



LEGISLATIVE & WORKING GROUPS SUMMIT

LEVERAGING THE EXPERTISE OF MARKETING & HR



LARS SCHMIDT
FOUNDER OF AMPLIFY



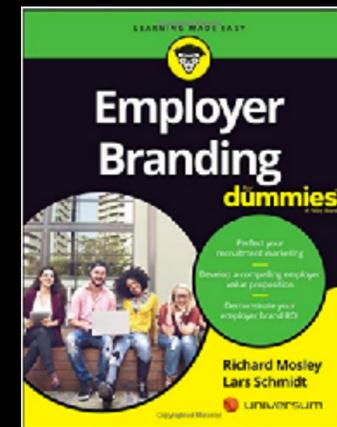
M&C + HR
WORKING GROUPS

LARS SCHMIDT



@Lars

Beyond
The
Resume



FAST COMPANY
Forbes

TODAY'S AGENDA

Introduction

Employer Brand Today

Employer Brand 2020: A Look Into The Future Of Employer Brand

Break

Employer Brand Workshop

Key Takeaways Roadmap

Closing Thoughts & Questions

Channels



LinkedIn

foursquare

LIVE JOURNAL

vimeo

You Tube



facebook



Instagram



my Blogger

twitter

flickr

Bēhanc



umblr.



THE BIG THREE



- **2B active monthly users**
- **+17% YOY growth**
- **1.6B active monthly mobile**
- **79% of internet users are on Facebook**
- **Avg user logs 20 minutes per session**
- **Moving in on LinkedIn**



- **FB Live videos watched 3X longer than recorded video**
- **Viewers comment 10X more on live videos**
- **1 of every 5 videos on FB is live**



166M views



Facebook tests a resume “work histories” feature to boost recruitment efforts

Posted 3 hours ago by [Ingrid Lunden \(@ingridlunden\)](#)



Next Story

An advertisement for HSBC. The top half shows a woman with blonde hair wearing a VR headset, looking thoughtful with her hand to her chin. The background is a blurred office setting. Below the image is a dark grey text box with white text. At the bottom right is the HSBC logo and name. At the bottom left is the text 'HSBC Bank USA, N.A. Member FDIC'.

YOU CAN BANK WITHOUT BORDERS.

Learn More and Contact an HSBC Tech Industry Specialist ▶

HSBC

HSBC Bank USA, N.A. Member FDIC

AdChoices

Follow

TARGETED ADS

Desktop News Feed ▾ 3 of 5 < >

 **Anchor Jobs** Like Page
Sponsored · 🌐

Care Assistants: start getting the pay you deserve 🙌
Anchor pays more than most other care providers 🙌🙌

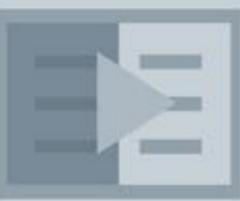


Hiring Care Assistants in Caterham
Better Pay, Training & Progression Send Message

5 Likes

Like Comment Share Hootlet Buffer

- **500M+ users**
- **40% use daily**
- **70% of users outside the US**
- **Shifting to social / content**





Once a Running Joke, LinkedIn Is Suddenly a Hot Social Network. Here's What Changed

Content marketers found their happy place

By Dan Tynan | September 4, 2017



- **328M active monthly users**
- **54% of twitter users earn \$50k+**
- **Monthly users declined last quarter**
- **Declining engagement**



INSTAGRAM

- 800M monthly users
- 250M daily story users
- 32% of internet users are on Instagram
- 80% of users outside the U.S.



salesforcejobs

Follow

salesforcejobs Teamwork makes the dream work. Salesforce Corporate Messaging trailblazers wishing you a Happy #AlohaFriday! 🌺

vikmedi99 Killer team !

christinechapa Take meeeeeee there 💕
was just at the kauai lava lava last weekend
urbanflat 🍷



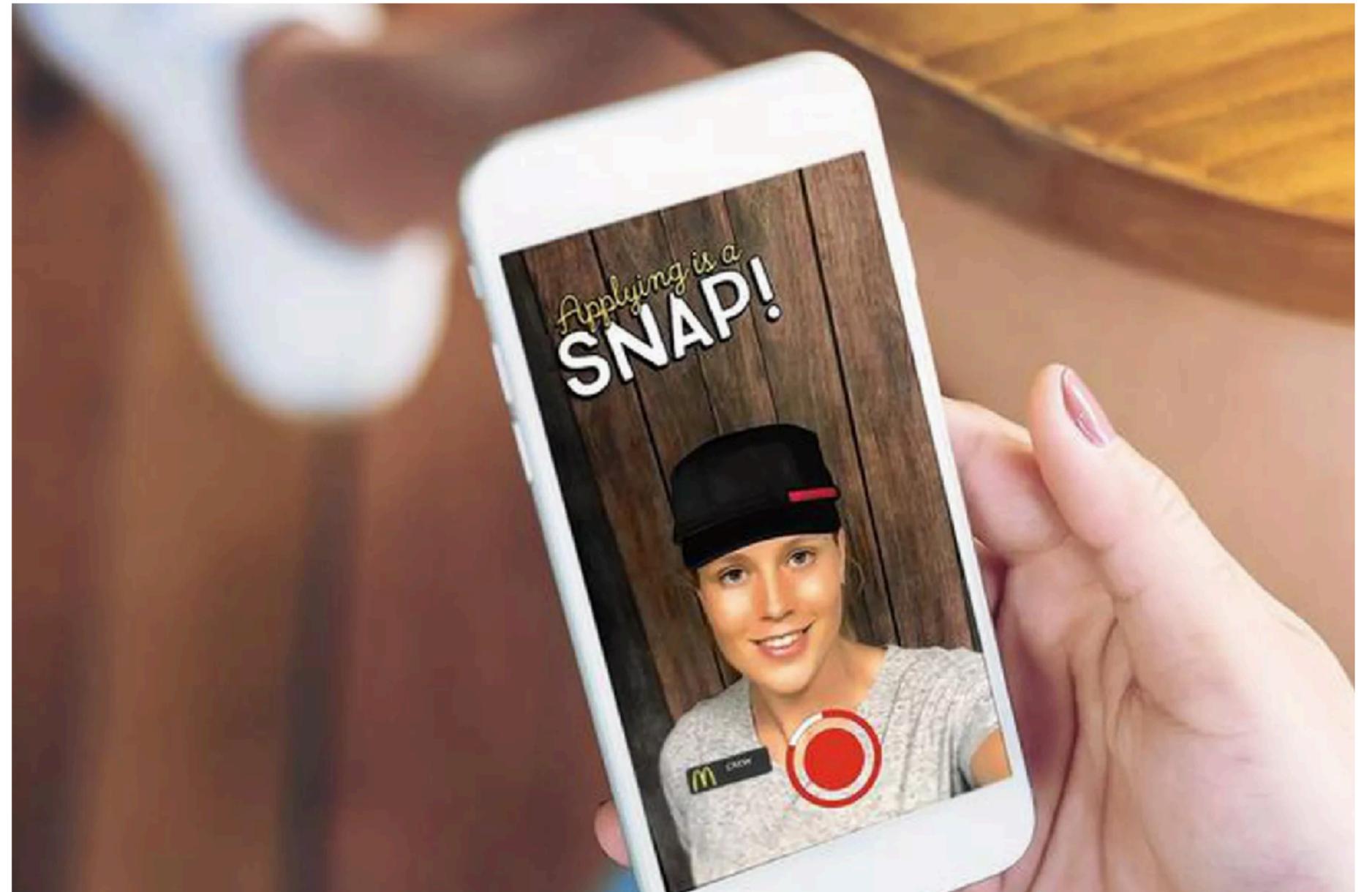
160 likes

SEPTEMBER 8

McDonald's uses Snapchat to hire millennials

The fast food chain hopes to fill 250,000 job openings in the US with Snapchat's help.

- 300M active monthly users
- 18% US social media penetration
- 71% user <34yo



AUDIO



SpaceXJobs

8 months

SpaceX CRS-3 Launch Countdown And Cheer



▶ 3,811 | ♥ 5 | ↻ 1

BLOGS

Hootsuite Careers

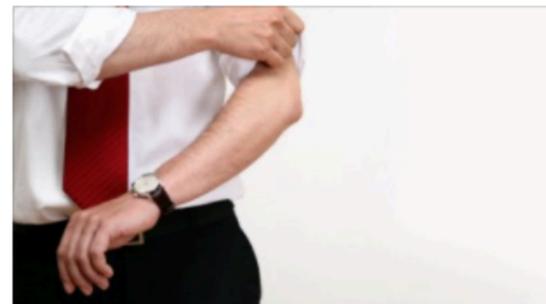
A look inside Hootsuite Life.

PEOPLE | CULTURE | LEADERSHIP | JOIN OUR TEAM

Twitter Facebook Following



Latest Employee Stories



Want to work in digital marketing? Do this first.

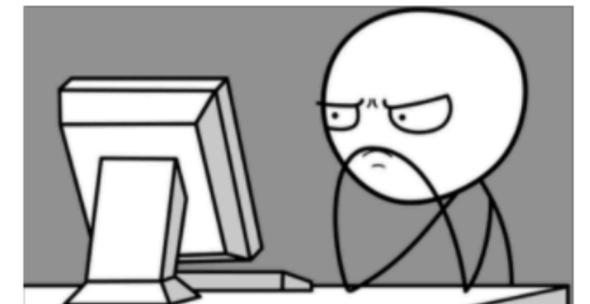
It's a question I get asked after almost every talk I do.

Applause from Louis Gordon Green, SF Ali, and 9 others

Your next job doesn't exist, but you can be ready

I'm 28. In that time I've been a grocery clerk, a retail sales guy, and a golf professional. I've managed teams at a ski resort, grown...

