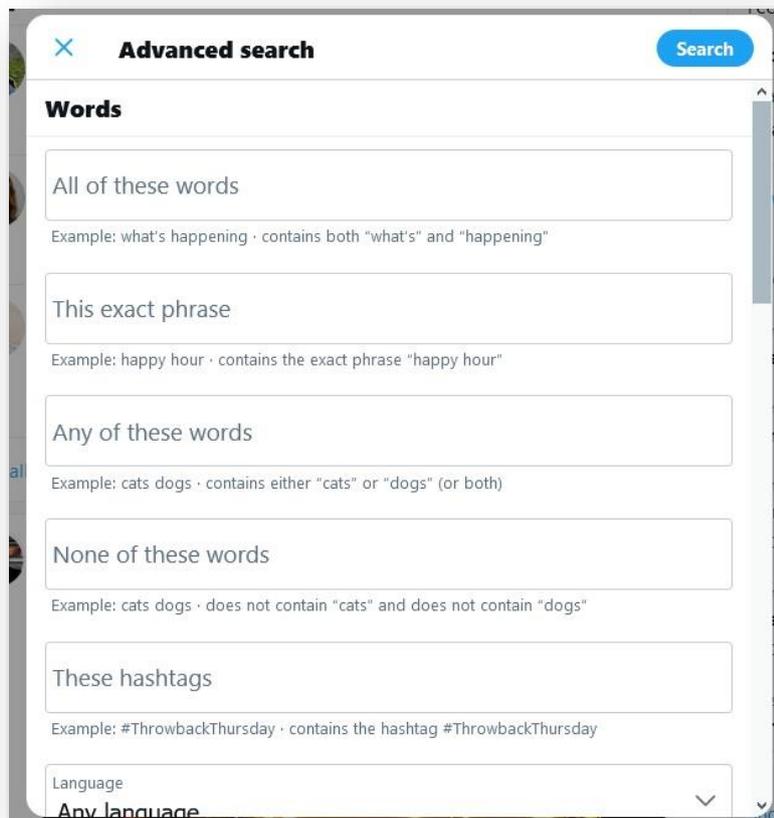
## Let advanced search do the work

You can use Twitter's advanced search feature to search for potential hires using things like keywords, location, hashtags, and languages. If the results you see are not targeted enough for you, you can filter them by tweets, news, photos, accounts, and videos.

You can even search for specific tweets from a prospective hire and create personalized messages around them to sell your job role.



Start from Twitter's [search page](#)



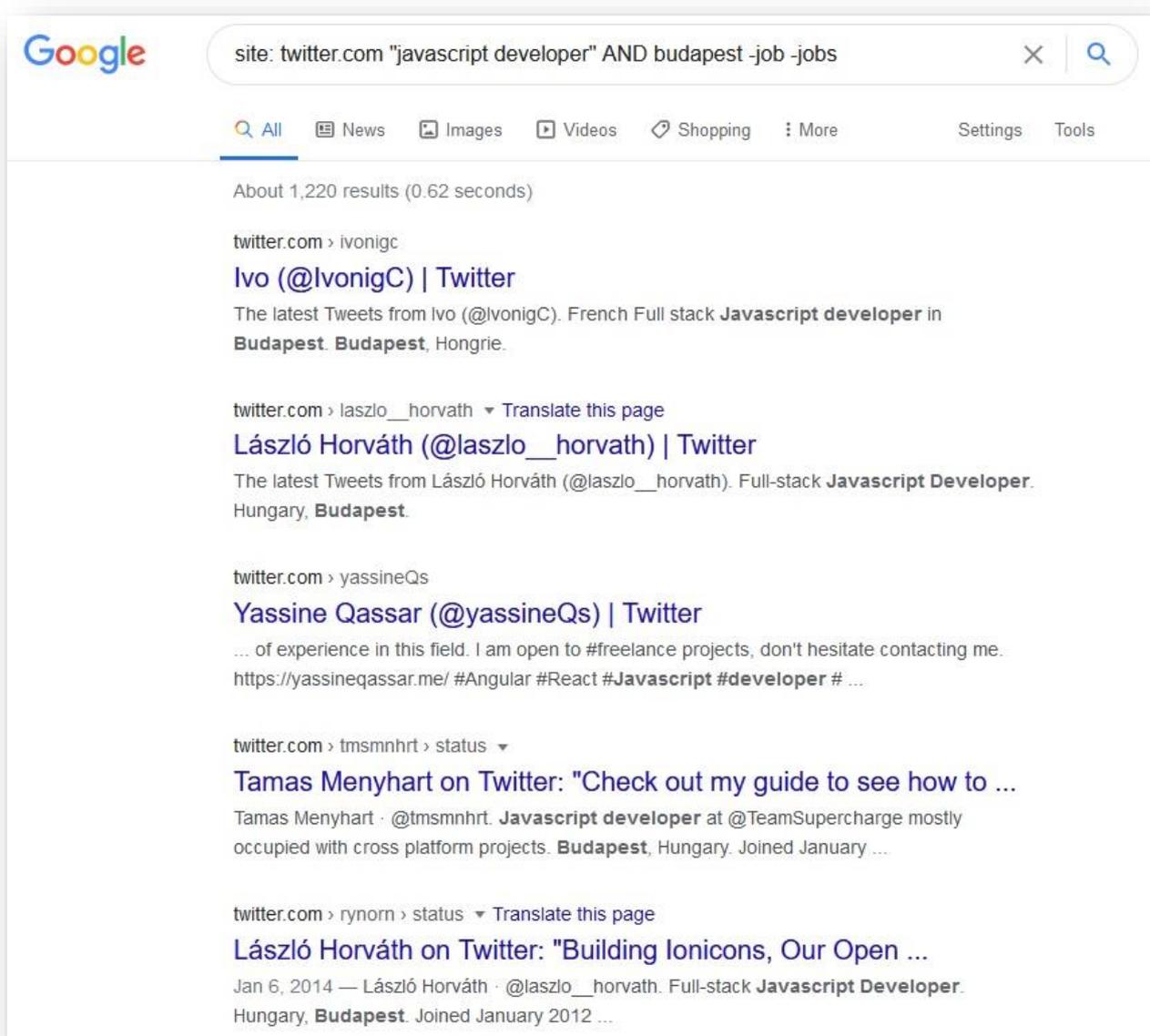
Add more filtering to Twitter's [advanced search page](#)

## Combine Google x-ray with Twitter

Boolean search strings are great for searching Twitter to find candidates with your desired skills.

