LINK TO ORIGINAL ARTICLE: <https://docs.google.com/document/d/1pDSwAd1GzMtoUl0Ah4ALOI5ivUogBRLGlPRjssmvPks/edit?usp=sharing>

META DESCRIPTION: Looking to grow your company? Don’t fall victim to dangerous sites in your quest to hire the best candidates. Maximise the dependable benefits of the digital platform instead.

HEADLINE: Avoid Dubious Websites And Secure The Recruitment Process



BODY COPY:

In a 2020 Covid-19 Labour Pulse Survey by Randstad Malaysia, 58% or one in two local respondents declared their intention to look for a job in the next 12 months. In spite of the pandemic and industry-wide uncertainties, Malaysians are in job-seeking mode. And in this internet-era, job portals are the default venue for hiring managers to get matched with the right kind of candidates for their companies.

But the convenience of the internet comes with its own challenges. While the recruitment process is made infinitely easier because of the internet’s accessibility and connectivity, it comes with safety and security concerns for both hirers and candidates.

According to Security Brief Asia, the leading source of security and threat news in Asia, “researchers have detected almost 10,000 unsecured databases with more than 10 billion credentials exposed.” A New Strait Times survey, on the other hand, revealed that 50% of Malaysians aged 20 to 24 years prefer using the internet to submit job applications--this means that for this group of potential candidates, data security on job portals is a huge consideration.

Freemium sites offer free basic services but charge a premium for value-added benefits. They attract a huge base of users all without transparency of information provided. Social media sites, while popular and far-reaching, are notoriously unreliable when it comes to accurate and verifiable information of users.

Companies need to partner with websites that provide an adequate pool of suitable candidates while being assured that data, information, and company know-hows are kept secure. To guide you, we identified characteristics of websites that are secure, verifiable, and able to meet your talent sourcing needs.

**Company advertisements are not ignored by job seekers**

Candidates can send anywhere from one to 10 or more applications during an active job-seeking phase in their careers. Casting such a wide net has exposed them to the good, the bad, the ugly on the internet. They might even have fallen unintentionally for a scam or two.

By using trusted sites, you can be confident that your expensive marketing and advertising placements yield positive returns when it comes to fitting candidates for your open positions. Candidates do a lot of research themselves: they like to check a company’s mission, vision, industry rating, reputation, and reviews left by former employees. All this sensitive information is best housed on a platform that has low to no risk when it comes to possible data leaks.

**Trustworthy sites assure verified candidate applications**

Just like a blue checkmark on social media accounts, verified applications are your best recourse for a mountain of job applications. With everything being submitted online, falsification of documents and identity theft are unfortunately prevalent too. Anyone can now Photoshop anything.

You can employ an independent background check by conscientiously following these [12 questions](https://www.jobstreet.com.my/en/cms/employer/infographic-12-important-background-checks-questions-hirers-must-ask-2/), but these measures are not fail-safe. By working with a trustworthy site, your company is assured of verification checks at every step of the application process. Leave the heavy-lifting to the experts in making sure the information and credentials of candidates are authentic and verifiable.

**Protected websites link you with the appropriate candidate for your needs**

Possibly the best feature of the internet is giving any one company instant access to an ocean of talents—multiplied from the pond available for in-person only applications. That is because your candidates can come from Kuala Lumpur, as far as Johor Bahru, and on and on into the World Wide Web.

Your company-specific requirements can extend your recruitment and selection anywhere. With this reach, you are better served working with secure digital platforms where a candidate’s personal information and your company highlights are not going to be harmed or used for nefarious intentions. Social media platforms can help spread the word but no one polices them. On a protected site, you can directly link up with a potential candidate.

Cue, Artificial Intelligence or AI technology which exponentially enhances the human judgment and intuition capacity through multi-sourcing on protected sites. Think of it like a search engine attuned to exactly what your company is looking for.

The AI in JobStreet’s [Total Talent Search](https://www.jobstreet.com.my/en/cms/employer/product-services/talent-search/) is most assuredly how companies imagine a talent search haven to look and feel. It works by making talent sourcing easier for each company using it. This AI tech is similar in that job seekers’ behaviour gets matched with your preferences and requirements so that you and the candidate are linked from that initial foray.

Whether you search the largest database in the region for candidates willing to work now, discover your desired candidate via the site’s instant talent suggestions using integrated sourcing, or focus on your selected keywords in a wide search and select—you are all set on JobStreet’s Total Talent Search.

Direct email and JobStreet’s mobile app alert the candidate that your company is looking for someone like them. JobStreet also updates industry insights, with tips on what job seekers are looking for in employers—very helpful for understanding second jobbers looking to move in their industries or fresh graduates new to the workforce.

JobStreet’s [Talent Search](https://www.jobstreet.com.my/en/cms/employer/product-services/talent-search/?utm_campaign=MY~h:~aws~~~Article%20~&utm_content=Hirer~link%20~&utm_term=&utm_source=mktg&utm_medium=article&pem=) guarantees your online safety and security with the careful work put into making it one of the safest, most reliable talent sourcing hubs available. Candidates feel secure lodging their applications and with the attention devoted to key candidate qualifications and company requirements, well-suited matches are possible all the time. Talent Search is your way to maximise your access to Southeast Asia’s largest database and yielding the best candidate for your needs. And in this pandemic, we always update relevant industry insights and trends via our [Covid-19 Jobs and Resources Hub](https://www.jobstreet.com.my/event/covid19/everyday-got-jobs.htm).

*At JobStreet, we believe in #JobsThatMatter. As a Career Partner, we are committed to helping all jobseekers find passion and purpose in every career choice. And as the number 1 Talent Partner in Asia, we connect employers with the right candidates who truly make a positive and lasting impact on the organisation.*

*About SEEK Asia*

*SEEK Asia, a combination of two leading brands JobStreet and JobsDB, is the leading job portal and Asia's preferred destination for candidates and hirers. SEEK Asia’s presence span across 7 countries namely Hong Kong, Indonesia, Malaysia, Singapore, Thailand, Philippines and Vietnam. SEEK Asia is part of the Australian Securities Exchange-listed SEEK Limited Company, the world's largest job portal by market capitalization. SEEK Asia attracts over 400 million visits a year.*

*About SEEK Limited*

*SEEK is a diverse group of companies, comprising a strong portfolio of online employment, educational, commercial and volunteer businesses. SEEK has a global presence (including Australia, New Zealand, China, Hong Kong, South-East Asia, Brazil and Mexico), with exposure to over 2.9 billion people and approximately 27 per cent of global GDP. SEEK makes a positive contribution to people’s lives on a global scale. SEEK is listed on the Australian Securities Exchange, where it is a top 100 company and has been listed in the Top 20 Most Innovative Companies by Forbes.*