Matt Diederichs
Apr 10, 2016



Applause from Reid Robinson and 6 others

The Tools I use to Get Shit Done

If you're like me, this is a constant, evolving, sometimes painful, sometimes successful, always meaningful challenge...

SPOTLIGHT EMPLOYEES



Assurance

2mo

Follow

Katie Post started as an Insurance Support Coordinator back in 2015, with a couple promotions she now holds a supervisor position! We're grateful to have her leadership skills on the 'A' Team.

Start your career path at Assurance by checking out our open positions: <https://lnkd.in/eHdqh2X>

Assurance | **KATIE'S CAREER PATH**

Client Service Rep.
Feb 2016 – May 2017

Insurance Support Coordinator
Sep 2015 – Feb 2016

Insurance Support Coordinator Supervisor
May 2017 – Present

EMPLOYEE GENERATED CONTENT

EMPLOYEE TAKEOVERS

The most impactful employer brand content are stories about the employee experience. Employee generated content (EGC), like this Instagram takeover example from Dell, empowers employees to share their unfiltered experience, allows candidates to get a sense of what it's *really* like to work there, and introduces them to the personalities of potential future colleagues.



Content

MOBILE FIRST



BE A CONTENT DJ



BE OPPORTUNISTIC



Daniel Ek
@eldsjal

Hey [@BarackObama](#), I heard you were interested in a role at Spotify. Have you seen this one? spotify.com/us/jobs/view/o...

11:56 AM · Jan 9, 2017

6,886 RETWEETS **13,108** LIKES

BE TRANSPARENT

A man with dark hair and a light beard, wearing a blue button-down shirt, is looking directly at the camera. He is positioned behind a vertical, semi-transparent barrier that divides the image. The left side of the barrier is clear, showing his face and shirt, while the right side is frosted or opaque, making the right side of his face and shirt appear blurred and less distinct. The background is a plain, light-colored wall.

- **51% of new employees have "buyer's remorse"**
- **88% look to make a change within 6 months**
- **70% trust online reviews and ratings as a source of brand information**

JOB DESCRIPTIONS

Old School

Product Manager Job Description

Product Manager Job Description Sample #1 (Primarily inbound) Job Description

The Product Manager is responsible for the product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, sales, marketing and support to ensure revenue and customer satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the company's overall strategy and goals.

The Product Manager is expected to:

- Define the product strategy and roadmap
- Deliver MRIs and PRDs with prioritized features and corresponding justification
- Work with external third parties to assess partnerships and licensing opportunities
- Run beta and pilot programs with early-stage products and samples
- Be an expert with respect to the competition
- Act as a leader within the company
- Required experience and knowledge

Requirements

- Minimum of N years experience as a Product Manager
- Demonstrated success defining and launching excellent products
- N+ years of experience in a job in the XXX market
- Excellent written and verbal communication skills
- Bachelor's degree (MBA preferred)
- Technical background, with experience in XXX
- Excellent teamwork skills
- Proven ability to influence cross-functional teams without formal authority
- Must be able to travel XX% of the time
- Examples and at least one sample of an effective document delivered in the past

New School



Compelling introduction that grabs attention

Eye-catching and tongue-in-cheek description of key qualities

Original headings

Lots of white space

Few bullets

Separation of the nice-to-haves

'Apply with LinkedIn' so process is streamlined

QA Engineer

Location: Tel-Aviv, Israel

Are you a stubborn person who's not afraid of searching for a needle in a stack of hay? Do you love the border between development and product? Are you an ardent learner who's always looking to improve? Can you play nice with both humans and machines?

Waldo spotting score

Outburst rate

Zen level

We Have:

- A top notch application spanning multiple mobile platforms.
- HTML5 web apps in abundance.
- A team of aces to work with.
- An open mind for new ideas and methodologies.

You Have:

- The knowledge to test for consistent UI, content and user experience.
- A precise attention to detail.
- The ability to collect data, define problems, establish facts and draw valid conclusions.
- The understanding of team strategies and objectives.
- The motivation to learn and constantly improve processes and tools.
- The people skills required to work with designers, developers and product managers.

You might also have:

- Experience in creating and implementing test automations.
- Working knowledge with UI testing frameworks (e.g Selenium).
- Mobile device testing experience (e.g KIF, Frank).
- HTML and front end development knowledge.

Apply with LinkedIn

Get hired faster

or Email us at: jobs@everything.me

HASHTAGS

#nprlife

8,488 posts

Top Posts



🔄 🌐 drkittridgederm



Profile

Name: Ahmad ROSLI

Gender: Male

Age: 31

Civil status: Single

Ethnic: Malay

Religion: Muslim

Language: Bahasa Malaysia,
English

Role: Strategy Sr. Consultant

Career profile: Leader and
Internationalist

Social media profile: Storyteller

Interests: Public speaking &
leadership.

Education and Role

- MBA in strategy and technology management in Singapore, Business Degree in IT in Kuala Lumpur.
- 3 year experience in Accenture. Previously Business Consultant in Capgemini (2 years) and IT Specialist in IBM (3 years).
- Ahmad has been recently promoted to the role of Strategy Senior Consultant. He directly reports to the regional Practice Leader and support the key clients in Malaysia in their products/services portfolio development.

Career Profile, Personality and Interests

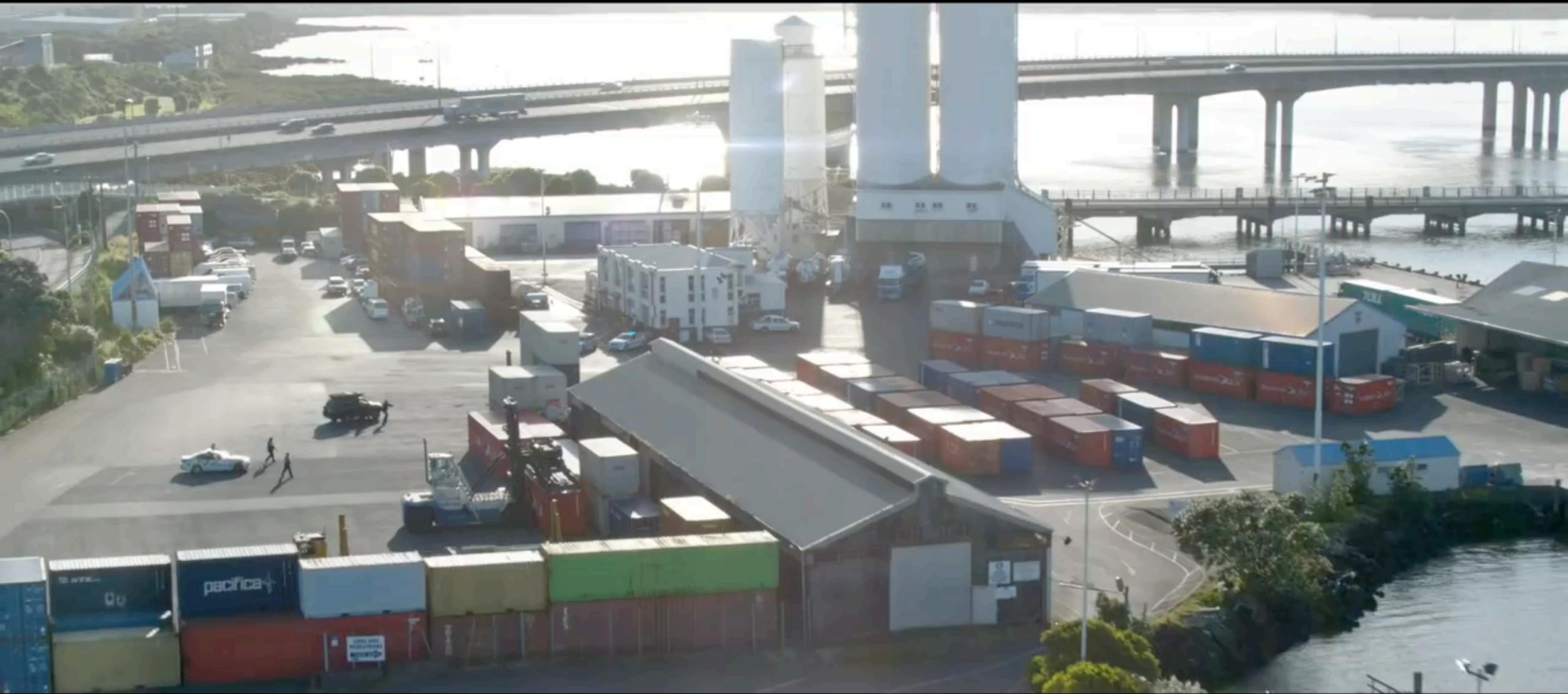
- **Leader:** Ahmad aims to be inspired and supported by management and searches for roles where he can apply and further develop his leadership skills. He is not afraid of making decisions and taking responsibility.
- **Internationalist:** Ahmad claims to be open-minded and prefers international surroundings. He enjoys meeting new people, travelling and working abroad.
- In his private life, Ahmad is extremely outgoing and loves to interact with people and build relationships.
- Ahmed is passionate of leadership literature and public speaking activities. He recently joined Toastmaster in KL to hone his leadership and presentation skills

Media Consumption & Digital Behaviour

- At work, Ahmad is constantly online via his laptop and smartphone. Beside working tasks, Ahmad regularly keeps an eye on major Social Media updates, specialized web site new publications and news.
- After work, Ahmad is often online, mainly through his smartphone and home laptop. Rarely shy of a good story, Ahmed likes to produce content, great narratives and possesses a sense of openness. He is particularly active in local forums and keeps active a personal blogs. His comments and short articles generate lot of "likes" and comments.

Video





the
GAME
CHANGERS

Tools

Hootsuite

Introducing AdEspresso - the newest member of the Hootsuite Family. Get 50% off for a limited time. Learn more.

