

10

Sources of Candidate Data You've Never Thought of Mining

1-Page 

+

 Brain Gain
RECRUITING

While going for the low-hanging fruit is often the easier option,

today's modern sourcer must also consider any other site that people share personal information as a potential place to source from.

Your ATS system, job boards, and LinkedIn may yield more returns for less time and effort most of the time. However, **these active and easily found candidates are also easier for your competitors to find, and are often in high demand.** They may be bombarded with messages from recruiters, and less likely to respond to you.

There are also many people who simply cannot be found through these traditional channels. Is a visual designer more likely to display their work on LinkedIn or Instagram? Is an electrician more likely to be listed on a trade directory or have a CV online?

To help discover these hidden professionals, and deliver results that no one else will, it's helpful to spend some of your time using non-traditional resources.

We've researched and prepared a list of 10 sites you may not have even thought of sourcing from, but are essential alternatives to diversify your talent sourcing efforts.

1 airbnb

Airbnb provides a platform for renting apartments and homes, and has profiles for visitors and property owners alike. Many of these profiles contain professional details which can be useful in sourcing, and we can find them by X-Raying the site. As a bonus, you can also source from related online discussion forums like AirHostsForum.com for similar information.

WHERE TO START

We can search by location and include relevant keywords for the profession we're looking for:

- site:airbnb.com/users software engineer "San Francisco"

tripadvisor® 2

TripAdvisor members provide reviews and rankings of various hotels, restaurants, and attractions around the world. We can source from these reviews, as well as discussions and member profiles. Professionals in the travel or restaurant industries are the most abundant on TripAdvisor, since they also participate or are mentioned in service-related discussions. However, we can find many other types of professionals as well.

WHERE TO START

In this example search on Google, we are looking for members who may say "I am an RN" or "my husband, an RN".

- "an RN" site:tripadvisor.com

3 *okcupid*

On OkCupid, many members leave their profile data public. Profiles include location, and often some information about what the person does for work. Members may also list the languages they speak (included on the list of options are two programming languages - LISP and C++, for those seeking software engineers).

WHERE TO START

Here's an example search string for lawyers in London, which turns up quite a few results:

- [site:okcupid.com "London, United" lawyer OR barrister OR solicitor](#)

realtor.com®

4

Data provided by Indeed.com shows almost 45,000 open Real Estate positions in the US as of August 2016. What better place to search for people to fill real estate or property roles than Realtor.com's "[Find a Real Estate Agent](#)" directory?

The on-site search form is designed with home-buyers in mind, and is tricky to use for sourcing from a wide geographic area. Fortunately, the individual realtor profile pages are quite easy to find from Google.

WHERE TO START

This [example](#) shows how you can search for realtor with the area code 206 (near Seattle) at the start of their mobile number:

- [site:www.realtor.com/realestateagents/ broker "mobile 206"](#)

5



Disqus provides a platform for blogs and news websites to add comments and discussions to their articles. Instead of having to create an account on every website one by one before engaging in discussion, users can create one single Disqus account, and use that everywhere.

WHERE TO START

The user profiles for these accounts are hosted on the Disqus website, and we can find many of them from Google using a search string like:

- [site:disqus.com/by financial analyst](https://www.google.com/search?q=site:disqus.com/by+financial+analyst)



6

Perhaps you already use Yelp when you're deciding where to eat, but now you can use it to help decide who to hire!

While not every type of professional is easily discovered on Yelp, folks who write for a living are well represented in Yelp's user base.

WHERE TO START

We can use the following string to surface writers who list their main occupation, or perhaps a portfolio:

- [site:yelp.com userid "when I'm not yelping" editing](https://www.google.com/search?q=site:yelp.com+userid+%22when+I%27m+not+yelping%22+editing)

7



BrandYourself

BrandYourself provides tools for individuals and businesses to manage their online reputation, search results, and search ranking. Among these is a profile-building tool for professionals to create a page explaining who they are and what they do - which will be one of the first results Google shows for their name.

WHERE TO START

Since these profiles are intended to be found, it's easy to search them using company or job title keywords:

- [site: brandyourself.com](https://brandyourself.com) “[social stream](#)” “[Public Administration](#)”



Hacker News

8

No, not that type of hacker! Startup accelerator YCombinator maintains a discussion forum where users submit links to discuss. Many of the users are software engineers, or other tech professionals, interested or working in startups.

WHERE TO START

Searching [user profiles](#) to find professionals can be hit or miss, but there are also monthly “[Who's Hiring](#)” and “[Who Wants to Be Hired](#)” threads, typically including hundreds of responses.

- [site: news.ycombinator.com](https://news.ycombinator.com)/[user rails](#)
- [site: news.ycombinator.com](https://news.ycombinator.com) “[who's hiring](#)”

9

vimeo

While YouTube may be bigger and better known, Vimeo is much more useful for sourcing. Unlike YouTube, Vimeo user profiles tend to be more complete, and contain things like user locations by default.

WHERE TO START

Check out this search for film directors in New York, who link to their personal websites.

- site:vimeo.com new york director “my website” joined follow message

ACADEMIA

10

If your target professionals typically require advanced degrees, consider that every Doctoral program requires original scholarly work, and many Masters programs require publication as well. Academia is a ‘social’ platform to share and discover original works, presented as an alternative to heading down to your local research library, or subscribing to expensive research journals.

WHERE TO START

Identifying publications (and their authors) in your field of interest is simple. You can even search by institutions.

- site:stanford.academia.edu
- site:academia.edu “my doctoral thesis” economics

BONUS

Custom Search for Physicians

Of course, many Sourcers already know about Google's Custom Search. However, there is a less-well known, specialized type of “semantic” Custom Search Engine (CSE). These CSEs look only for structured data of a specific type (as defined in the standards on schema.org), and this Bonus Site specifically looks for Physicians (and some other related healthcare professionals).

Try a search like knee surgeon Boise.

CONCLUSION

You can see the pattern above – people sometimes reveal their suitability for your jobs more in some sites than others and the ability to go broad will enhance your results.




Your sourcing activities should not just be limited to the “usual suspects” but ask yourself where else do they go online and after all leaving no stone unturned is part of the fun of being a Sourcer, right?

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