



**thread** presents



# *Recruiting* digitally

**Your brand presence online,  
compliance commitments, and tips  
and templates to get you started**



# ABOUT US

## BARB COLLINS

FAVORITE COLOR:



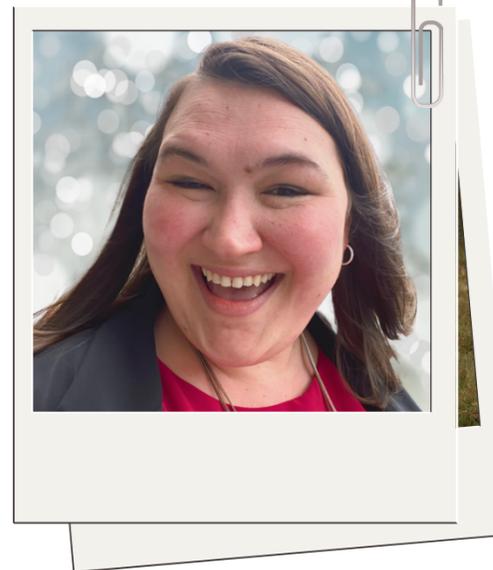
WALK UP SONG:

Only One King - Jung Youth



Three words that best describe me:

Creative, evolving, empathetic



1. I won an Emmy in 2006 for a student documentary on ACL tears.
2. Avoiding folding laundry is my speciality
3. Breakfast foods are my absolute go to

## CHRISTINA FIORENZA SPHR

FAVORITE COLOR:



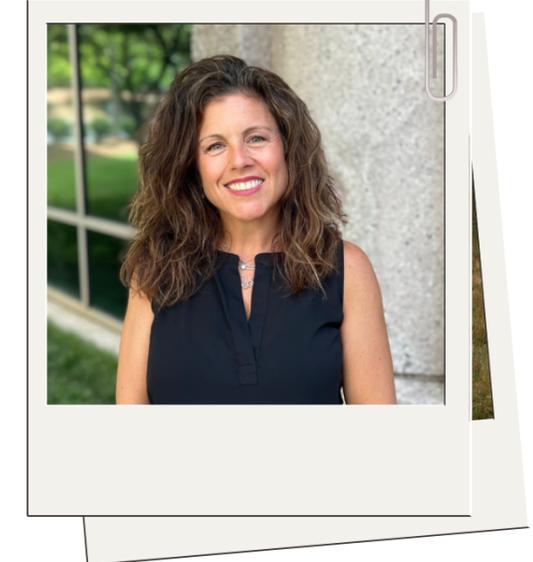
WALK UP SONG:

What Doesn't Kill You Makes You Stronger - Kelly Clarkson



Three words that best describe me:

Loyal, Positive, Organized



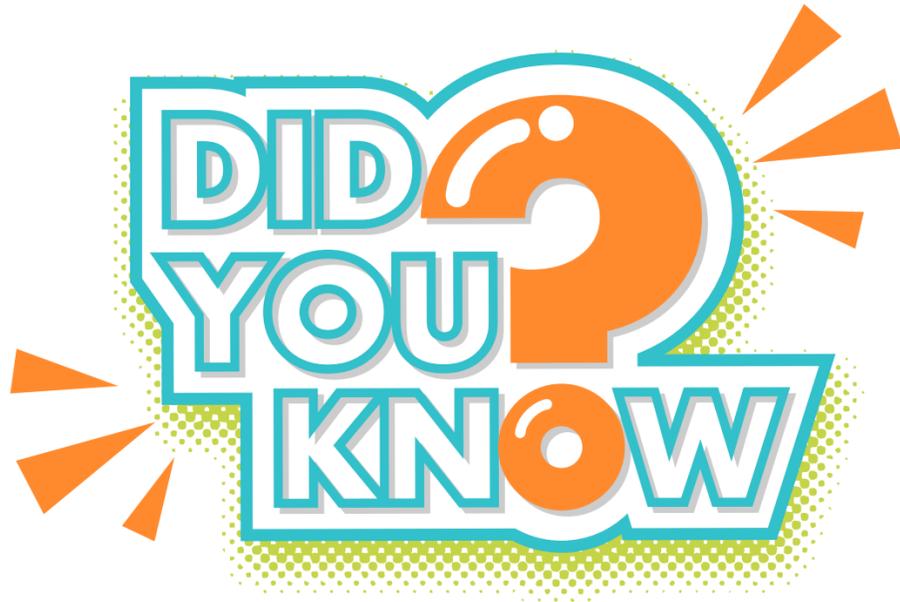
1. I attended high school in Brussels.
2. My favorite place to be is the beach!
3. My favorite pizza topping is cheese. I love cheese!