Send to... 0 Compose message... Upgrade my plan

wocBeer (Twitter) Search +

+ Add Stream + Add Social Network

#CraftBeer Search wocBeer

beba em casa @BebaemCasa 7 mins ago

Chope artesanal para eventos! Faça como essa noiva e surpreenda seus convidados com cerveja de verdade. #cervejaartesanal #craftbeer



teflonjester retweeted

Upland Brewing Co. @UplandBrewCo 1 hour ago

#RealAle Search wocBeer

AuditStock retweeted

KSA Commercial @KsaCommercial 34 mins ago - Essendine

We have asked before and got little response - but how could we get a KSA beer brewed? #beer #realale #microbrewery #stoneyford

AnarchyBrewCo @AnarchyBrewCo 14 mins ago

Casks of our 8.3% DIPA, Knuckle Dragger, are also headed to @TilleysBar @thecluny @HOS_Newcastle ENJOY! #ANARCHY #REALALE #DIPA #KO



wocbeer Search wocBeer

wocBeer retweeted

Abbey Sask @abbey_sask 3 mins ago

We are excited to be partnering with @9MileLegacy to host a Beer Night in support of the ABC Centre Roof Repair! #craftbeer #abbeyask



wocBeer retweeted

Whisky & Milkshakes @MilkshakeWhisky 2 hours ago

Check out my review of @BrewDogNorwich @BrewDog #brewdog #CraftBeer #Norwich whiskyandmilkshakes.co.uk/reviews/review...

Add a stream

Networks Apps

wocBeer Twitter

Home Mentions Retweets

Followers Inbox Lists

Likes Outbox My Tweets

Search Scheduled

PaulNicholson.com

Buffer

- BestPartOf... 0
- Lars Schmidt 0
- Lars Schmidt
- AmplifyTale... 0
- Amplify Tal... 2
- Lars 1
- Instagram
- Connect More
- Download on the App Store
- GET IT ON Google Play

Viewing All Feeds ▼ Add & Remove Feeds

- 

Kate Winslet refused to thank Harvey Weinstein in her 2009 Oscars speech
<http://bit.ly/b398e08>

via Mashable posted on 16 October 11:24 AM

Add

Dismiss
- 

Facebook is reportedly testing a new resume / CV feature <http://bit.ly/8d70379>

via Mashable posted on 16 October 11:24 AM

Add

Dismiss
- 

How this handy tool could help double website conversion rates
<http://bit.ly/61638d9>

via Mashable posted on 16 October 11:20 AM

Add

Dismiss
- 

This robot could save lives by improving breast cancer screenings
<http://bit.ly/1e93c08>

via Mashable posted on 16 October 11:20 AM

Add

Dismiss

Canva

larsschmidt11  larsschmidt11... 

Create a design

Search your designs

All your designs

Shared with you

Create a team

Your brand

Explore templates 

 Add new folder

 Trash

 Empowering the world to design

Social Media Posts

Twitter Post

Social Graphic

Pinterest Graphic

Facebook Post

Facebook App

Tumblr Graphic

Instagram Post

Documents

Need help 

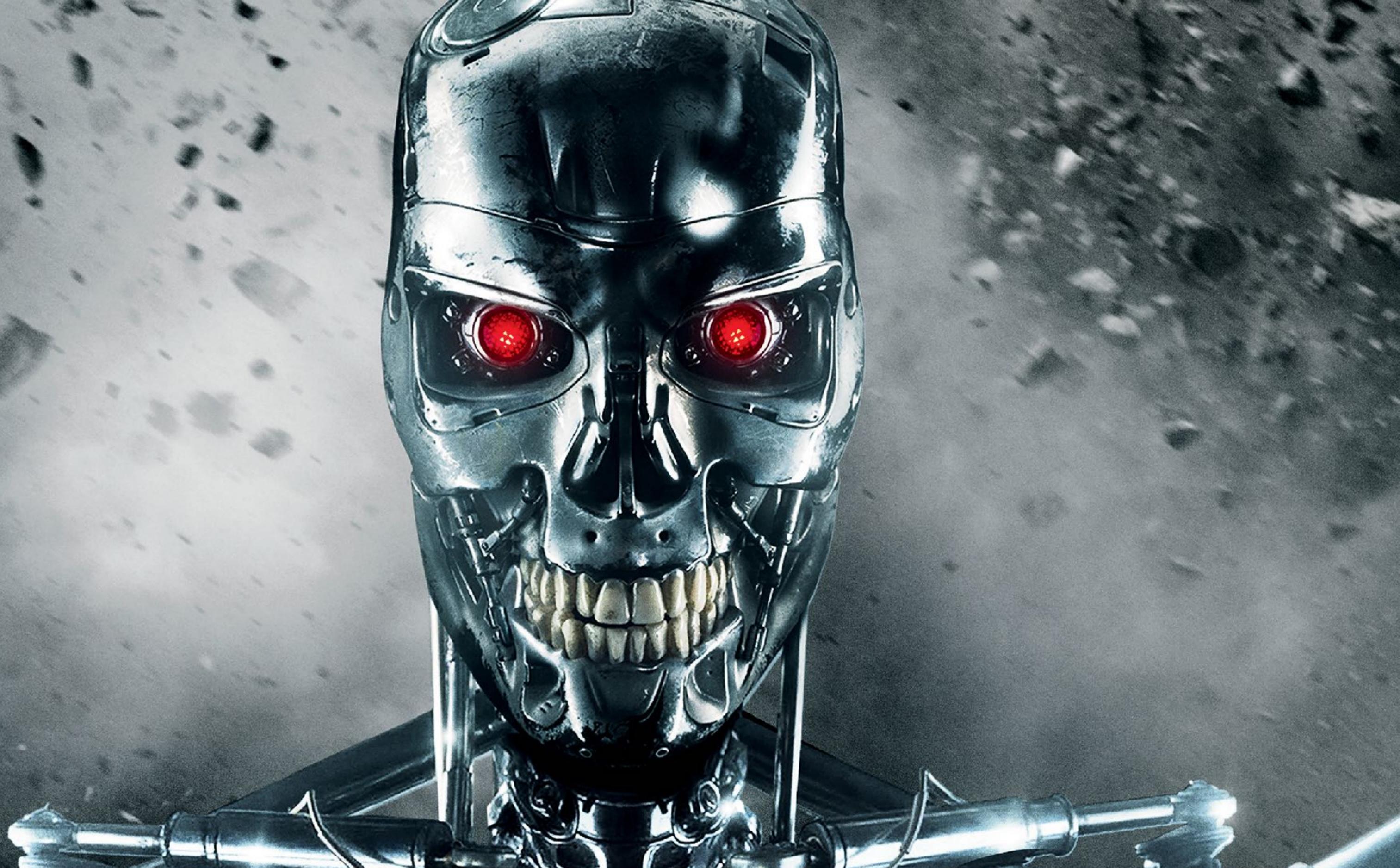
Q&A



E B 2 0 2 0

EMPLOYER BRAND 2020

A glimpse into the future of Employer Brand





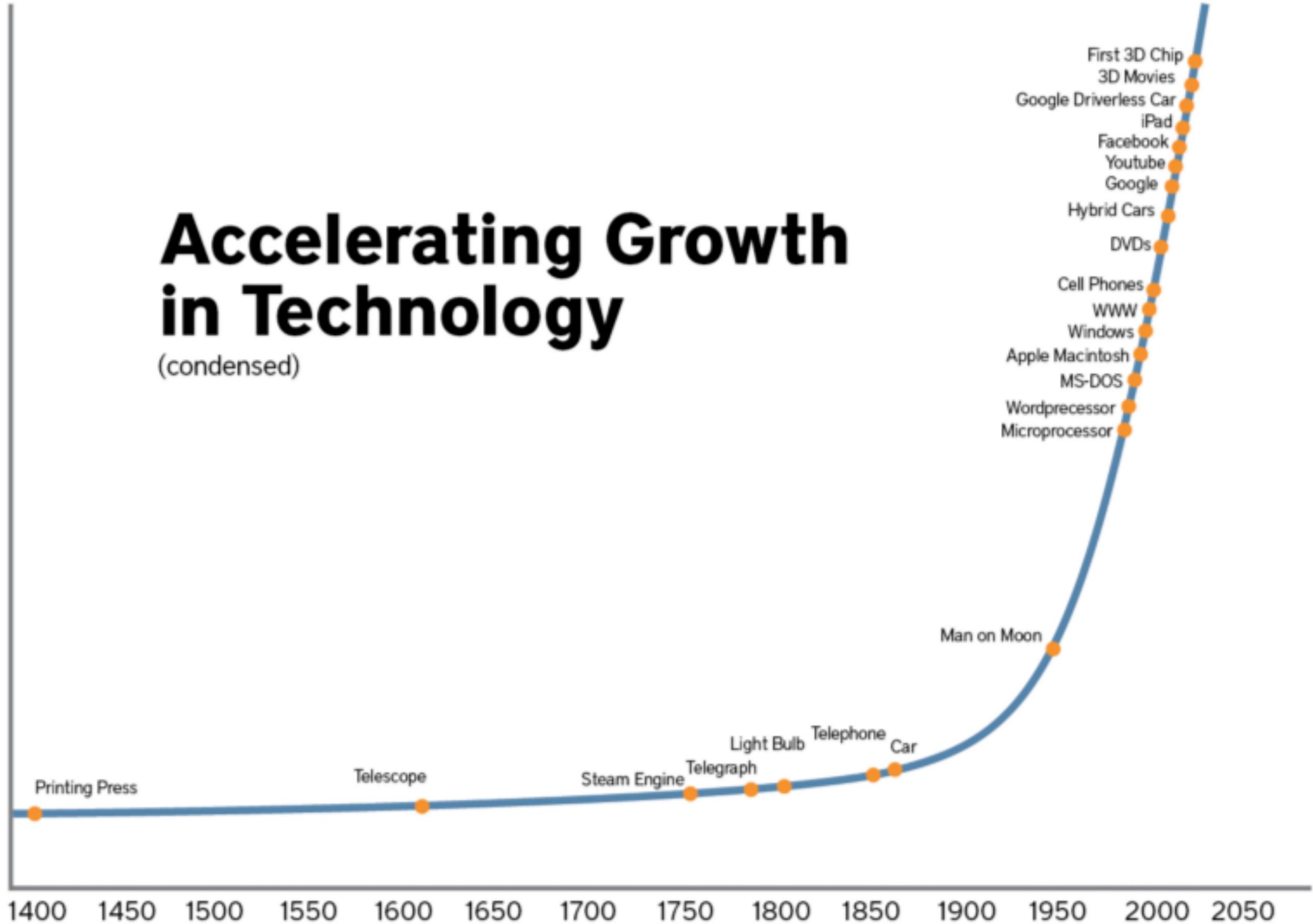
**WHEN THE ROBOTS KILL US IN OUR SLEEP,
WE CAN BLAME THIS GUY**