Let's say you want to find JavaScript developers in Budapest, you can enter this Boolean string into Google's search bar:

**site: twitter.com "javascript developer" AND budapest -job -jobs**

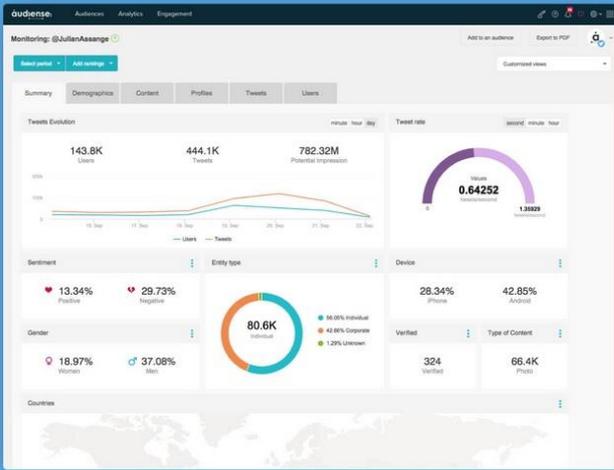


If you want to find public Twitter lists of JavaScript developers without going through the stress of curating one, you can run this search:

```
site:twitter.com lists javascript
```

Easy-peasy right?

## Use Audiense to widen your search base



**Audiense Connect**  
Explore the #1 Twitter Marketing Platform

Monitoring: @JulianAssange

Summary | Demographics | Content | Profiles | Tweets | Users

Tweets Evolution: 143.8K Views, 444.1K Tweets, 782.32M Potential Impressions

Tweet rate: 0.64252 (Tweets per second)

Sentiment: 13.34% Positive, 29.73% Negative

Entity type: 80.6K (96.9% Individual, 42.8% Corporate, 1.2% Unknown)

Device: 28.34% iPhone, 42.85% Android

Verified: 324, Type of Content: 66.4K Photos

Gender: 18.97% Women, 37.08% Men

Countries: [World Map]

Take Twitter to a whole new level

Increase your brand awareness, craft the best acquisition strategies and measure your impact on Twitter.

[SIGN UP FOR FREE](#)

Audiense allows you to search Twitter's 315 million-strong user database for quality candidates that meet your criteria using targeted search operators.

To get started, follow these simple steps:

1. Sign in to your **Audiense** page, click on **Audience** and choose **Discover New Twitter Users** from the dropdown menu.
2. Enter your search criteria into the **keyword** and **location** boxes or use the **Search/Filter** sidebar, then hit the **Search** button.
3. Use the **Search/Filter** sidebar to trim your results if necessary.
4. The users who match your search criteria will be displayed on the **Community Wall**. Feel free to engage them, gain insights about them, add them to an Audience, create reports, and more.

The screenshot displays the Audiense Connect interface. At the top, there are navigation tabs for 'Audiences', 'Analytics', and 'Engagement'. Below this, the search criteria are set to 'Community: All Twitter' with a search bar containing 'javascript developer' and filters for 'Query: Javascript Developer' and 'Location: Poland'. A sidebar on the left provides various filters: Influence (0 to 1000), Followers (0 to 10M+), Following (0 to 10M+), List (0 to 10M+), Followers/Following Ratio (0 to 100+), Account Age (0 days to 10 years+), Tweets per Day (0 to 1000+), and Time Since Last Tweet (0 days to 10 years+). The main area shows a grid of user profiles, each with a profile picture, name, location, and follower/following counts. For example, @sulco has 22K followers and 250 following, while @stanscode has 179 followers and 440 following.

# Instagram

A typical developer's Instagram profile is comprised of the following parts:

- **Handle** — This is their username and what you'll use to access their profile
- **Name** — Their real name or a moniker
- **Followers** — This tells you how many people are following them
- **Following** — This represents the people a candidate is following
- **Bio** — A short description that showcases the developer's interests, work experience, claims to fame, or contact info
- **Message** — If you want to directly message a candidate, you'll need to use this button.
- **Contact** — A direct link to their phone number or email address.
- **Posts** — The images they've shared on their page. It can give you some insight into a candidate's personality or the projects they've worked on.
- **Highlights** — This is like a file where a developer can store interesting photos from their personal or professional lives.

