



successworks

Using Social Media for talent management



Darcy Bevelacqua
Success Works
darcybeve@yahoo.com
917 520-0261

What is social media

Social media is a way to engage with employees, prospective employees, business partners and investors to positively influence their perceptions about your company. It is a 2 way dialogue using social communities, wikis, blogs and other forums to exchange information.



What are the social media benefits to HR?

- Increase On line candidates recruitment
- Build reputation in the marketplace
- Build evangelists for your company
- Build bridges to channel partners and employees
- Develop industry relationships
- Decrease training time –provide JIT training
- Reduce turnover by increasing connections
- Faster integration into the culture
- Understand employee concerns/issues
- Facilitate personnel effectiveness
- Increase collaboration and innovation
- Make remote employees feel part of the company
- Decrease the distance between remote offices



How can HR use social media ?



social media can be used across the employee lifecycle



to build and maintain relationships

Where are you now?



- No real long term plan in place
- HR needs are not defined and included in the IT roadmap
- Business case for social media development had not been approved by finance
- Struggling to do more with less resources

How to begin –short term plan

Internal Plan

- Define the HR social media strategy
- Develop user requirements
- Define the financial impact of participation
- Communicate the needs to the social media owner (IT /Marketing).
- Get consensus to move forward

External Plan

- Begin social media listening to determine the company's reputation
 - Identify key influencers
 - Identify key competitors
- Focus on developing and managing new hire referrals
 - Reach out to employees, friends of employees and partners
- Measure results
- Identify opportunities
- Develop social media plan roll out plan

Short term plan



Social Monitoring

- Variety of Listening tools
- Clipping services
- Multiple platforms: LinkedIn blogs, Facebook, industry forums, Twitter etc.



Engagement

- Development of content for distribution
- Influencer database
- Distribution of content and participation in LinkedIn, questions, white papers, videos, blogs, PR, surveys etc.



Measurement

- Measure cost per hire versus traditional sources
- Develop longer term metrics for quality of hires and retention
- Monitor length of time to fill openings

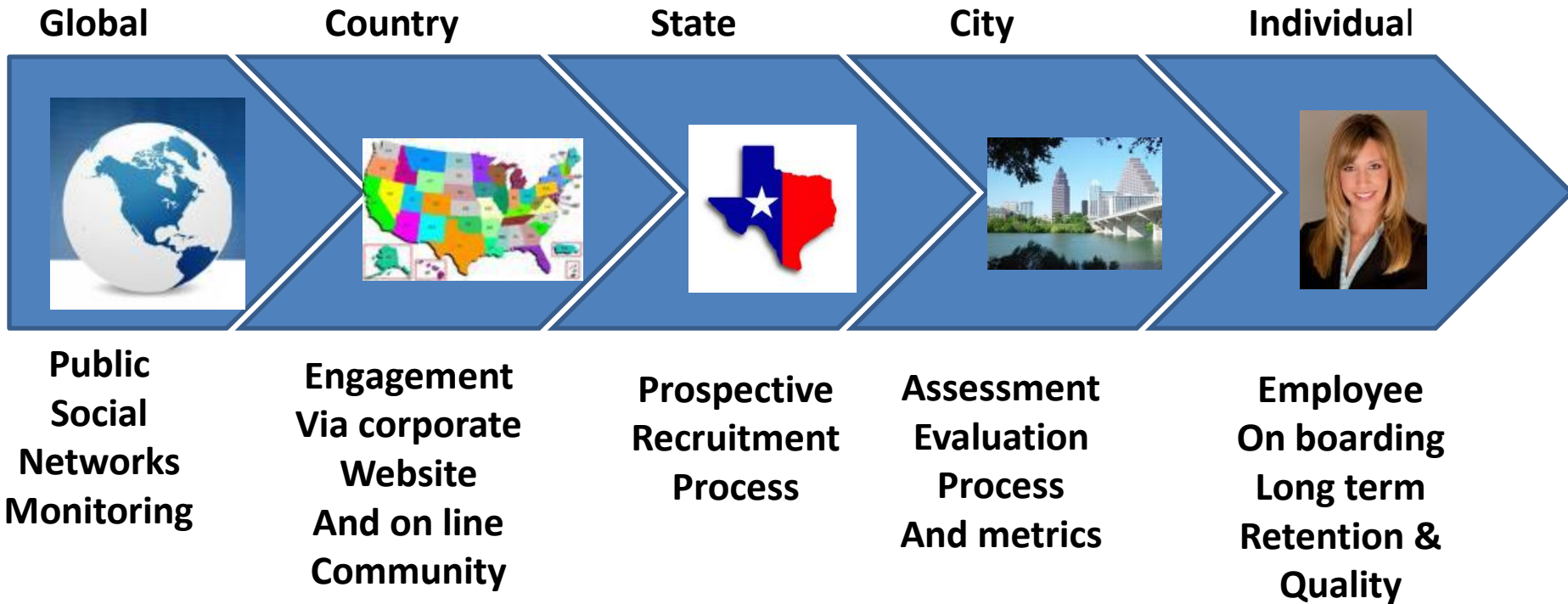


Roadmap

- Build roadmap for how to move forward
- Develop timelines
 - Costs
 - Resource requirements

to build and maintain relationships

How does it work?