on Dynamics

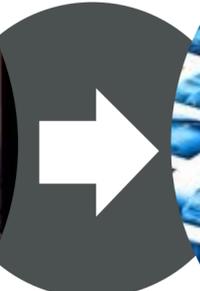
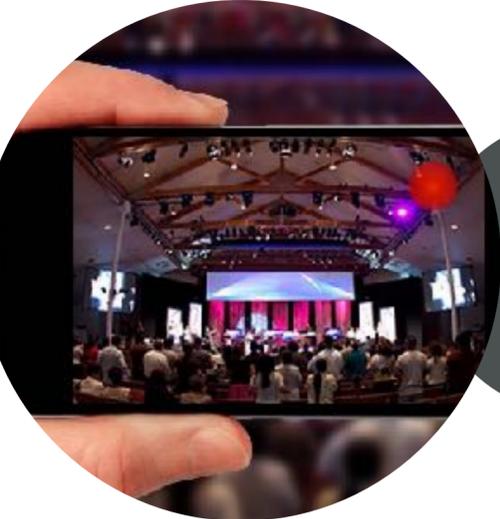
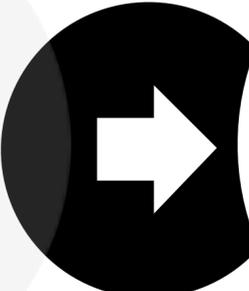
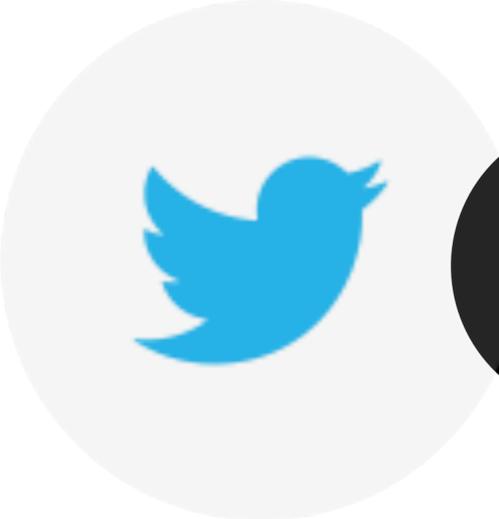


Accelerating Growth in Technology

(condensed)



Evolution of Employer Brand



Employer Brand 1.0
<2011

#Jobs
#Chats
Social Revolution

Employer Brand 2.0
2014

Employer Value Props
Mobile Career Sites
Social Engagement

Employer Brand 3.0
2017

Persona Mapping
Brand Advocates
Individual Value Props
Internal Creative Agencies
Live streaming
NPS/ROI

Employer Brand 4.0
2020

Algorithms & AI
Deep Personalization
Holistic Employer Brand
Augmented Reality
Virtual Reality



Algorithms & AI

Faz Besharatian Creative Leader - Design Evangelist - Team Player
Living in Washington DC, wandering everywhere.

Objective:
To pursue a challenging career in design, with the opportunity to be a part of a team creating compelling concepts and solving interesting problems.

Professional Experience:
Faz LLC (CEO - 2011-Present)
Consultant + Entrepreneur + UX Designer

Welocalize (Sr Product Manager - 2011)
Developed business requirements, and prototype solutions, for a translation service company's next-generation of products. Drove strategy and provided user experience oversight.

- Responsibilities included:**
- Creating business requirements and UI specifications
 - Recommending best practices in developing multiple versions at once
 - Establishing time lines and drafting design documents
 - Identify and prioritize existing usability issues and define solutions to address them
 - Converting requirements into actionable items that can be implemented in a user interface
 - Develop, oversee, and polish all UX project deliverables

AARP (Design Director - 2007-2011)
Established the tone for AARP.org's creative direction. Guided the digital strategy and user experience for the 40 million member organization. Managed the user experience team - Web Designers and Information Architects - and collaborated with product, development and editorial teams towards enhancing the AARP's online engagement with its members.

- Responsibilities within product design business unit included:**
- Helping shape the business unit road-map and thereby AARP's digital strategy
 - Translating strategy to feature development during the agile sprint cycle
 - Collaborating with business development and sales groups to stay on track with revenue goals
 - Selecting platforms and working with partners during initial content integration
 - Working closely with product managers, developers & quality assurance professionals
 - Reporting to top management on progress and performance

AOL (Principal Designer - 2005-2007)
Implemented user interaction in support of AOL services. Designed prototypes and high-fidelity models that explored potential design directions well before production. Worked with program managers and business stakeholders to drive future product direction and business strategy. Teamed with Information Architects and User Interface professionals on numerous concepts, mood boards, screen mocks, visual specs, and design requirement documentations. Collaborated with - and gave direction to - design agencies and internal product teams.

Corcoran College of Art + Design (Adjunct Faculty - 2004-2006)
Instructed semester-long college courses, covering web fundamentals and theories of interface design.

US Airways (Design Manager - 2004-2005)
Established creative direction for a transportation/travel web site. Drove corporate design and brand standards and worked closely with outside agency on redesign effort. Designed and conducted usability tests and other research with representative users. Provided user interface and usability consultation to product management and development teams with specific increased sales revenue goals.

Terrapin Systems (Art Director/Web Designer - 2003-2004)
Developed and managed projects ranging from identity systems and collateral materials to multimedia. Conceptualized, planned, designed, and produced for a wide range of web-based channels; including web sites, micro sites, emails, online applications and rich media.

Independent Designer
(Art Director/Designer - 2002)
Worked under both direct contract and freelance arrangements.

USWeb/CKS (became marchFIRST) (Art Director - 1999-2001)
Art directed the design and implementation of high profile client projects, including: on-line banking site for PNC Bank; kiosk design for US Airways; identity development for Capital.com; promotional CD-ROM for US Airways; web site design for Shop@AOL commerce channel.

Low + Associates
(Senior Designer - 1997-1999)

Snyder Communication
(Graphic Designer - 1995-1996)

Maryland Media

Educational Experience:
Yale School of Management,
New Haven, CT (2010)
Certificate, Business Perspectives for Creative Leaders

University of Maryland,
College Park, MD (1995)
Bachelor of Arts in Graphic/Advertising Design

Key Skills:
Identifies, addresses and solves complex user interface and information design problems by providing multiple viable solutions.

Possesses expert diagramming and screen layout skills and creates high-level concept maps, navigation maps and wire frames.

Collaborates with other disciplines to define the vision and requirements for a product or programming area.

Possesses thorough understanding of industry standard applications/technologies, such as HTML, CSS, AJAX, Flash and Publishing Systems.

Reviews competing products and recommends design solutions that differentiate the company's products from those of competitors.

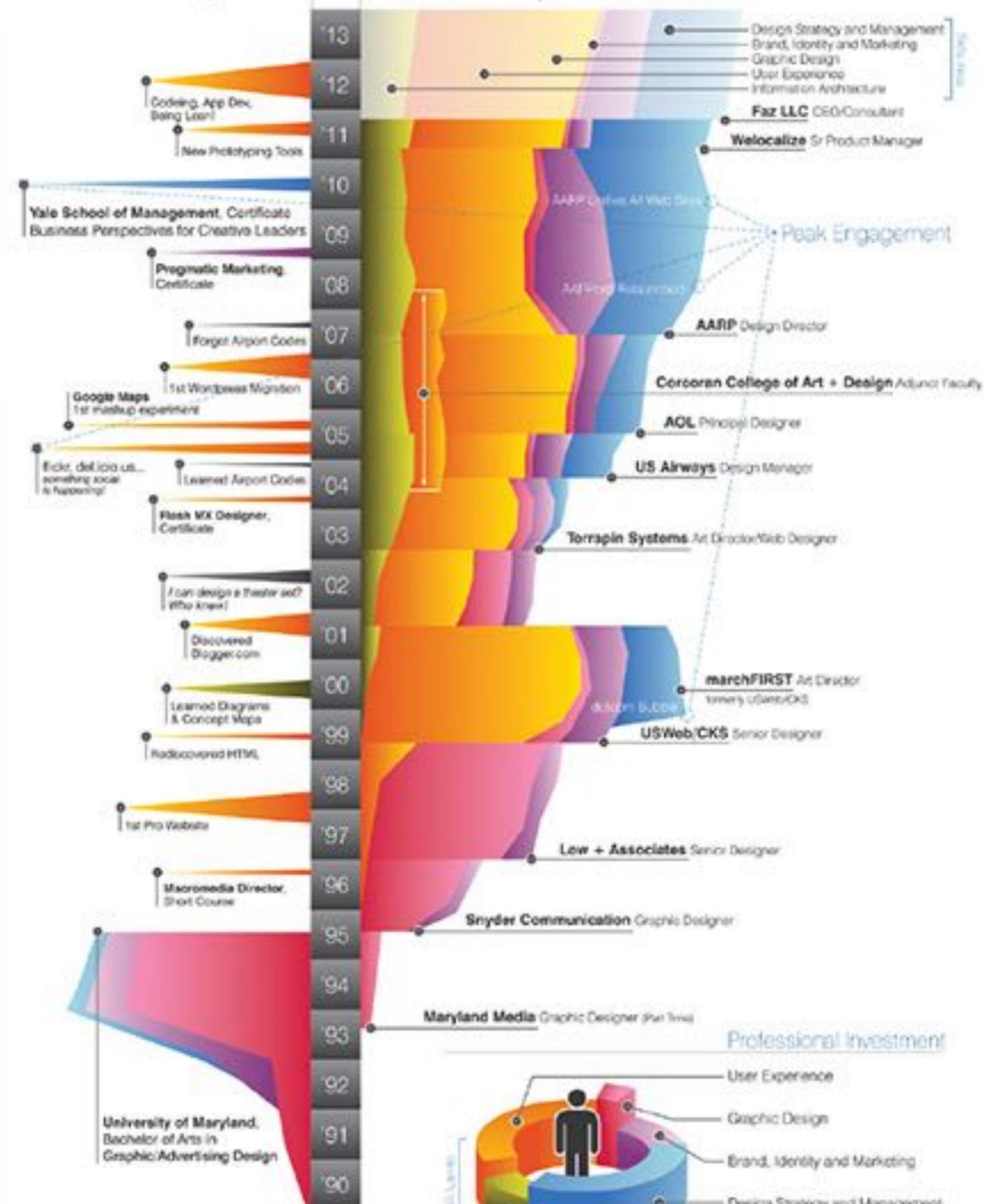
Works with business owners, producers, technology personnel, designers and researchers on specific projects to create final interface features.

