

DCIF Project – Recruitment Tool 4: Selecting Accessible Platforms for Recruiting the Best Talent

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Tags

Who is this for?

High Priority:

- Hiring Managers
- Recruiters
- Talent Acquisition Managers

Practical Information:

- Direct Line Managers

Useful to Know:

- **DEI** and HR professionals

What guidance does it provide?

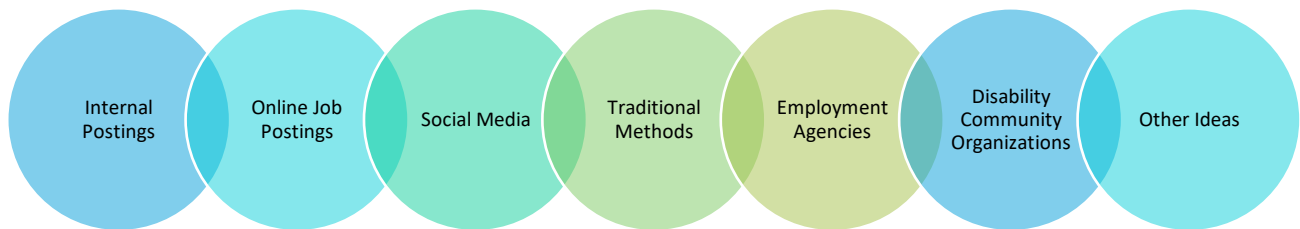
- Understanding and addressing accessibility barriers with job sharing platforms

Take home points

- The best practice is to widely circulate formal job postings, which clearly describe the position and qualifications
- Consider various ways of submission. Candidates may wish to submit their application through email, video relay service (VRS), mail, or website. Have a variety of options ensures that everyone has an equal opportunity to apply.
- When determining which platform to choose to share company job ad, ensure accessibility considerations are thoroughly reviewed. This includes but is not limited to web navigation, bias in personal nominations, social media exclusion, and reaching appropriate target audiences

Let's Share Your Job Advertisement

What works the best for you?



Regardless of which format a business chooses to post their job ad, it is important to clearly state on all job postings that alternate formats (i.e., large print, Word, PDF, Braille, etc.) are available for any job postings, application forms or templates

Make sure any online application processes are fully accessible to individuals with disabilities who may use screen readers or other adaptive technology. When adapting content, keep these recommendations in mind:

- Provide a text-only version of the job posting to be downloaded and used offline
- Avoid abbreviations and spelling mistakes
- Use headings instead of “bolding”
- Refrain from using emojis or any other symbols

Types ¹	Description	Accessibility Barriers	Business Benefits	Linked Guidance
Internal Postings²	With internal job postings, the circulation of the job ad remains within an organization. This gives existing employees the opportunity for upward mobility.	<ul style="list-style-type: none"> • Nominations or hiring decisions may be biased or discriminatory, and workers with disabilities can be passed over for a role they are qualified for • May miss out on a higher qualified applicant with a disability who is not a part of the company 	<ul style="list-style-type: none"> • An effective way to advance the skills and careers of all workers, including people with disabilities • The hiring and onboarding processes are shortened and more cost-efficient 	<ul style="list-style-type: none"> • Evaluation Tool on building a hiring committee • Culture Tool on barriers to change
Online Job Postings	Online recruitment (also known as e-recruitment) allows businesses to use various	<ul style="list-style-type: none"> • A range of web accessibility problems may occur - navigation issues, timeouts, poor colour contrast, graphics without alternative 	<ul style="list-style-type: none"> • Applicants can participate in the recruitment process from remotely, which may be more accessible for them 	<ul style="list-style-type: none"> • Communication Tool on online communication • Evaluation Tool on AI screening

