



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name Successful Staffing Through Social Media

HFA Idaho Housing and Finance Association

Submission Contact Lydia Aguirre, Director

Phone (208) 331-4773 **Email** Lydiaa@ihfa.org

Program Contact Same

Phone _____ **Email** _____

Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA Idaho Housing and Finance Association _____

Entry Name Successful Staffing Through Social Media _____

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input checked="" type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

The challenge

Idaho Housing and Finance Association is a highly technical and sophisticated organization that serves diverse audiences in every corner of our far-flung state. It's also one of the ten *Best Places to Work in Idaho* — and has been for the past four years — according to a contest based on employee surveys.

Our employees have expertise in a variety of areas — from real estate development, finance, management, and tenant support to economic development and bond financing. We have a highly skilled and knowledgeable team that successfully competes in a changing marketplace and continues to fulfill our mission to provide affordable housing. Our challenge is to keep it that way. Like most HFAs with a rapidly growing workforce and a relatively small Human Resources staff we needed a creative, inexpensive, and efficient way to consistently recruit and retain qualified staff.

An innovative solution

In the past, Idaho Housing paid hefty fees to use recruiting websites, post on job boards, or advertise in newspapers. Most often, this expensive, time-consuming process resulted in job applicants who lacked skills and experience we needed. That's when we turned our focus to free social media platforms to recruit and evaluate talent. Unlike traditional methods, tools such as LinkedIn, Facebook, and Twitter have increased the number of quality candidates we get and reduced the staff time it takes to find and screen them.

How we do it

After determining the qualifications for a position, we target specific groups and social media platforms. Most often, sites such as LinkedIn categorized people by occupation. If you are a member of an occupational group (e.g., finance, social services, information technology, etc), you are connected to that group. These groups are a rich source for finding qualified people. We've dedicated one staff member to connecting to various groups related to our business. We also capitalize on our Facebook and Twitter presence to cast a wider net. People who follow us on these sites do so voluntarily, which means they tend to have some connection to our mission. This means they're more likely to share our job opportunities.

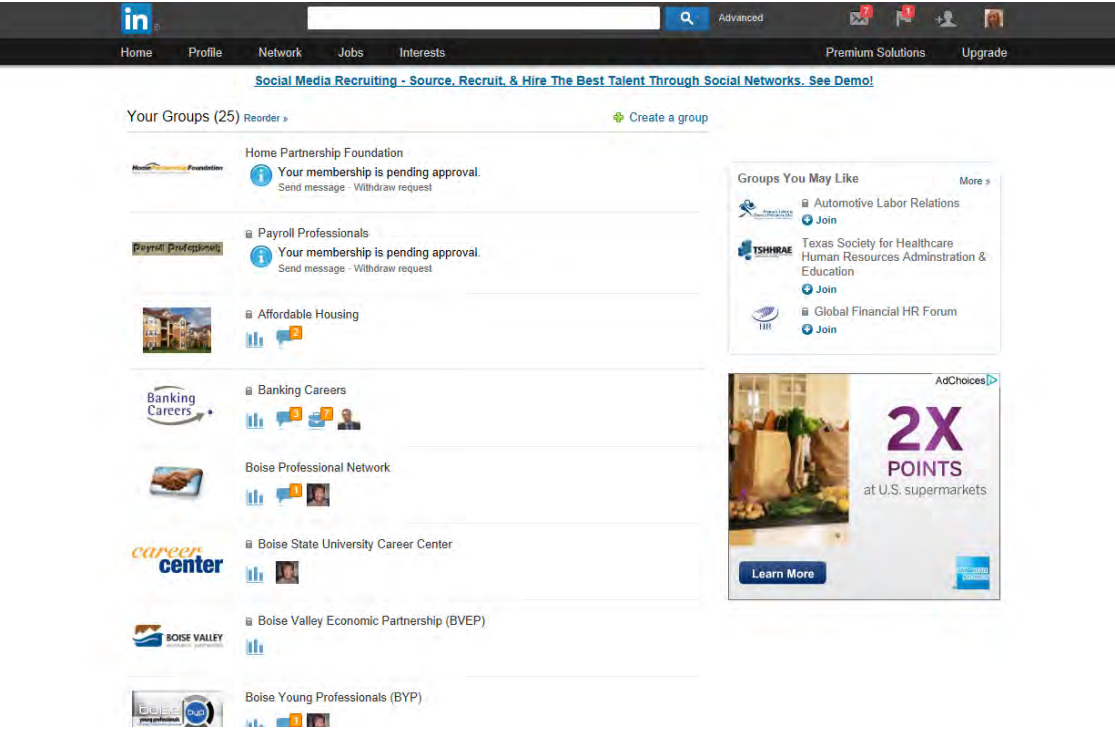
We've saved time and resources and still make great hires — and so can any HFA

IHFA has made several successful hires by using LinkedIn and reached multiple good candidates through Facebook. Many of our hires were not looking for a job but knew about Idaho Housing's reputation for being a great place to work. From their further inquiry, we've had success hiring excellent employees who were not looking for a job or were passively searching. We also know from historic tracking that our retention rate from these sites is higher than if we had recruited from a different source.

