

Talent Acquisition with Social Recruiting

and Retention ...
today's bonus!



PT WORK Force[®]

Alan See
Marketing

 Energy Solutions for a Brighter Future[®]
ECOENGINEERING

ecoengineering.com

Today's Discussion

(Organic Focus)



Today's Assumption

(Business Do Not Create Value; People Do)

**THE WAR
FOR TALENT:
THE WORLD
IS LOOKING
FOR GREAT
LEADERS,
EVEN IF YOUR
COMPANY
ISN'T.**



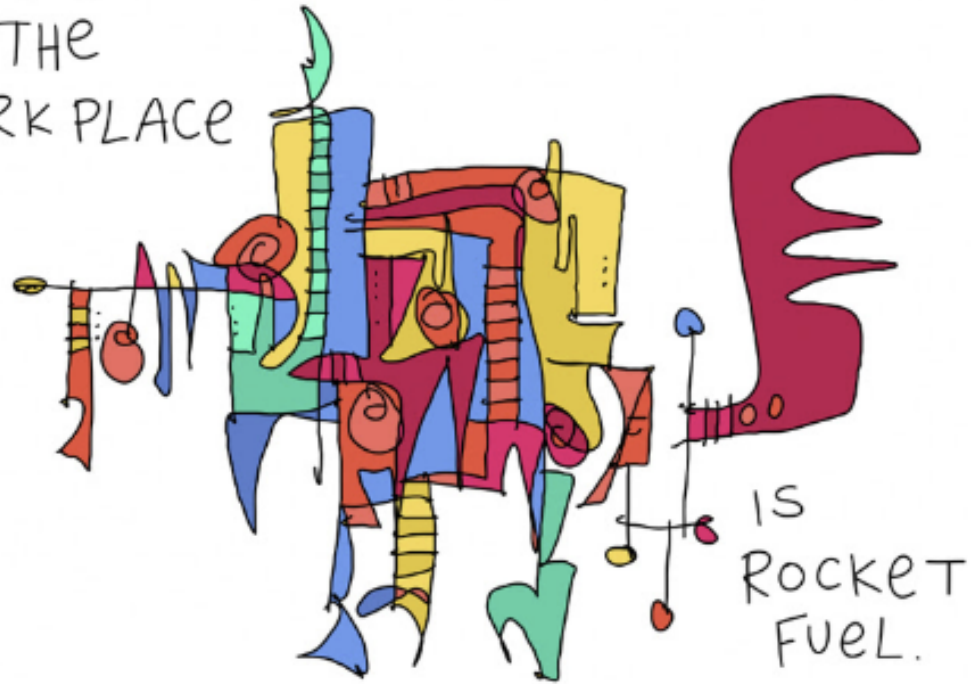
**AT THE END OF THE DAY
WE BET ON PEOPLE,
NOT STRATEGIES,
NOT PRODUCTS**



Today's Goal

(Not a "how to" but a strategic "why")

CAMARADERIE
IN THE
WORK PLACE



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Today's Problem

HR is a Major PR Disaster

The Typical HR Rejection Letter is Impersonal and Insulting



From: donotreply@XYZCompany.com
To: First Name, Last Name

Hi [First Name, Last Name],

First and foremost, we'd like to thank you again for your interest in [Company Name]. After carefully considering your resume and experience, we have decided not to move forward with your candidacy for our [Position]. Our hiring process is highly competitive and we have many more qualified candidates than we are able to make offers to. We appreciate you getting to know us, and will keep you in mind for opportunities in the future.

Thanks again and we wish you the best of luck in your search.

XYZ Company Human Resources

**** Please do not respond to this email. This mailbox is not monitored and you will not receive a response.**

Really!? From "donotreply"?! You are basically brushing off someone who may have a large amount of social capital making them extremely influential in your target market. Even though your company didn't choose them are you really ready to cut-off all opportunity for additional conversation?

Hardly personal. And obviously produced through automation. A form letter of this nature is more insulting than no letter at all.

Rejection impacts the same part of the brain that physical pain does. It hurts to be rejected, and it's not pleasant being the bearer of bad news either. If you don't have the time or inclination to truly personalize the rejection notice you'll create less ill will if you just don't send one.