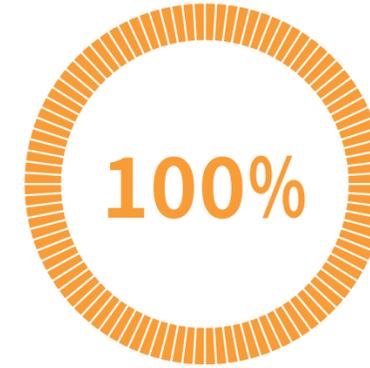
# Agenda

- The Why - Statistics & Your Brand
- Whose job is this?
- Types of Recruiting & What Candidates Want to See
- Compliance Concerns
- Practical Tools and Tips & Examples (Working session!)
- Summary
- Q&A





of companies are using social media for recruiting



of new Threadheads mention our socials as one reason for joining our team

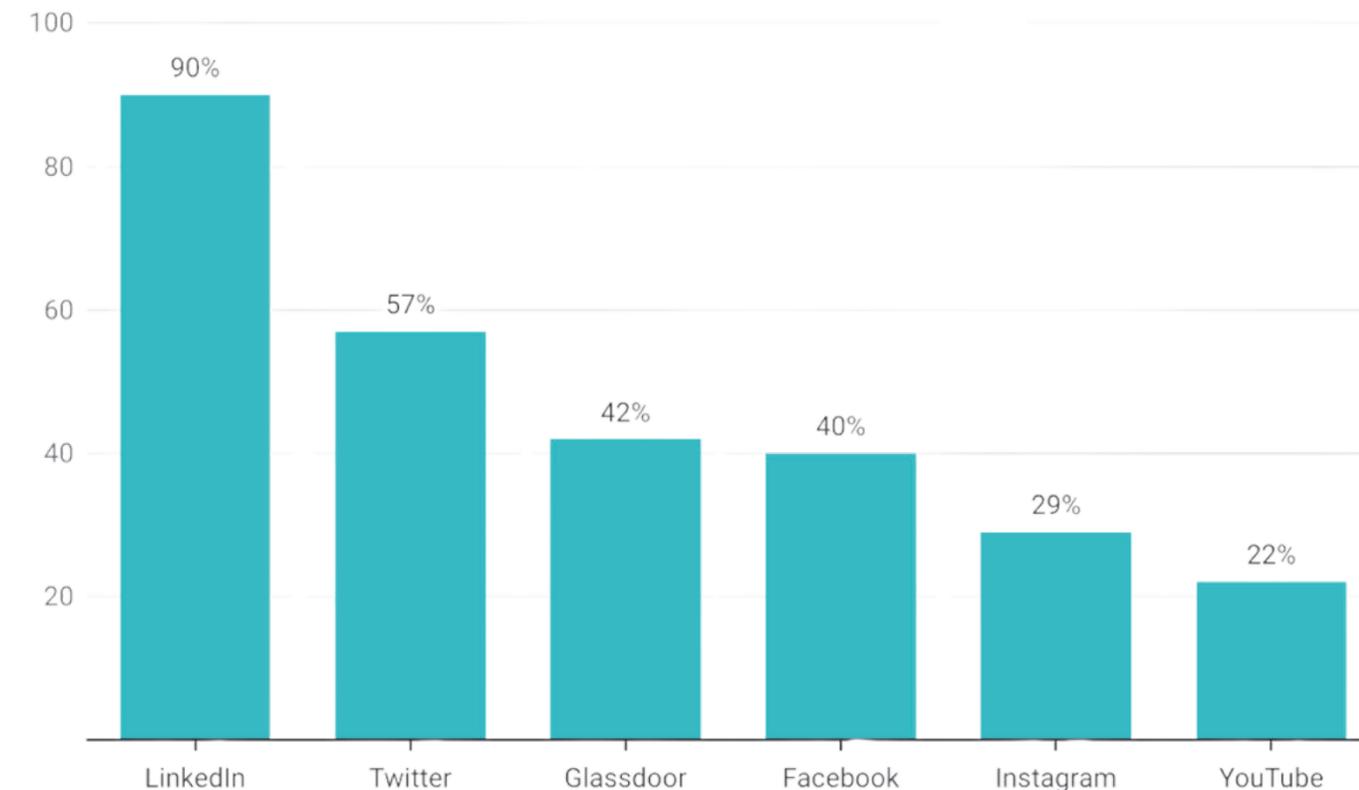
According to a report by G2:

- 75% of candidates considering a job opening will research a brand's reputation before applying.
- Companies with strong employer brands experience 28% less turnover and spend 50% less per hire.
- 90% of Gen Z is using social media to research companies and job openings.