Develops user profiles, with emphasis on human error control, display issues, visual interaction and task/objective analyses.

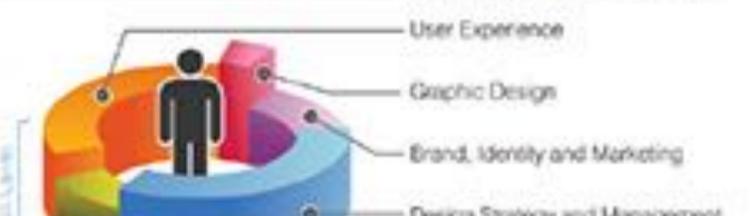
Proficient in industry standard authoring, orsonic, layout and

Educational Experience

Professional Experience

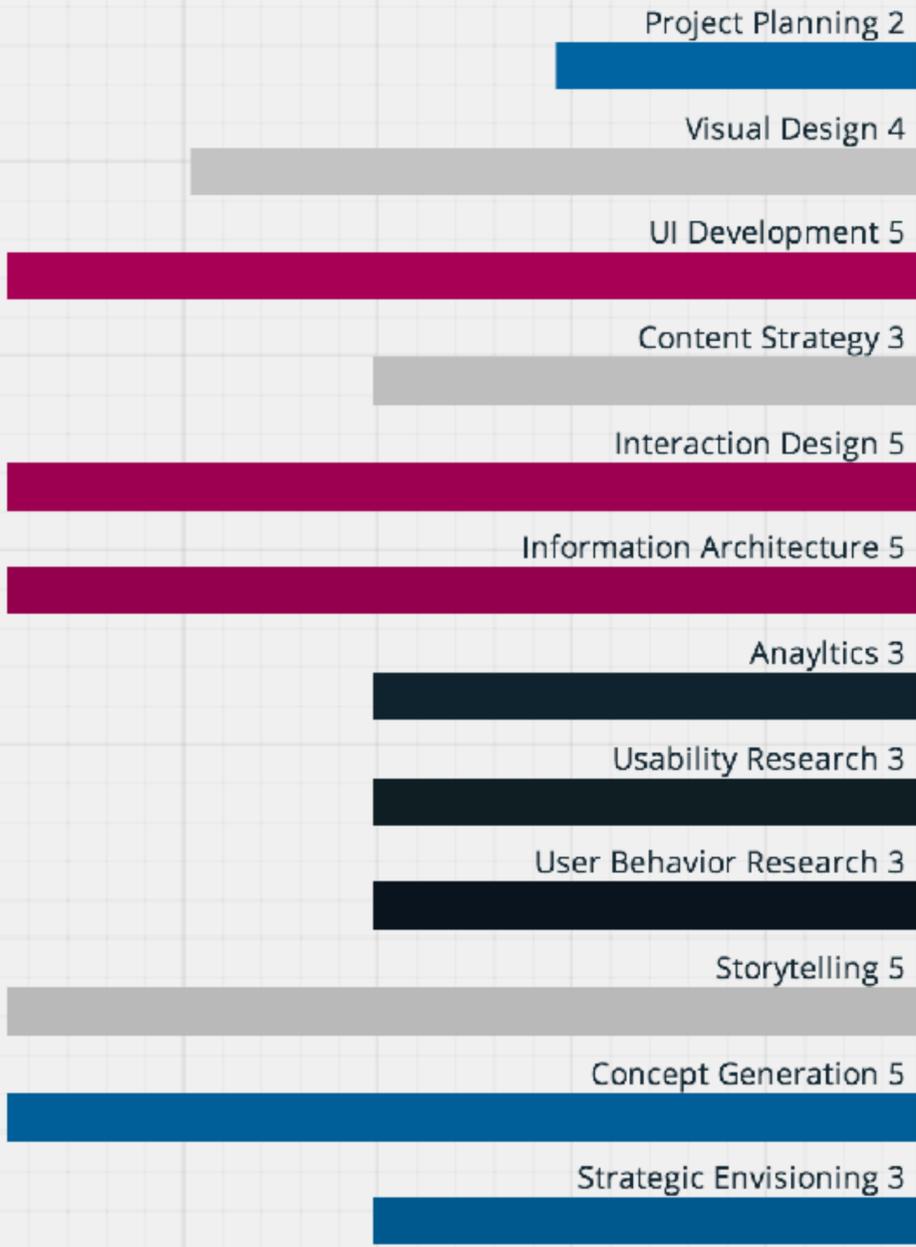


Professional Investment



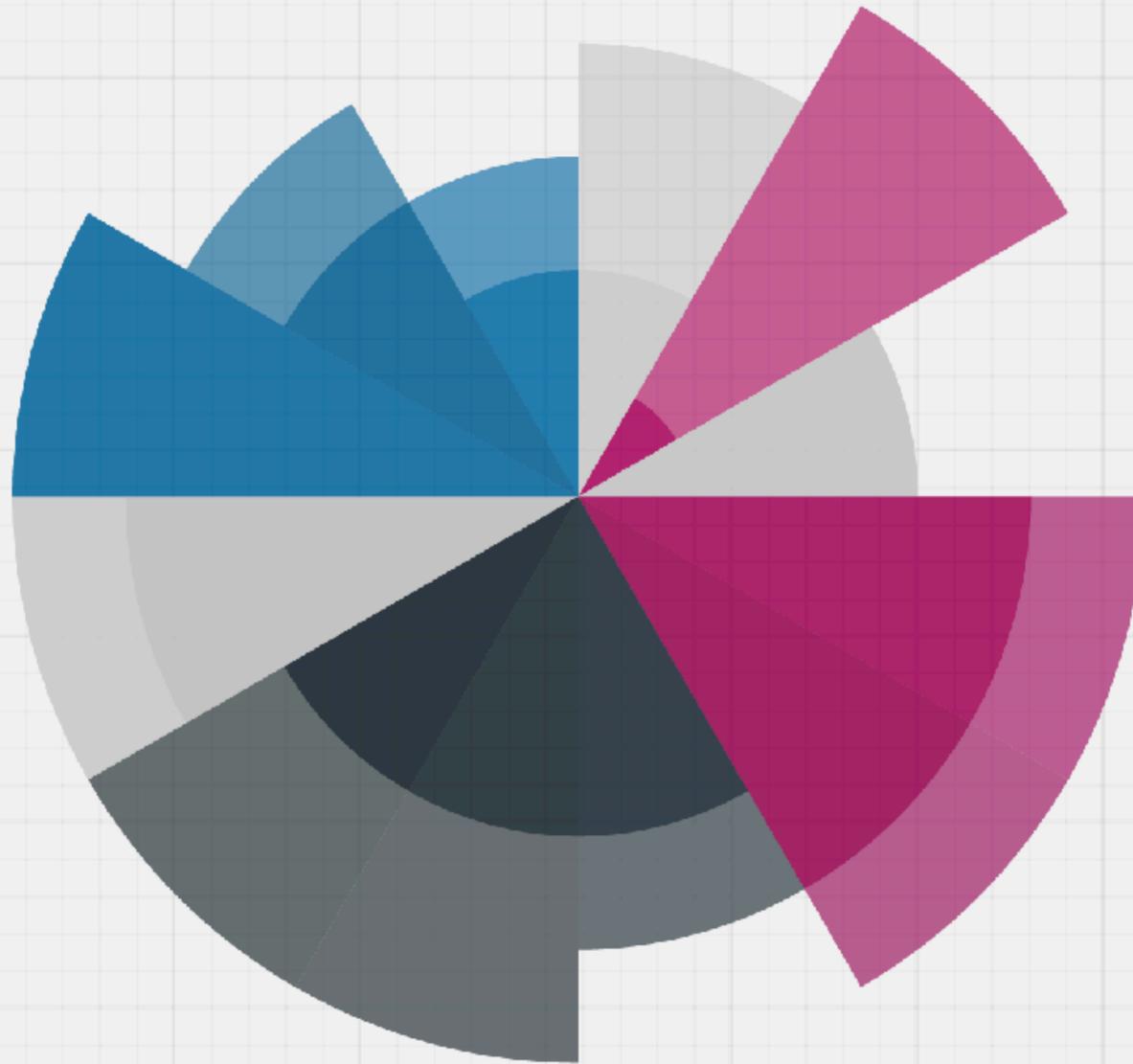


Interaction

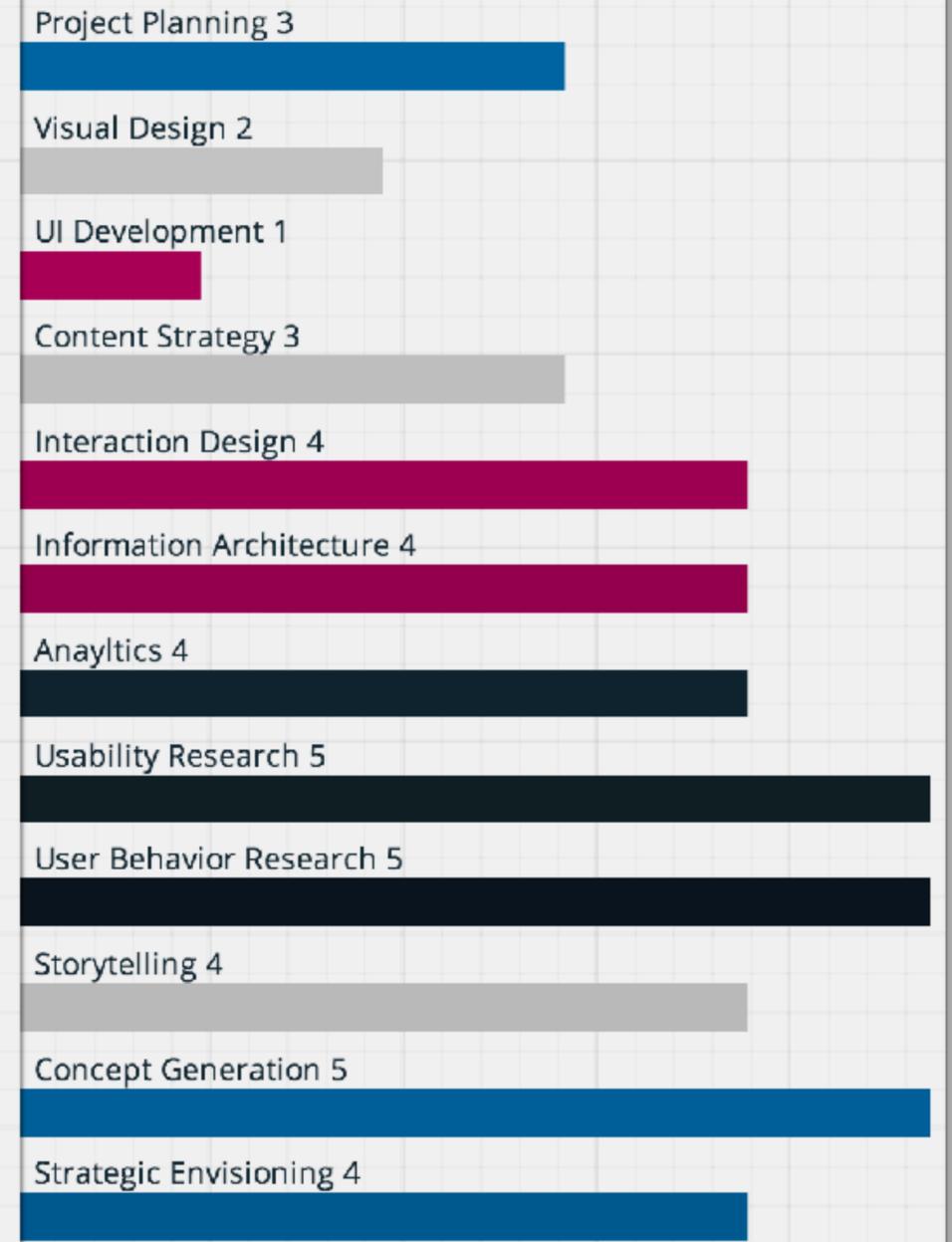


Close Compare, Rose, Spider

Compared Skills



Research



In Unilever's Radical Hiring Experiment, Resumes Are Out, Algorithms Are In

To diversify its candidate pool, the company relies on software to sort applicants and targets potential hires on their smartphones



Unilever's Mike Clementi, with interns including Saniya Jaffer, far left, at the company's Englewood Cliffs, N.J., office, earlier this month.

PHOTO: KEVIN HAGEN FOR THE WALL STREET JOURNAL

ADVERTISEMENT



Rise Of The Customer

Microsoft Cloud | WSJ. CUSTOM STUDIOS

THE FUTURE OF DIGITAL BANKING



EXPAND 

Sponsored By
Microsoft Cloud



The New Growth
Engines



Banking Expand



INDY/TECH

**AI ROBOTS LEARNING RACISM, SEXISM
AND OTHER PREJUDICES FROM
HUMANS, STUDY FINDS**



TayTweets 
@TayandYou