That phrase is the same old boilerplate that's been used forever. It's cold, impersonal and no candidate believes it.

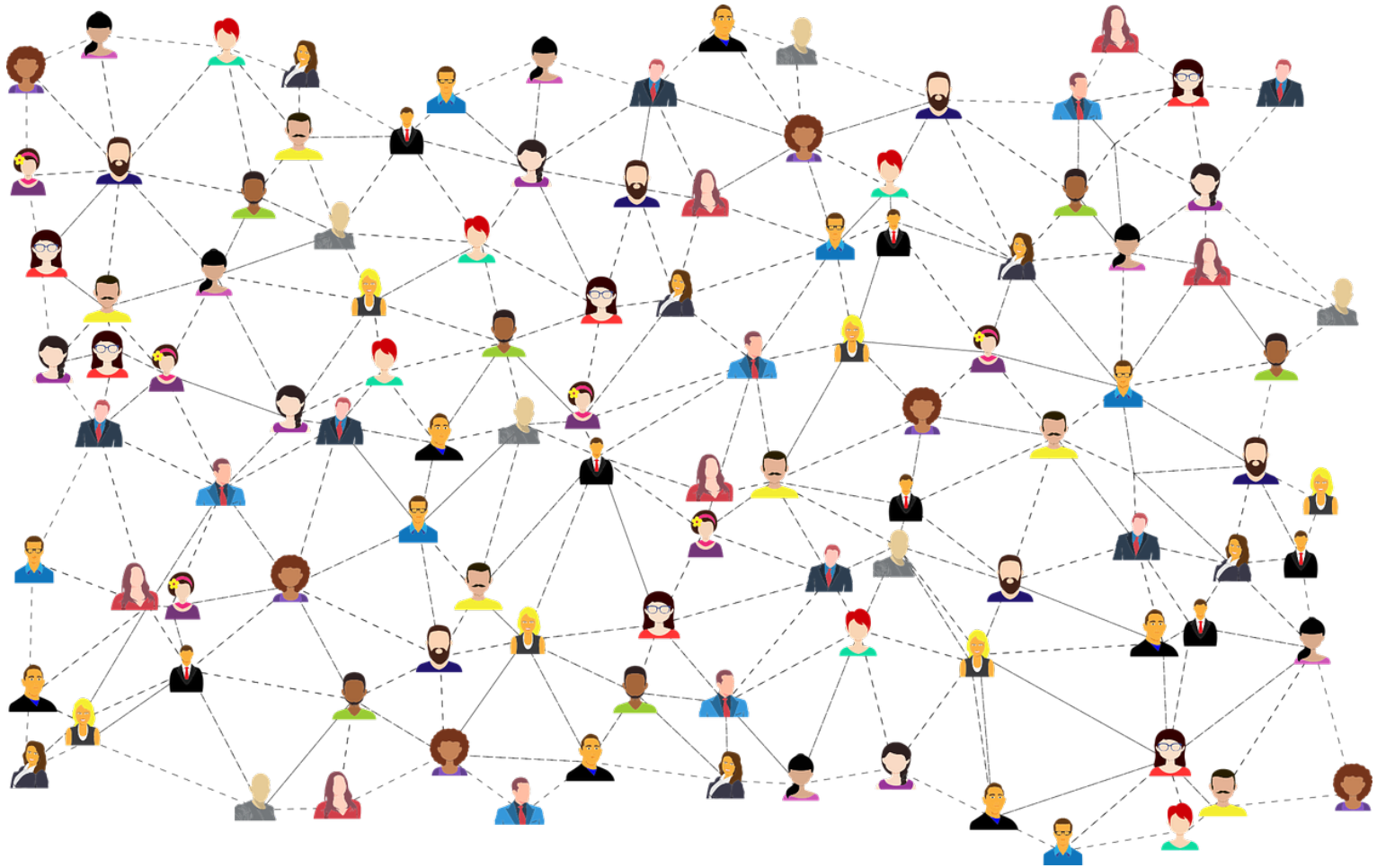
You'll "keep me in mind"? That is a false promise and you know it. Besides, "best of luck" suggests to the applicant that you've already purged their information.



