

A person is shown from the side, holding a smartphone. The background is a warm, golden sunset with bokeh light effects. The person is wearing a dark jacket and a silver watch. The overall mood is professional and modern.

Recruiting through Social Media

IBM Employment Branding attracts candidates to this industrial technology company through social messaging



Insight

Misperceptions hindered talent acquisition

Recent restructuring changes were hindering perceptions of what it's like to work at this organization. Although the company wasn't in an active recruiting period, these perceptions intervened with the company's ability to recruit top candidates quickly.



Idea

Discover and communicate the authentic company culture

IBM Employment Branding, a division of IBM Talent Acquisition Optimization, developed compelling messaging for the company's social media platforms — Twitter, Facebook and LinkedIn — to express the company's authentic culture.

Through ongoing content creation and management of candidate conversations on these platforms, IBM Employment Branding communicated the characteristics of a successful employee, information about the hiring process, and social proof through career spotlights and employee testimonials.

Content for social media posts is based on key themes of the client's culture that IBM Employment Branding uncovered through in-depth culture research:

- Brilliant solution seekers — employees see problems as challenges and enjoy solving them
- Proud past, better future — the organization has a proud history, a loyal workforce and world-class products
- Cut your own path — employees have the ability to develop their skills and build a career path at the company
- People skills required — people skills are just as important as technical skills
- We do things right — this company doesn't compromise on its code of ethics . . . ever



Impact

Increased social media traffic and improved perceptions

The average cross-channel (Facebook and Twitter) engagement per post jumped 185% in the first three months the strategy was live. Consistent, proactive social media messaging has changed perceptions by:

Providing a great candidate experience.

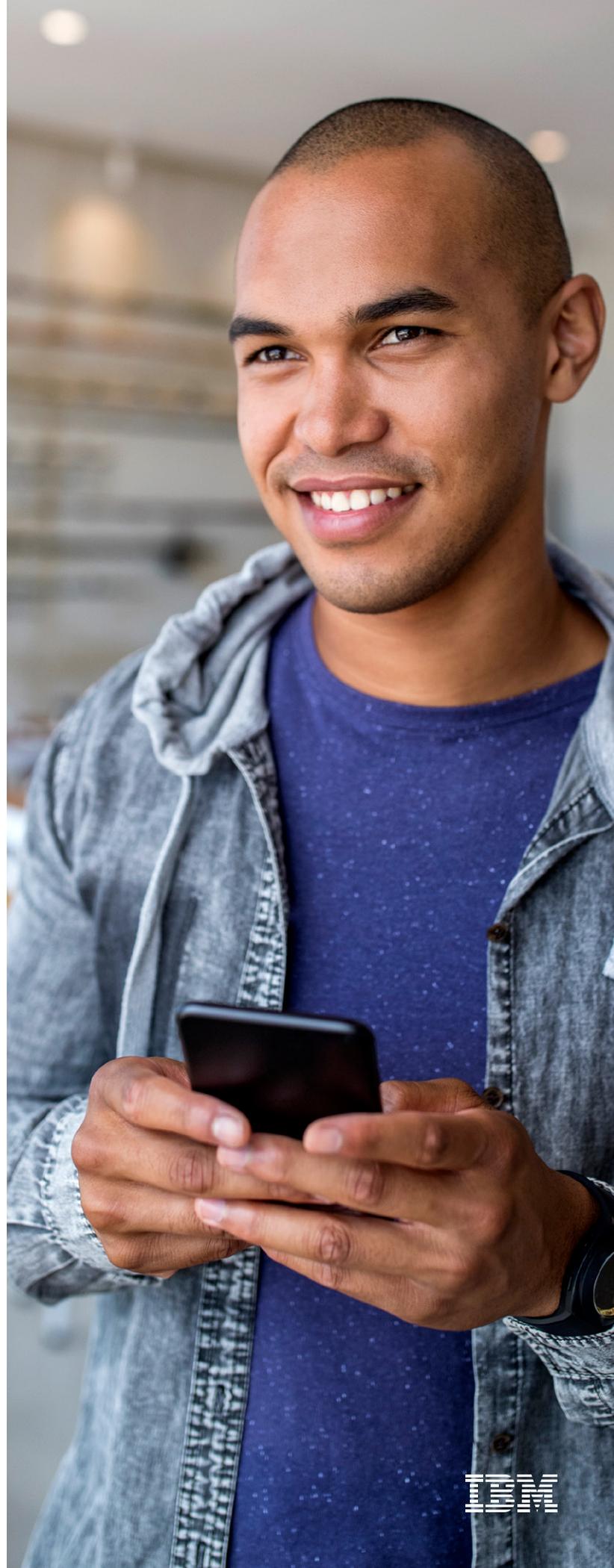
Candidates have a platform for expressing their interest in working for this industrial tech company. In addition, any candidate who engages in conversation with the organization on social media is responded to quickly and given as much detail as possible to their inquiry.

