



RECRUITMENT

Tool 4: Selecting Accessible Platforms for
Recruiting the Best Talent

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JOB ADVERTISEMENT FORMATS

What works the best for you?



Internal
Posting



Online
Posting



Social
Media



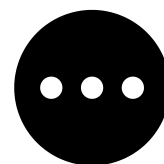
Traditional
Methods



Employment
Agencies



Disability
Community
Orgs



Other
Ideas

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

FORMAT BARRIERS AND BENEFITS

Types of Job Ads [1]

Internal Postings

With internal job postings [2], the circulation of the job ad remains within an organization. This gives existing employees the opportunity for upward mobility.

Accessibility Barriers

- 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

Business Benefits

- 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 May miss out on a higher qualified applicant with a disability who is not a part of the company

Linked Guidance

- Evaluation Tool on building a hiring committee
- Culture Tool on barriers to change



FORMAT BARRIERS AND BENEFITS

Online Job Postings

Online recruitment (also known as e-recruitment) allows businesses to use various internet-based solutions, such as online job listings like Indeed or Glassdoor, Government platforms, and company websites to promote job ads.

Accessibility Barriers

- A range of web accessibility problems may occur - navigation issues, timeouts, poor colour contrast, graphics without alternative text descriptions, strobing, and more
- 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

Business Benefits

- Applicants can participate in the recruitment process from remotely, which may be more accessible for them
- 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

Linked Guidance

- Communication Tool on online communication
- Evaluation Tool on AI screening



FORMAT BARRIERS AND BENEFITS

Social Media Postings

Social media recruiting [3] is the process of advertising jobs, recruiting applicants, and connecting with potential employees through social media platforms. Common platforms include LinkedIn, Facebook, Twitter, etc.

Accessibility Barriers

- 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

Business Benefits

- 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

Linked Guidance

- Communication Tool on online communication



FORMAT BARRIERS AND BENEFITS

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.

Accessibility Barriers

- 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 full description of the job and other important information, such as how to request accommodation

Business Benefits

- 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

Linked Guidance

- [Communication Tool on accessible documents](#)



FORMAT BARRIERS AND BENEFITS

Employment Agencies & 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).

Accessibility Barriers

- 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

Business Benefits

- 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.)

Linked Guidance

- Recruitment Tool on “Developing a Disability Confident Recruitment Strategy”



FORMAT BARRIERS AND BENEFITS

Post-Secondary Institutions

[3], [4] This can include working with students with disabilities via campus job boards and career fairs.

Accessibility Barriers

- 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

Business Benefits

- 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

Linked Guidance

- Recruitment Tool on “Developing a Disability Confident Recruitment Strategy”

UNTAPPED TALENT

Untapped Talent

Showcase your commitment to inclusion

Our job board - www.untappedtalent.ca - is exclusively for employers who are committed to disability inclusion. By posting your job here, you highlight your dedication to creating an inclusive workplace and attract top talent from a diverse pool of job seekers.

Why Untapped Talent?



Untapped Talent is powered by CCRW, at launch all of their actively supported job seekers, over 400 across Canada, are automatically notified of new opportunities. Additionally, our job board features candidates from partner organizations, ensuring a diverse range of applicants.



Enhance your job postings with our featured job ads. These ads are prominently displayed across our job seeker resource portal and job board, increasing your visibility and attracting more qualified candidates.



You can direct applicants to apply through your preferred third-party site (e.g., your website, Indeed, LinkedIn, or your HRIS careers page) or manage applications directly through our Talent Stream platform, where you will be notified of new applications.



Many of the job seekers on our job board qualify you for various hiring incentives, such as wage subsidies, access to disability training and resources, and financial support for securing necessary accommodations.



This job board connects disability-inclusive employers with job seekers who have disabilities. Job descriptions often exclude candidates. Inclusion Copilot suggests how to make your job descriptions more inclusive, ensuring you reach talent you're looking for.



REFERENCES

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[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

[3] The Conference Board of Canada (2015). Making Ontario Workplaces Accessible to People With Disabilities. 2nd Edition. https://www.conferenceboard.ca/wp-content/uploads/woocommerce_uploads/reports/7159_AccessibilityToolkit-2015_RPT.pdf

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

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