

Are you doing enough? Thought Prompts for Recruiting, Hiring, and Retaining Employees in the Post-COVID Economy

Recruiting

Do you use short videos on your website and in your job postings (if that is an option) to demonstrate what your company does, offer testimonials from current employees, etc.?

Are you advertising your open positions on social media channels like Indeed, LinkedIn, Facebook, Instagram, and other job boards, particularly those that your competitors are using? Are your job ads more compelling than your competitors'?

Are you connected with your regional Virginia CareerWorks team?

Are you leveraging the social media channels of the Virginia CareerWorks system?

Are you posting your available positions in the Virginia Workforce Connection?

Are you using keywords and combinations of keywords in your job postings to optimize search engine results? Do you list jobs by job type and location in language that matches how job seekers would search for such a job?

Are your job descriptions clear and compelling?

Does the company description in your job posting showcase why a candidate would choose your company over another?

Do you have an easy way for candidates to apply for a job on your website?

Have you checked your company's Google reviews, Glass Door, etc.? Have you responded to any negative feedback?

Could you ask your employees to be brand ambassadors (on social media) for your company?

Do you have an employee referral program?

Hiring

Are you relaying job, professional, shift, and attendance requirements clearly in your interview process?

Is your interviewing/hiring/onboarding timely and efficient?

Do you seek feedback from employees to determine their level of satisfaction and confidence with the onboarding process?

Do you make new hires start with a temp agency, or do you hire them directly?

Are your wages and salaries competitive compared to nearby companies that employ similar positions? Is your benefits package competitive?

Are there creative benefits that you can offer?

Does your business have an appropriate substance abuse policy in place?

Retaining

Do you offer flexibility (hours, remote work, etc.) where possible?

Do you have a continuous performance feedback process?

Do you engage in any activities to simply promote employee morale?

Do you try to gauge employee satisfaction periodically?

Are your supervisors trained to lead, motivate, and coach others?

Are you creating an inclusive and welcoming environment for your employees, particularly for those with diverse backgrounds?

What kind of ongoing training are you providing employees?

Do your employees clearly understand how to progress in their career and increase their wages over time? Do you have career pathways mapped for each of your jobs?

Have you considered a retention bonus, wage increase after a certain amount of time, or attendance and/or performance-based bonuses?

How do you recognize and reward good performance, attendance, etc.?

What is revealed in your exit interviews for employees leaving your company?

To learn more about how to implement any of these ideas, contact:

- The VEDP Talent Solutions Manager who services your location:
<https://www.vedp.org/businesses> (Talent Solutions tab)
- Your Virginia CareerWorks Business Solutions team:
<https://virginiacareerworks.com/business-service-representatives/>
- Another great resource is the Virginia CareerWorks Business Solutions Resource Guide:
https://virginiacareerworks.com/wp-content/uploads/VCW-Business-Solutions-Resource-Guide_FINAL.pdf