

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

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

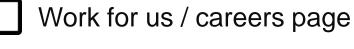
Competitor Awareness

- 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?





Employee reviews in the public domain



Social media presence



Competitor awareness



Employee leverage



Questions