Connecting candidates with recruiters.

Because the company is also an RPO client of IBM Talent Acquisition Optimization, the social media manager can connect candidates who engage with the company on social media directly with the appropriate recruiter. The recruiting team is able to connect these candidates with opportunities that align with their skill sets.

Showing that a strong career is possible at this company. Candidates can see themselves learning and growing in a meaningful career.

Creating brand ambassadors. Its employees are an important part of the company's social media audience. They have access to content that they can share on their own feeds to express their excitement and passion for working for this organization.

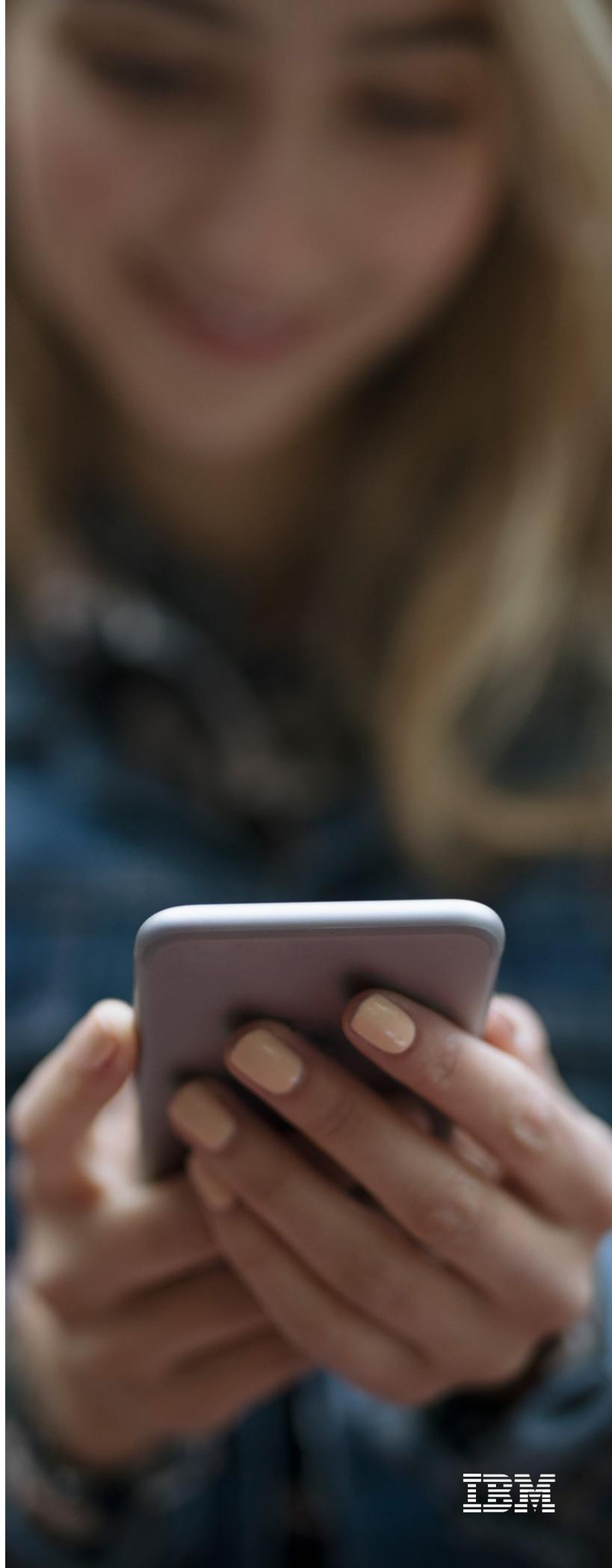


“Our overall experience partnering with IBM Employment Branding has been a positive step in communicating with prospective team members we may not otherwise attract,” said the client’s Human Resources Director. “IBM’s practical yet creative solutions have helped to accurately position our company’s culture and is telling our value proposition story to both internal and external talent.”



For more information

To learn more about IBM Employment Branding, visit ibm.co/TAO



© Copyright IBM Corporation 2019

IBM Corporation
IBM Global Business Services
Route 100
Somers, NY 10589

Produced in the United States of America
January 2018

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or TM), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. Other product, company or service names may be trademarks or service marks of others. A current list of IBM trademarks is available at "Copyright and trademark information" at: ibm.com/legal/copytrade.shtml.

The content in this document (including currency OR pricing references which exclude applicable taxes) is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The performance data discussed herein is presented as derived under specific operating conditions. Actual results may vary. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NONINFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



Please Recycle

