

Recruiting Checklist



Social Media

- Are your company pages on LinkedIn, Facebook and Glassdoor complete?
- Is your agency logo featured prominently?
- Does your cover photo feature photos or graphics that represent your business?
- Are you actively posting content of value to customers, prospects and potential employees?
- Are you measuring new followers, engagement and monitoring reviews monthly?

Website

- Is your website appealing to customers, prospects and potential employees?
- Are original photos of your agency and employees featured on the site?
- Do you have a Careers page that highlights the benefits of working at your agency?
- Can candidates express interest in careers at your agency online?
- Does your agency's culture – through mission, values and photos – come through on your site?

Community Involvement

- Is your agency active in the community, especially in ways that tie to your core values?
- Do you encourage your employees to participate through sponsorships and time off?
- Is your agency visible at community events, including banners and team spiritwear?
- Do you talk about your community involvement on your website and social media?
- Are you connecting with people you meet outside of community events – online and in-person?

Professional Organization

- Are you active in professional organizations, both regionally and nationally?
- Do you enable participation in professional organizations by with sponsorship and time off?
- Are you and your employees actively participating on committees and workgroups?
- Are you connecting with other members through LinkedIn and email outside of meetings?
- Do you take the time to attend meet-ups of new organizations?

Competitive Review

- Are you familiar with what other local agencies offer (career opportunities, benefits and perks)?
- Do you have a list of other regional employers you compete with for talent?
- Have you assessed your employer strengths and weaknesses against others in your region?
- Have you listed your key differentiators and benefits as an employer?



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