

**OVERCOMING SHORTAGES IN HOME CARE AND
HIRING
STRATEGIES TO ATTRACT, ENGAGE & RETAIN TALENT**

HOMEIMPROVEMENT

TWENTY
TWENTY

TWO ONE

BRAND
PURPOSE
MISSION



OBJECTIVES

- Understanding Employer Branding
- Establishing Your Digital Footprint & Candidate Touchpoints
- Leveraging Employee Stories and Referrals
- Reviewing, Updating and Understanding your Media Mix
- Your Employer Brand Checklist

Employer Brand

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**your employer brand is what
your employees and potential
candidates say about you
when you're not in the
room**

Employer Brand Overview

Developing a strong employer brand differentiates you from your competitors. It is shaped by your organization's:

- Values
- Overall Company Culture & Team Sub-Culture
- Career Pathways & Growth Opportunities
- CSR, DE&I Initiatives
- Humanitarianism
- Recruitment Process
- Employee Onboarding and Off-boarding

An **Authentically** Positioned Employer Brand has the Power to:

- Attract the right top talent
- Address hiring shortages and hard-to-fill roles
- Improve retention rates and decrease hiring costs due to employee churn
- Increase employee engagement, performance and commitment
- Encourage employee referrals
- Create brand evangelists



Consistency is KEY when establishing your employer brand

Consistency is a strong indication of professionalism, and if you can keep your interactions across every touchpoint in the candidate journey consistent, they'll have a better impression of how you'll behave as an employer

The Employer Brand & Your Digital Footprint



CAREERS SITE

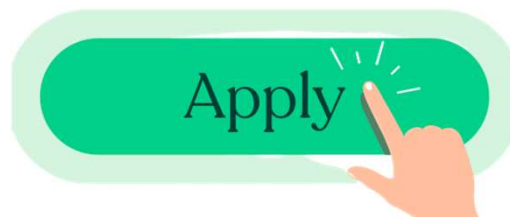
Talent attraction

Careers Sites are more than just a place to list open positions. It should be the premier destination for active and passive job seekers to gather all of the information needed to determine if a company and open roles are the right fit for them.



Make it easy to find & apply to jobs

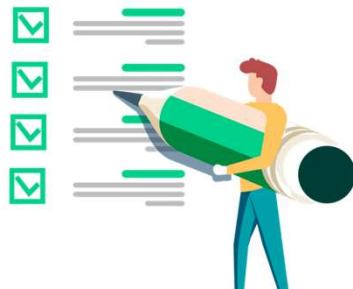
- Easy to Find Call-to-Actions
- Clear, Concise Directions
- Consistent Experience
- Quick Apply
- Be Mobile Friendly



APPLICATION PROCESS

Write effective job descriptions to attract talent

- Name the position accurately.
- Provide a compelling job summary.
- Break down job expectations and duties.
- Layout non-negotiable and negotiable requirements.
- Include job salary or pay rate and workplace benefits
- Proofread job descriptions for clarity and inclusion.



JOB DESCRIPTIONS

CONTENT & RESOURCES

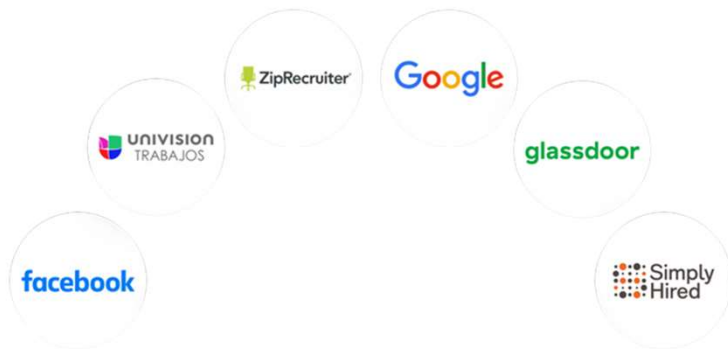
Develop content for the active & passive job seeker

- Use employee stories (preferably video to highlight why employees love working at your organization).
- Provide information about career paths and growth opportunities.
- Highlight key points about the interview process that may be helpful in aiding a candidate to land the position.



Complete your company profile on job boards

If you are showcasing your jobs on sites like Indeed, Glassdoor and Zip Recruiter be sure to complete or update your company profiles with up-to-date information.



YOUR COMPANY PROFILE ON JOB BOARDS

Establish a solid social presence

Candidates look for Social Proof when considering applying for a role.

Establishing your employer brand across social channels is an easy way to share information about company culture, teams, community involvement, interesting initiatives and more.



SOCIAL MEDIA FOR RECRUITMENT

EMPLOYER REPUTATION MANAGEMENT

Actively monitor company reviews

Current and former employees use their voices (written or verbal) to leave feedback and reviews of an employer on sites like Indeed, Facebook, Glassdoor, Zip Recruiter, Comparably and more. Proactively monitoring these reviews for poor feedback is critical. Reviews should be addressed in a timely manner. Candidates will search for and read reviews as part of their job seeking process.



EMPLOYEE REFERRALS

Leverage Employees Networks to Amplify Jobs

An employee referral program is a recruiting strategy where current employees are rewarded for referring qualified candidates for employment. It can help your organization:

- Lower Recruitment Costs
- Reduced Time to Hire
- Improved Community



EMPLOYEE STORIES

Highlight employee stories

If your employees love working for you, capture their stories on video to show job seekers what's great about working for your organization. These employee voices can be amplified and shared via social media posts, specific career site pages, job descriptions pages, email campaigns, and more.



Review & update your recruitment marketing strategies



YOUR DIGITAL MARKETING PLAN

**Set it.
But don't forget it.**

Delve into your healthcare recruitment strategies. Pay particular attention to how you're managing four major elements of digital recruiting:

- Your job board recruiting strategy
- Social media marketing (Facebook, Instagram, TikTok)
- Virtual Job Fairs and Hiring Events
- Out of Home Media (i.e. Billboards, Kiosks, Bus Shelters)



**CPAS, CPCs,
CPMS, CTRS
OH MY...**

Common recruitment marketing metrics & terms

- Landing Page
- Talent Network
- Impressions
- CPM (Cost Per Thousand)
- CPA (Cost Per Application)
- CPC (Cost Per Click)
- CPH (Cost Per Hire)



Additional Resources

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ASSESSING YOUR CURRENT EMPLOYER BRAND

Can you name the top 3 most attractive attributes of your organization to your current and potential employees?

Do you know what compels and excites current and potential candidates?



**INTERESTED IN LEARNING MORE ABOUT
EMPLOYEE REFERRAL PROGRAMS OR
RECRUITMENT MARKETING? CONTACT YOUR CSM:**

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