### Percentage of Job Seekers Using Social Media Platforms

Job Seekers Usage in Percentage

■ Percentage of job seekers using



(Usage in %)

Source: Market.us Scoop

# Why social? What about recruiters?

# OPEN

# 24/7



**YOUR BRAND LIVES ONLINE WHETHER OR NOT YOU MANAGE IT:  
TAKE CONTROL OF THE MESSAGING.**



4.7 ★★★★★ ↑

92% would recommend to a friend  
(29 total reviews)

Lori Winters  
100% approve of CEO

Companies can't alter or remove reviews. (Really!) [See how](#) Glassdoor protects users and content

Show more insights ✓

5.0 ★★★★★ ✓

## Culture Is What Sets Thread HCM Apart

Account executive

Current employee | Alpharetta, GA

✓ Recommend ✓ CEO approval ✓ Business outlook

### Pros

Thread HCM believes in doing something above and beyond what's expected for employees and customers.

### Cons

No cons. You have to own your job. That is not a negative, but you will only succeed if you are proactive and driven.

Show more ✓

[See all 30 reviews](#) →

## Thread HCM photos

+ Add photo



# Who's job is this? HR doesn't specialize in social, and marketing doesn't handle hiring...

**Hint: This takes multiple people to do right!**

**Communications with team is the most important!**



What else needs to update?

- Careers page
- Job descriptions
- Social media pages
- Application process

Things to think about...  
Where does your team go?  
Best self.  
Brand consistency.

Psst! Don't forget to mention healthcare disclosure example!

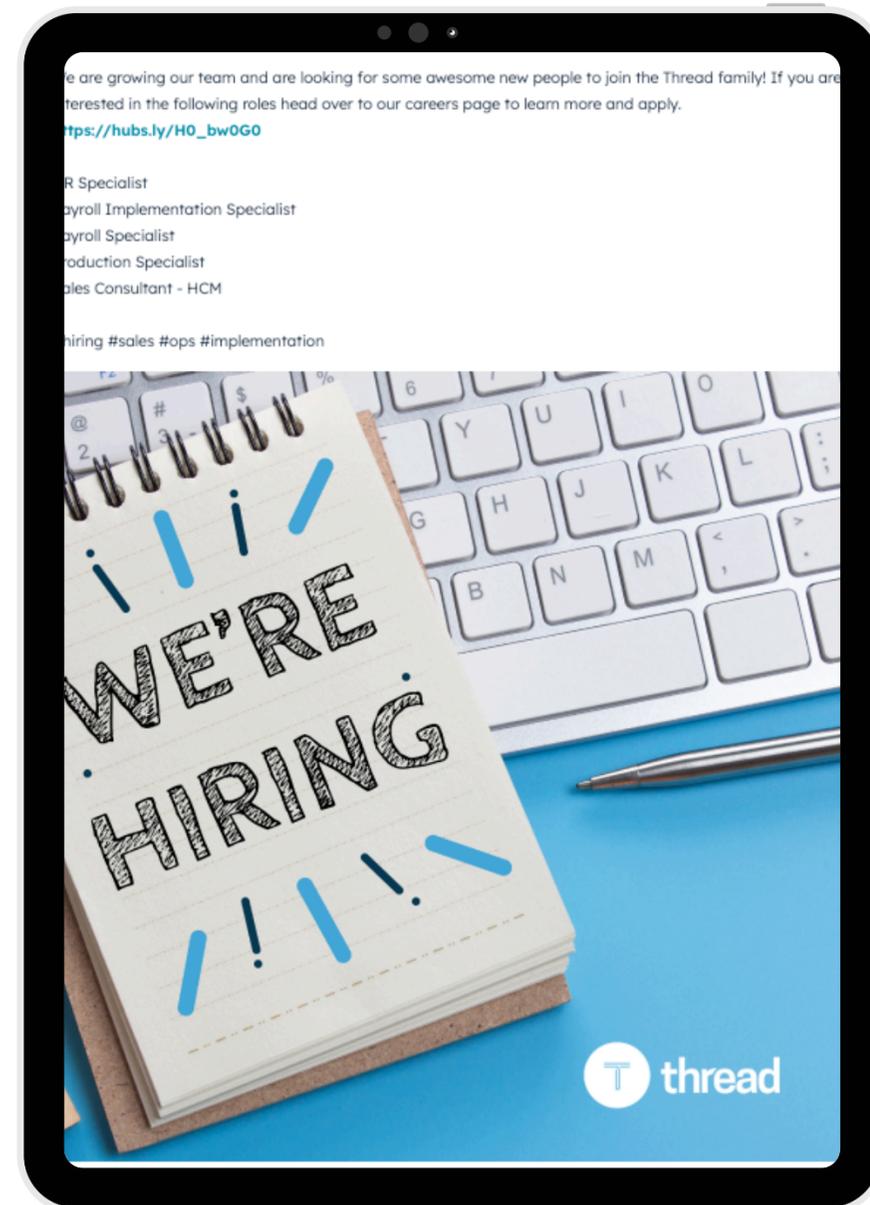
The background of the slide features a soft-focus image of a hand holding a seed above another hand holding two purple flowers. The scene is set against a bright, sunlit green field. The text is centered in white, bold font.