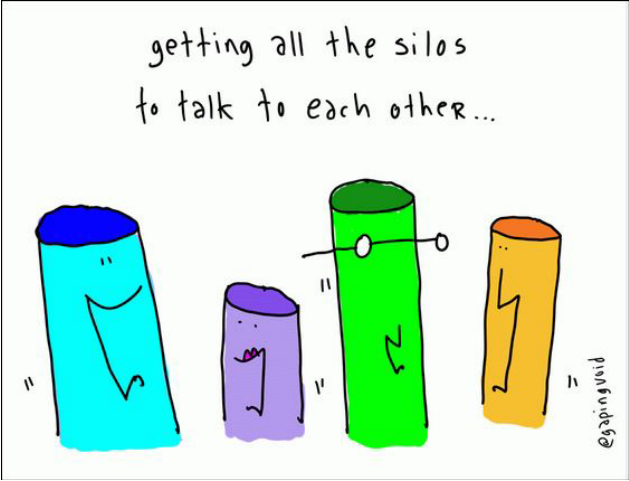
100 Applications = Considered 10 = 5 Interviews

At least 90 individuals got the standard rejection letter

And... they told their network about it! = Word-of-Mouth PR problem!!

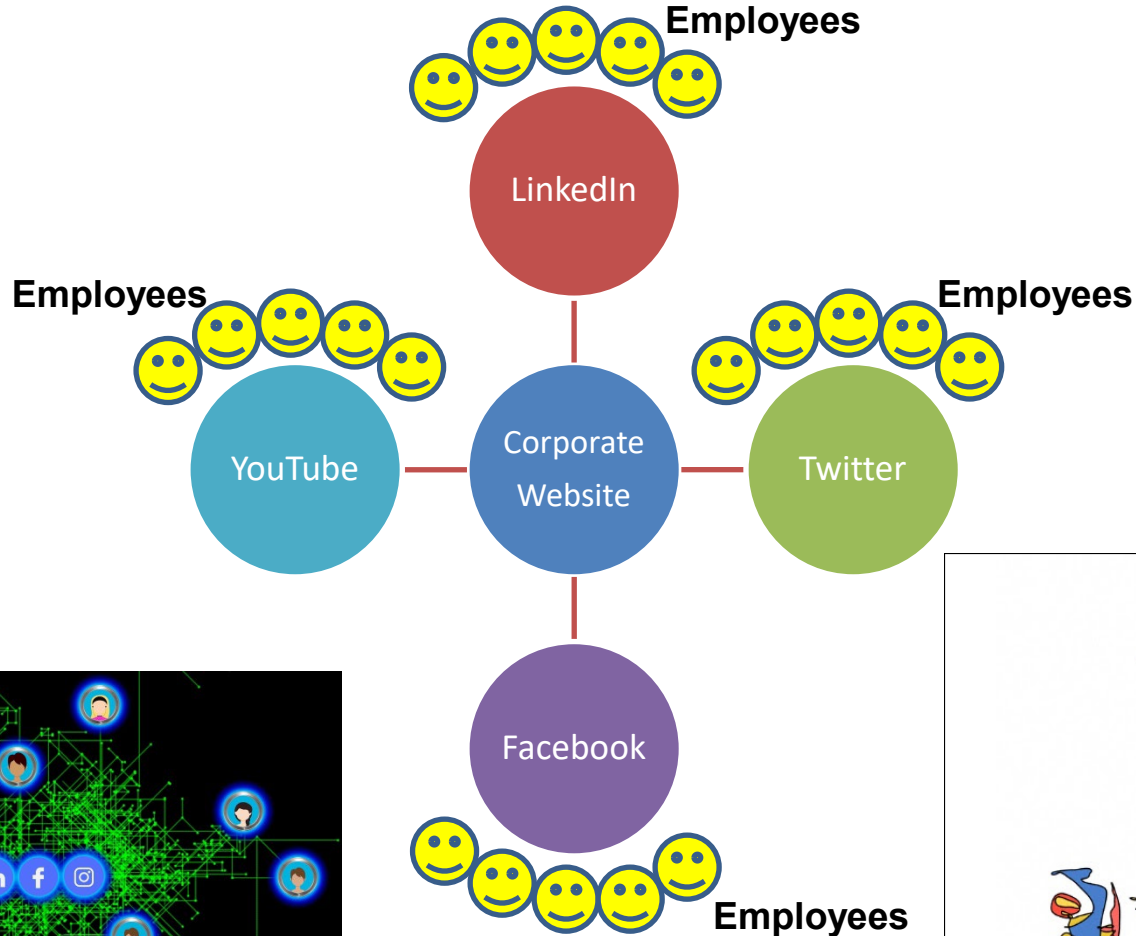


Social Recruiting & Retention = Social Media Strategy



