

STAYING AHEAD IN **EMPLOYER BRANDING** & **RECRUITING**



Perception -- and reputation -- are everything.

For organizations, especially those trying to attract, recruit, and retain the best talent available, business perception and reputation are critical.

Enter employer branding.

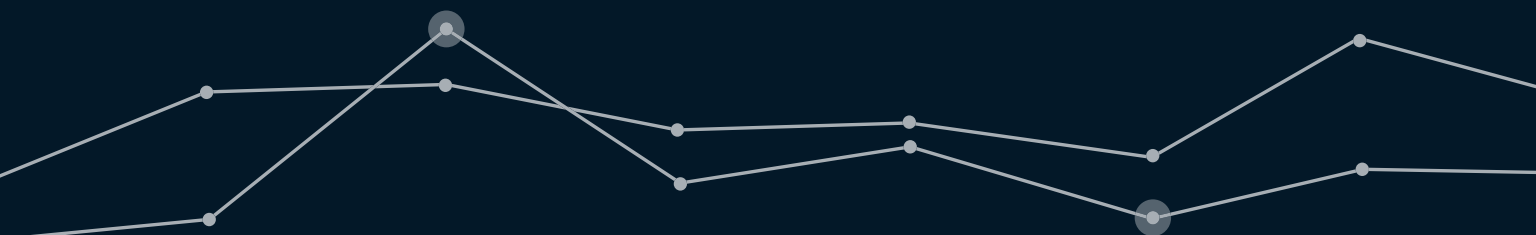
A term first coined in the early 1990s, employer brand is the term commonly used to describe an organization's reputation as an employer (Wikipedia).

How you “brand” your company matters. But how do you know what future employees are publicly saying about your organization? How do you quickly and easily process all of that data in a way that is actionable?

When managed properly, recruiters may learn from what potential employees (and competitors and those in the industry) are saying as they are saying it -- up to the split-second.

Today's job market is competitive. Recruiters must help maintain their company's reputation as a desirable place to work.

In the following analysis, we look at how a few recruiters (Signal Labs included) are staying ahead of recruiting and employer branding using big data insights.



MONITOR THE HIRING ENVIRONMENT

In San Francisco, the market is flooded each year by tech companies, engineers, developers, and other top tech talent with eyes focused on being a part of the next windfall. In the Bay Area, it is no surprise that the competition to hire the best tech employees is intense.

Here are a few ways Signal Labs breaks through all of that noise to find the best of the best talent.

It all starts with being aware. Our recruiters' inboxes have a "Daily Briefing" email waiting in their inbox every single morning (Yes: We do eat our own dog food and use the Signal Labs platform!). We monitor insights around tech employment and other hiring news. The Daily Briefing Report provides a look at industry movement, as well as where stories originate:

Daily Briefing (Signal Recruiting)

Thursday, May 5th, 7:00am (PDT) - Past 1 Day(s)

Tech Layoffs

1,065 NEW STORIES




 23 TWEETS
 39 BLOGS
 926 NEWS ARTICLES
 77 LEXISNEXIS

POSITIVE ISSUES

BY MENTION COUNT

No positive issues found.

SENTIMENT

30% **69%** **1%**
POSITIVE NEUTRAL NEGATIVE
 294  683  9

NEGATIVE ISSUES

BY MENTION COUNT

No negative issues found.

Trending in the Past 1 Day(s)

No trending stories found.

As seen above, this Daily Briefing highlights what is happening in the world of tech as it relates to layoffs. The Signal Labs Recruiting Team gains immediate awareness of which companies are laying off employees, in hopes of gaining talent from competitors, or those working in similar spaces.

With such a talent-rich pool in the Bay Area, it is critical to know which companies are laying off employees, as it is happening -- or at least as they are publicly announcing it. This gives our Recruiting Team an advantage in knowing where and when they may identify interesting candidates.

