



Create a Great Employer Brand

Theme: Employer Brand

Did you know 44% of recruiters listed LinkedIn as “extremely” or “very” useful in their pursuit of new talent, while only 19% of job seekers felt the same when looking for a job?

Key Message:

The next big transformation in human capital management (HCM) is underway, led by changes in talent acquisition. Candidate expectations are rising regarding the frequency, pace, and transparency of communication in the hiring process. Unfortunately, the recruiting world has not kept up with the rising tide of expectations.

Research from the ADP Research Institute® shows a gap between recruiters and job seekers, regarding the tools they use to find each other and what a quality talent acquisition experience looks like.

Talk Track:

{Raising your Talent IQ Whitepaper}

3 Strategies for Improving the Job Candidate Experience

As companies attempt to navigate changes in the recruiting process resulting from shifting age demographics, new technology tools and the move toward a “consumer-styled” job-seeker experience, strategies are emerging. Based on survey findings, here are three ways your recruiters can raise their talent IQ:

1. Enhance your employer brand
2. Use the right metrics
3. Invest in talent communities and broadcast effective communications

Candidates' Expectations: Higher than You Might Think

73% of job seekers would prefer at least weekly communications throughout the application process.

Employment brands, social media, and the consumerism of the recruiting process

Candidate perception is important for determining the success of recruiting efforts. Only 14% of job seekers feel the companies they have applied to have been responsive.

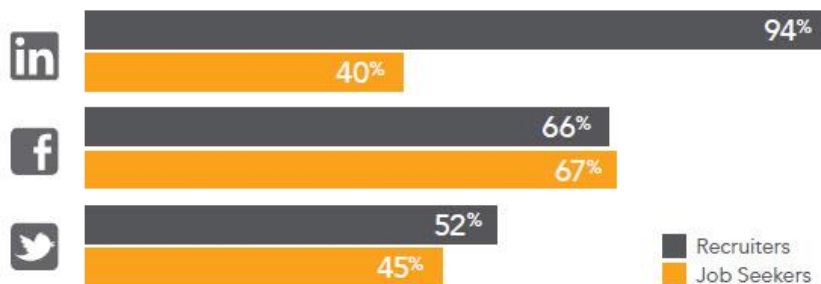
Disconnects Still Remain Between Recruiters and Applicants

81% of job seekers expressed frustration over the lack of quality positions.

Social Media Is an Essential Recruitment Tool

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How Social Media Is Being Used



Recruiter Source: Jobvite Social Recruiting Survey Results 2014
Job Seeker Source: Jobvite 2015 Job Seeker Nation: Inside the Mind of the Modern Job Seeker

Existing Solutions Are Not Meeting Current Needs

In today's workplace, the average recruiter uses more than four systems or tools during the recruitment process. Yet only 30% rate their current recruitment solution as "excellent" or even "very good" in providing an end-to-end process for acquiring talent.

{Talent IQ eBook}

- Talent is a top concern in the C-suite yet only 20% of companies have an employer brand strategy.

- Take Charge of Your Employer Brand. Like it or not, your employer brand is out there, exerting a daily impact on your company and on your total brand value. Use this Employer Brand eBook, including strategies, tools and templates and learn how to take charge of yours.

{Talent IQ Quiz}

- What's Your Talent IQ? How do you and your job seekers find each other? Does your employee and job candidate experience support or hinder your recruiting and retention efforts? Should you be doing more to attract and keep top talent? Take the quiz and find out where you stand.

Feature Focus:

- Raising your Talent IQ Whitepaper (gated)
- Talent IQ Article (PDF)

Talent IQ quiz (ungated quiz) Try it out for yourself!

