Casting a Wide Net: Tips

Attracting – What's your brand "really" – do you know what it is? How do you communicate it? Can you influence your brand? What does it take to do so? Are you selling your brand daily, what you do and how you act?

- We have a candidate centric market. Organizations, towns/cities will need to work to attract and retain talent.
- Make the job ad as personal as possible. What makes your town/city unique? Why would I want to work for you? Glassdoor…pages up to date….what are they saying…who are you targeting?
- Website – is it user friendly with as few clicks as possible?
- Send a personalized message to a candidate. The standard "reply all message" or electronic response message does not show your interest. If you see a candidate in the job market, make sure your message is personalized.
- Ensure all discretionary benefits are highlighted. Health care and personal time off are becoming just as important as the base salary.
- Be able to define a career path and advancement opportunities. The upcoming workforce want to know what their future looks like.

Recruiting – Are you reactive/passive or are you doing continuous recruiting?

- Social Media **–** Engage with millennials on the platform they use the most. (Bangor Police Department FB page example). FB, Instagram, LinkedIn
- Most candidates are using a mobile device to complete business activities and job searches. Ensure that your job ads are easily readable and are mobile friendly.
- Connect with local universities/colleges to post for entry level positions.
- Connect with a recruiter

Simply put. You need to match your real brand and actions to what the candidates need not what you need. This is a paradigm shift.