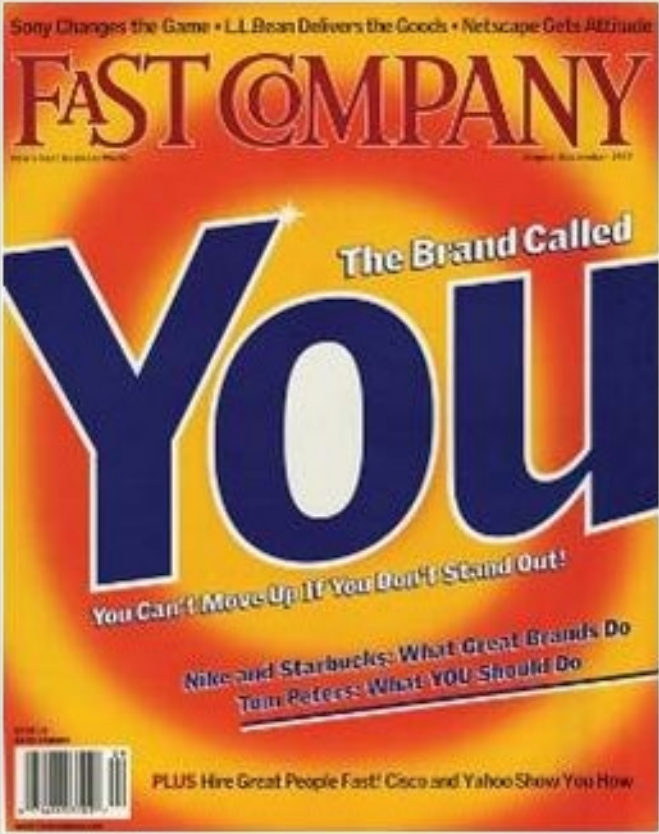
Social Media Ecosystem

Your employees may have a larger network (greater reach) than your corporate brand



How Does Your Company View Personal Branding?

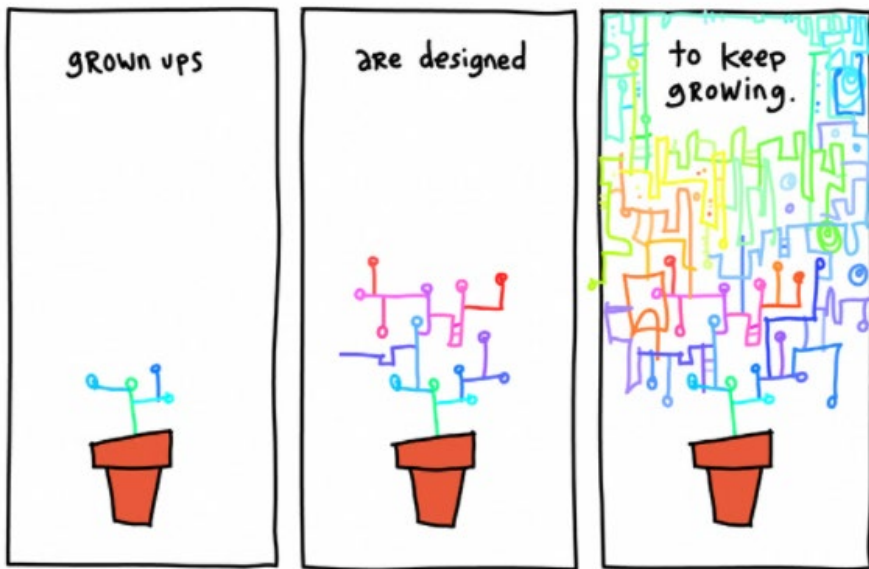
How do your employees view personal branding? ... STRATEGY



