

Attracting Diversity to Your Talent Pool



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In today's competitive job market, job seekers are interested in more than just pay. Diversity in the workplace is a hot topic for both active and passive job seekers. As the topic of diversity continues to gain momentum, companies are quickly looking for solutions and finding innovative ways to attract a diverse talent pool.

The easiest way to attract a diverse workforce is to show it. Video allows candidates to see and feel that they will fit in with your company and your culture, and allow you to truly tell your story, visually and verbally.



Job Seekers Want a Company that Values Diversity

According to survey results in a blog by Glassdoor, 67% of active and passive job seekers said that when evaluating companies and job offers, an important factor is a diverse workforce. Glassdoor also reported that only 14% of people said that they did not think their company should be doing more to increase workplace diversity. This blog also went on to state that 41% of those surveyed did not think that their company had an executive team that was diverse.

Additionally, surveys have shown that the best position within a company to increase diversity were as follows:

- 45%- Hiring Managers
- 42%- Chief Executive Officer
- 40%- Human Resources

In order to stay competitive in recruiting, diversity in the workforce is an issue that can no longer be ignored.

Communicating Your Message to a Job Seeker

In order to attract diversity, you need to show job seekers that diversity is prevalent in your company. A simple way to visually show diversity is to showcase employees on your company's website. Culture videos are a huge asset when showcasing what your company values are, including diversity. You can also include diverse talent in job posting videos.

Research shows that people learn and retain up to 95% of information they see in a video versus 10% recollection with text [alone](#). With clearer understanding, candidates can more accurately opt in or out of the application process based on fit. By "showing" your positions and diverse culture rather than just "telling" candidates through text, recruiters are seeing significant reductions in applicant screening times, as well as more focused and fit applicants. With the right message, your company can even draw the attention of candidates who are not actively seeking a change.

Identifying Diversity Gaps

The first step to diversifying your workforce is to identify the gaps that currently exist. Your company's employee demographics should reflect the demographics of the area in which it is located. An easy, accurate way to determine which groups are underrepresented and which groups are overrepresented within your company is to have your managers conduct a survey of their respective departments. This will get a count of the different groups of people that you can then compare to local demographic information. This information can be found online through a range of resources and organizations, such as the US Census Bureau and the US Bureau of Labor Statistics.

Job Listings and Reaching Diverse Candidates

When posting jobs, the goal should always be to post where the listings will have the highest visibility potential. This will attract as many candidates as possible, which increases the potential to draw diversity. Video job postings are ideal for posting not only on job sites, but also social media networks. Through sharing, social media has the highest visibility potential possible, reaching a huge, diverse range of candidates. If, through internal research, you determine that there are clear and specific gaps in your company's workforce, you can also consider posting on niche websites. For example, if you want to attract older candidates, you can consider posting on

sites and in publications targeted to those 40 and over. However, it is important to remember that you also want to be visible to the entire job search community, as to not further alienate candidates. Specified niche posting should always be in addition to a wider marketing campaign.



Four Ways Job Videos are More Efficient than Text Posts

1) Digi-Me videos help to win the war on SEO. As mentioned before, video job ads enable easy social media posting potential. Sharing is a vital part of all social media, whether it be posting content directly, or sharing content that someone else had posted. Video content within social media sites has now overrun static content, with videos getting up to 1200% more shares than text and images combined. Not only does sharing increase visibility on the front end, but it also increases back end metrics. More shares mean more quality backlinks, which increases Search Engine Optimization. With higher SEO comes a higher Search Engine Results Page rank, which boosts click through rates and lowers bounce back. Video alone boosts organic traffic from SERPs by up to 157%, and 52% of worldwide marketing professionals agree that video is the type of content with the best Return on Investment, or ROI. Forrester Research found that content is

fifty times more likely to make it to the first page of Google search results if it includes [video](#).

2) Digi-Me videos have endless sharing potential. While the statistics for this fact have been presented in the previous question section, what do they mean? Sharing enables candidates to make you go viral. The majority of internet users today belong to at least one social media network, with each network having hundreds, potentially thousands of connections. There are no limits on how many times a post can be shared, meaning your video job posting can reach an unthinkable amount of diverse talent. It is now becoming essential for companies to tap into these networks and utilize connections.



3) Digi-Me videos work seamlessly with mobile devices. As of 2016, 89% of Americans, and almost 50% of the entire world population use the Internet regularly. Research shows that business related video content not hosted on social media sites is still 86% viewed on desktop, with the remaining 14% on mobile, whereas up to 80% of social media is viewed on a mobile device. From this, it can be reasonably deduced that the most gain for the company would come from hosting videos both on the company site and on their social media

pages, covering all of the figurative bases. Digi-Me job videos can be viewed on a mobile device via social media of course, but also the employer's company site as well. Digi-Me's mobile functionality allows candidates to view and potentially apply for jobs directly from their phones.

4) Digi-Me's videos are easy to track. We provide up-to-date intelligence on where your candidates are seeing your videos the most. Digi-Me videos seamlessly integrate with Applicant Tracking Systems (ATS), which enables companies to see where the most response for their efforts is coming from. With this information, companies can know where to focus and strengthen their efforts in order to gain the most applicants,

Marketing to the widest audience possible with compelling video job ads as well as information on your company culture is the key to attracting the diverse top talent you have been looking for. Impressive view-to-apply conversion rates show that video, the future of the internet, is now the future of job posts and diverse talent acquisition.

The success of the Digi-Me video job post solution is based off of overwhelming video statistics and the simple fact that if an employer wants to remain relevant in today's rapidly changing world, they must deliver all content in relevant ways.

To begin harnessing the innovative power of video job ads, visit our website at www.digi-me.com.