This type of split-second monitoring does not have to be limited to just layoffs. From an executive standpoint, it's possible to track everything from mergers and acquisitions to IPOs and private equity takeovers. Seeing the trends as they occur enables recruiting professionals to proactively target individuals who may be displaced in the near future.






FIND THE RIGHT PEOPLE FASTER

While Daily Briefings provide recruiters with a macro search approach, looking from the bottom up can also offer success.

Who are the individuals and organizations that are leaders in their respective fields -- and what are they talking about?

Tracking those influential people and companies allows recruiters to find the right potential candidates faster. Who are the influencers talking about? Who are they following? Who is following them?

Digging deeper into what each of the "Top Authors by Influence" are saying saves time. Instead of spending hours on Twitter and GitHub searching for individual recruits, influencer search allow for immediate engagement with the top people in a specific space.

TOP AUTHORS BY INFLUENCE		
	Brian Stelter brianstelter 85 INFLUENCE 4 MENTIONS	
	Marsha Collier MarshaCollier 85 INFLUENCE 7 MENTIONS	
	Tim Fargo alphabetsuccess 84 INFLUENCE 2 MENTIONS	
	Shep Hyken Hyken 83 INFLUENCE 1 MENTION	
	Nasdaq NASDAQ 82 INFLUENCE 1 MENTION	

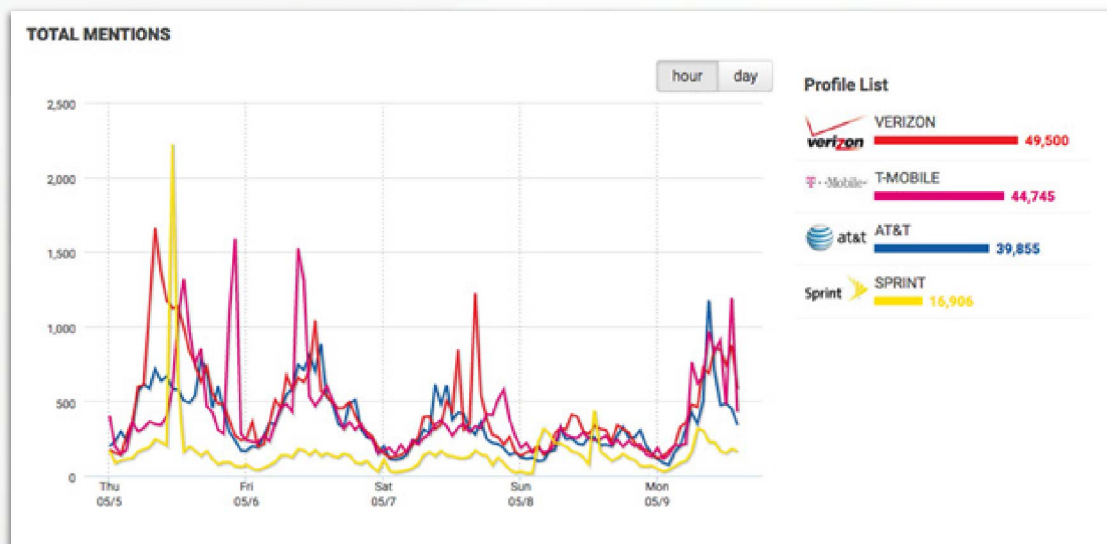
CHECK IN ON COMPETITION

It can be expensive to search for, interview, hire and train top talent. It is a competitive job market, and it's even more important to find the “best of the best” -- employees who will be a good fit and remain at your organization.

To find the best employees -- and to stay ahead, keeping tabs on the competition to determine how similar companies are hiring is vital. This is achieved through tracking what people are saying about the company itself (via the full media spectrum), as well as with feedback around the hiring process (from a platform like Glassdoor).

The easiest way to observe what is being said about other your competitors (or other companies within your specific vertical) is to monitor the conversation per organization.

As seen below in this telecom example, we can see when spikes occur (an increase of mentions) or when the conversation is on the lighter side. You can also quickly observe trends: Are competitors' spikes happening at the same time or are they unique and different?



