

***Your Social Media Journey:  
Changing How You Recruit***



**HR Professionals Conference**

**October 19-20, 2010**

**Presented by Ron Kubitz, CPC**

**Recruiting / Training Manager**

**Brayman Construction Corporation**



## ***In the race for talent through Social Media, where are you?***

*In the race – you just don't know it.*



Stuck looking for best practices..... Legal says "No"..... We don't need to be in social media space.

*In the race, trying to catch up.*



Now what do we do? How do we find our target group?



*Social Media is working! Great conversations! I am influencing my brand!*

### **Recruiting Situation: Your present situation?**

- Not sure of the amount of your employment marketing spend.
- Not sure exactly what you should do about social media.
- Recruiting has limited interaction with corporate marketing.
- Recruiting has limited interaction with business units/employees.
- You have a good handle on Job Boards. Reduce spend here?
- Search firm spend needs reduced as do other costs of recruiting!

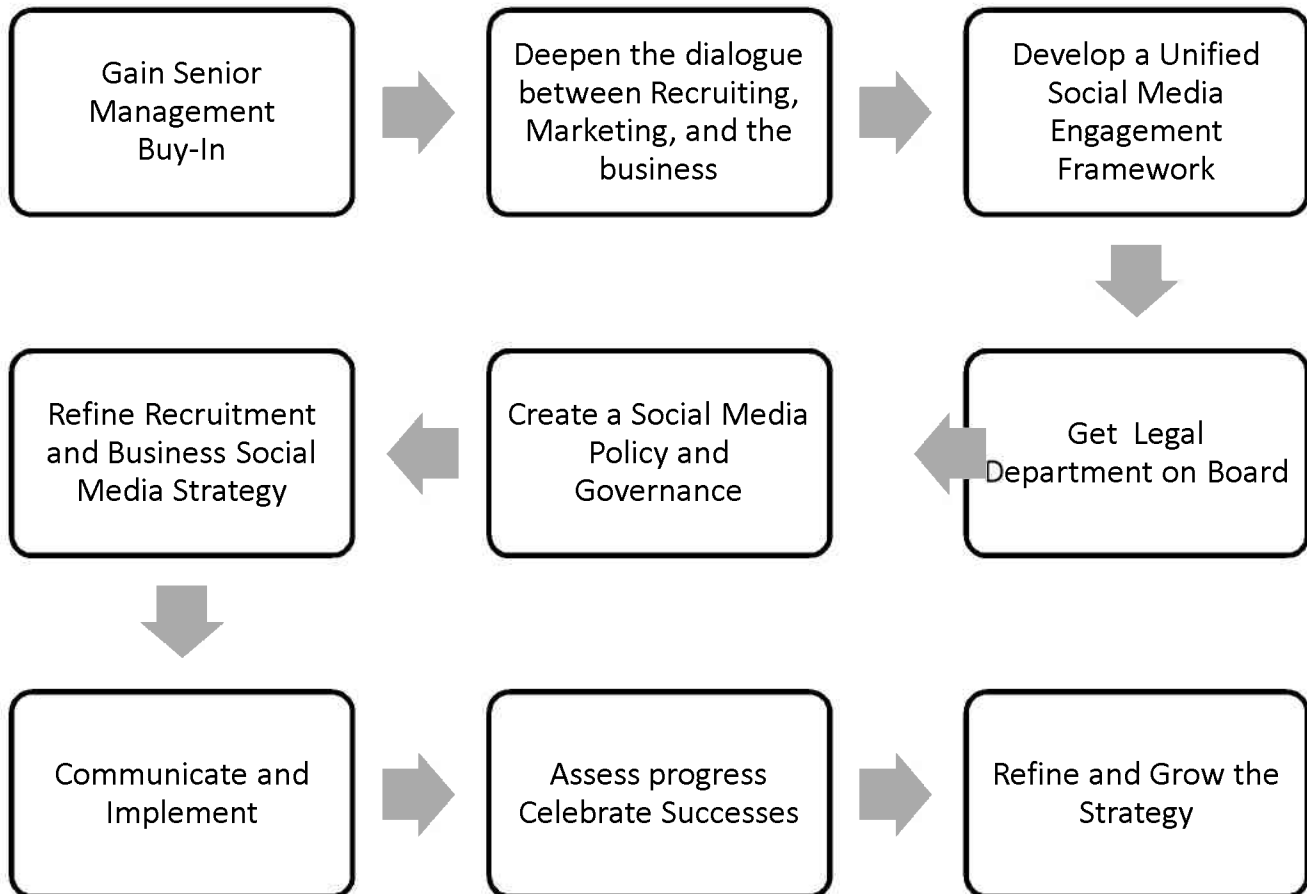
### **Not Just About Recruiting: Partners in Strategy**