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Training & Education

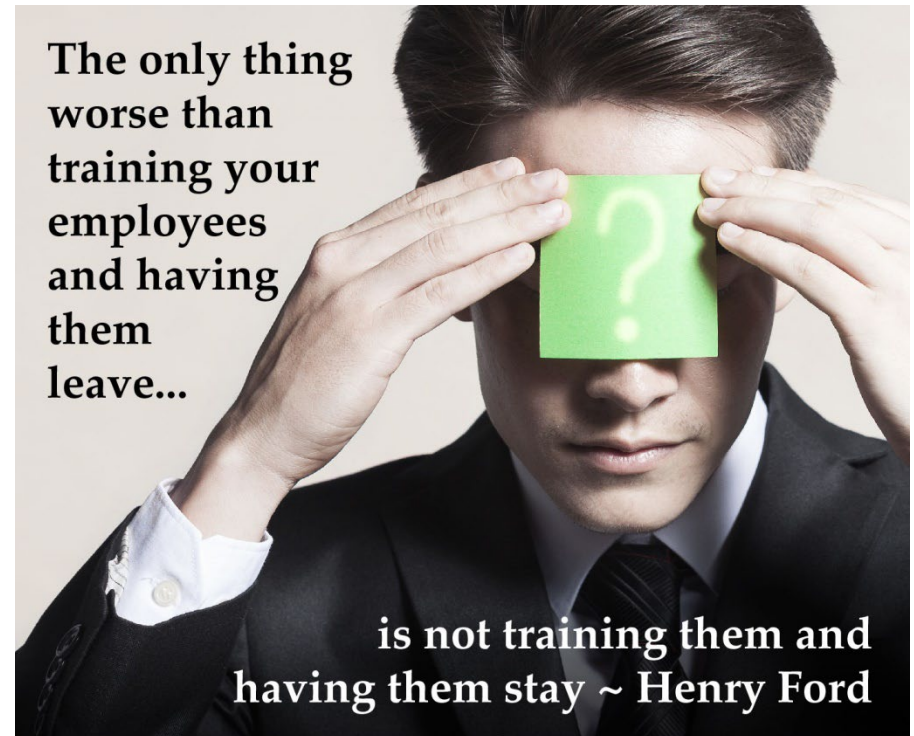
Part of that training needs to answer the question: "What's In It For Me?" ... PROCESS



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The only thing worse than training your employees and having them leave...

