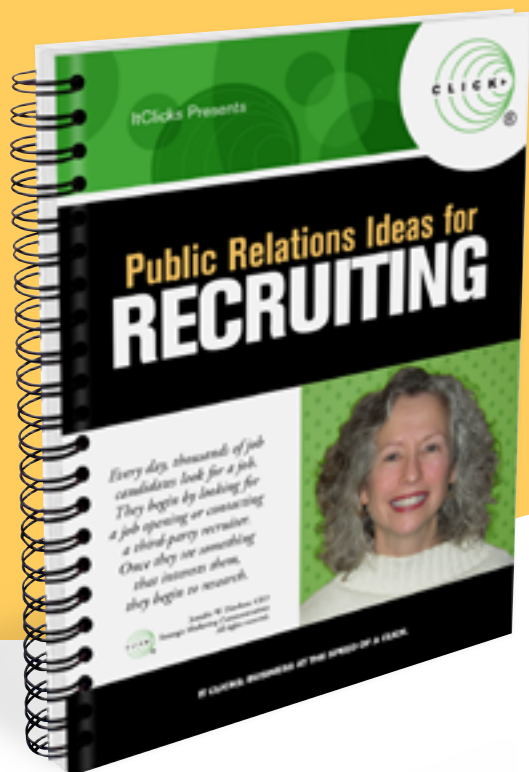




IT CLICKS. BUSINESS AT THE SPEED OF A CLICK.

PUBLIC RELATIONS IDEAS FOR RECRUITING



Every day, thousands of job candidates look for a job. They begin by looking for a job opening or contacting a third-party recruiter. Once they see something that interests them, they begin to research.

This may include checking your Website, joining online chat rooms about your company or industry, searching online, contacting friends or family that may know or have worked for your company, etc.



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Improving local visibility to help with recruiting efforts

Creating a recruiting effort = creating an image of your company as the absolute best place to work.

One of the primary ways of convincing applicants to work for your company is by building your brand as a great place to work.

The shift toward recruiting "employed" (passive) professional, GenXer's now means that a company must have a much more sophisticated marketing and PR approach to recruiting. Gen Y = recent college grads, too.

Take a few minutes a day and join chat rooms about your industry. Look at where the people are going that you want to recruit. Look at blogs on your industry.

You can control the information they receive. This is where a constant flow of PR is essential to having a successful recruiting process. This means creating a public image of your company where a quality candidate is going to look to your company to give them not only financial opportunities, but also a career where they can grow with the company.

1. STRATEGIC LEVEL

When any executive speaks internally or externally, they must mention how important recruiting is for the future of the company. It doesn't need to take five minutes, just a few seconds every time they speak. After a few months, the press will pick up on comments and begin asking questions about why it is important.

To make sure that your company is well viewed by the public in the region, executives need to speak at community or industry meetings about what the company is doing. If they speak at a luncheon where target recruits may be, mention that you have job openings. Speak at professional seminars, associations, and tradeshows.

Steps:

Human Resources (HR) Partnering with Marketing Communications and PR.

HR should attend job fairs, events and tradeshows to attract people.

Write press releases, articles, speeches, ads and direct mail materials that include some message about open positions. Make sure your Web home page lets job hunters know that your company is a good place to work. Include employee testimonials. You should have a career section on your site.

First – compile the company's "good stuff" list – all the reasons why people should work for you. This list will be used to pitch the "good stuff" items as individual story ideas to the media.

2. SOME OTHER PR OPPORTUNITIES

- Create a scholarship for the local college in your field of business to be awarded each year to one student. This will increase your visibility within that school and raise your profile to prospective graduates.
- Adopt-a-highway or local park– have employees volunteer to do clean ups.
- Create a fundraiser of your own to sponsor and have employees run it. Do a contest at work for ideas and pick the one that suits your company the best.

- Work with the local university to get your name on their preferred employers list. See if there is a fraternity or sorority at the university to work with. Also try to get your Executives in to do guest lectures.
- Pitch story ideas to the local and national media about your company's events.
- Let the media know about innovative training programs for employees. Today's job hunters want to work for companies that will train them for the next job.
- Target trade publications for story ideas about unique things your company is doing to attract and keep employees. Job hunters and new graduates frequently read the trades to find companies that are great to work for.
- Write articles about innovative things your company is doing and pitch to the big job boards and electronic pubs. Write about best practices in leading technical journals, trade journals and industry publications.
- Be willing to talk to the media about a labor shortage, and tell them what you are doing to recruit and retain employees. Write letters to editors of newspapers, magazines and trade pubs. Carefully weave into the letters reasons why your company is a great place to work and the type of people you hire.
- Ask employees to suggest story ideas. Ask for referrals. Institute an employee referral program with an incentive for employees to get your company name out there to their friends and family as a great place to work.
- Create an "experts list" and give it to reporters who cover your industry. The list should include people who can speak on various topics.
- Hold events to attract prospective employees, i.e., career fair day. Stage to increase press coverage. Let local newspapers, TV and radio stations know fun things you do as a company.
- Publicize your charity fundraisers, volunteer programs or anything else that positions your company as a good corporate citizen.

3.

ADVERTISING OPPORTUNITIES

- Advertise or sponsorships with sports events and / or venues including all events for charitable associations
- Sponsor or volunteer at well-publicized events
- Trade and business pubs; newspapers
- Coordinate advertising so that product ads also help attract workers and employment ads also sell the product and the brand
- Local radio show sponsorships and recruiting spots
- Banner ads