	internet-based solutions, such as online job listings like Indeed or Glassdoor, Government platforms, and company websites to promote job ads.	<p>text descriptions, strobing, and more</p> <ul style="list-style-type: none"> • Limited accessibility features may prevent applicants with disabilities from accessing functions of a website (e.g., complex navigation paths, and captcha tests used to determine whether the user is human) • Automated recruitment processes typically screen out applicants with disabilities 	<ul style="list-style-type: none"> • Easier to source applicants, conduct interviews, and process relevant paperwork • Automated recruitment processes can reach large number of applicants in a short period of time 	
Social Media Postings³	Social media recruiting is the process of advertising jobs, recruiting applicants, and connecting with potential employees through social media platforms. Common platforms include LinkedIn, Facebook, Twitter, etc.	<ul style="list-style-type: none"> • Relies on populations who only have access to social media • Lack of alt text, closed captioning, or alternative formats for recruitment images and videos • Social media can limit the amount of support that can be offered to applicants, such as how to request an accommodation • Platforms like Facebook and Twitter allow users to comment directly on posts – reducing privacy of participants 	<ul style="list-style-type: none"> • Applicants with limited or no work history can showcase more information about what makes them the best applicant, including information about their personal interests, social interactions, volunteering, and even work samples. • Social media allows employers to connect with many more applicants in a short period of time 	<ul style="list-style-type: none"> • Communication Tool on online communication
Traditional Methods	Traditional application methods such as paper-based posting and word-of-mouth still exist and are considered one of the simplest forms of recruitment.	<ul style="list-style-type: none"> • Separates between known internet users and non-users • Disadvantages qualified applicants who do not hear about or see the posting • Printed materials are not accessible to everyone • Traditional postings often do not have enough space for a 	<ul style="list-style-type: none"> • May be more accessible to applicants who face barriers with e-recruitment • Manually sorting through applicants ensures that people with disabilities are not unintentionally screened out 	<ul style="list-style-type: none"> • Communication Tool on accessible documents

		full description of the job and other important information, such as how to request accommodation		
Employment Service Providers and Disability Organizations^{4,5}	An employment service provider can help a business find and shortlist high-quality applicants with disabilities. Although specific services may vary, disability organizations can provide employment support when recruiting, evaluating, hiring, and retaining persons with disabilities (e.g., job coaches, job developers, and employment support).	<ul style="list-style-type: none"> • Not all service providers will offer services for applicants with disabilities • Providers that do service applicants with disabilities may not be fully inclusive or accessible • Some disability organizations may only focus on a particular disability type • Providers may be focused on meeting their targets, rather than finding the right job for applicants with a disability 	<ul style="list-style-type: none"> • May have specialized knowledge and training to support applicants with disabilities through the recruiting and hiring process • Can provide temporary recruitment for flexible opportunities for positions that are not permanent, which are sometimes preferable among workers with disabilities • A faster hiring process that identifies highly qualified applicants • Can provide ongoing support for the worker to ensure success over time (e.g., workplace accommodations, job coaching, supplemental training if needed, etc.) 	<ul style="list-style-type: none"> • Recruitment Tool on Develop a Disability Confident Recruitment Strategy
Post-Secondary Institutions^{3.4}	This can include working with students with disabilities via campus job boards and career fairs.	<ul style="list-style-type: none"> • Post-secondary institutions are an excellent source of talent, but applicants may not have work experience yet • Training students and new graduates may be more time consuming and costly in comparison to older or more experienced applicants 	<ul style="list-style-type: none"> • Students and graduates may be interested in temporary work, such as part-time opportunities, internships/co-op • Newer generations of jobseekers can bring novel and innovative ideas to the company 	Recruitment Tool on Developing a Disability Confident Recruitment Strategy

References

¹Talent Acquisition for the Digital Economy. Employer Toolkit. *E Talent Canada Website*.

https://www.etalentcanada.ca/assets/images/TADEToolkit_05OCT21.pdf

² Government of Canada (2021). Creating an equitable, diverse and inclusive research environment: A best practices guide for recruitment, hiring and retention. *Canada Research Chairs*. https://www.chairs-chaire.gc.ca/program-programme/equity-equite/best_practices-pratiques_exemplaires-eng.aspx

³The Conference Board of Canada (2015). Making Ontario Workplaces Accessible to People With Disabilities. 2nd Edition. <https://www.conferenceboard.ca/accessibility/toolkit.aspx>

⁴Brown, S., and Scott-Parker, S. (2020). Designing a first-shot targeted recruitment project (Inclusive Futures). The disability-confident employers' toolkit. *Haywards Heath: Inclusive Futures*.

⁵Hire for Talent Toolkit. <https://hirefortalent.ca/>