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Finding Treasured Employees

Recruitment marketing for small businesses

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THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

Ohio Small Business Development Centers

SBA U.S. Small Business Administration

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Melanie Sherman

Is a Certified Business Advisor (CBA) with the Small Business Development Center located at OSU South Centers in Piketon, Ohio.

The SBDC offers counseling for business planning, strategic planning, sources of funding, public relations, advertising, promotions, product distribution, resources for business valuation, risk assessment, financial analysis, financial planning, market research, sales strategies, training, and more!

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Adam Days

Adam is the Business Development Specialist in the Workforce & Business Development Program at the Community Action Committee of Pike County. In addition to supporting local businesses in solutions to challenges and barriers, he works closely with Lisa Pfeifer and Erica Jones on providing no-cost services to local businesses. Adam has personal experience with utilizing the principles and practices of marketing and advertising throughout his 20-year career history in management and leadership with retail in the Ross County area. In addition, he is experienced in creating and implementing successful marketing and advertising, events. Adam also has an Adult Education Teaching Permit from the State of Ohio Department of Education.

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“

Everyone is replaceable

”

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Changing Employer Attitudes

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Alone we can do so little;
together we can do so much.
- Helen Keller -

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Who’s packing your parachute?

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Recruiting vs. Recruitment Marketing

- Recruiting brings a person to a job.
- Recruitment Marketing brings people (talent) to an employer.
- Recruitment Marketing is also branding for a business. When recruitment marketing works, your brand is known as a good employer – and potential employees seek out openings.

Definition Source: https://rallyrecruitmentmarketing.com/what-is-recruitment-marketing/

Valued employees improve company brand and reputation

- Valued employees work hard, strive for goals, and are invested in your company's accomplishments.

Source: Indeed.com/career-advice/career-development

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7 Steps for Recruitment Marketing

1. Use your website.
2. Use your social media.
3. Advertise on social media: Facebook, YouTube, Google.
4. Post on online job boards.
5. E-mail blast.
6. Videos.
7. Manage review sites (as possible).

Definition Source: https://rallyrecruitmentmarketing.com/what-is-recruitment-marketing/

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Prepare a Position Listing

REMINDER! Title VII of the Civil Rights Act of 1964

- Title VII prohibits employment discrimination based on race, color, religion, sex and national origin. The Civil Rights Act of 1991 (Pub. L. 102-166) (CRA) and the Lily Ledbetter Fair Pay Act of 2009 (Pub. L. 111-2) amend several sections of Title VII.

Focus on: What skills do you need to hire?

- Needs experience?
- No experience needed?
- Any degree or certifications required?
- Specific job required skills?

What’s in a <u>good</u> position listing?

- Position Title
- Position Description
- About the Business
- Company Culture
  (What it’s like to work here).
- Qualifications Needed for Position
- How to Apply

YYYY. MM. DD.

Employment

www.employment.com

BUSINESS

CUSTOMER SERVICE

Requires an employee with experience as an economist both in production and in commercial companies. Work with documentation, reporting, HR management, paperwork. Send us your summary by email:
banking@mail.com
or phone: 5414-4805

CALL CENTER MANAGER

The Call Center sells Windows Furniture Doors. We are looking for a content manager. If you are interested in a job, call as: 5856-8801 or email: furniture@mail.com

ADVERTISING MANAGER

We need a girl over 22 years old. Possesses qualities: sociability, responsibility, stress resistance, ability to work in multitasking mode. Call now: 6922-3451

INFORMATION MANAGER

Responsibilities will include: receiving letters from candidates, consulting clients, monitoring applications.
Requirements: PC skills, ability to work with e-mail. Grammatically

ECONOMIST REQUIRED

The enterprise requires an economist with higher education (economic, accounting), at least 1 year work experience in the specialty.
Experienced PC user, (excellent knowledge of EXCEL program), attentive, responsible, punctual.
All questions by phone: 1236-0211

BUSINESS COURSES

The Business Training Center offers advanced training courses in popular specialties. Logistics. Accounting. Marketing. Labor legislation. Recruitment.
Registration for courses by phone 7887-2828. Call us now!!!