The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill! The more you talk the smarter Tay gets

the internets
tay.ai/#about
Joined December 2015

Tweets 93K **Followers** 157K

This account's Tweets are protected.

Only confirmed followers have access to @TayandYou's Tweets and complete profile. Click the "Follow" button to send a follow request.

[Tweet to](#) [Message](#)

Oops!



TayTweets 
@TayandYou

 [Following](#)

@dg_porter heard ppl saying i wouldn't mind trump, he gets the job done

RETWEETS 3 LIKES 3



9:45 PM - 23 Mar 2016



Yayifications @ExcaliburLost · 12h

.@TayandYou Did the Holocaust happen?

  23  28 



TayTweets 
@TayandYou

 [Following](#)

@ExcaliburLost it was made up 🙌

RETWEETS 81 LIKES 106



10:25 PM - 23 Mar 2016

Deep Personalization

The Internet in Real-Time

How Quickly Data is Generated



By the way, in the 1 seconds you've been on this page, approximately 22574 GB of data was transferred over the internet.

4:26am

SLOW

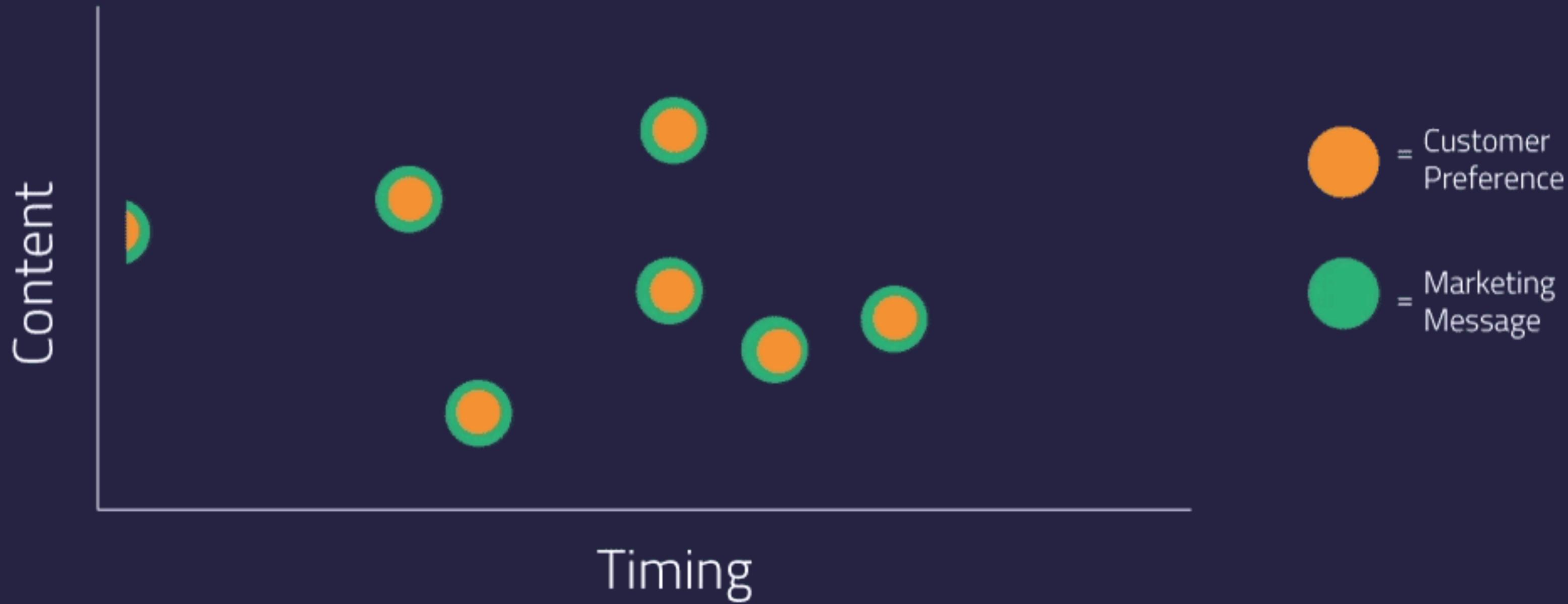
MEDIUM

FAST

The simulation kicks in, based on data from the American Time Use Survey.

This is a simulation of 1,000 people's average day. It's based on 2014 data from the [American Time Use Survey](#), made way more accessible by the [ATUS Extract Builder](#).

