Employer Branding Through Social Media - An Insight

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Abstract

Social media is a goldmine for marketers as they have access to a large pool of audiences of various ages and nationalities. Social media plays a crucial role in the hiring process today with over 94 percent recruiters using LinkedIn to recruit new candidates, 79 percent of job seekers using social media to find new jobs and about 13 percent of social media users saying that the information they posted on social media helped them get a job. Using social media for employer branding and talent attraction is an art. In fact, employer branding through social media has brought about a sea change into something rich and strange in the field of recruitment.

Keywords: Social Hiring, Recruiting tool, Employer brand.

What Role Does Social Media Play in Employer Brand?

Employer branding has become a top management priority as more and more companies realize that human resources are among the most valuable intangible assets they possess. The rise of social media gives employers a new communication channel for delivering job-related information, strengthening their image and entering into a dialog with potential candidates early in their employment choice processes.

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Social media is a highly important channel to communicate brand meaning and attract talented candidates.

The importance of social networks will continue to increase in both private and professional life. Companies should grab this opportunity to build and deepen an employer-candidate relationship and communicate their employer brand values in order to establish a powerful 'great place to work' image among potential Candidates.

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strengthening their image and entering into a dialog with potential candidates early in their employment choice processes. Drawing on branding theory, this study identifies substantial drivers of employer attractiveness in a social media context, such as information-seeking behaviour, self-congruity with the employer and its employees, and corporate image. Tests of the model with both company-controlled and company-independent social media sites reveal only marginal differences, so information credibility does not appear to be an issue.

The results further show that self-congruity and information gathered from social media have no direct effects on perceived employer attractiveness and application intentions but are fully mediated by a powerful corporate image. The rise of social media has significantly changed the way people communicate: Users not only retrieve information but also actively participate in content generation. Social media span a wide range of platforms and services, such as blogs, discussion boards, chat rooms, forums, consumer product or service rating Websites and, perhaps most notably, social networking sites. Their increasing convenience and accessibility have made such social networks a highly frequented channel for accessing information during employment searches.

Social media democratizes opportunity. You do not need to arrive first, sign up first or be in the inner circle to learn and take advantage of what companies are offering. If we associate all the exciting things happening inside the company to the relevant conversation out there, we have a powerful formula for success. Social media helps employer brands be relevant and deliver information on time when it is most needed. If nobody is looking for the themes you are interested in bringing out to the latent market, you can still associate and contribute to the hash tags of the cool brands in the conversations – if not a trademarked option. Social media is the channel to communicate now days, providing you have a mature source of content to send your traffic to explore more.

Positive employer branding through social media

An essential part of the candidate attraction process is ensuring a positive brand experience when potential employees research you online. As much as you're using various social media sites to screen candidates' pre-interview, they too are consulting their networks and resources to vet you as a future employer.

Visibility and interaction online are essential to attracting top talent to your organization. People want to work for an organization they've heard of and a name they trust. When information about your company and industry is readily available online, promoting your brand across digital channels is essential to engage and connect with existing and future employees.

Are You a Good Company to Work for?

Prior to building an online employer brand strategy, it is important to understand how the industry perceives you as an employer. Current and previous employees are your greatest brand ambassadors, and if they're not saying good things about you online, it's important to find out why. Conducting employee satisfaction surveys and monitoring reviews of your organization online is just a couple of ways to better understand the perception your employees hold about the company.

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Define Your Culture and Goals

What differentiates you from your competitors and keeps your employees engaged? The answer to this question should give you a better understanding of why people should want to work for you. It may be your environment of continual improvement with invaluable training opportunities, or simply that employees get their birthday off. Once you have a broad understanding of your company culture and goals, you will be better prepared to move forward with recruiting talented individuals to join your team.

Examine the Tools Available

There are numerous social media channels that can be used for branding, but it is not practical or necessary to utilize all of them. Examine the tools available in conjunction with your message and audience to decide on a social media strategy that plays to the strength of your brand. For instance, if you are keen to highlight your cutting-edge office environment, record and post a video on YouTube that showcases it. To increase engagement with this post encourages your staff to comment on their experience working for the company. Other resources that potential employees turn to when checking you out include:

LinkedIn

Facebook

Twitter

Blogs (both corporate and individually authored)

Your Careers Website

If you're looking to appeal to a niche group of candidates, there are several geographic, industry and skills-specific social networks to consider getting involved with. Investigate the online tools of choice for the specific groups of people you want to speak to; your existing employees should give you a good steer.

Allocate Ownership

Although the social media output will usually be a result of the collaboration between several different departments (digital marketing, HR, communications, line management), ultimate ownership should rest with an individual/department to ensure consistency.

Consistent Messaging

The branding used to engage with graduates will differ to that at director level so ensure you select the appropriate channel for connecting with each audience. Segment your audience and speak to them as groups, rather than a whole, as specific information may be irrelevant to the majority. Make sure you understand the social media channel you've chosen on a practical basis. However, as it is important to deliver consistent branding, be sure to ensure the tone of messaging remains the same across all social media channels.

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Demonstrate Selling Points

While successful branding through social media tools can create a great 'shop window' for what life is like at your organization, it helps demonstrate your know-how and thought leadership to really engage employees. Don't just say that you're an employer of choice because you have a great training scheme, show your audience with videos, case studies, interviews with staff, and give them the chance to interact with the training team.

Dealing with Negativity

By encouraging engagement, the feedback received online won't all be positive. Acknowledge negative opinions in the forum and outline the steps you will take to rectify the issue. The only negative feedback it's advisable to delete, is out-and-out spam or deliberate, untrue attacks (often known as trolling).

Measure Your Success

The benefits of a consistent approach to branding on social media won't be seen overnight but implement a tracking process from the outset so that you can measure the success of your strategy. Google Analytics is a useful tool for online tracking, and qualitative feedback can be taken at interview stage.

Although crucial for candidate attraction, ensuring positive employer branding also plays a big part in the engagement and ongoing retention of your top talent. Candidates who turn into employees have done so, in part, because of their positive experience of your brand.

Conclusion

Social media is a useful tool for sharpening and improving corporate images and thus benefitting from increased attractiveness and application intentions. Both the content and its means of communication are crucial for the social media career site's success. The employer brand should be strongly consistent with the firm's corporate brand to maintain a nearly identical image across relevant stakeholder groups. Because job seeking on career sites influences the corporate image, rather than a specific employer image (that is, employer attractiveness), it is possible that a dedicated career site would be just as effective as a general social media site that also includes product- and company-related information. Social media is a highly important channel to communicate brand meaning and attract talented candidates. The importance of social networks will continue to increase in both private and professional life. Companies should grab this opportunity to build and deepen an employer-candidate relationship and communicate their employer brand values in order to establish a powerful 'great place to work' image among potential candidates.

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