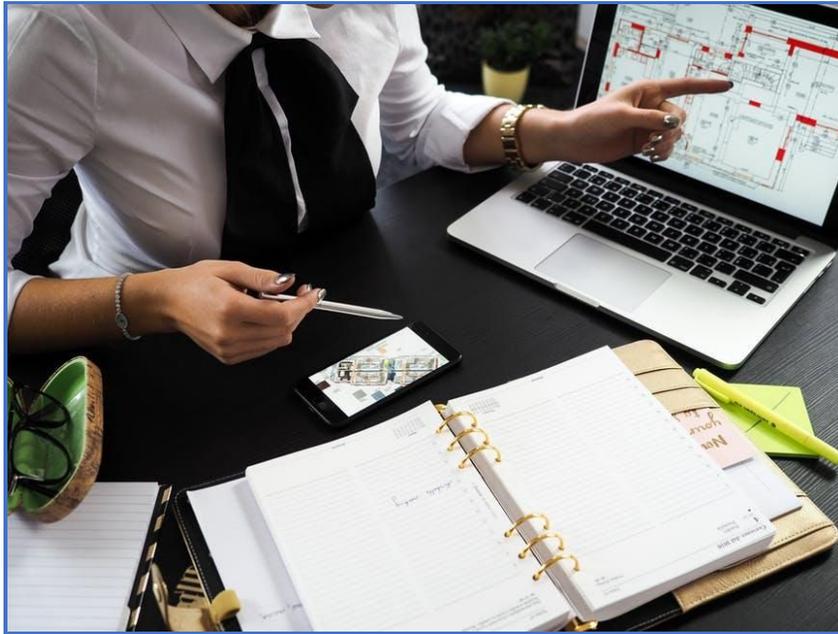


✓ Employer Tip Sheet

3 Reminders about Effective Recruitment



Employers and recruiters are constantly looking for more effective ways to recruit new employees. As an employer, you know that the competition for filling positions can be stiff, budgets can be tight, and timing can be *everything*.

In some cases, effective recruitment comes down to the old tried-and-true methods. Ordinary things that are done in extraordinary ways can make the difference between welcoming a new employee ... and extending your search parameters.

Read on for 3 reminders about recruitment that you may have forgotten, abandoned, or perhaps never gave the time of day.

✓ Don't Forget about LinkedIn.

Career coaches always tell job-seekers to update their LinkedIn profiles, obtain a personalized LinkedIn URL, and use a professional photo. We start here because this is critical. So many employers and employees have been connected via social networking, and it is a very low-risk way to make connections.

✓ Let Your Staff Help.

When your staff members attend professional networking events, mixers, and conferences, they talk...*a lot!* The cool thing about this is that your existing employees will want to share their positive work experiences as well. They will chat with people who are loosely looking for jobs, actively seeking new jobs, and *dying* to get away from their jobs. Not only will your employees get the chance to network, but they will get to share the perks of working at your organization, enabling others to envision a future at your company.

Conversely, if your organization doesn't offer perks, benefits, or other incentives, consider what your employees might say at such events. A little rewarding goes a long way in some innocent small talk.

✓ Make Direct Connections.

Your most promising job candidates are cruising college campuses, reaching out to recruiters, and engaged with executive search firms. Each of these groups have direct connections with diverse talent pools. By connecting with college career services departments and the like, you are gaining access to tap directly into their talent pool. In addition, these parties can inform you about job-seeker needs and set up venues (i.e., symposiums, Q&A panels, networking sessions) in which you can meet directly with job-seekers, and evaluate their potential to join your organization.