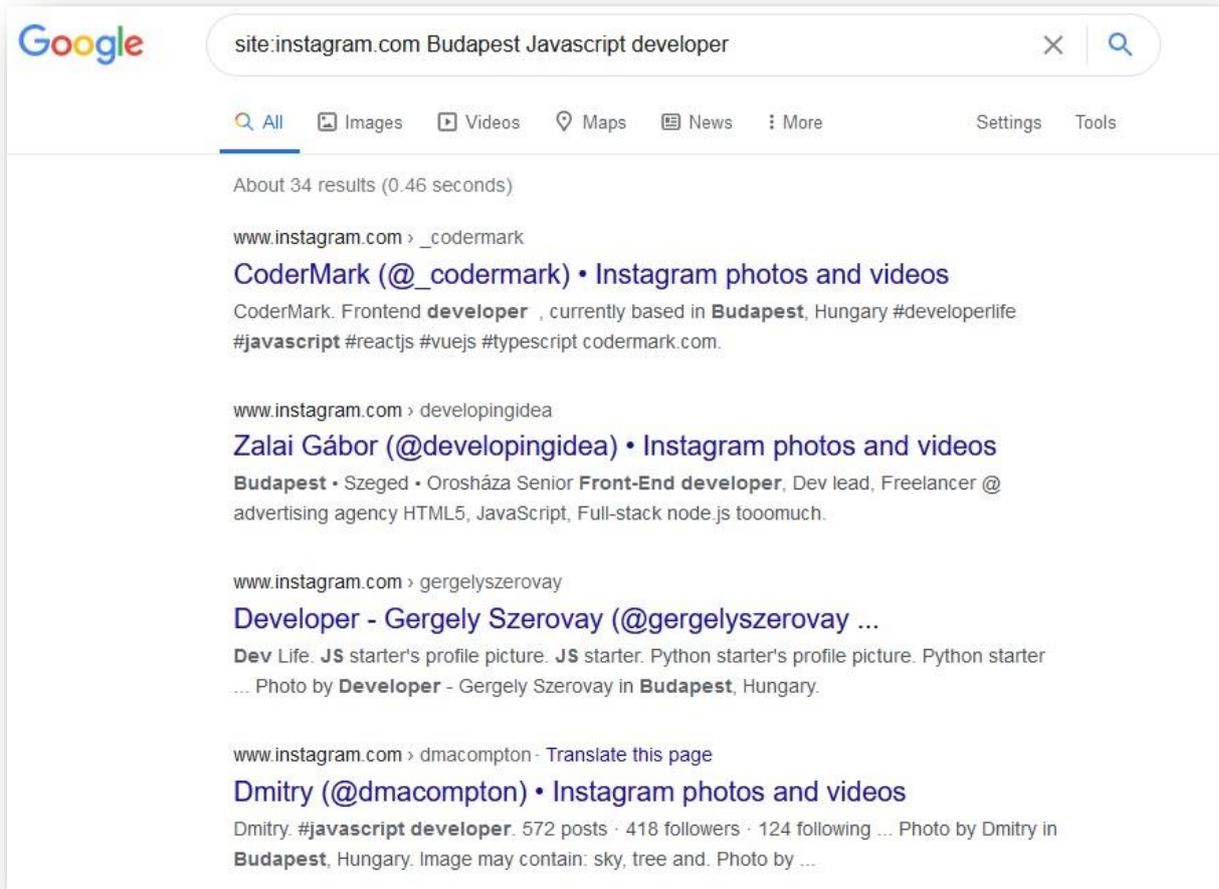
Now that you understand the average anatomy of a dev profile on Instagram, here's how you can source for talent on the talent:

## Combine Google x-ray with Instagram

With the right strings, you can x-ray Instagram to find quality candidates that'd be a great fit for your organization.

For example, if you want to search for developers in Cracow or Budapest who are skilled in JavaScript, you could run this Boolean search string on Google:

```
site:instagram.com Budapest JavaScript developer
```



## Use the right Hashtags

Searching Instagram using specific hashtags will open up doors of hiring opportunities and enable you to find potential candidates that you can follow and engage. When you win their attention and establish a connection, it'll be easier for you to message them about your job role.

You can also follow relevant hashtags. This way, you'll have every new post that contains the hashtags on your timeline even if you're not following the account.

You can search the hashtags for coding schools. For instance, #lighthouse labs or #lambdaschool

Instagram will show you results for students, developers, startup founders, tech companies, recruiters, and the likes who have used the hashtags.

Many people use hashtags to search Instagram so adding them to your job postings and general content can help you attract interested candidates.

# Facebook

Developers use Facebook to build their professional network, find career opportunities, and share content about tech with like-minded people. There are many dev groups on the platform dedicated to this purpose.

A developer's Facebook profile is the central hub of their information and it usually contains these elements:

- **Name** — Their first and last name.
- **Bio** — This contains some facts about the developer such as their interests and the technologies they're skilled at.
- **Profile picture** — An image that shows what the developer looks like
- **Website** — A link to the candidate's website
- **About** — A short blurb that sums up what the developer does
- **Friends** — The list of people in their network. Going through it might help you find other developers.
- **Posts** — This displays all the updates they've shared on their page. It can tell you what they've been up to recently so you can work it into a conversation.
- **Message** — A personal inbox that you can use to contact them on the platform.

Here's how you can use Facebook to source for hires and fill up your talent pipeline:

## Leverage Facebook's powerful search algorithm

Use Facebook's search box to refine your hunt and find the right talent using specific criteria like location, language, or the company they work for.

For example, you can run queries like:

- Software engineers who work at Google
- People who work at YouTube
- Programmers who live near London and speak French
- People who like JavaScript and live near New York

You can then use advanced search to filter your search results even further by specifying the city, education, work, interests, or likes you want candidates to possess. When doing a new search, edit the keyword in the URL, NOT on the page. That way, you can save the URL with the settings intact.

Also, consider exploring your shared networks and relevant events to find prospective candidates. You can even carry out searches in a native language to find non-English speaking prospects.

For instance, search for the phrase **"javascript fejlesztó vagyok"**. This means **"I'm a Javascript developer"** in Hungarian and it will return results for people who have that phrase in their profile or made comments in public groups containing the phrase.