What are the benefits?



Reduces risk by starting slowly with limited investments.

Enables organizations to produce bottom line results without a large upfront investment in people, process and technology infrastructure.

Gets HR involved with IT, Marketing and Finance to create a unified approach.

Targets the right social media platforms, influencers, and conversations to better understand and influence the market.

Builds reputation and buzz before you need it to help you stay in front of the hiring curve and get the best recruits.

Gives you a realistic picture of your reputation in the marketplace and how to leverage it for best results.

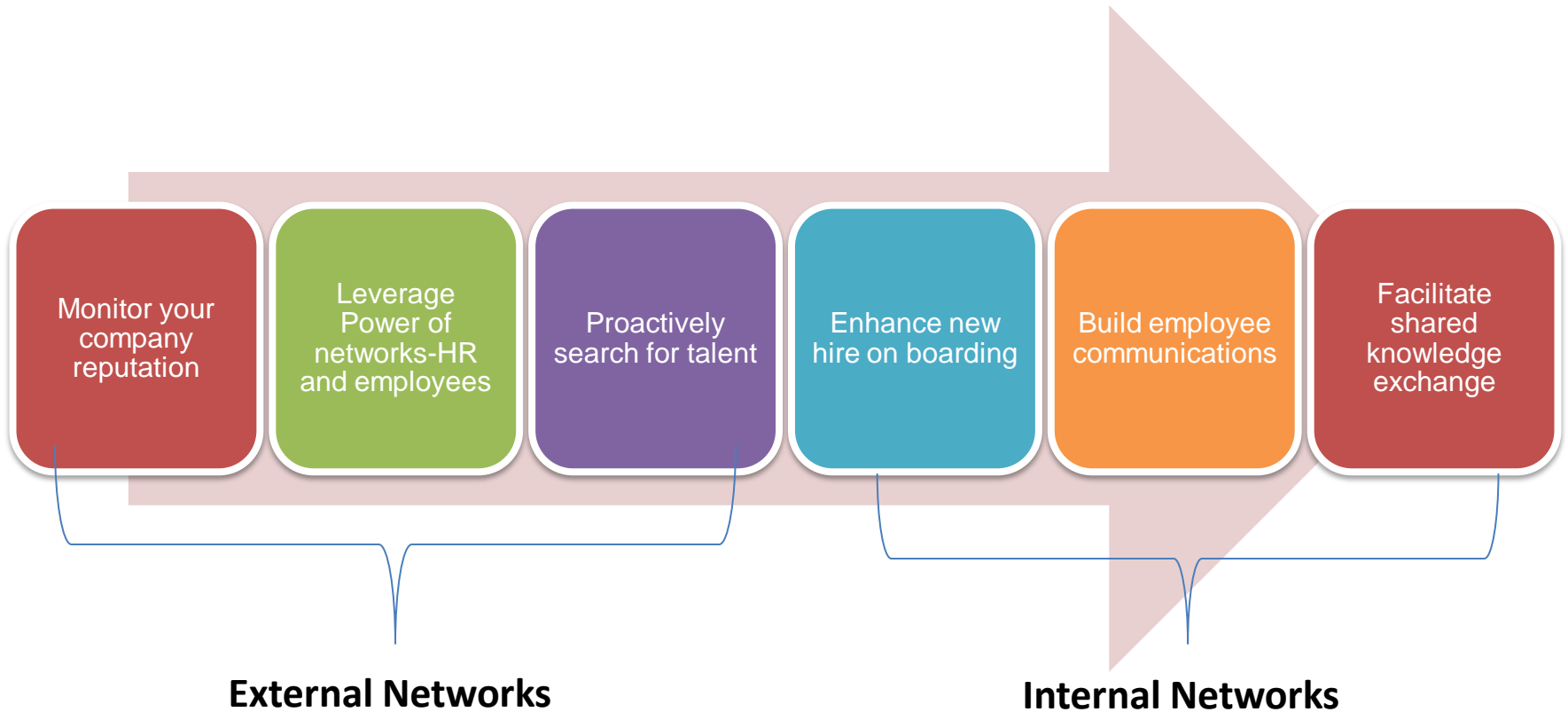
Leverages current staff, HR and public relations.



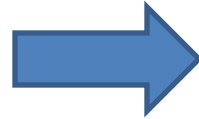
Where do I go from here?



Build the Long term roadmap



Social Media long term benefits



- Improved use of recruiting dollars –social media is cumulative rather than one time
- Ability to recruit the right talent more cost effectively
- Less elapsed time to hire and recruit talent
- Improved employee retention and productivity

Need help?



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Phone: 917 520-0261

Email: Darcybeve@Yahoo.com

Website: www.Success-works.com