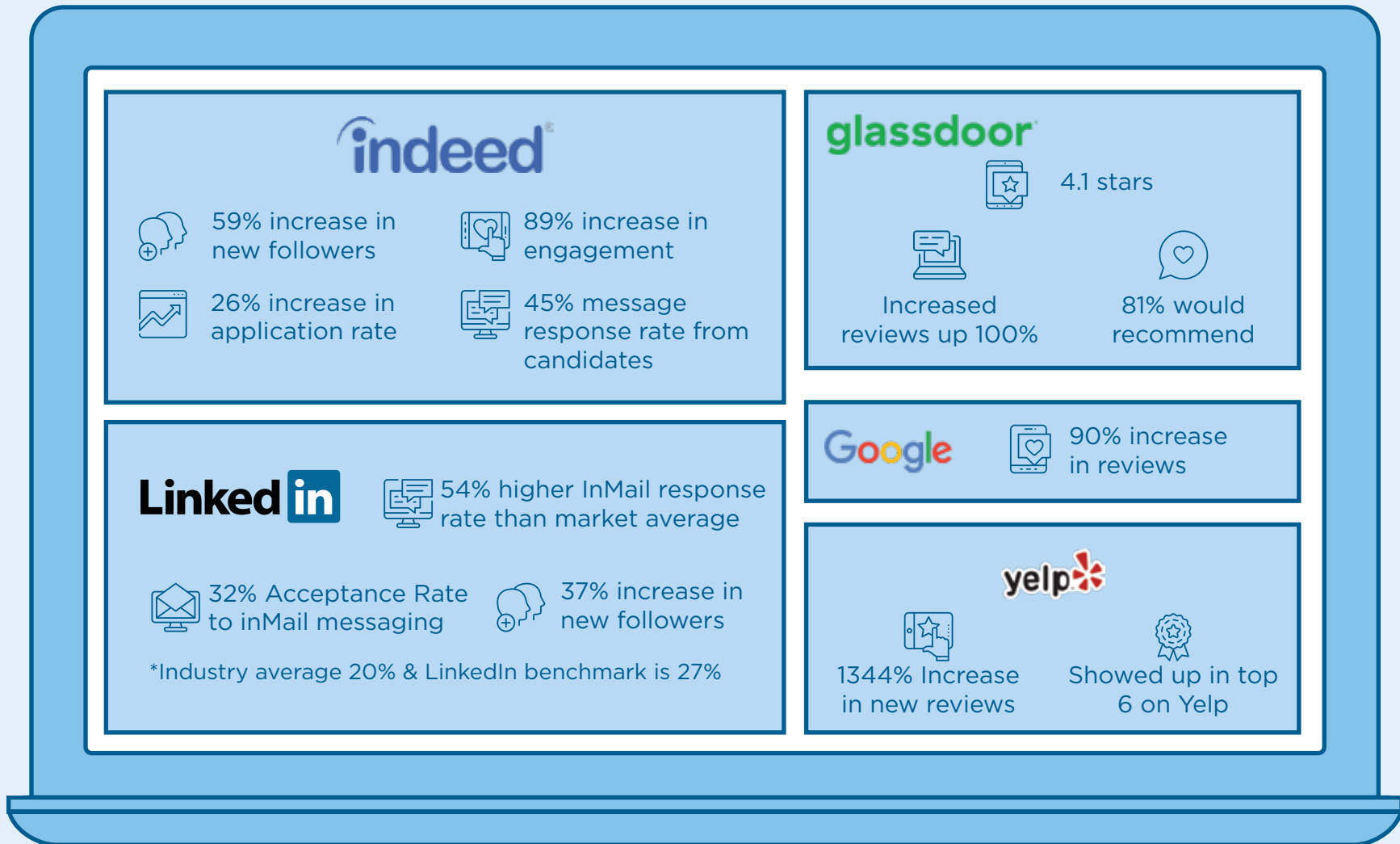


## **INBOUND RECRUITING:**

How to improve your online employer brand to increase candidate engagement

In the introduction of our three-part series on Inbound Recruiting, we highlighted the importance of creating a strong online employer brand in order to attract in-demand talent. By determining Eastridge's talent acquisition goals in order to implement new social media recruitment strategies, we witnessed some impressive results:

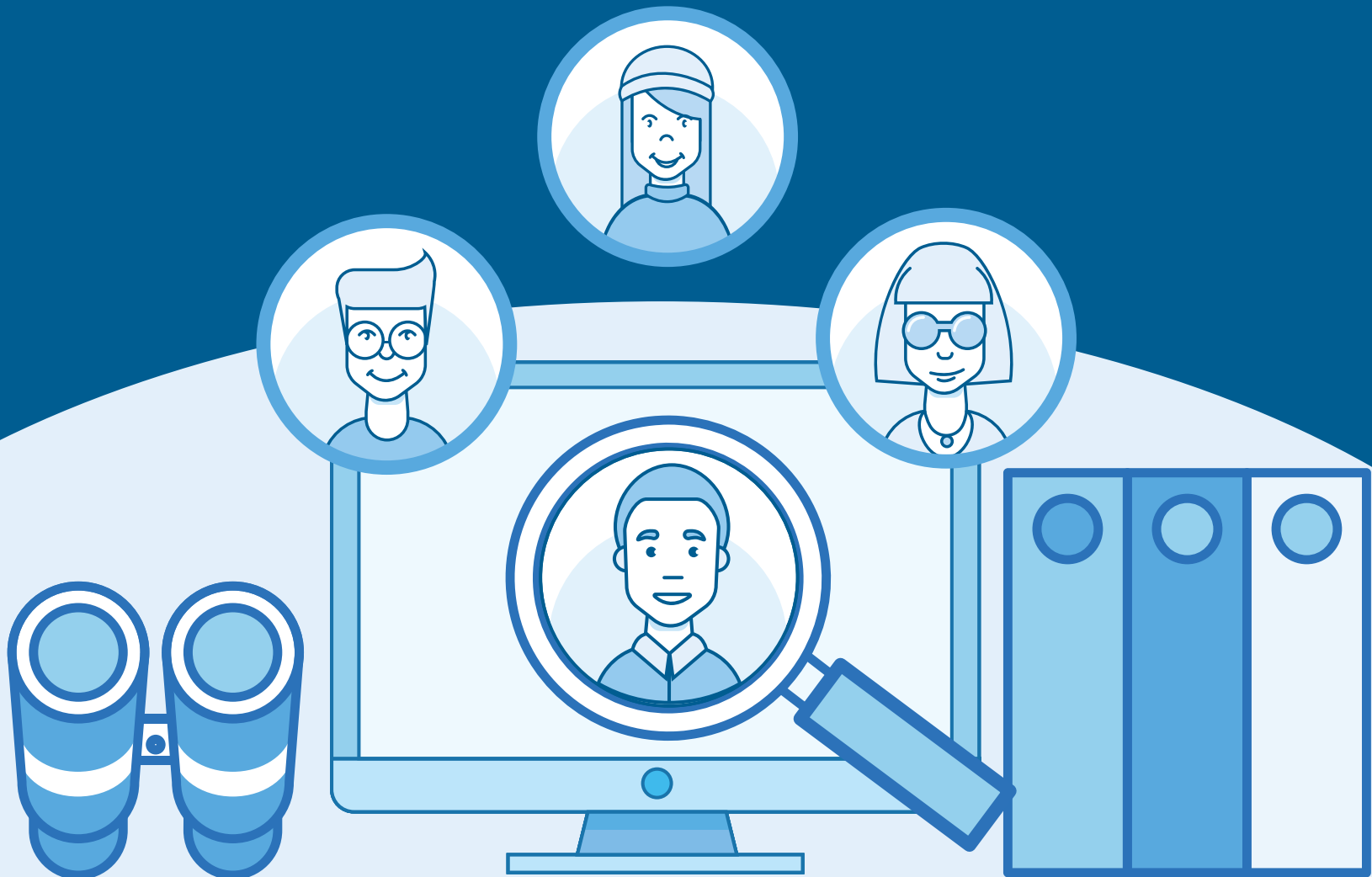


In today's tightening job market, it is critical that your company look to increase its employer brand online to attract talent! In this eBook, we'll explore how Eastridge grew its online employer brand and provide practical tips your company can implement along the way.

## Determine Your Audience

Who are you looking to attract to your organization? Based on your talent acquisition needs, determine which job sites your ideal candidates are visiting the most. To determine this, consider the salary of the position you're filling, as well as industry, function, and experience required. For example, you'll have better luck finding professional-level candidates on LinkedIn versus Craigslist.

Once identified, tailor your strategy and budget to reach this audience on a platform that they are already visiting. Without identifying your audience, you take the risk of wasting resources, time and energy to grow your employer brand.