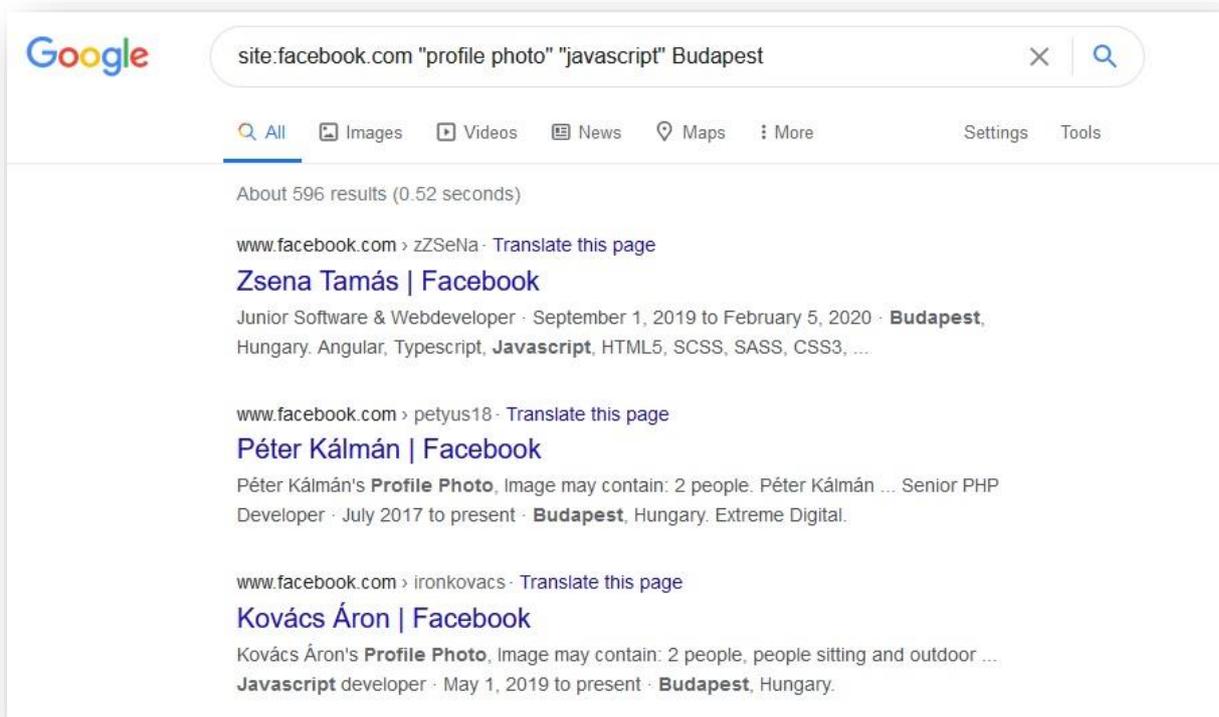
When you find relevant candidates, you can establish a connection and message them through Facebook. Or better still, find out if you have any mutual connections and ask them to introduce you.

## Combine Google x-ray with Facebook

Yes, you can run Boolean search strings like the one below to scan Facebook for quality candidates who meet your job requirements.

```
site:facebook.com "profile photo" "javascript" Budapest
```

Google will return results for developers who live in Budapest and are skilled in JavaScript.



## Post jobs to your Facebook page

Your company's Facebook page is a great place to advertise job openings and attract relevant candidates.

Make sure your job posts are punchy and eye-catching. Mention some of the perks of the job like salary range, travel allowance, gym subscriptions, etc. Don't forget to include a strong call-to-action.

## Join relevant groups

Facebook groups are a goldmine for finding passive and active candidates. Look for groups where job listings are allowed those your ideal candidate is likely to be a member of. You can find these by searching for your target keywords—e.g., front end development jobs—and filtering the results by "**Groups**".

Join them, participate in group discussions, and build strong connections with other members. Some dev groups are not happy to see recruiters so be careful when using this sourcing technique. Abide by group rules and avoid spamming them with recruitment messages.

## LinkedIn

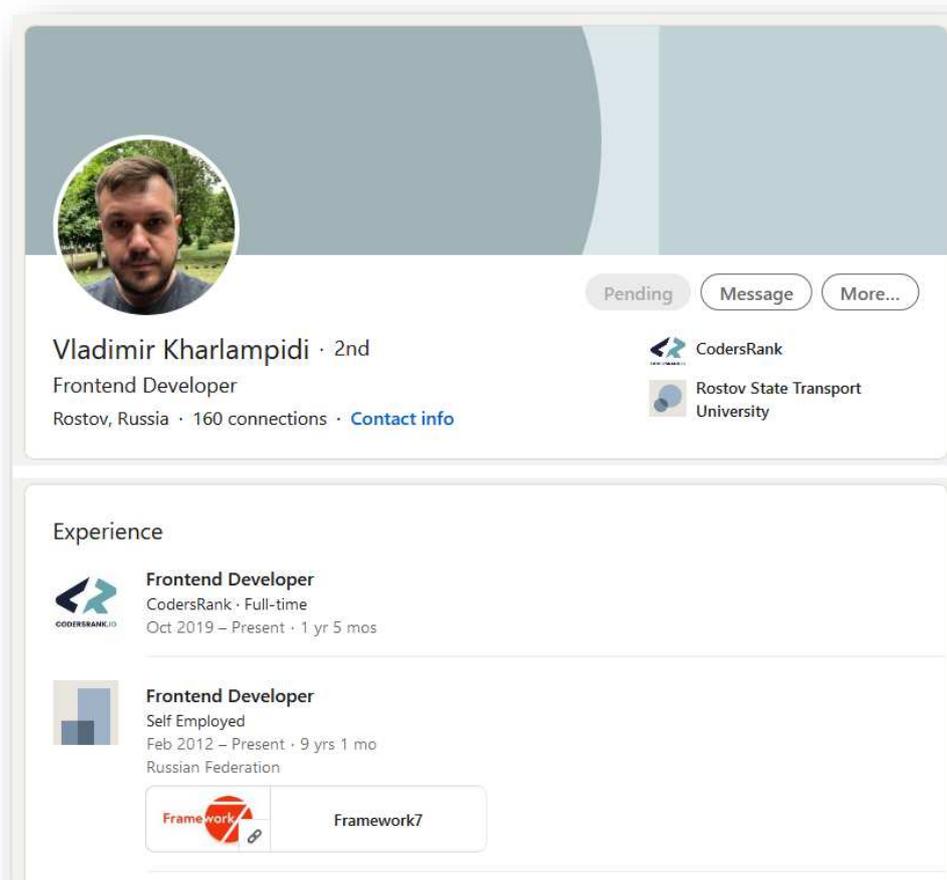
As you know, LinkedIn is the world's largest professional network. People from all walks of life, including developers, use it for different professional goals. They showcase accomplishments, share their career history, interact with other professionals, and position themselves for recruiters to find.