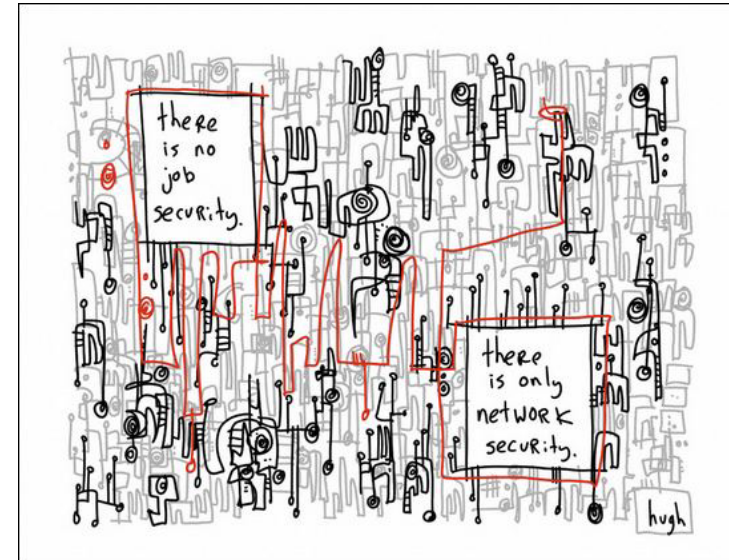
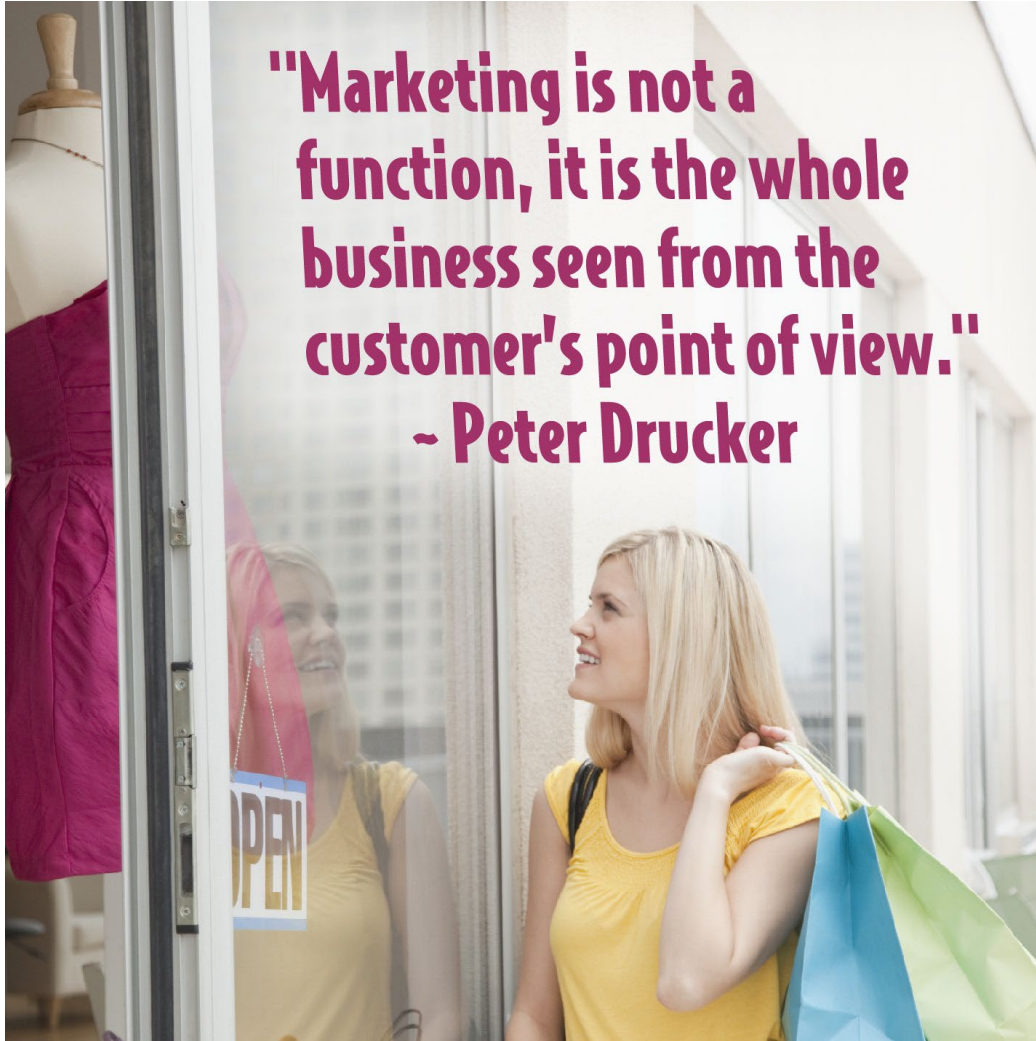


is not training them and having them stay ~ Henry Ford

Marketing and Networking Is Not My Job

Brand building (corporate and personal) is everyone's job.

**"Marketing is not a function, it is the whole business seen from the customer's point of view."
- Peter Drucker**



Computer – Cell Phone - Networks

Available with open access to all platforms ... TECHNOLOGY



Case Study

Eco Engineering



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LIGHTING IS OUR ONLY BUSINESS

Eco Engineering offers a true turnkey service bundling a comprehensive suite of indoor, outdoor and lighting control services needed to maximize the energy efficiency potential for your lighting projects. Lighting is all we do! Dive into the capabilities we offer to help you save money.


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Case Study


Consistent “Banner Branding” across social platforms (LinkedIn/Twitter)




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Alan See 
Marketing at Eco Eng
Cincinnati, Ohio · 500+




Energy Solutions for a Brighter Future®
ECOENGINEERING



Jenifer Parke · 1st 
Driving energy reduction n
standardization, cost analy
Buffalo-Niagara Falls Area · 5



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Rhonda (Quinn) Courtney ·
Director of ESCO Business Develop
Design Build Firm)
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 Eco Engineering, Inc.
 University of Michigan -
Stephen M. Ross School of...