# Active v. Passive Recruiting



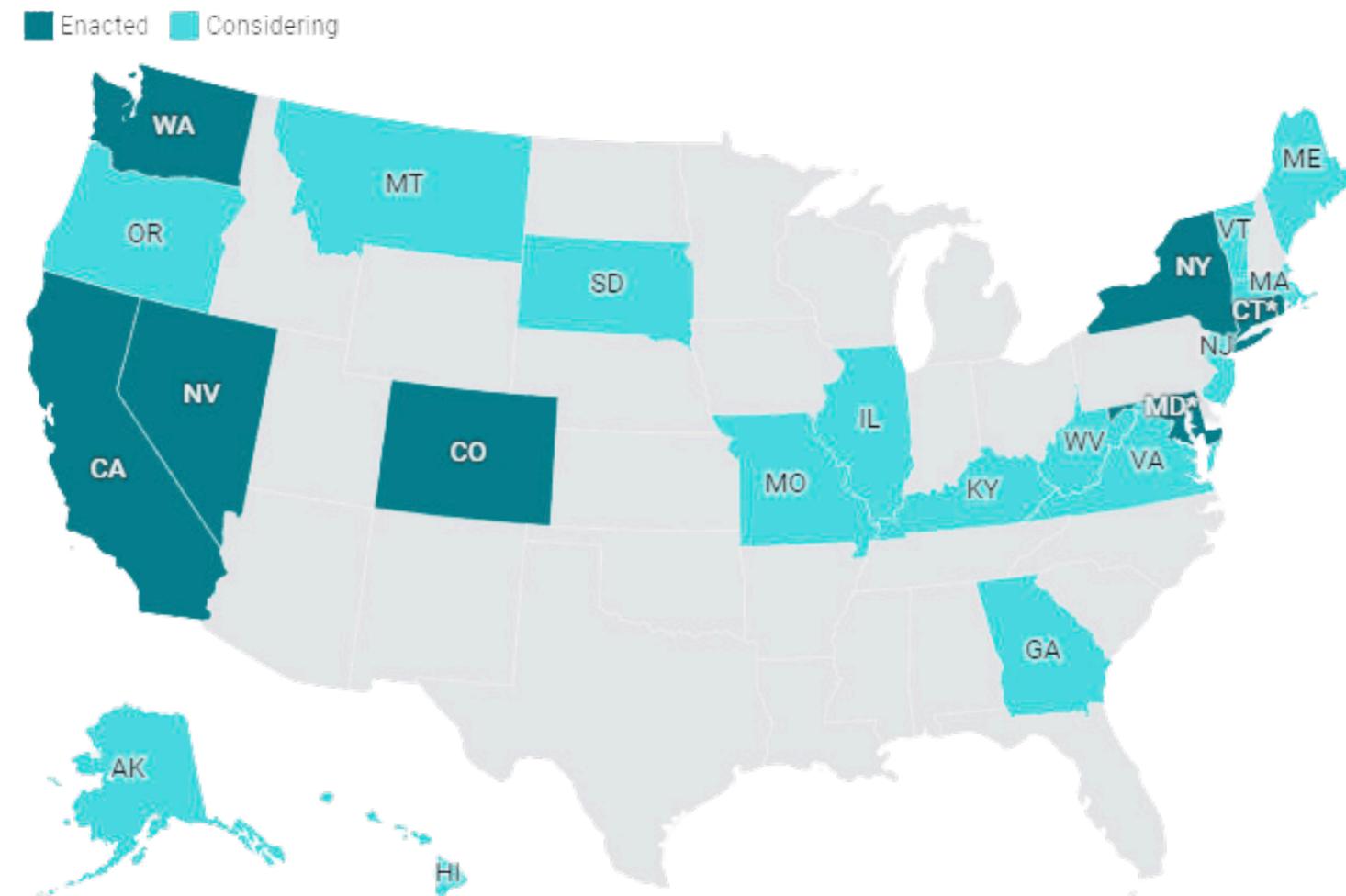
## What candidates are looking for in their next company... and regardless, you should acknowledge

