



The  
University  
Of  
Sheffield.

Recruitment &  
Selection  
Coordinators  
Network.

**Recruitment & Selection Network Coordinators' Network  
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## Researchgate for recruitment advertising

You are probably aware of Researchgate as an online networking forum for academics and researchers; it also offers a recruitment advertising service, whereby opportunities are not only posted on job boards but also promoted actively to relevant members of the forum using key words. Members identified as suitable will then receive an email alerting them to the advertised post, with a link to find out more and apply.

I am delighted to tell you that the University has agreed to fund a 6-month pilot period of advertising suitable vacancies via [Researchgate](#), as part of our increasing use of social media and online platforms for staff recruitment.

During this period up to 20 academic and research jobs will be advertised and actively promoted at any one time. You don't need to do anything - HR will add Researchgate automatically as an additional advertising channel, and we anticipate being able to promote the vast majority of suitable posts in this way. Researchgate is most suitable for posts in science, engineering and medicine, but the forum is steadily growing with more engagement from social sciences and other disciplines as well.

Our aim is to reach a new, wider audience of potential applicants worldwide, including "passive" candidates, i.e. those who are not actively job-seeking but may be attracted to the opportunities we are offering.

Hannah (cc'd) is co-ordinating the pilot at this (HR) end. We will be analysing the click-through traffic from Researchgate which will tell us about the level of interest being generated. As well as quantity we are, of course, keen to monitor the quality of applications coming in; we will be very interested in your feedback and may contact you for your views on whether using Researchgate has made any noticeable difference to your recruitment process.

If the 6-month pilot is successful we will set up a longer-term contract with Researchgate, with faculties/departments paying for the service. Under this bulk-purchase arrangement the cost is £90 per post, compared with £399 to advertise an individual job.

First of all though, we hope you will find the free pilot period useful and we look forward to your feedback. If you have any questions or comments please do contact us at any time.

Best wishes

Liz