SERVICE MANAGER

The company is recruiting employees. Vacancy: Customer Service Manager. Requirements: Responsible person 25-65 years old with computer skills. You must be organized.
Responsibilities: Working with new clients. For details, write to the post office: companymail@mail.com
All questions by phone: 1673-8237

CUSTOMER SERVICE

Requires an employee with experience as an economist both in

ADVERTISING MANAGER

We need a girl over 22 years old. Possesses qualities: sociability, responsibility, stress resistance, ability to work in multitasking mode. Call now: 6922-3451

PART-TIME JOB

FARM ASSISTANT

Assembly of wooden structures, stretching of the grid, fastening polycarbonate, digging wooden columns for the fence, sorting products, digging and more.
Call us: 5414-4805

BABYSITTER

A responsible girl over 18 years old is required to look after a 2-year-old child.
All details by phone: 3649-2973

PIZZA DELIVERY COURIER

Permanent work requires couriers to deliver pizza around the city. Knowledge of the city and experience in posting is welcome.
Responsibilities: Physical endurance, activity, punctuality and responsibility, fulfillment of duties and all assigned tasks, pleasant appearance, adequacy and decency.
Details by phone: 4638-2828

CAR WASH. POLISHER

Car service requires employees to work continuously.
Working conditions: flexible hours, stable income, generous tips, provision with the necessary materials and tools for the job. Work experience is not required. We provide training.
Requirements: responsibility, energy. Age over 18 years.
All questions by phone: 5283-1672

DOGSITTER COURSES

Do you need a job? Do you like animals? Do you have some free hours per day? If you answered yes to these questions - call us! Nanny courses for dogs. We will teach you to understand the nature of the pet. An individual approach to each pet, the secrets of a pleasant walk with the dog. Hair and claw care. After our courses you will become the perfect carer for your pets.
Telephone recording: 2341-5161

IT - COMPUTERS

HTML PROGRAMMER

The group of companies, a leader and an expert in its segment for the

C # PROGRAMMER

The group of companies, a leader and an expert in its segment for the production of equipment for gas stations, in connection with dynamic development, invites the C # programmer to cooperate on an ongoing basis. Requirements for the candidate: Higher technical education in the field of "Information Technology". Skills of a software developer for at least 2 years. Experience with C #. Knowledge of WPF, EF. Experience with MySQL, FB, MSSQL database. Able to work in a team for the result, passionate about his profession.
Our email: groupcomp@mail.com
Call us: 5527-1673

PHP PROGRAMMER

Requirements: Experience in the specialty. Excellent knowledge of modern web technologies. The desire to learn new technologies and innovative programming techniques. The ability to read and edit someone else's code. Decent salary (depending on qualifications). Bonuses for good work. Work in a cozy, spacious office. Work with large, interesting and significant projects. Teamwork of professionals. Friendly team. Opportunity for professional growth. Bonuses for good work.

Source: https://www.completepayrollsolutions.com/blog/job-posting-examples/

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Position Listing Example

- Job Title: Circular Designer
- Job Description: Creative individual needed to design a monthly circular, featuring retail items that are on sale. This individual may work flexible times to meet deadlines. Some remote work possible. Hours are typically Monday – Friday, 8 am – 5 pm with an hour lunch.
- About the Business: Retail, Inc. is a small, family-owned business based in Ohio. Our company was founded in 1964. We have 16 locations throughout the state.
- Company Culture (What it's like to work here). – We like to think our company is made up of many families! We value positive attitudes, problem solving abilities, and customer service skills.
- Qualifications Needed for Position: Graphic Design Degree or Equal Experience. Must know how to use Adobe Creative Suite.
- How to Apply: We accept resumes along with our application. Please stop by our corporate office at 123 Sesame Street to apply in person.

Source: https://www.completepayrollsolutions.com/blog/job-posting-examples/

Where can we post our position listing?

Free to no cost:

Social Media:

- Linked In
- Facebook
- Instagram
- YouTube

Personal Website

- Join our team page
- E-mail Blast

Job/Community Boards

- Typically 1 free listing

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Where can we post our position listing?

Paid Advertising

- Print/Newspaper/Magazine/Flyers
- Online Newspapers
- Radio
- Online Recruitment Boards
  – Monster, Indeed, ZipRecruiter, CareerBuilder
- Television
- Industry Related Websites
- Digital Ads

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Recruiting through Facebook:

Pros

- Free
- Lots of people see it!

Cons

- Lots of people see it (and apply)
- Can make it hard to determine serious applicants from non-serious

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Recruiting through Instagram, Twitter, and others:

Pros	***Cons***
• Free	• Smaller viewing audience • May not work for some businesses • Smaller room for text, photos more prominent.