### Anatomy of a developer's LinkedIn profile

These are the relevant parts of a candidate's profile that you'll want to pay attention to:

- **Name** — Since LinkedIn is a professional network, developers usually use their real names.
- **Photo** — The more professional-looking, the better.
- **Location & Industry** — This tells you where they're based and the kind of work they do.
- **Headline** — This describes what they do. It could be their current job title.
- **Contact Info** — Their email address, number, website, and social media handles will be in this section.
- **Connections** — The people a candidate chooses to connect with are a representation of who they are.

- **Summary** — This tells you more about them, what they have to offer, and the kind of opportunities they're looking for.
- **Experience** — Their accomplishments in their career so far will be listed here.
- **Skills** — This section showcases their technical and non-technical skills.
- **Education** — The degrees and certifications a candidate has obtained will be shown here.
- **Endorsements & Recommendations** — Have they gotten or given recommendations to others? If they have, that could suggest that the candidate possesses good communication, collaboration, and people skills.
- **Publications & Projects** — This is where you'll find the exciting projects they've worked on, and notable content they've written.
- **Volunteer work** — Any non-profit work they've done will be shown here.



*CodersRank's Front-end developer, Vladimir's profile*

When evaluating profiles, keep in mind that sometimes developers—especially those who aren't actively seeking jobs—don't update them so it may not accurately reflect their current experience and skill level.

Also, they don't always use the right keywords on their profiles, and they might spell their position in different ways. E.g., frontend developer, front-end developer, or front end developer. So be prepared to dig a little deeper.

To source for candidates on LinkedIn, you can use any of these tricks:

## Spruce up your recruiter profile + company profile

If you don't have a recruiter profile or company page on LinkedIn already, make sure you create one, set it up, and start building an interesting profile.

Your LinkedIn recruiter profile will allow you to leverage the magic of advanced search filters and data-driven insights to find and recruit the best candidates. Set up a careers page for the company you're recruiting for. Share engaging content and updates about the brand. Build a strong employee advocacy program and source for developers through referrals and recommendations from your network.

Doing these things will help you attract talent and make candidates seriously consider your job offer whenever you reach out to them.

## Use the basic search feature

### A quick overview of functionalities

- Look for developers with specific skills like "python," "javascript," "software engineer."
- Combine criteria like location and skills and filter your results by connections, keywords, companies, industries, and more.
- Hunt down candidates based on the past or current companies they work for or the schools they attended.
- Be mindful of the word order in your search query. Different word orders will produce different results.

The downside of basic searches is that you end up with the same pool of prospects every other recruiter is chasing after. To set yourself apart from the crowd and discover profiles that are not trying a lot of recruiting heat you need to run multiple iterative searches.

An iterative search means that you start with maximum qualifications, use the NOT operator to filter mutually exclusive result sets, then end with minimum qualifications. By the time you do this over and over, you'll find a bunch of developer profiles that don't show up on run-of-the-mill searches.

If you have a list of email addresses and you want to talk to them on LinkedIn, add them to your Gmail. Then go to your LinkedIn page and click **My Network**. Scroll to the left side and click on **Contacts**, then **Add more contacts**, and select **Gmail**. After following the instructions to connect your LinkedIn and Gmail, LinkedIn will show you the Gmail contacts that are on the platform.

### Did you know?

There are software engineers who don't mention any primary programming language in their LinkedIn profile because they don't want to be easily found.

Some even purposely include instructions on their profiles like "add the word abracadabra to your message so I know you've read my profile" to minimize recruiter spam. However, an iterative search will help you locate and reach them.

