

Episode 2: Using Social Media to Attract and Retain Talent

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Covered in this episode:

- Social media for attracting/retaining talent
- How to invest into social media
- Consumer behavior
- Practical examples of things you can do to get started

Notes:

- Social media can help reach HR goals?
 - HR is a significant part of your business. It should be included in your social media strategy
- Consumer Behavior
 - Passive vs. Active
 - **Passive:** people catch a glimpse of your company while browsing. Not necessarily looking for a different job
 - **Active:** people on job boards who are actively looking for a new job
- Investigation
 - Social Media/Website
 - Does your page/website support the culture you have at your company?
- Proactive vs. Reactive Approach
 - Proactive:
 - Start building up content that shows how amazing your company is before you need to acquire new talent
 - Helps retain current talent
 - Reactive:
 - Need talent now? What do people see when researching your company online?

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Notes Continued:

- Practical examples to get started
 - FIRST, create a plan
 - Document cool things
 - Team building events
 - Community outreach
 - Company pride
 - Tell interesting stories
 - Don't be afraid to include adversity (or conflict)
 - Stories over timelines
 - Thought leadership
 - Share your experience, passion, compassion
 - Milestone Celebrations
 - Celebrate teammates (new members, work anniversaries)
 - Tell a story!
 - Display your diversity and inclusion
 - Share the “fun” in your company
 - What is fun? Ask your team!