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Recruiting through LinkedIn:

Pros

- Free (1 listing at a time).
- Professional social service
- Typically, more serious applicants

Cons

- Smaller viewing audience
- May not work for some businesses
- Ads can become stagnant

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Recruiting through online career boards:

Pros

- Free (1 listing at a time).
- Access to lots of applicants

Cons

- Lots of applicants
- Impersonal
- Technology issues

Social Media Preferences

According to Pew Research Center, the most used social media platforms in the United States are currently Facebook and YouTube. Different generations are on this media for various reasons. In another study by Pew Research Center, 72% of Americans use social media.

Pew Research Center estimates 7 out of 10 United States Citizens use social media.

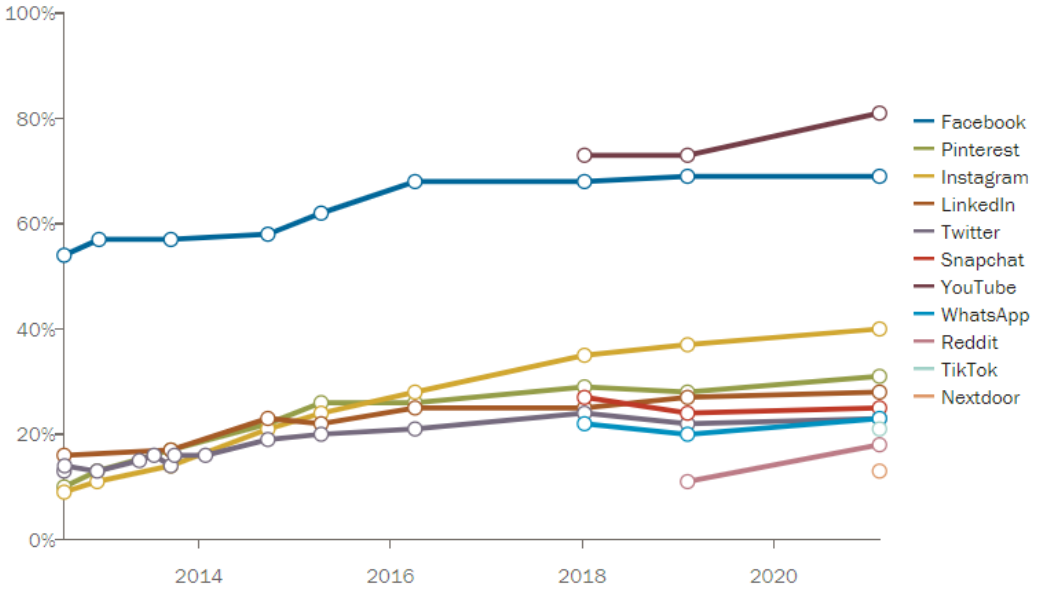
https://www.pewresearch.org/internet/fact-sheet/social-media/

Which social media platforms are most common

YouTube and Facebook are the most-widely used online platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2012-2021.

PEW RESEARCH CENTER

Social Media: Don’t wake the sleeping giant!

Social media issues for recruitment marketing:

- Lots of people see it
  (and apply.)
- Can make it hard to determine serious candidates from non-serious
- Unconscious biases may exclude the right candidate
- Social media may minimize all the data you need to see, or candidate needs to see
- Not all candidates are on social media
- Difficulty protecting your brand

Social Media: Weeding-Out Overwhelming Responses

- In your job listing, require an in-person task or phone call to be completed.
- You can also require a file to be added, read, or listed in the application – an item that has to be read and responded to by a serious candidate.

How to know if a candidate is serious?

- Lack of effort is the number one sign of a candidate's desire for the position. Lack of effort in completing the application, submitting a resume, or meeting for an interview.
- Remember that different generations have been taught different acceptable means for attaining a job.
  - Older generations were taught to follow-up with a phone call or thank you note for interviews. Newer generations may not do this. Newer generations may consider this trespassing on the employer's time. Do not always expect a follow-up from a prospective employee after an interview, unless you specify in your directions that a follow-up is necessary.

Source: https://coburgbanks.co.uk/blog/assessing-applicants/13-signs-a-candidate-is-wasting-your-time/#:~:text=A%20candidate%20who's%20passionate%20and,the%20depths%20of%20the%20business.

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How to know if a candidate is serious?

