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Effective recruitment strategies are an essential need in today’s dynamic business environment. They enable an organization to hire the right kind of talent for carrying out their activities and fulfilling the goals and objectives of that organization (Cascio, 2016). In order to give an insight about effective recruitment practices and strategies, Paige Garner has penned down an excellent blog for Technology Advice, which has been titled “8 Employee Recruitment Strategies to Improve Your Hiring Process” (Garner, 2018).

The blog encompasses eight major strategies that can be adopted by any organization, to bring an improvement in its hiring process and recruiting talented resources for the organization. The first and foremost method is inculcating technology in the recruitment process and using social media. Moreover, another popular method of recruitment can also be used while recruiting the employees for an organization that is college recruitment. The writer also thinks that bringing an improvement in the method of interviewing the candidates will also help significantly in attracting good talent towards the organization. This improvement also constitutes in re-modeling the interview structure and the techniques. The company may also keep an outlook for passive candidates and contact them in order to let them know that the company needs their expertise.

My favorite organization, Apple Inc. applies some of these intelligent recruitment strategies to hire the right kind of candidates for their company. They announce a pre-recruitment or pre-selection criteria, which describes the complete job description of the post to be announced. Apple Inc. conducts multiple recruitment events to attract the potential candidates towards the vacancies recently announced in the tech giant. One of the major events conducted by Apple Inc. is the college recruitment process, where a team of experts from Apple Inc. goes in different colleges to attract such students who are recently going to graduate.

**References**

Cascio, W. F. (2016). *Managing human resources*. McGraw-Hill.

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