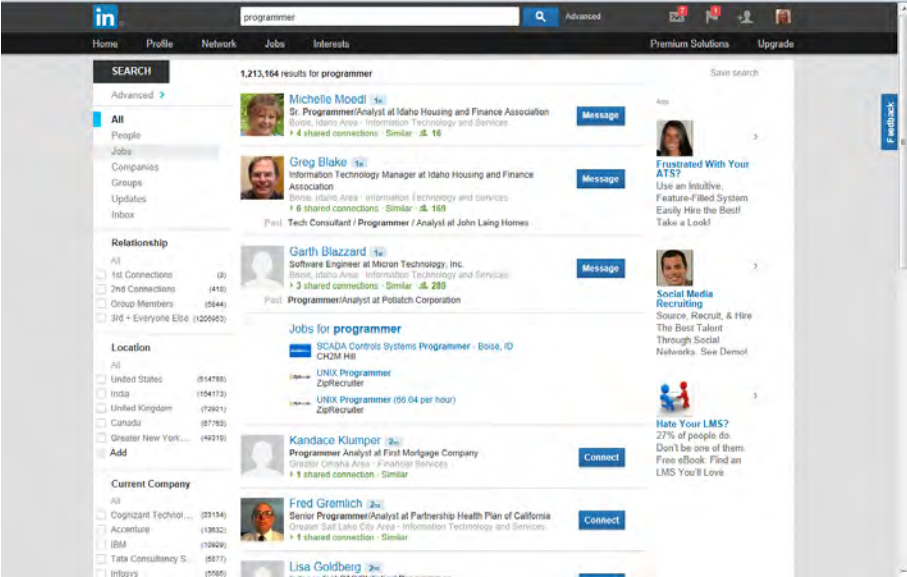
There hasn't been an increase in the time spent on recruitment, and our tracking methods show that we get qualified candidates more quickly. The percentage of qualified candidates for our vacancies is very high compared to traditional methods. Our HR department also has reduced the time it spends perusing unqualified resumes or conducting fruitless interviews. When we recruit using multiple social media sites, we are more confident that we are getting the skills and qualifications we need. The people who have joined these websites have done so to increase their professional network, so they reveal much about their professional lives than they would in a typical resume.

This concept is easy for any HFA to replicate. All they need to do is join the different groups in LinkedIn, Facebook, or any of the professional social networking sites. It's free and easy to do. You also can peruse the different professional groups and immediately look for potential candidates that you can contact directly through the site. The information contained in profiles are an innovative way to search for the right fit to the organization and to the job.

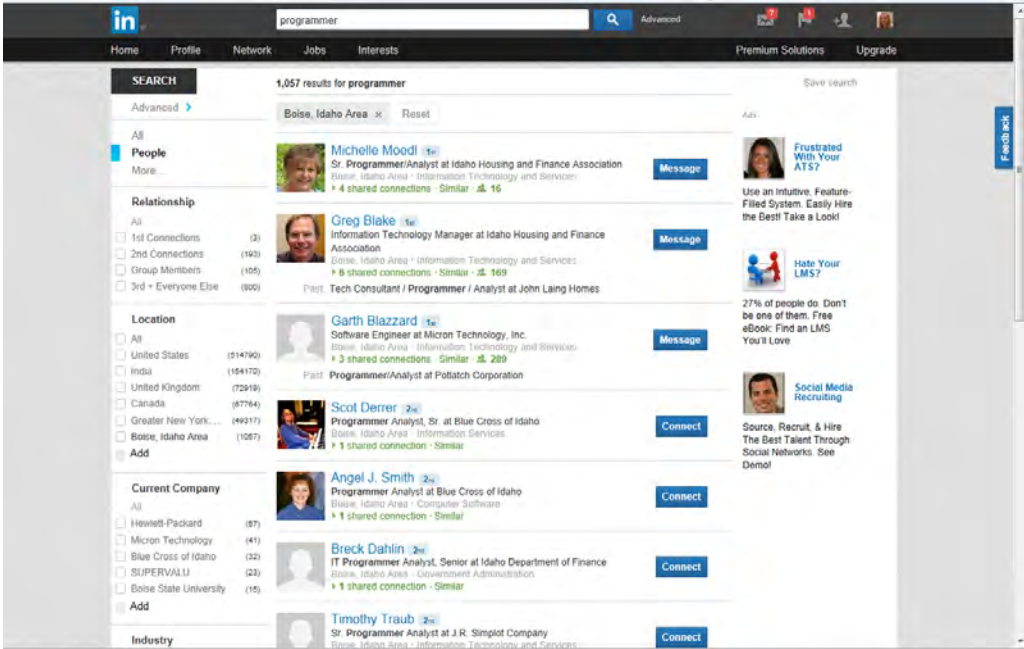
1. Groups



2. Search for "Programmer" in your network



3. Further refine search by adding location "Boise, Idaho, area"



4. Through a group that we are connected to, Boise Young Professionals, we can post a discussion that shows a job opening.