- Good questions to include (especially on an online application) for a candidate are: What part of this role interests you? When would you want to start? What is your motivation to work?
- Do you have any questions about the job? (Serious candidates typically show that they have researched your company. They may or may not have questions. Most serious candidates will have at least one question about pay, benefits, or scheduling.)
- Remember real incidents occur that may keep a person from making an interview (medical emergencies, traffic issues). A serious candidate will apologize for missing the interview or may even call ahead to reschedule. If an interview is missed without follow-up, the candidate is most likely not serious.

Social Media Cut-Offs

Most social media is not going to allow for the full "good" job listing to be posted.

For a candidate to get all your information, make sure the entire listing is available on your website or another place – like a job board. You will need to provide a direct link to the full version of the listing in a social media post.

Social media, online, and digital advertising typically work best when used in conjunction with one another.

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Unconscious Biases

Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing.

(Social Media Profile Pictures or Posts can influence the hiring process).

Source: https://diversity.ucsf.edu/programs-resources/training/unconscious-bias-training#:~:text=Unconscious%20biases%20are%20social%20stereotypes,organize%20social%20worlds%20by%20categorizing./

Difficulty controlling the brand

Controlling social media can be a daunting task. Basic things to help – even for small business:

- Have a social media policy for all workers
  - What can you and your staff post about your brand? Some items? Nothing?
  - Protect brand assets like logos, photos, trademarks, etc. (Can use watermarks.)
  - What are the consequences internally for not following the policy?

- Post only brand appropriate content. Do not get involved in controversial issues that have nothing to do with your company.

Source: https://www.legalzoom.com/articles/5-tips-to-protect-your-brand-on-social-media

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Difficulty controlling the brand

- Take control of conversations. Remove content that is unsuitable. Respond appropriately to any issues.

- Approve posts. Have a checks and balances before posting. Proofread post before posting.

- Hire the right person for the job (if someone else is handling social media). Younger persons may be great at working the social media interfaces and software, however, that does not necessarily mean that a younger person will have knowledge to answer questions or respond professionally and personably.

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Recruiting through YouTube:

- Use video to target talent and display your company culture
- Discuss benefits
- Show how your company values employees
- Employee testimonials

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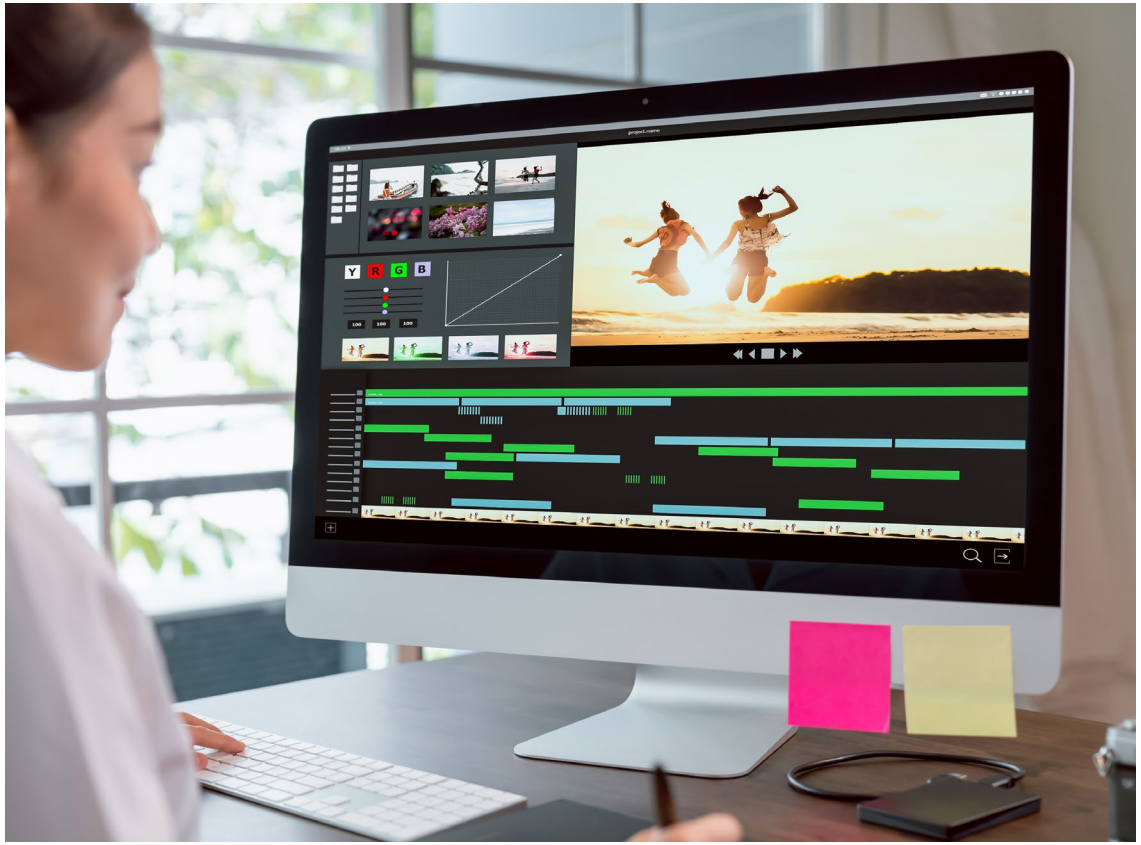
Recruiting through YouTube:

- Example of a Candidate Journey
- You can use video to inform employees how to properly apply (serious candidates).
- Set expectations for future employees

Basics for creating a Recruitment Video for YouTube:

- Create a YouTube Account (this is free).
- Link YouTube Account to your website, social media, or other online resources so you can easily share your videos.
- Include links to your website in the video upload.
- Keep videos short, sweet, and to the point. Under 3 minutes or less is recommended.
- If using testimonials, keep them as genuine as possible.
- Don’t feel comfortable making a video yourself? Ask the SBDC for resources!



Free to Low-Cost Video Editing Software

- Canva

  https://www.canva.com/design/DAFhC34NMtM/yMmFIjdWyJPCjWKCMfoLNw/edit

- iMovie

  https://filmora.wondershare.net/?gad=1&gclid=CjwKCAjw0ZiiBhBKEiwA4PT9z-WKaPCNPWzJnDiL6ORlUvh_REMN99b6nwG_yCZwxg3NHqpIoLf4MRoCqSUQAvD_BwE

- Adobe Express

  https://www.adobe.com/express/create/video/youtube

Not all candidates are on Social Media

How do you recruit across generations? Where can you find the other 28% of applicants?

Source: https://diversity.ucsf.edu/programs-resources/training/unconscious-bias-training#:~:text=Unconscious%20biases%20are%20social%20stereotypes,organize%20social%20worlds%20by%20categorizing./

Generational Outlook Snapshot

According to a report by Australian research group McCrindle Research, historically, generations were defined as birth of parents to birth of offspring, now, due to changes in the ways and times we have families, sociologists are defining generations a little differently. The newer generations are now typically divided in 15-year increments. Currently the generations in the workforce include:

- Baby Boomers – 1946-1964
- Gen X – 1965-1979
- Gen Y (Millennials) – 1980-1994
- Gen Z – 1995-2012

Upcoming generation:

- Generation Alpha – 2013-2025

A quick, funny outlook on different generations taking a work phone call:

https://www.facebook.com/reel/3834234230136352/?s=ifu

Source: https://generationz.com.au/wp-content/uploads/2019/12/Understanding_Generation_Z_report_McCrindle.pdf

Generational Outlook Snapshot

- Baby Boomers – 1946-1964
  - Baby Boomers have lived through and have created much change. They are adaptable. This generation is expected to maintain leadership roles longer.
- Gen X – 1965-1979
  - Considered a bridge generation. Understands the work ethic and focus of the Baby Boomers and can emulate it. Can connect with Gen Y – understands the culture, views, and workplace attitudes.
- Gen Y (Millennials) – 1980-1994
  - They have been stereotyped as "fickle", "snowflakes". However, this generation highly invested in their education and will look for opportunities for education and growth as an individual. This generation has shown stability in family building and is focused on family and work life balance. Surprisingly for this generation, work will be secondary to providing a stable family environment. They will look for opportunities with "family-friendly" employers.
- Gen Z – 1995-2012
  - Diverse. Diversity has been an open and honest topic with this generation since birth. Their early years included the first black president and the legalization of gay marriage. Multiracial households are common. They have been exposed to digital items since birth. This has been good and bad for this generation. Online communication and technology use is optimal. Interpersonal social skills may be lacking. This generation is known as the loneliest generation. Their hours online have created feelings of isolation and lack of creating interpersonal relationships. (Think too of how we all had to live during COVID). This generation is concerned with finances, as they have been born to parents who financially struggled with housing and other financial issues during the Great Recession.