<http://www.surveygizmo.com/s3/2248054/a05765e9a3fa>

- Talent IQ eBook (gated)

Target Audience: MAS / NAS 50 employees and above

Campaign material: (English / French) “click links below to view”

- Employer Brand landing page (each week a new asset will be added)
- Talent IQ Article on Demand
- Social posts Twitter / LinkedIn will be provided each week for new asset

Metrics:

- We will measure success with impressions, click through, leads and sales.
- Please Tag campaign to measure success**

Social Posts:

(Oct 8) Talent IQ Whitepaper

Twitter:



Nearly 70% of best-in-class organizations already connect #SocialMedia and #Talent communities. Raise your #talentIQ: <http://bit.ly/1FDdUQw>

Près de 70 % des meilleures entreprises relient déjà les #médias sociaux et les #communautés de talents. <http://bit.ly/1iWmkZy>

Are you getting the best #HRTalent? Check our new white paper on raising your #TalentIQ: <http://bit.ly/1FDdUQw>

Embauchez-vous les meilleurs #talents? Lisez notre livre blanc et augmentez votre #QI en matière de talents. <http://bit.ly/1iWmkZy>

LinkedIn:

Quality Hiring Frustration: Recruiters & job seekers are having trouble finding each other. 81% of job seekers can't find quality positions and 56% of recruiters can't find quality candidates. Read the study and learn how to close the gap.

<http://bit.ly/1FDdUQw>

Insatisfaction par rapport à la qualité de l'embauche : recruteurs et chercheurs d'emploi ont du mal à se trouver. 81 % des chercheurs d'emploi n'arrivent pas à trouver un poste intéressant, et 56 % des recruteurs n'arrivent pas à trouver d'employés qualifiés. Lisez l'étude pour apprendre comment remédier à la situation. <http://bit.ly/1iWmkZy>

(Oct 14) Talent IQ quiz



Twitter:

Want to reduce #EmployeeTurnover by up to 19%? Take the #TalentIQ quiz bit.ly/XYZ to gauge your #HRrecruiting techniques. <http://bit.ly/1FDdUQw>

Vous voulez réduire le #roulement du personnel de 19 %? Répondez au jeu-questionnaire pour vous évaluer <http://bit.ly/1iWmkZy>

Do you measure #EmployerBrand health? 56% of global #HRTalent leaders prioritize EB. See where you stand: #TalentIQ <http://bit.ly/1FDdUQw>

Évaluation de l'image de marque d'employeur : 56 % des #leaders en matière de talents en font une priorité. <http://bit.ly/1iWmkZy>

LinkedIn:

Does your employer brand support or inhibit your recruitment efforts? A great culture, strong leadership and opportunities for growth are the ingredients to a

strong employer brand. How does yours measure up? Take the quiz and gauge your company's Talent IQ. <http://bit.ly/1FDdUQw>

Votre image de marque d'employeur favorise-t-elle ou entrave-t-elle vos efforts de recrutement? Une culture favorable, un leadership fort et des occasions de croissance constituent les ingrédients d'une bonne image de marque d'employeur. Où vous situez-vous? Répondez au jeu-questionnaire pour évaluer le QI en matière de talents de votre entreprise. <http://bit.ly/1iWmkZy>

(Oct 21)Talent IQ eBook



Twitter:

@ADP_CDA How healthy is your #EmployerBrand? Boost your employment brand, boost #hiring caliber. Check our new how-to guide: <http://bit.ly/1FDdUQw>

Avez-vous une bonne #image de marque d'employeur? Voyez notre guide et améliorez la qualité des #embauches. <http://bit.ly/1iWmkZy>

@ADP_CDA A healthy #EmployerBrand can reduce #HRtalent recruiting costs by up to 50%. Implement strategies to boost yours: <http://bit.ly/1FDdUQw>

Une bonne #image de marque d'employeur peut réduire de 50 % les #coûts de recrutement. Stratégies : <http://bit.ly/1iWmkZy>

LinkedIn:

How Top Employer Brands Attract & Retain Talent. Conference Board of Canada states that Canadian companies produce between \$1.68 - \$6.32 of profit for every \$1 invested in wages and benefits. Learn what top employer brand companies are doing that others haven't figured out. <http://bit.ly/1FDdUQw>

Que font les entreprises dotées des meilleures images de marque d'employeur pour attirer et fidéliser les talents? Selon le Conference Board du Canada, les entreprises canadiennes génèrent un bénéfice de 1,68 \$ à 6,32 \$ pour chaque dollar investi dans les salaires et les avantages sociaux. Apprenez pourquoi les entreprises dotées des meilleures images de marque d'employeur réussissent mieux que les autres. <http://bit.ly/1iWmkZy>