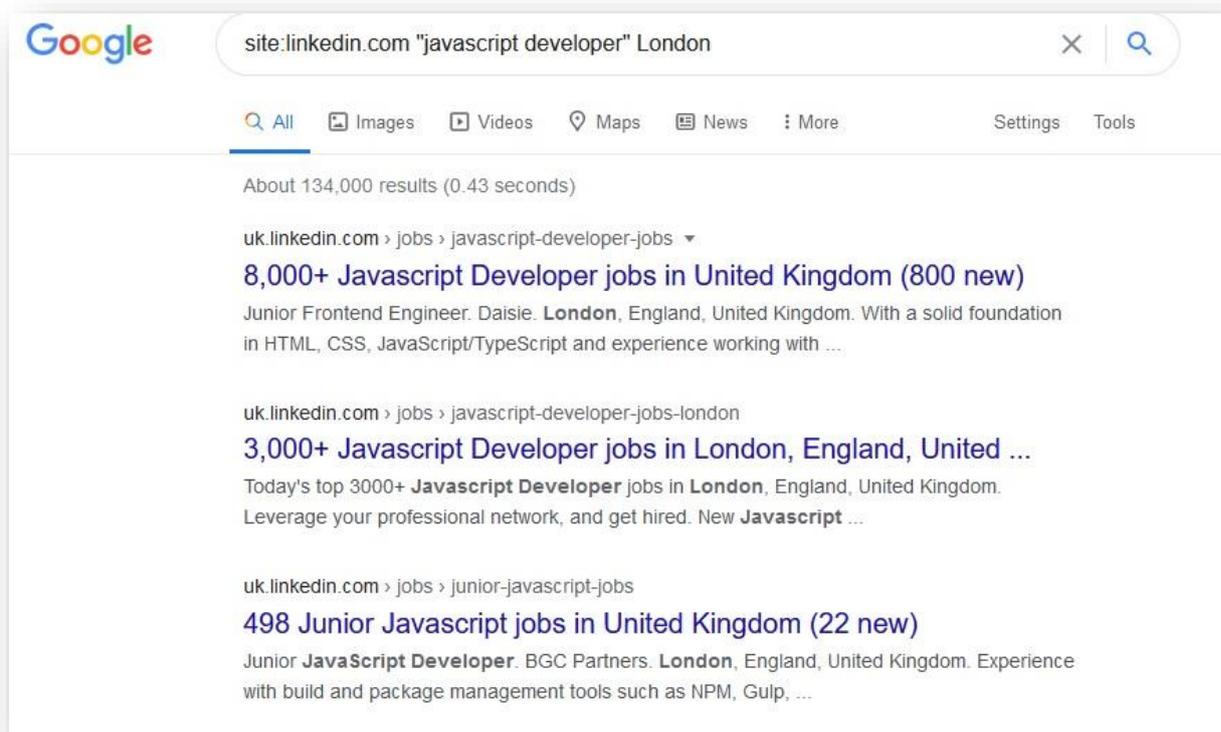
## Combine Google x-ray with LinkedIn

Another effective way to source for developer candidates on LinkedIn is to run a Boolean search string on Google.

The first thing you need to do before carrying out an x-ray search on LinkedIn is to log out of your account. As a general rule, you can either use the *site:* or *inurl:* operator in your searches. That is `site:linkedin.com` or `inurl:linkedin.com`.

Let's say you want to find JavaScript developers in London, you could enter this string on Google:

```
site:linkedin.com "javascript developer" London
```



## Use Phantom Buster to automate your processes

Successfully sourcing candidates on LinkedIn requires you to be active on the platform and this takes time and energy. Luckily, tools like [Phantom Buster](#) can help take the stress out of your recruiting activities. Here are some automations you can perform with it:

- **LinkedIn Network Booster** — This will help you send personalized invitations and messages to a list of LinkedIn users.
- **LinkedIn Profile Scraper** — Use this to gather all available information such as contact details and website URL from a list of LinkedIn user profiles.
- **LinkedIn Lead Generation Workflow** — This can help you automatically generate candidate leads from emails and LinkedIn easily.
- **LinkedIn Search Export** — This will help you automatically collate and export the results of your LinkedIn searches to a JSON file, Google, or Excel spreadsheet.
- **LinkedIn Companies Info** — You can use this to find all relevant information about specific companies on LinkedIn.

- **LinkedIn Auto Liker** — Nurture passive candidates and build connections by automatically liking the posts, articles, and updates shared by people in your network and other LinkedIn users.

## Platforms

As you can see, finding, evaluating, and hiring talented developers is challenging work. The good news is there are different platforms out there that can combine many of the discussed tools and methods to make sourcing easier and faster for you.

A few examples of popular sourcing platforms:

### CodersRank

The screenshot displays the CodersRank platform interface. On the left, a text box states: "40,000+ high-quality DEV profiles" and "We create developer profiles based on their public and diverse data points, and expand it with job-related data they provide us. Save your valuable time - no need for unnecessary qualification rounds." Below this is a grid of 18 circular profile icons. On the right, a detailed profile for a "Senior Javascript developer at Trello" is shown. The profile includes: "Active job seeker", "7 years of Experience", "New York, USA", and "Contact" and "View Profile" buttons. The "Technical skills" section lists: Javascript (4 years), VUE.js (3 years), React (1 year), and Angular (1 year). The "Ideal positions" section lists: Front-end (6 years), Back-end (2 years), and Javascript (1 year). The "Preferred job roles" section lists: Contract, Full-time, Remote, and Onsite. The "CodersRank Activity Analysis" section shows sources: Github (137 repos), Gitlab (24 repos), and Stackoverflow. The "CodersRank score" is 856, broken down by language: Javascript (45%), PHP (25%), C# (10%), Swift (15%), and HTML (5%).

CodersRank **allows you to source, evaluate, and hire the best developers by analyzing the actual code they've written.** Their code can come from both public and private repositories.

First, developers connect their GitHub, StackOverflow, GitLab, and LinkedIn accounts to their CodersRank profiles. After this, our algorithm calculates experience points and displays the developer's experience using visual charts. This way, recruiters and hiring managers can easily see a candidate's growth, capabilities, and where they are in their careers.

There's no need for unnecessary qualification rounds, analyzing technical skill sets, or candidate's experience because we've done the work for you.

CodersRank's recruiter tool works on a simple premise. You filter for prospects based on the tech stack and languages you require. Then you reach out to shortlisted candidates through the internal search. And then? Thanks to our high response rates, you will hear back from them very soon.

## Amazing Hiring

This sourcing tool helps you identify, pre-screen, and reach out to qualified developer candidates. Amazing Hiring sources tech talent from various online professional communities and social platforms and creates a list of the most qualified candidates for your role. It can also scour the internet for email addresses, phone numbers, and Skype details of candidates so you can control the means of contact.