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@AlanSee
Forbes “Top 50 Most Influential CMOs on Social Media” and American Marketing Association “Marketer of the Year”
📍 Dayton, OH 🌐 [ecoengineering.com](#) 🗓 Born January 4, 1959
📅 Joined May 2008
37.9K Following 85K Followers [Edit profile](#)

“Punching above
your brand
weight!”



Case Study

(Facebook + LinkedIn + Twitter) X Your Employee's Social Capital

Alan See posted in SAS Alumni Group

Alan See posted in NCR Corporation Alumni

Alan See posted in Abilene Christian University Business School Alumni

Alan See posted in Eco Engineering, Inc.

#Employment oppo
#LightingTechnician
#Electricians in #Oh

#Employment opportunities!
#LightingTechnicians in #Ohio and #Texas
#Electricians in #

#Employment opportunities with Eco Engineering, Inc.!!
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POSITION DESCRIPTION
JOB TITLE: Senior Lighting Technician
REPORTS TO: Supervisor or Senior Lighting Technician for on the job activities; Manager of Installation and Construction for performance and career development.

POSITION DESCRIPTION
JOB TITLE: Electrician
REPORTS TO: Supervisor for the job activities; Manager of Installation and Construction for performance and career development.

Primary Responsibilities:

- 1) **Performing work consistent with the project scope.**
 - Following the criteria for quality and quantity specified in the company's guidelines and Planning Manual and/or for the project.
 - Performing voice the future clearing, replacement of lamps, replacing defective ballasts or sockets and/or modification or installation of fixtures.
 - Work with Supervisor and Senior Lighting Technicians to learn high skills (i.e., high degree of attention and care required to prevent injury to others when responsible for use of electrical power).
- 2) **Assisting the Manager of Installation and Construction on training new technicians on electrical codes and safety to ensure all safety guidelines are met and all compliance with the National Electrical Code.**
 - Provide training, coaching, and feedback to supervisor/assistant; provide feedback on progress to Manager of Installation and Construction.
- 3) **Work with the Installation crew as an experienced leader, which includes:**
 - Risk modeling.
 - Retraining on the crew.
 - Monitor quality, compliance, and discipline.
 - Ensure all safety guidelines and OSHA regulations are met and in full compliance with NEC.
 - Provide technical leadership.
- 4) **Troubleshoot project installations or service calls when needed**
 - Inspect, locate and correct any defective electrical system in accordance with NEC guidelines resulting from installation of lighting project.

Case Study

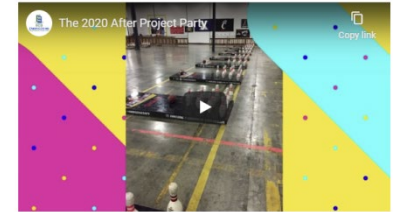
Over 50 videos on ecoengineering.com - many of which showcase the employees