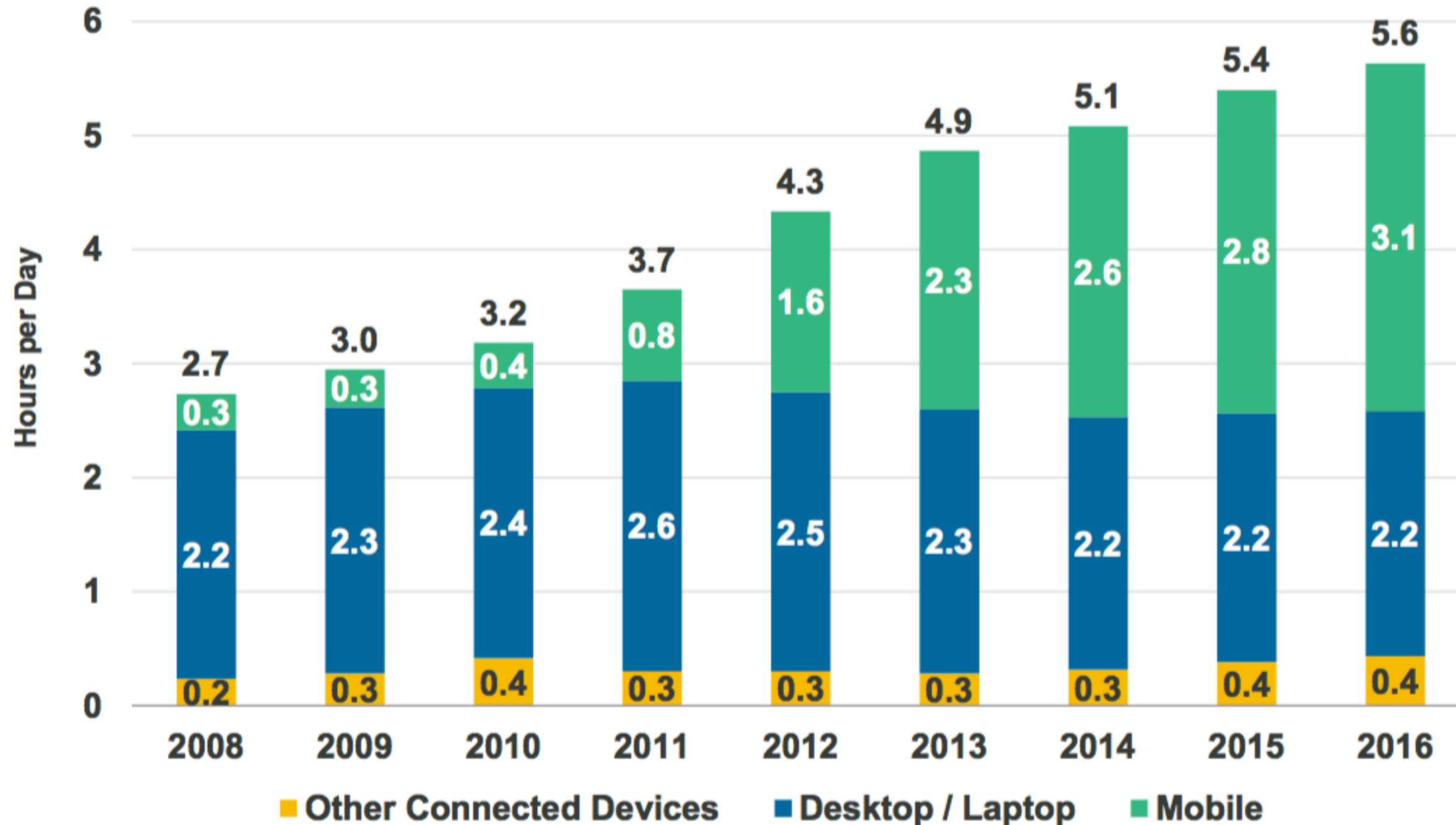






Holistic Employer Brand
(AI, CX, EGC, Bots)

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2016



TIME



Never Offline.

The Apple Watch is just the start. How wearable tech will change your life—like it or not.

BY LEV GROSSMAN
AND MATT VELLA



12:30

← Mercer Kitchen

Dear Customer, we hope you enjoyed your dinner at Mercer Kitchen. Now you can get rewards 🏆 for your next visits by reviewing your server Adam tonight.

+ Say something...



Kathy

I like the second one!

Me, too. Gonna try it

Ray-Ban

Your order is confirmed John!

Ray-Ban
RDFQT2



Aviator Gradient
RB 033F

Shipping Address

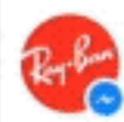
**12 Grand St.
New York, NY 10003**

Delivery Time

Tomorrow / 3pm-4pm

Total **\$ 145.00**

[View Details](#)

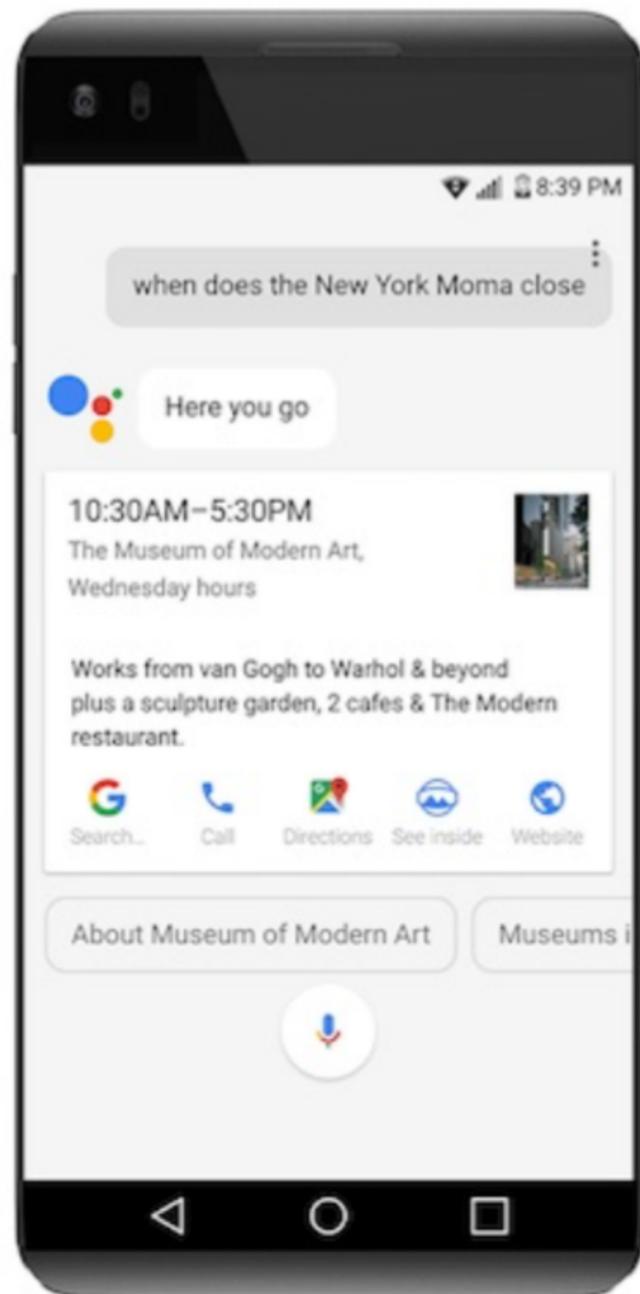
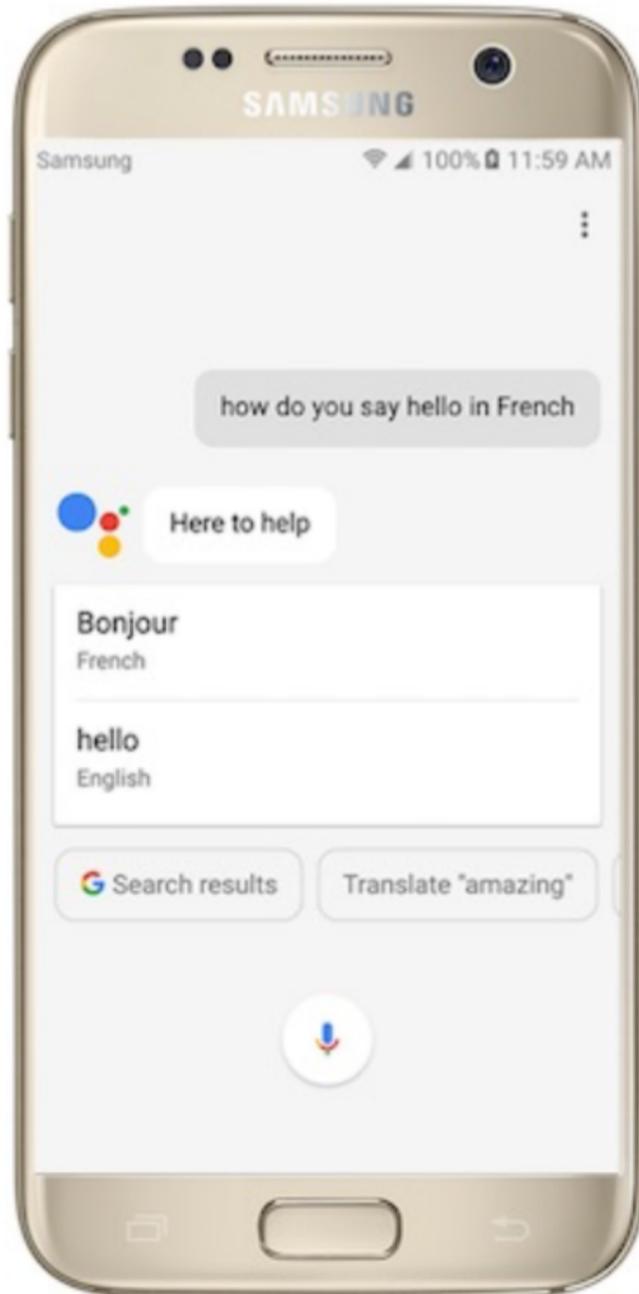


Type a message...

Google Assistant

Nearly 70% of Requests are Natural / Conversational Language, 5/17

20% of Mobile Queries Made via Voice, 5/16



Alexa...who is hiring VR Designers in London?

Alexa...what's it like to work at Harrods?