## Hiretual

Hiretual is a recruiting tool built for recruiters by recruiters. It helps find and rank candidates for your open role from all over the world. All you have to do is select the most qualified ones and reach out to them. By integrating Hiretual with your CRM or ATS, you can build your ideal candidate persona and track your talent pipeline.

## Talent.io

Talent.io is a recruitment platform that helps you source and pre-screen active job-seeking candidates, and qualify them before handing them over to you. It helps recruit talent across all tech roles, tech stacks, and experience levels. The platform promises an almost 100% response rate for developers you reach out to.

## Hired.com

Hired is a sourcing and dev testing platform. Unlike the typical job boards, it's recruiters who approach talent and not the other way around. You can create a company profile and begin scouring the site for suitable candidates right away. When you find prospects, you think would be a right fit for a position, you can

test their skills, reach out to them on the platform, and try to convince them to join your ship.

## Entelo

Entelo is an end-to-end automated sourcing tool that uses artificial intelligence and predictive analytics to help you discover, assess, nurture, and recruit the best talent for your company. You can use it to find current email addresses for prospective candidates, send customized messages to win them over, and track email campaigns.

## Techloop

Techloop is a recruitment marketplace that connects programmers with hiring companies. But unlike traditional job boards, developers stay anonymous while potential employees pitch job opportunities to them. The platform has over 15,000 developers and your job postings will be shown to users that match your job requirements. Applications are sent directly to your inbox.

## Vanhack

VanHack is a network of the world's top software engineering, design, and digital marketing talent - available on-demand to relocate to help companies grow. Currently has over 180,000 members from 100+ countries.

# No-tool methods

## 1. Word of mouth

Don't understand how far your job opportunity can travel through the grapevine. This method works like magic when you already have a strong employer brand. All you need to do is spread the word that you're hiring and applications will begin pouring in.

## 2. Help from Facebook/LinkedIn group members

If you belong to groups on Facebook, you can share your job posting with other members and ask them to recommend anyone they know who's qualified for the role.

## 3. Other social media groups, chats

Many social media networks have a group feature that you can take advantage of to gain access to large career-specific talent pools. From Reddit to WhatsApp to Slack, there are myriad other options available.

## 4. Forums

Forums can be a great source of active and passive candidates when you're looking to fill a tech position. You can find relevant forums by entering a specific job title into your search engine and adding the word "group" or "forum" at the end.

## 5. Recommendations from your previous hires

Your current employees can be a quick, cost-effective solution to your hiring needs. They have friends and former colleagues that possess the skills you're looking for that they can easily reach out to. Also, they know your company culture well so they're more likely to refer candidates who'd fit right in.

## 6. Search in a talent pool you created previously

Your talent pool probably has a few highly qualified candidates who were not hired for a previous role but were considered a good fit. You can save yourself a lot of time and money by searching your existing talent pipeline for suitable candidates before taking your Hunt elsewhere.

# 4 BONUS GROWTH HACKS



## 1. Leverage the power of podcasts

It's probably never crossed your mind to advertise your company and open positions through podcasts, but it can be a very effective sourcing method. Go on relevant recruiting or tech podcasts and promote your employer brand. Provide in-depth details about your work culture and the benefits your employees enjoy.

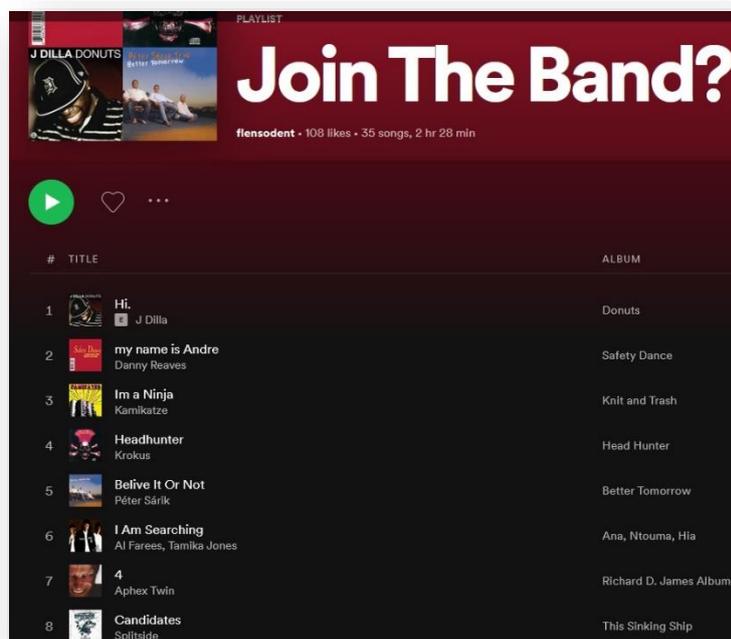
## 2. Make use of Slack channels

Slack is not only good for internal workplace communications. It also serves as a social community where people who share similar interests can hang out and interact. You can help spread the word about your job offer and find potential candidates through public Slack channels. So, search for relevant Slack groups, join them, and start selling your company to potential hires.

Check [Slofile.com](https://slofile.com) for developer related Slack channels.

## 3. Turn your product into a recruiting tool

Talented developers are probably using and loving your product already, so why not use it to attract them? For example, Spotify's recruiter made a public playlist called "Join the band?" and the song names served as a description for a front-end developer role the company was hiring for.



## 4. Host events to connect with potential hires

One of the best ways to get prospective talent through the door and get them to engage with your brand is to host events on your turf. They'll get to meet and chat with your team, tour your office, and experience your culture first hand. And if you make a good impression, they'll seriously consider joining your organization.

## 5. Let your WiFi do the sourcing

Everyone notices a catchy WiFi name so using your company WiFi to advertise job openings might aid your recruitment efforts. Swap your regular WiFi name for an attractive recruitment headline to pique the interest of developers who come across it.