- Flexible arrangements
- Transparency
- Employee well-being
- Continuing education
- Culture
  - Mission, vision, values
  - Company interactions
- Info on benefits, etc.



## Compliance Corner

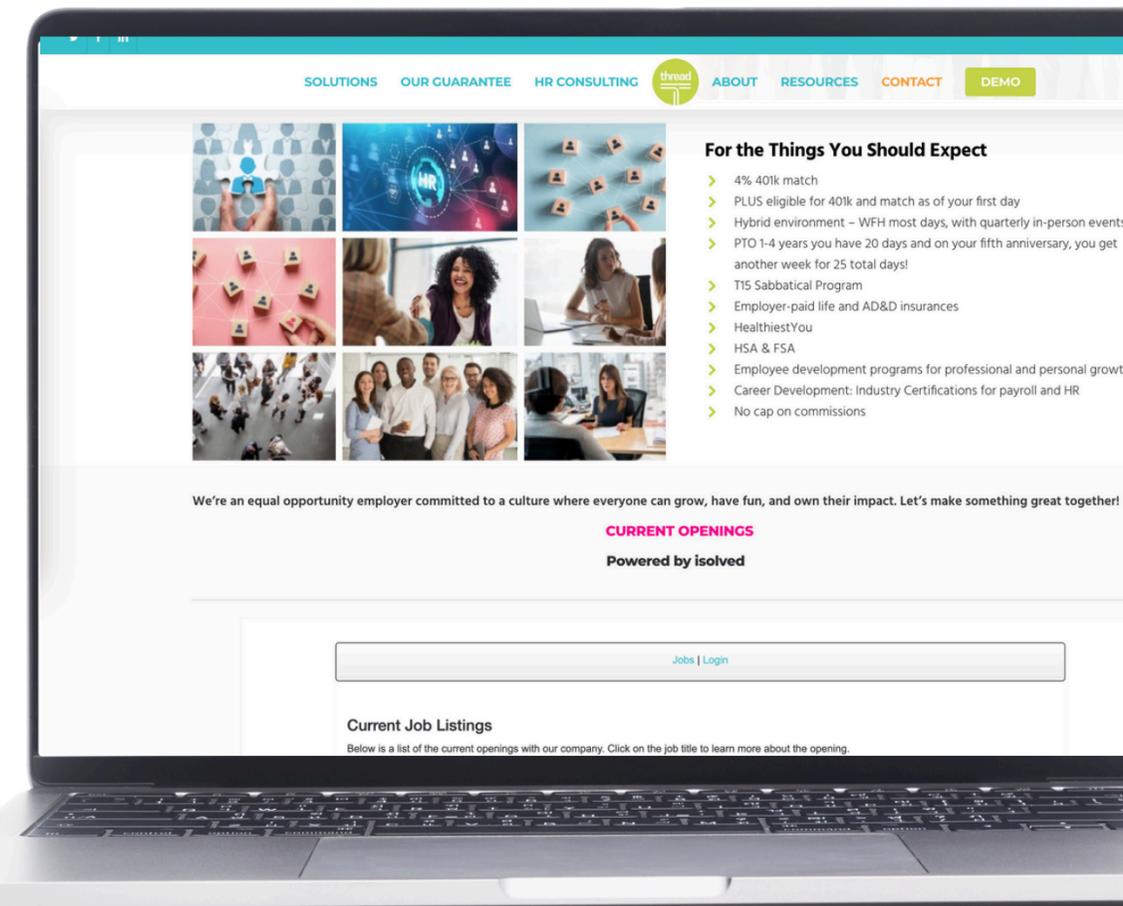
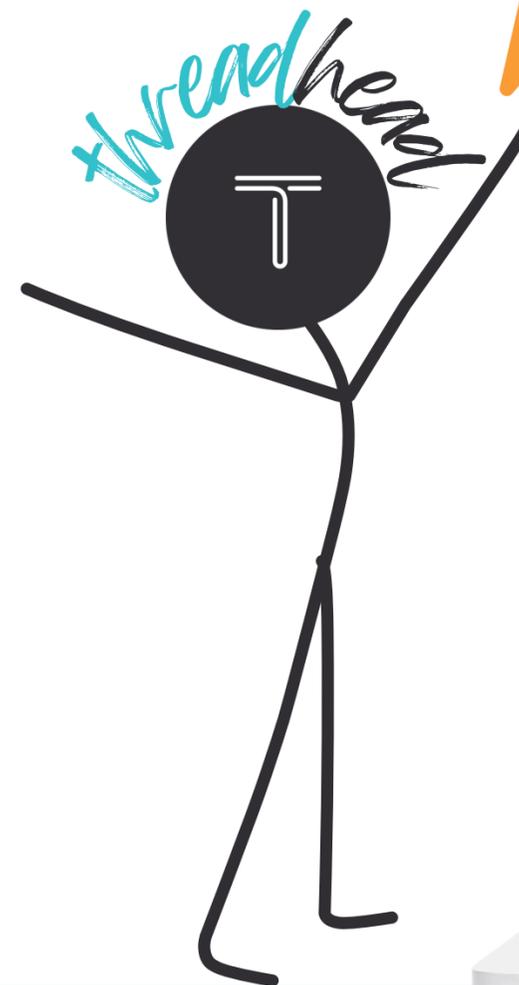
- State requirements
  - Salary range requirements (8 states enacted, 15 states considering)
    - In 15 states, employers are prohibited from asking about current or past salaries and are prohibited from using it, if voluntarily disclosed, to determine job offers
    - Salary expectation questions are generally allowed
- Ban-the-box laws