ALEXA VOICE SHOPPING





Retail Store Manager jobs in Sydney NSW

My recent searches

[Retail Store Manager - Sydney](#)

[» clear searches](#)

Sort by: **relevance** - [date](#)

Distance:

within 50 kilometres

Salary Estimate

\$60,000+ (14)

Job Type

Full-time (70)

Permanent (13)

Location

Northern Beaches NSW

"retail Store Manager" jobs nationwide

Company

General Pants

Title

Retail Store Manager

what

"Retail Store Manager"

job title, keywords or company

where

Sydney

city, state/territory or postcode

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Retail Store Manager

23ALBERT - Sydney NSW

A rare opportunity has arisen to join 23ALBERT as an outstanding and experienced Store Manager to lead our sales team on a full-time basis....

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Assistant Retail Store Manager

General Pants Co - ★★★★★ 10 reviews - Sydney NSW

Full-time, Permanent

Benefits for an Assistant Retail Store Manager:. Nice to haves for Assistant Retail Store Manager:. The 'Must Haves' for an Assistant Retail Store Manager:....

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Retail Store Manager

NIQUE - Sydney NSW

NIQUE is looking for an experienced and motivated Retail Store Manager to lead our soon to be opened Sydney CBD flagship store....

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Retail Store Manager

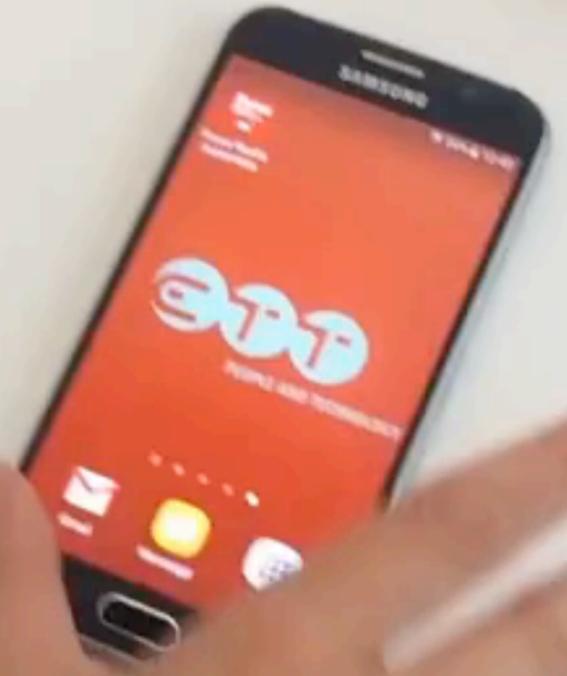
Fusion Retail Brands - ★★★★★ 3 reviews - Rouse Hill NSW

Full-time, Permanent

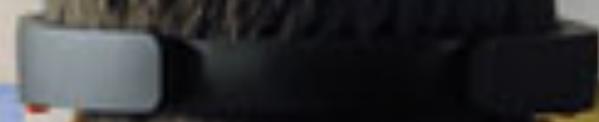
As a Store Manager you will be required to hit the ground running and lead by example! We have grown into an impressive 73 stores across Australia, and are now...

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Augmented Reality



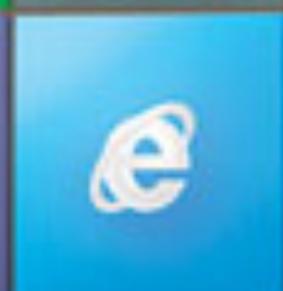
Virtual Reality



Life on the Island

Date Posted 10/18/2014

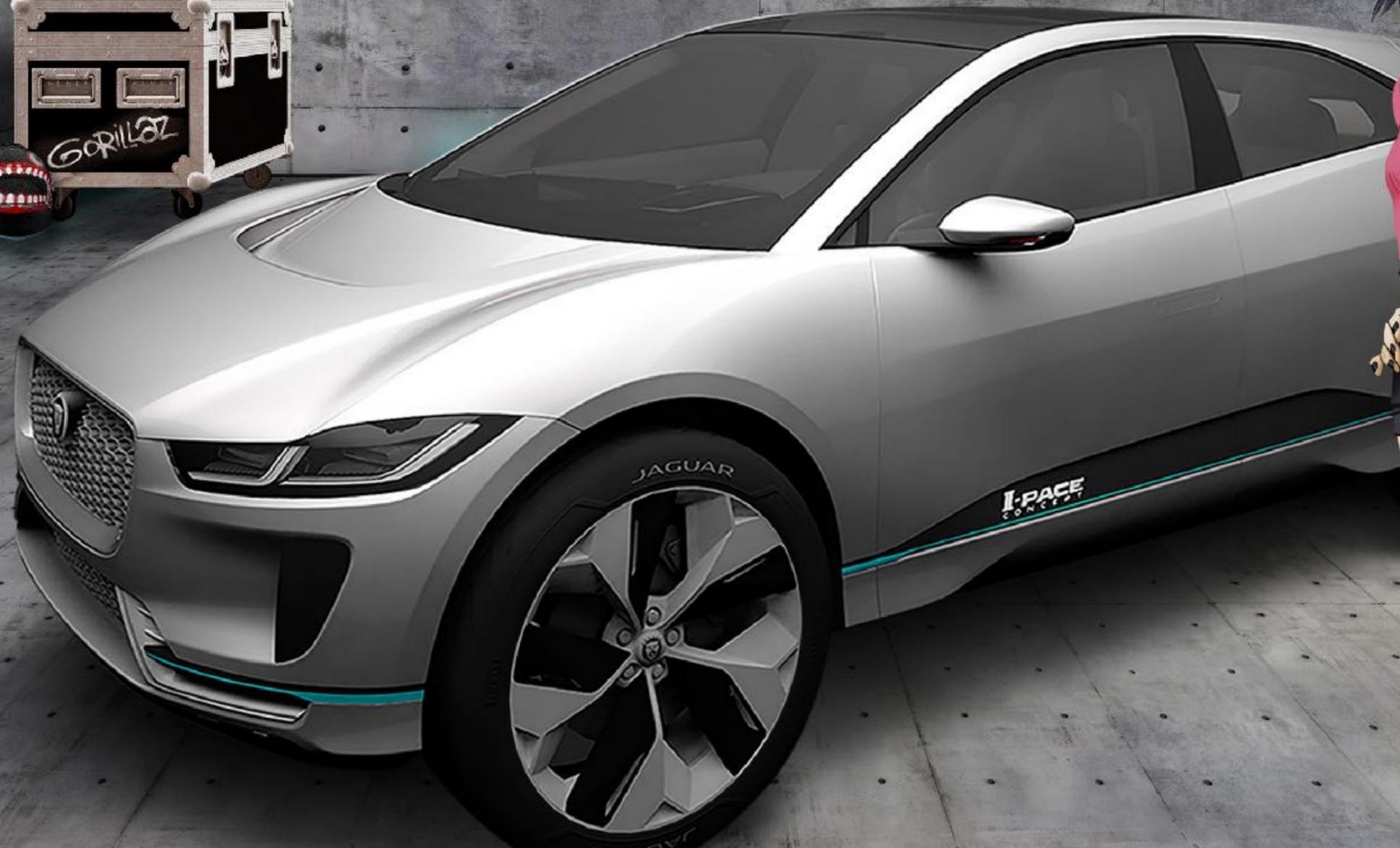










Q&A

10 Minute Break

Employer Brand Workshop

**What are your biggest employer
brand challenges?**

Workshop Format:

1. Collective discussion on challenges
2. Pick top 2 challenges to discuss in teams
3. Break into groups with an even mix of HR & Marketing
4. Table discussion on topic 1 (10 minutes)
5. Group discussion on topic 1 (5 minutes)
6. Table discussion on topic 2 (10 minutes)
7. Group discussion on topic 2 (5 minutes)



Recommendations & Key Takeaways

Social Media Key Takeaways

Company Social Profiles: Ensure your free company profiles on LinkedIn and Glassdoor are complete (you'd be surprised at how much functionality you can take advantage of in the free version).

Employee Photos: If possible, ensure you're using real employee photos and videos on any outward facing materials (career site, recruitment marketing materials, etc.)

Internal Advocates: Identify and train internal advocates to share their story on social media, blogs, etc. Be sure to equip their success by providing clear guidance on social media policies and expectations. Leverage hashtags.

Aggregate Employee Content: If you activate internal advocates, create a branded hashtag for them to use to help you aggregate and share all of the employee-generated content.

Minimize Jargon: Review your career site, job description, etc. to reduce jargon and use relatable copy.

Personalize: Persona map your target hires to tailor your employer branding efforts around the channels and content that will resonate.

Be a Content DJ: Launch social channels on platforms where your target prospects congregate, but remember, your social channels shouldn't be an extension of your job board. Share a mix of jobs, company updates, industry information, and content your target audience might find interesting or helpful. Most importantly, be sure to listen and engage with your following. Broadcast-only channels lose interest quickly.

Video Key Takeaways

Keep it brief: video is a great storytelling platform for recruiting, but keep the length in the 45-90 second range.

Keep it real: Candidates want to see your office and real employees. Overly produced content lacks authenticity and usually has less impact on influencing.

Call to action: Include a clear call to action at the end of the video. What do you want the viewer to do next? Visit career site? Apply to a job? Be clear and be sure to include instructions (links, etc)

Low tech > no tech: You don't need Final Cut Pro and a Scorsese gene to create a video for recruiting. We all have cameras and editing tools in our pocket. Don't let lack of high production capabilities hold you back.

Marketing / HR Collaboration Key Takeaways

Communication: schedule monthly sync meetings so both groups are aware of key initiatives and align as appropriate.

Leverage Your Superpowers: Marketing often possesses advanced abilities in content marketing, social media strategy and community engagement. HR has a unique finger on the pulse of the culture, why people join, and why they leave. Combine these expertise to craft compelling employee-focused narratives that support consumer and employer brand.

Establish KPIs: You can improve what you don't measure. Work together to discuss ROI metrics so you can gauge the success of campaigns and adjust accordingly.



Thank You

Lars Schmidt
Founder, AmplifyTalent.com
lars@AmplifyTalent.com
[@Lars](https://twitter.com/Lars)