## 6. Advertise job opportunities with your company website

The front page of your website is a great place to promote your open developer positions and get competent candidates to apply.

## 7. Use your site's source code to promote openings

When developers want to review the code for any site, check out the CSS files, or do any other code-related stuff, they'll go to the source code. Use this section of your website to announce that you're hiring. This Easter Egg is bound to grab a developer's attention and get them to apply.

## 8. Join the video recruiting wave

Using video to introduce yourself, talk about the position you're recruiting for, and why people should apply will help you come off as authentic, trustworthy, and relatable. This means more candidates are likely to apply and decide to come work for your company. It doesn't have to be a big, theatrical production. Simple videos shot on a mobile phone will do the trick.

5

**MEASURING  
RESULTS &  
EFFICIENCY**



Here are some of the most common recruiting KPIs that you can track and analyze:

## Time to hire

You can measure this metric by tracking the amount of time it takes to get an accepted offer from the moment you kick off your search. Doing this will help you discover what the delays or issues in your sourcing process are.

*Formula = Total number of days of open job - Total number of days applicant was approached*

## Cost per hire

You should know how much the company is spending for each employee that they acquire. To ascertain this you have to calculate advertising costs, assessment tools, agency fees, internal recruiting costs, hours spent, relocation, travel expenses, and other relevant costs.

Keeping an eye on your cost per hire will help you determine the ROI as well as the effectiveness of your employer brand and recruitment efforts.

*Formula = 
$$\frac{\text{Total internal + external recruiting cost}}{\text{Total number of hires}}$$*

## Top-performing sourcing platforms

Which channel is bringing you the best candidates and where are the unqualified applicants coming from? To measure this metric, you'll need to track the number of qualified candidates coming from each platform.

You can do this by making applicants specify how they heard of the job. This information will help you build a good and reliable recruitment pipeline. Also, it'll prevent you from wasting time and money on sources that are not giving you quality talent.

## Source-to-interview conversion rate

How many of the applicants submitted for consideration to the hiring manager are being called up for interviews? A low percentage indicates that the hiring manager isn't satisfied with the quality of candidates that are being sourced.

$$\text{Formula} = \frac{\text{Number of candidates submitted for an interview}}{\text{Number of candidates interviewed}}$$

## Source-to-hire conversion rate

Of the candidates who received offers, what percentage of them accepted the offers and were hired by the company? A good source-to-hire conversion rate shows that you have a strong talent pipeline. From there you can evaluate the ROI of your recruiting expenses and sourcing channels.

$$\text{Formula} = \frac{\text{Number of hired candidates}}{\text{Total number of candidates}}$$

## Years in position

You don't want to go through the trouble of sourcing and hiring developers only for them to leave in a few months and force you to start the whole process again. Measuring the retention rate or how long hired candidates stay with the company can tell you if there's something wrong and what you can do to turn things around.

$$\text{Formula} = \frac{\text{The no. of employees who left the company in a year}}{\text{The average number of employees across the year} / 2}$$

# 6 QUICK LIST OF DOS & DON'TS



## Do

- ✓ Build an ongoing database of candidates during your searches
- ✓ Make your messages to developers customized
- ✓ Try different angles when filtering for a position
- ✓ Build basic knowledge around programming languages and frameworks
- ✓ Use tools to automate your processes
- ✓ Reach out to former candidates
- ✓ Expand your search with synonyms
- ✓ Keep track of your KPIs

## Don't

- × Spam candidates
- × Assume the hiring company's preferences
- × Disregard the importance of showcasing company culture
- × Create a long job description without structure
- × Undermine the importance of "netiquette" within each developer platform
- × Be afraid to try brand-new sourcing methods
- × Use gendered language
- × Overcomplicate your Google x-ray strings



# DISCOVER, QUALIFY, AND ENGAGE DEVELOPERS

CodersRank is a search platform dedicated to saving you time and increasing your accuracy when you're looking for software developers

TRY FOR FREE

[www.codersrank.io](http://www.codersrank.io)

Open to offers  
Head of Technology at Piensa Diferente 2013 - present (7.1 yrs)  
Madrid, Spain Company Inc.

CONTACT  
VIEW PROFILE

**TECHNOLOGIES**

Angular	478.7	RxJS	269.9	AngularJS
NodeJS	68.1	Webpack	7.1	Hibernate
ReactJS	3.6	D3	2	

**TECH SKILLS**

Highest experience points: 3710 points, 01 Feb 2017

**Activity Chart**

2505 activities in the last year

**Job Preferences**

Preferred job roles: Engineering Manager (20 years), Software Architect (20 years)

Job type: Part Time, Onsite, Remote, Relocate

Company size: Small Startups (1 - 10), Startups (11 - 50), Med-Size Companies (51 - 200), Large Companies (201+)

Minimum salary expectation: \$ 100000 / year (gross)

Dream job: Researcher, Lecturer, Open source engineer, R&D lab head, Chief architect at Metarhia (technology stack for private clouds), author of >180 free video lectures, >15K subscribers, community organizer (>18K engineers); Metarhia, NodeUA, Kiev Node.js and HowProgrammingWorks, speaker at >40 IT conferences

- ✓ A fresh stream of candidates (many of them are NOT on LinkedIn)
- ✓ Code-based evaluation you can trust
- ✓ Developer ranking & leaderboard view
- ✓ Filtering by job preferences
- ✓ Extra resume info about candidates

# Thank You

A big thank you for downloading this ebook. We hope that you enjoyed both the technical and the evergreen tips. All of our material was reviewed by veteran technical recruiters to bring you only the best in business.

We are more than happy to answer any questions about CodersRank, sourcing, or anything else.



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