



VISUAL RECRUITING THAT WORKS

5 TIPS FOR BOOSTING EMPLOYEE SOCIAL SHARING

By Joe O'Connor, CEO

Today, the concept of blindly applying for a job seems outdated. More and more people rely on referrals and network connections when seeking out new positions, as they are more personal, trusted and can often help to land the job quicker.

Employee sharing is the modern approach of getting employees to share your brand's content organically, and, therefore, exposing your company to high-quality candidates within their networks. This strategy can often result in more successful hires compared to traditional referral programs because it allows employees to genuinely and authentically spread the word about job openings, as opposed to incentive-based programs that feel forced when it comes to participation.

EMPLOYEES WANT TO FEEL INSPIRED BY THE PLACE AND PEOPLE THEY WORK WITH,

and, ideally, the more they share your content and job openings, the more brand impressions and potential employees and customers you'll receive!

Creating an environment that fosters and naturally encourages employee sharing needs to be strategic. Here are a few ways you can get started today:



1. MAKE SURE YOUR EMPLOYEES KNOW ABOUT OPEN POSITIONS

Employees can't share job openings if they don't know which positions are hiring. More often than not, companies tend to overlook communicating internally when it comes to recruitment. When emphasis is placed on high-priority positions that require immediate attention, employees are far more likely to take action. It is also important to note specific skills wanted in order to narrow the pool of candidates. Create excitement and ownership around the idea of adding people to the team.

2. RECOGNIZE INTERNAL TALENT

Do you have an employee who consistently puts out exceptional work? Odds are they've got motivated friends or past colleagues in their network as well. Personally tap these employees to reach out to his or her circle and help determine who would be a good fit with your company. Recruiting with a reliable employee can be a quick and easy way to add another member to your team.

BONUS: Your current, trustworthy employees will feel inclined to provide further insight on their connections should you start to consider one of them as a potential candidate.

3. LEVERAGE SOCIAL MEDIA PLATFORMS

One of the best ways to get job openings in front of the right candidates is to post them where people connect and engage the most – social media.

When scheduling social media posts, make sure to break up job openings with original and relevant content. These posts can include anything from information of value to industry-related stories. Publish content that your current employees will want to tell others about. Organic shares do wonders for a business's exposure, and they elicit deeper forms of engagement, such as comments, reactions and shares.

Prompt sharing by encouraging employees to post open positions, as well as unique aspects of your company culture, on Facebook, Twitter, Instagram and LinkedIn. Potential candidates are interested in viewing a company from a current employee's perspective, especially in the form of photos and videos.

Leveraging social media allows viewers to share your brand's posts with their own networks, increase company exposure, open doors to new candidates and give your current staff the opportunity to be involved in the hiring process.

4. MAKE SURE YOUR EMPLOYEES ARE YOUR BEST BRAND ADVOCATES

It's crucial that your employees are well educated on the company's mission statement, vision, future goals and current needs. If your employees are sharing online content and spreading good word of mouth, people in their networks who are interested in applying will ask what the company is about, what it's like to work for them and where it's headed in the future. (A potential candidate won't apply to a company that might plateau in the next few years.)

Your employees should be well versed in exactly what the company does, stands for and values. Eventually, each member of your team should be able to recite a similar elevator pitch if asked what your company offers. If your employees are promoting their workplace on their own, double check that it's being done in a way that's consistent and true to your brand.

5. CELEBRATE SUCCESS

Don't let good talent go unnoticed. Recognize when an employee-referred candidate turns out great, and praise them for their achievements. You can accomplish this by announcing his success during a team meeting or mentioning her name in a department email. These gestures show that you appreciate your employees for their efforts, encourage others to make referrals and aim to create interest in potential contenders.





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