To ensure your company's recruitment process is fair, legal, and inclusive:

- EEO Statement
  - You can make this personal to your brand, though!
  - Broad targeting
- Fair Credit Reporting Act (FCRA)
- Background checks on social
- Truth in Advertising
  - Accurate JD's
  - Misrepresentation

**We're an equal opportunity employer committed to a culture where everyone can grow, have fun, and own their impact. Let's make something great together!**



**Purpose** - What's your why? You are the product you're selling. Why would employees work for you?

**Process** - Who owns it? Who is a stakeholder? Create a voice. Create a timeline. **Create a follow-up plan!**

**Placement** - Where are you? Where are your employees? Is it the same place?

**Plan** - Message. Schedule. Talk about it. Edit. Feedback in the form of metrics and convos.

## Websites to know



Employee reviews about your company... CEO, interview process, and more...



Easy, free or cheap, little skill required



Professional recruitment, job seekers, brand



AI Assistant - helps with copywriting and plans

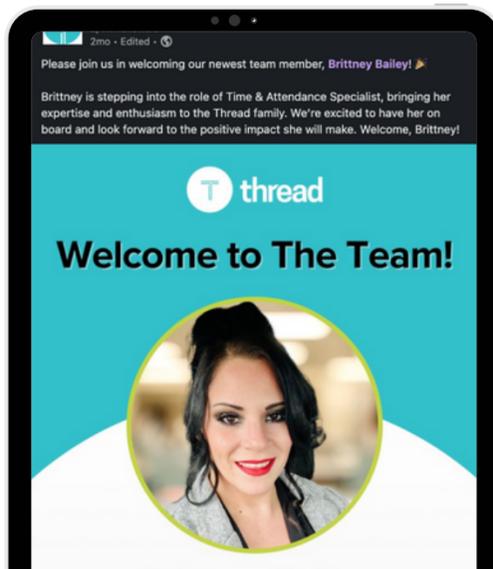


Our ATS has AI, job writer, rate my posting, automation

## What to share

- Hiring
- Day in the life
- Documenting events
- Employee spotlights
- Achievements (Bdays, Annis, Awards)

## Video/Images



How to create quick graphics, gifs, and videos in...



