



Expect more.

**Safehands**  
RECRUITMENT

# Talent Attraction Checklist

## Who Am I



**Organisational Review and Recommendation**

**Talent Attraction and Retention Strategy**

**Employee Engagement and EVP**

**Major Project for Multi-National Customers**

# Agenda

- Work for us / careers page
- Employee reviews in the public domain
- Social media presence
- Competitor awareness
- Employee leverage

## Work For Us / Careers Page

- Have one!
- Who you are
- Why work for you – sell the best bits
- Employee testimonials
- Video works best
- Current vacancies and talent you regularly seek
- Easy to connect and apply - efficient process – don't lose good people during the process
- Respond to everyone
- Right People on the Right Bus in the Right Seat

# Employee Reviews

- Indeed
- Glassdoor
- Google Reviews
- Feefo
- Trust Pilot
- Facebook reviews
- Some are specific to demographic such as industry
- Consider 'Great Place to Work' – employee survey and culture audit – 65% + required – cost circa £1500 for 100 employees

## Social Media

In a 2021 survey of recruiters and hiring managers conducted by LiveCareer, Facebook emerged as the clear winner for managing your professional social media presence (74%), followed by LinkedIn (56%) and Instagram (49%)

- Cover all platforms
- Keep it concise and focus on what you can offer a candidate
- Visually appealing - use video or reels
- Simple 'call to action'
- Relevant demographics
- Likes and Shares

## Competitor Awareness

- Who are your competitors
- What do they offer
- Connect with talent
- Be the best - change your offering if you think it could be better
- LinkedIn Recruiter – where people come from and where they go
- Previous applicants may go to a competitor – keep in touch

## Employee Leverage

- Like and Share posts
- Referral bonus
- Regular communications about vacancies
- Find out how new starters heard about you – what was good, what could be improved



# How many ticks for your company?

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# Questions