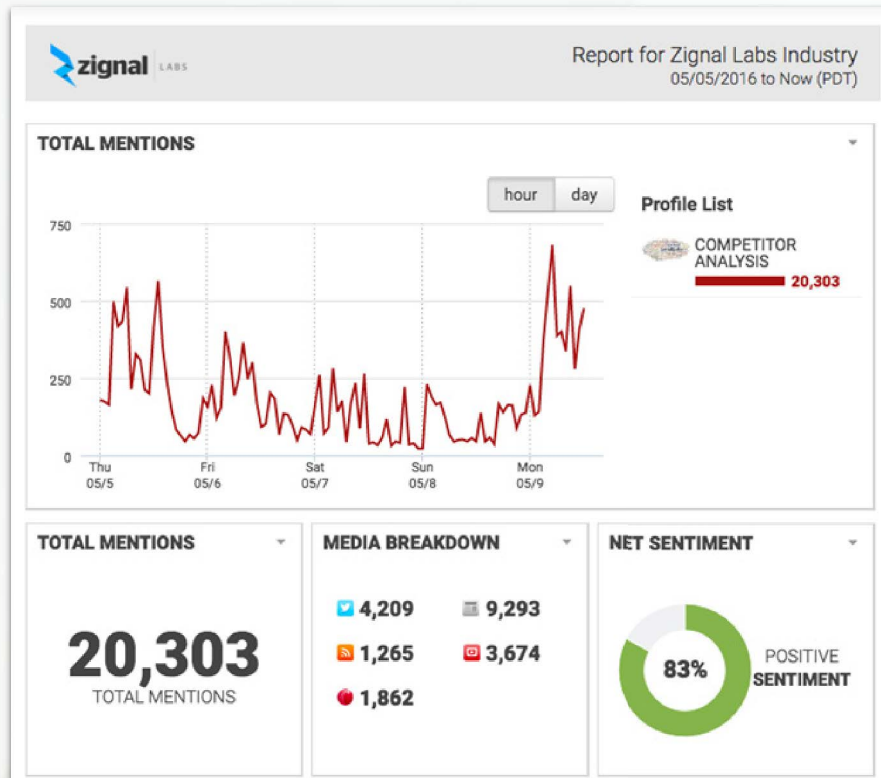
Armed with these split-second insights, your company is able to make informed decisions based on trends and data, not just assumptions and guesses.

ENHANCE PRODUCTIVITY

There is no shortage of platforms to aid in gathering market intelligence, and assembling such a “technology stack” has its pros and cons. While these tools can increase productivity, there comes a point where too many platforms may actually hinder productivity. Additionally, most of these platforms are not designed to capture data in a cohesive and holistic manner, let alone allow you to manage the data with split-second cadence and frequency.

More often than not, practitioners (recruiters in this case) resort to cobbling together several disparate data sources while trying to make sense of each. This results in time and money being wasted, as huge costs to individuals and organizations.

The ability to quickly gather insights that matter to your organization can create a more streamlined workflow for recruiters and increased productivity. Visualizing data allows recruiters to focus on just the information that is valuable to their jobs.



As one Signal Labs customer states, “time is money, and increased productivity leads to higher profitability.”

Finding top talent today is tough. Competition is fierce. It can be easy to fall on one end of the spectrum, drowning in a pool of “big data” with no plan in place. For any recruiting team to come out on top, it is imperative to track industry movements as they happen, and to find top talent from all available applicants. It is also critical to maintain a positive impression and stay armed with the right insights to ensure candidates find your brand attractive.

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ABOUT SIGNAL LABS:

Signal Labs gives you the power to observe and analyze trends, issues and influence across the FULL media spectrum, not just social media.

We enable public relations, communications and digital strategy teams to save time and gain operational efficiencies, improve marketing and communications success; and protect their brand

Learn more at signallabs.com

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