



# EMPLOYEE ENGAGEMENT

ADVERTORIAL

## Top Talent Attracts Top Talent

Social media has changed who is in control of your brand communications and how you attract top talent. "Companies no longer control their brand communications as they have in the past," says Tabitha Eade, solutions consultant with LinkedIn Talent Solutions. The brand is in a new social marketplace of interactions where employees and your talent pool talk, listen and interact. Research consistently shows that people trust peer comments over traditional media. People are three times more likely to share bad news than good. Your challenge is to encourage your engaged employees to utilize online outlets to share why they like working for your company.

### Why Engagement Matters

In a recent global study representing millions of employees in 21 countries, employee/customer engagement specialist TNS Employee Insights confirms that highly engaged employees are your best ambassadors.

- 97 percent of engaged employees are proud of their company and will tell others.
- 90 percent will recommend the company to others as a good place to work.

These high scores are quite different when compared to disengaged employees' views. Only 44 percent of those respondents are proud of their companies, and 39 percent said they would recommend their company to others.

"Disengaged employees are much less favorable to many other aspects of the job, including management, recognition, senior leadership, etc.," says Mike Schroeder, CEO of TNS Employee Insights. "They have few positive views about your company that they will share online, and are highly resistant to change, resulting in excessive cost and energy to make market adjustments."

In today's war for top talent, you must encourage your engaged employees to share their positive thoughts and opinions about the company online. LinkedIn research shows that 71 percent of members who follow your company want to hear about career opportunities. Also, 29 percent are more likely to consider a job with a company when there is a connection.

Here's a brief story of Salesforce.com's success using employees as talent ambassadors.

As a fast-growing company, Salesforce.com steadily recruits across functions, with a focus on account executives and sales

engineers. CEO Marc Benioff recently emailed his sales team and asked them to spread the word via their social networks. Within 24 hours, sales-team members posted 350 LinkedIn status updates linking to the company's career page. The updates were visible to around 159,000 professionals at more than 40,000 companies.

Kate Israels, Salesforce.com program manager, talent acquisition, led the effort. "Marc's email got the ball rolling, and the sales team's efforts resulted in a 60 percent increase in sales employee referral submissions in week one," she says.

"Referrals are a primary source of hire for Salesforce.com. In fact, employee referrals are 10 times more likely to be hired than other sources. Our recruiters are thrilled by the response ... We have a world-class sales team, and great people tend to know great people."

### Actionable Tips to Create Talent Ambassadors

LinkedIn and TNS have developed four key tips to help you create employee talent ambassadors who can share your story with thousands of people via professional networks.

1. *Focus on employee engagement.* Create an ongoing measurement system to assess current levels of employee engagement and identify your most engaged employees. Give them permission, information and coaching so they can become your company's best talent ambassadors.

2. *Educate engaged employees.* Educate employees on your professional network policies. Endorse the use of intranets and social collaboration to increase



engaged employee connections to the talent pool.

3. *Encourage "share and tell."* Provide employees with information to share online. They love the job and company, and will share current content but do not have the time or inclination to create new content.

4. *Measure, monitor and manage to ensure success.* Measure your new ambassador activities, monitor your ratings and adjust to ensure you are attracting qualified talent.

Highly engaged employees are your best ambassadors. These are the individuals you want representing your company to customers and potential top talent. Good luck!

## HIGHLIGHTS

- Social media has changed who controls your brand communication and how you attract talent.
- Highly engaged employees are your best ambassadors, and you must encourage them to share their positive views of the organization online.
- Create a measurement system to identify your most engaged employees, measure their ambassador activities and ensure you're attracting qualified talent.