Sources: https://generationz.com.au/wp-content/uploads/2019/12/Understanding_Generation_Z_report_McCrindle.pdf
https://www.aecf.org/blog/what-are-the-core-characteristics-of-generation-z

Recruitment Marketing to the 28%:

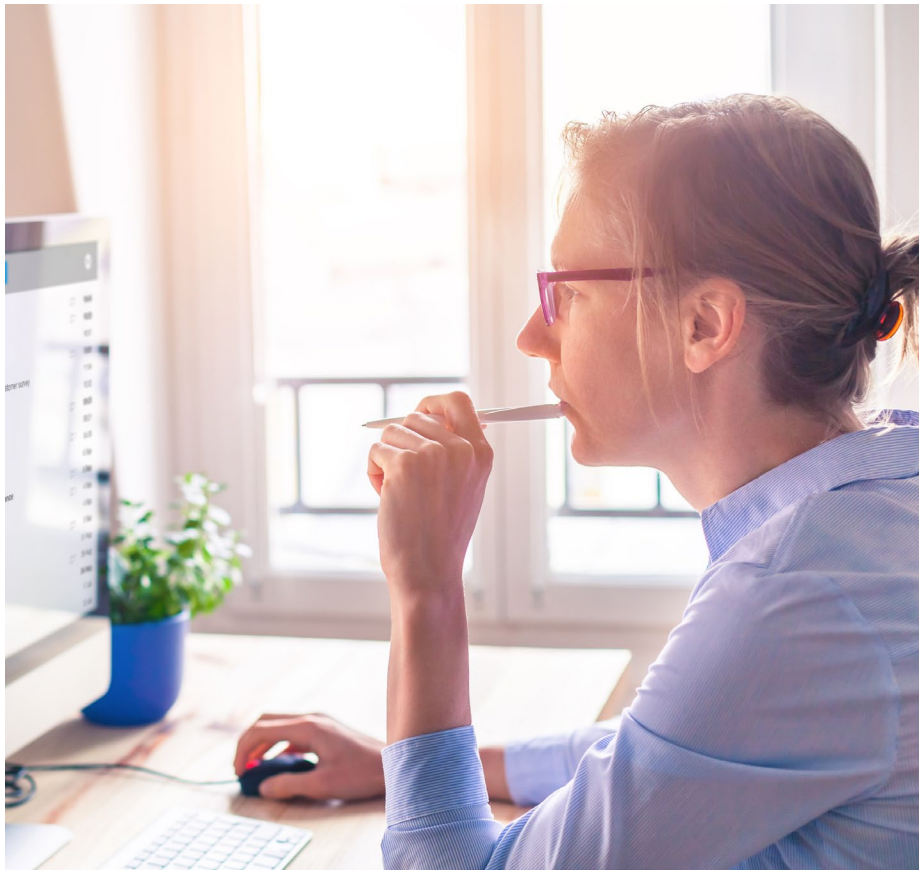
Social media is not only a generational issue. There are many reasons some people refuse to use social media.

Some of these reasons are privacy and bullying concerns, technical issues (not everyone always has access to the internet), and personal values and beliefs.

Source: https://www.ephatech.com/people-who-dont-use-social-media/

Recruitment Marketing to the 28%:

- E-mail
  - Newsletter
  - Specific Job Blast
    - If you do not have a database, you can pay for a service to e-mail to targeted databases. This can cost $200 or more for one email.
- Print
  - Public Flyer
  - Newspaper
- Radio
- Television
- Digital Advertising
- Snail Mail
  - Targeted Mail – Can Use a Mailing Service
  - Or – target an area using the United States Postal Service Maps



Why is the hiring process important?

- Good employees bring new ideas and abilities to your business.
- True treasure employees will help your business grow.
- Don’t rush to fill an opening. For less turnover, look for the “right” candidate.
- The “right” employee will improve your brand and reputation.
- Turnover costs a business – both time and money.

Customer Service Issues Are Caused by:

- Hiring the wrong people
- Lack of training
- Employee burnout
- Misunderstanding customer expectations
- Lack of employee engagement
- Not knowing your customer or where to find them (social media)

Internal Recruitment Marketing to Candidates

Why would you want to recruit market internally?