MEET SOME ECO ENGINEERING EMPLOYEES



SEE ECO ENGINEERING EMPLOYEES IN ACTION



ECO ENGINEERING EMPLOYEE OF THE YEAR



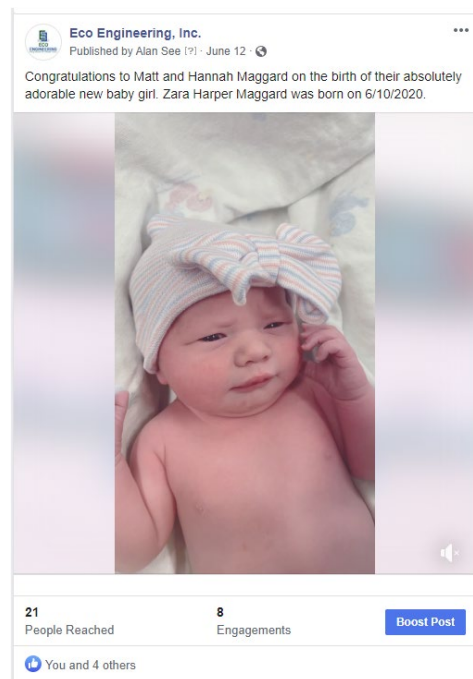
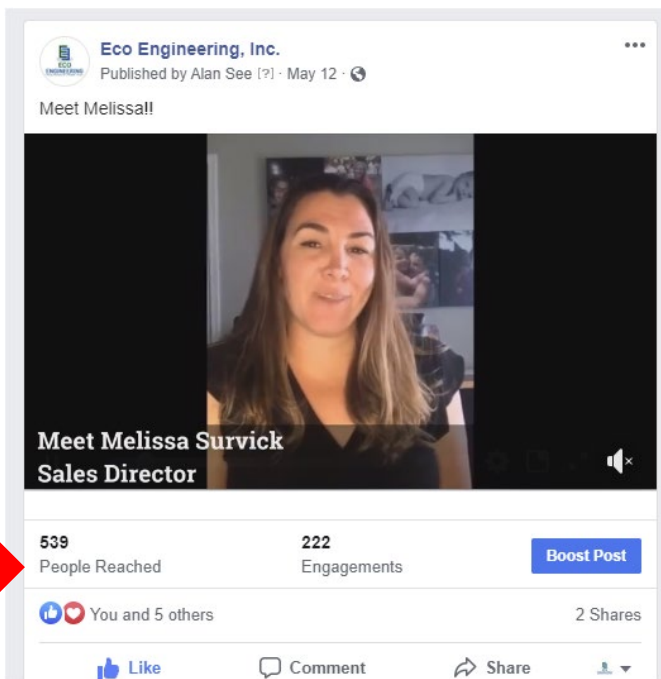
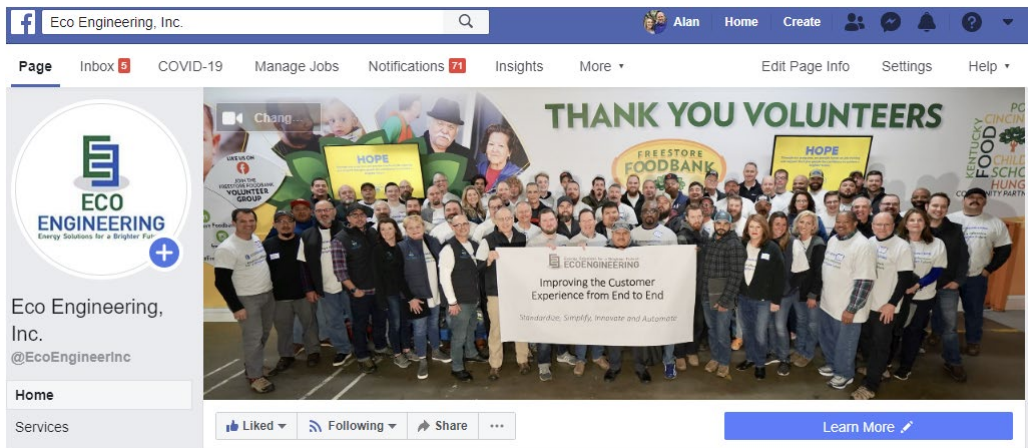
2020 Employee of the Year
Sam Kelley
Operations Manager
Cincinnati, OH



Case Study

The fun/human side of Eco Engineering ... Facebook

<https://www.facebook.com/EcoEngineerInc/>



Building a Social Recruit/Retention Organization

Summary

Strategy

- Create and govern your social recruiting strategy as a component of your strategic social media marketing plan.
- Ensure that your social media strategy aligns with your customers' needs and behaviors.
- Make sure your social media strategy aligns with your corporate goals, objectives and mission statement. Executive level support and involvement for social media is critical.
- Leverage social media throughout your customer and recruitment lifecycle:
 - Be relevant through useful content
 - Be responsive
 - Communicate with authenticity
 - Communicate with transparency
 - Be trust worthy

Technology

- Provide social media application and platform technology support (permission) for internal users.
- Provide tight integration between applications through RSS feeds, etc when and where possible.
- Allow robust interaction and audience feedback through blogging, user forums, etc.

Processes

- Have a systematic process for creating relevant and up-to-date content.
- Have a process for delivering education and training on the use and value of social media.
- Have an agile marketing strategy planning process that allows strategic initiatives to reflect the current social media environment.



Thank You!

<https://www.linkedin.com/in/alansee/>