1. Create a free account
2. Find a template you like
3. Edit for your details
  - a. logo
  - b. website
  - c. additional info
4. Edit colors and images if desired
5. Download or share with your marketing peeps

[Let's do a quick design together!](#)

[Bonus video that's great from someone else](#)

# Messaging & Your Voice

# Sharability

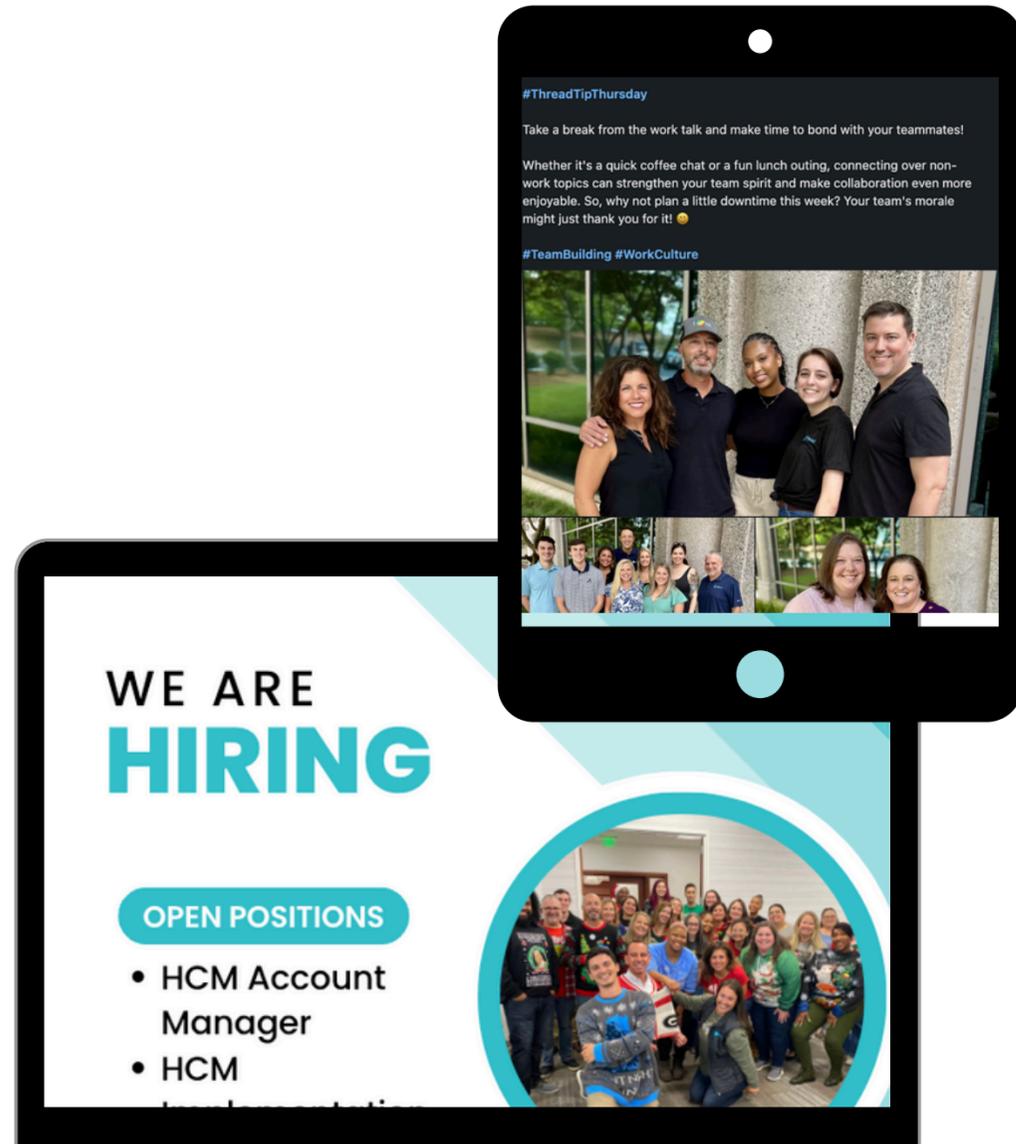
# Hashtags

How to prompt AI to deliver your voice and the results you want...



1. Create a free account
2. Tell ChatGPT who it is (you are)
3. Be specific about what you want. Imagine you are telling an employee. Give details.
4. Ask it to confirm understanding.
5. Ask it to ask you questions (one at a time) for clarification
6. Ask it to give you multiple iterations

Let's do a quick prompt together!