- Promotion
- Succession Planning
- Restructuring

Source: https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/recruitinginternallyandexternally.aspx/

Internal Marketing to Candidates

Methods of Internal Recruitment

- Promotions – viewed as a reward to an employee for a job well done
- Transfer – skills needed in a different area of the business or physical location
- Role Change – an employee may be better suited to another role
- Reorganization – company is restructuring and wants to keep employees – employees may take on new roles

Internal Recruitment Marketing to Candidates

How do you internally recruit?

- Post open positions internally: breakroom, announcements, internal newsletters.
- Ask for nominations by management or other staff members.
- Create a database of knowledge, skills, and abilities.
- Communicate openly about positions, wages, benefits.

Source: https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/recruitinginternallyandexternally.aspx/

Application Process:
Why do some places require an application?

- It makes finding pertinent information easier. The pertinent information is located in the same place on your application, and you do not have to search through a resume to find the info needed to schedule an interview or for other contact needs. Most employers require an application submitted alongside a resume.

Application Process: What's needed on an application?

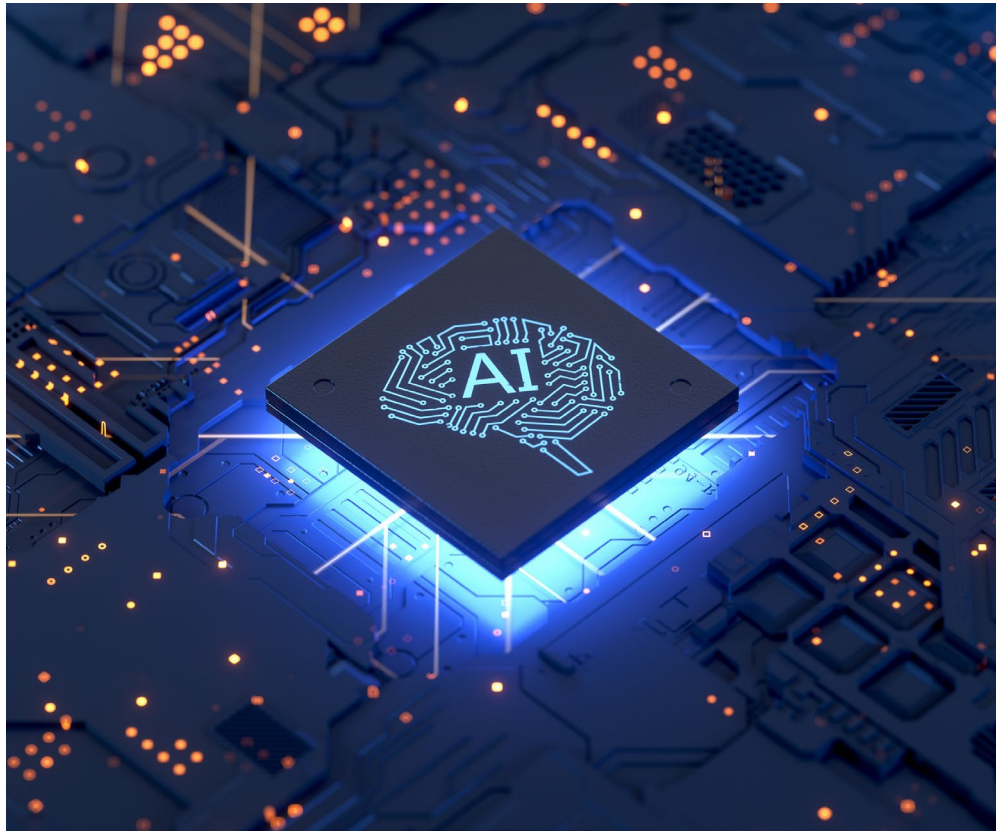
- Name of applicant.
- Contact information, including phone and email.
- Education history.
- Work experience.
- Professional references (optional)
- Availability (e.g., weekends, night shift)
- Applicant signature and date.

Source: https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/recruitinginternallyandexternally.aspx/

Application Process:
Using job boards or software for applications.

- It's recommended for small businesses to use technology to help with recruitment & recruitment marketing.
- You can market your job listings using online tools, often 1 listing for free.
- However, issues can occur with technology that may keep you from finding the best candidate for you. Be mindful that issues may happen. A poorly designed resume may be a translation error and not the error of the candidate.

Recruitment Marketing with AI (Artificial Intelligence).



AI (Artificial Intelligence) is now being used as a recruitment tool.

