

employer branding 3.0

using social media and digital content to strengthen your employer image

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agenda

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employee management trends

building a strong community

5 keys to connecting with
job seekers

fresh ideas to use social media

employer branding 3.0

think community, not workplace

“It is no longer sufficient for values to simply reside in company mission and vision statements. They need to be brought to life and inspire employees”, says employer branding expert Brett Minchington.



employee management trends: from 1.0 to 3.0

	1.0	2.0	3.0
Objective	Fill jobs	Engage employees	Make the world a better place
Focus	Employer	Employee	Stakeholders
Wealth creation	Employees as infinite resource	Employees as finite resource	Employees as results
Driving force	Talent abundance	Talent scarcity	Optimize human potential
Value proposition	Functional	Functional & emotional	Functional, emotional & spiritual
Key employment concept	Job for life	Multiple careers	Blended work/life
Relationships with customers	Disconnected	Connected	Community



building a strong community: listen, engage, activate

The key is to make sure your teams rally around a set of core values that you'll live and breathe every day. Leading organizations leverage all the tools available today to build a strong internal community, empowering their employees to further promote the corporate mission and vision externally.



building a strong community: award-winning organizations share their insight

Fairmont Hotels and Resorts

"We launched our own internal social media network, which allows teams to share photos and messages about company activities", Amanda Holmes, Director of Talent Management

IBM Canada LTD

"I think some people assume that IBM is so large that they'll get lost – but IBM is very intentional about making it about the person, and having that one-on-one engagement with your manager, clients or your peers.", Peggy Pawley, Human Resources Partner

Bombardier Aerospace

"We invited more than 33,000 employees from Bombardier Aerospace to see the first flight of our C-Series Jet. We set up 45 different viewing stations in 10 countries. It was an outstanding moment." Suzanne Bernard, Director Organizational Effectiveness

Coca-Cola Refreshments Canada

"We really engage with our employees to participate in events like the Great Canadian Shoreline Clean-up. We hold a lot of events in specific locations – we have 52 facilities across the country and over 6,000 employees in Canada."

5 keys to connecting and engaging with job seekers and employees

As employers and recruiters get to understand the power of social networks, the temptation is strong to jump on social platforms just to ensure a presence, but it's even more important to think about content and what it says about your company culture, people and vision.



5 keys to connecting and engaging with job seekers and employees

use visual content to tell your story

show that you care

be true to what you are

keep your ear to the (virtual) ground

turn employees into brand advocates through storytelling



employee searching trends: where do workers go?

In Canada, 40% of recruiters use social networking sites to job hunt, and 60% say they use Facebook, the number one social networking tool for job searching in Canada.



fresh and creative ideas to leverage digital content & online communities

LinkedIn

build a targeted group to discuss business trends

Youtube

create a branded video "a day in the life"

Google+

build a community to share employees' success

Facebook

show your company culture in action

Wikipedia

update your company page

Instagram

tell stories about your entry-level employees

Twitter

invite people to ask your HR team questions using #jobchat

Mapmyride

map effective routes to your office locations

questions or comments?

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