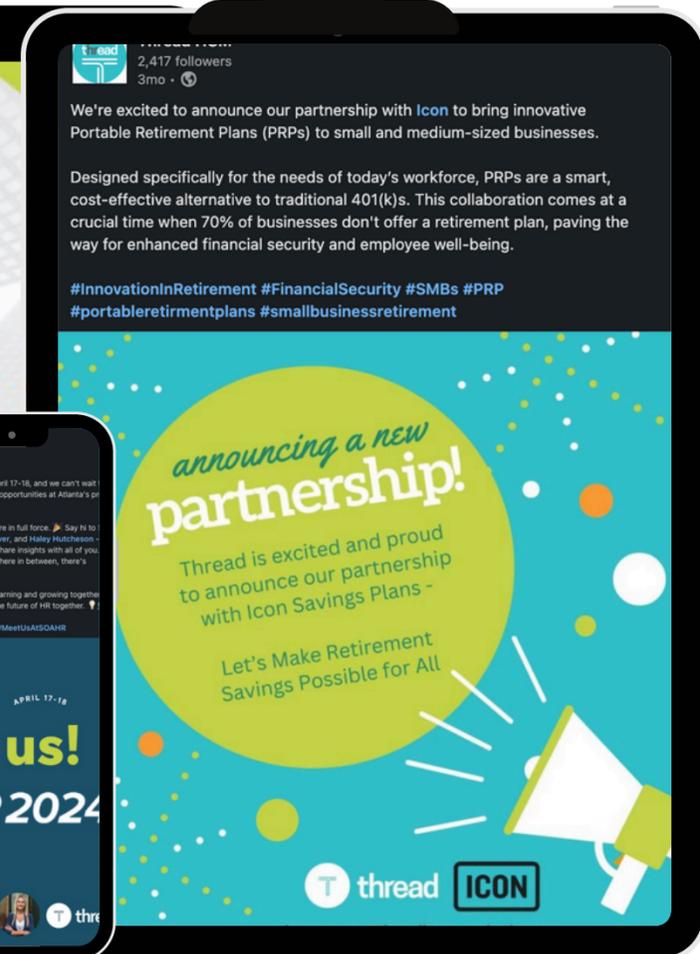
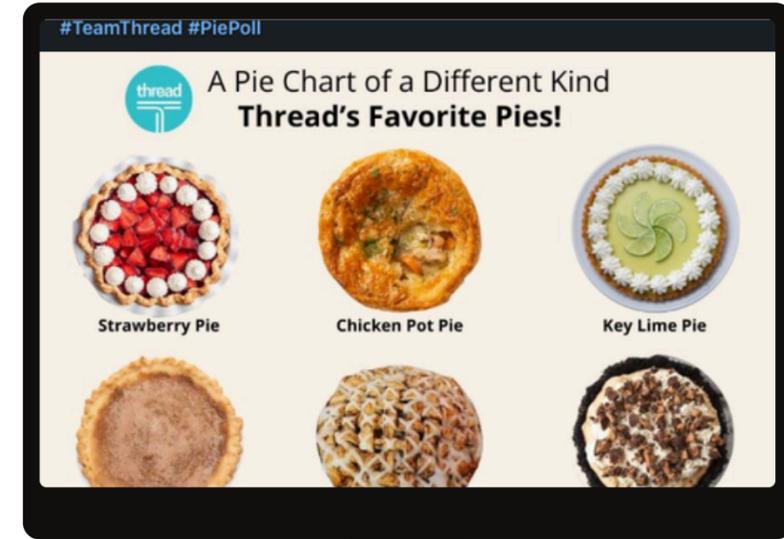
# Best Practices & Reminders

Need one person to own...  
but everyone to work toward!

ASK! Your team, your leaders, your new hires...  
Encourage sharing of ideas and posts

Always be recruiting

Show off your company



# Summary

1. Your brand lives online whether you want it to or not - take control of your message and image.
2. Like anything else in HR, there are compliance rules and regulations to remember.
3. Recruiting can be hard and expensive. Passive recruiting builds a bench of people who want to work with you before you even need them!

# Thank You!

## Upcoming Webinars:

- **11/6** - Year-End for HR with Scott Mastley, SPHR
- **11/13** - Tax Credits with Speciality Tax Group



Live attendees will receive a follow-up email with your HRCI & SHRM Credit Codes.

Visit [threadhcm.com/webinars](https://threadhcm.com/webinars)