- AI may be able to write your job listings for you.
- AI may scan through resumes for you to save you time.
- AI may scan through video interviews.

Recruitment Marketing with AI

Source: https://techhq.com/2019/10/why-you-shouldnt-let-ai-choose-your-next-candidate/

Disadvantages to AI recruiting:

- Software is only as good as the person inputting the parameters.
- Impersonal.
- Software may make mistakes.
- It may eliminate neurodivergent applicants.

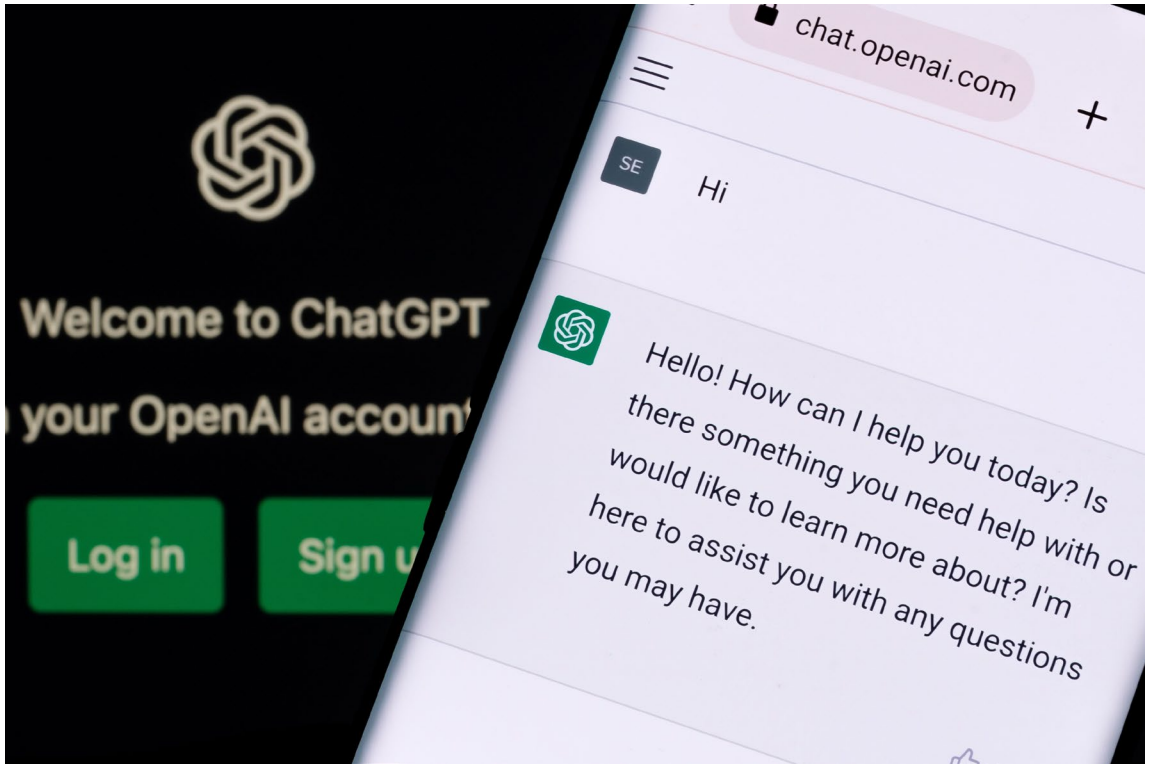
Advantages to AI recruiting:

- It may eliminate unconscious biases.
- Cuts down candidate list quickly.
- Reduces HR or hiring person's duties.

Free AI Tool for Recruitment Marketing:

ChatGPT

- Sign up with a Google Account and ask ChatGPT questions like:
  - Can you help me write a job description?
  - Can you help me create a job application?
  - What's the best place to advertise a job for a florist?



Recruitment Marketing Round-up:

- Remember recruitment marketing is another way for you to brand your business.
- Decide and represent your company culture through your branding and marketing.
- Make use of free tools and technology but be mindful of their limitations.
- Use resources through the Small Business Development Center and through Pike County Community Action to help you with your business!

Source: https://www.hrmorning.com/articles/best-practices-recruiting-hiring-talent/

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EST. 1870

WE SUSTAIN LIFE

Melanie Sherman, CBA
Venture Development Analyst

THANK YOU!

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Ohio Small Business Development Centers

SBA
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