Recruiting-Marketing-Individual Business Units

Solid Policy Integrates All

Engage Current Employees

## **Social Media Strategy: A Never Ending Journey**



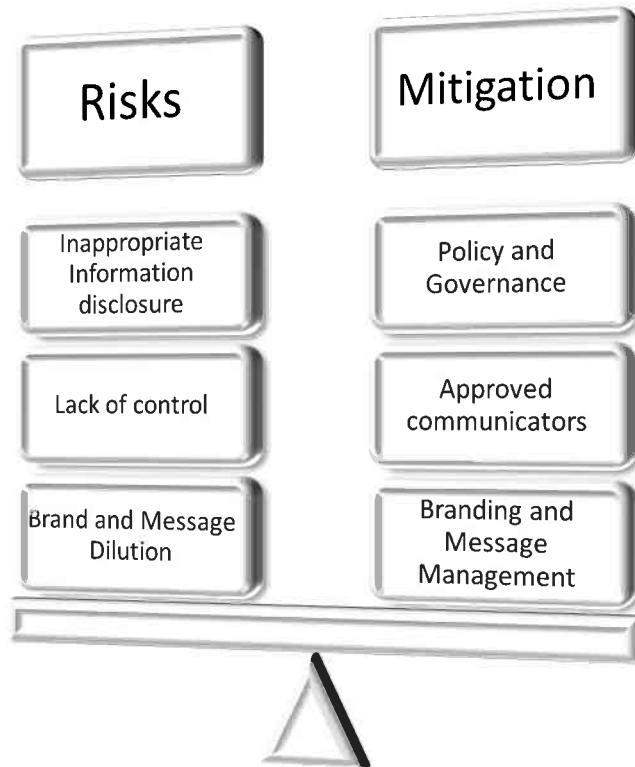
## **Foundational Steps to Getting Started**

1. Create a sense of urgency / assign tasks
2. Formalize the need for a social media strategy as a strategic business initiative.
3. Engage executive advocates.
4. Find a shared vision throughout the business.
5. Collaborate with early adopters and evangelists within the company.
6. Have an integrated social media strategy.

## **Integrated Social Media Strategy**

| <b>Corporate Brand Presence</b>   | <b>Program Presence</b>   | <b>Recruiting Presence</b>   |
|---|---|--|
| <ul style="list-style-type: none"><li>• Brand</li><li>• Overall Market Message Clarity</li><li>• Reputation Management</li><li>• Evangelism</li></ul> | <ul style="list-style-type: none"><li>• Go-To-Market Initiatives</li><li>• Demand Generation</li><li>• Targeted Market Engagement</li></ul> | <ul style="list-style-type: none"><li>• Employment Brand</li><li>• Reputation Management</li><li>• Evangelism</li><li>• Talent Communities</li></ul> |

**Engage Legal**



## **Creation of Social Media Governance**

### **Social Media Policy**

1. Communicate the risks and rewards of social media.
2. Cover both external and internal forms of social media.
3. List of Do's and Don'ts.
4. Company sponsored versus personal usage.
5. Encourage participation while setting expectations.
6. Link to other key company policies.

### **Emphasize**

1. Widespread communication
2. Employee training

## **Develop Recruitment Social Media Strategy**

### **Key Questions**

1. Who do you want to reach?
2. How do you want to engage them?
3. What messaging do you want to provide?
4. Where do they "hang out" within the social media world?

### **Helpful Hints**

1. Look at what your competition is doing.
2. Collect Social Media statistics.
3. Grab your name, if it is still available.

**Attract high quality candidates and hire great people.**

| <b>Promote jobs and build employment brand</b>  | <b>Grow referrals</b>  |
|---|--|
| <ul style="list-style-type: none"><li>○ Convey your culture.</li><li>○ Use a coordinated multi-pronged approach (Facebook, Twitter, LinkedIn, Blogs, Careers Website)</li><li>○ Everything points back to.....<br/><a href="http://www.yourcompany.com/careers">www.yourcompany.com/careers</a></li><li>○ Better promote your company and business units as a great place to work</li><li>○ Get job openings found through SEO</li><li>○ Use videos of hiring managers to create "Careers Channel" and convey more dimensions of the job.</li></ul> | <ul style="list-style-type: none"><li>○ Make your referral program and process more visible to employees.</li><li>○ Get more employees and hiring managers communicating openings within their social networks.</li><li>○ Increase participation by external stakeholders.</li><li>○ Put metrics in place to measure impact of social media on recruiting.</li></ul> |

## **Communicate and Implement**

### **Communicate**

- Educate HR on what social media is all about.
- Find the early adopters.
- Identify SMEs across the company to be your social media communicators.
- Address skill gaps.

### **Implement**

- Build branded pages.
- Get the word out to potential fans / followers.
- Update information

## **Assess Progress / Celebrate Successes**

- Share your successes with business leadership teams and HR.
- Track hires: LinkedIn, Facebook, Twitter, Candidate blog
- Grow fan base on a continuous basis.
- Put it in terms the business understands - \$\$ savings
- Reduce job board and headhunting fees.
- Improve time to fill metrics.

## **Refine and Grow Strategy**

- Keep conversations current.
- Know your business. Partner with them.
- Identify niche sites aligned with your business or global business locations.
- Give time for experimentation.
- Get out if it is not working.
- Listen to your candidates.