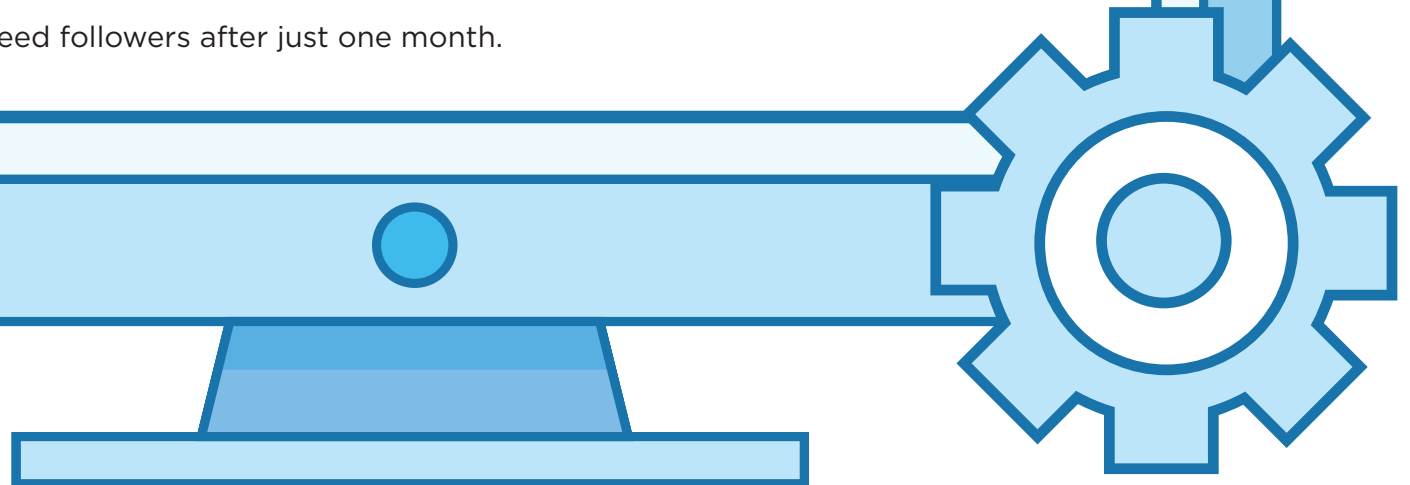
## Update Your Content

An outdated company profile that offers little or irrelevant information will run the risk of driving potential employees away. To showcase your culture, include relevant employee testimonials that help describe your company culture (mission statement, values, awards), benefits (medical, dental, 401k, tuition reimbursement, paid holidays) and perks (like Summer Fridays, company-wide contests or corporate discounts), and recent pictures of community outreach events and company or office outings and events. Showcasing your brand and what makes your company exemplary will help attract talent in a tightening job market.

Eastridge Workforce Solutions saw an 89% increase in engagement and a 10% increase in the number of applications we received in one quarter.

After revamping our Indeed profile, Eastridge Workforce Solutions saw an 89% increase in engagement and a 10% increase in the number of applications we received in one quarter. We also provide regular company updates, so our followers stay up-to-date about upcoming job fairs, our social media happenings, and more.

Before we started posting these updates, we received about a .5%-1% increase in Indeed followers month to month. After we started to post these company updates, we saw a 9% increase in our Indeed followers after just one month.




## Respond to Reviews

In addition to identifying with your culture, candidates want to know how your company addresses critiques. Implementing a consistent review response strategy is another important aspect of practicing your company's brand voice for candidates.

By establishing response templates and response times for every review scenario (both positive and negative) your company can control the narrative by proactively addressing miscommunication and identifying room for improvement. Responding to reviews with care will, in turn, encourage more positive reviews and increase your company's online presence. Since committing to responding to every review within one week, Eastridge saw a 100% increase in Glassdoor reviews, 1,344% increase in Yelp reviews, and a 90% increase in Google reviews.

Eastridge was also able to increase reviews across every platform by implementing internal email campaigns amongst our recruitment teams. Recruiters were provided with quality control training for their candidates, encouraging them to share their experience on Yelp, Glassdoor, Google and Indeed. We also provided all of our locations with front desk signage to further promote candidate reviews. After implementing these strategies at Eastridge, we saw an influx of candidates and clients requesting specific recruiters having seen positive reviews across our platforms.



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## About Eastridge Workforce Solutions

If your organization is struggling to keep pace with the rapidly evolving recruitment landscape, Eastridge can provide consultative support and guide you from 'post and pray' to proactively pursuing an in-demand candidate community via social media. Contact one of our experts today to learn more about our social media recruitment practices and how partnering with Eastridge can simplify and accelerate your hiring process.

Since 1972, Eastridge Workforce Solutions has provided full-service talent acquisition and management solutions for Fortune 500 companies across North America. Ranked as a top professional recruiting firm by Forbes and in the top 1% of firms by Staffing Industry Analysts, we are proud to help over 20,000 associates find jobs across all major industries every single year. With strategic contingent workforce management programs and comprehensive staffing solutions powered by our proprietary technology platform, Eastridge Cloud™, we make it easy for our clients to attract and manage a skilled workforce.

