

# EMPLOYEE REFERRAL PROGRAMS THAT GO VIRAL



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**#VIDEOS ATTRACTING EMPLOYEE REFERRALS**



Nicholas Wyman, CEO of the Institute of Workplace Skills and Innovation, recently published an [article](#) with CNBC discussing the “disconnect” between the unemployed, underemployed and unfulfilled jobs in the US. He says that our nation is facing a “grave” problem. There are not enough people with the practical skills that are required for the unfulfilled job openings. Wyman says, “It’s Time to Skill Up, America!” For the first time in a long time, with low unemployment rates and rising hiring needs, we are faced with a candidate-driven market. Everyone is competing for top talent.

[Towers Watson](#) recently released findings from a survey that found 54% of responding companies are facing a difficult time attracting candidates with the “critical skills” they need, even with the high rate of unemployment, and 37% responded that they were having a hard time hiring “top-performing” employees.

As a recruiter faced with this dilemma, employee referrals are a great solution. According to a recent blog article by [Clear Company](#), “statistics show 1 out of every 5 referrals gets hired.” The blog article also stated referrals have longer tenure and are happier at the companies they are recruited to, being that “46% stay

over 1 year, 45% over 2 years and 47% over 3 years.” 67% of recruiters and employers reported the overall recruiting process took less time. 51% of recruiters and employers reported that it was more cost effective / less expensive to recruit a referral.

Needless to say, referrals are a great value added source for your recruitment efforts. This begs the question, how do you set up a successful employee referral program (ERP)?

### **PROMOTE YOUR ERP**

An essential part of ERP is that you are leveraging your company culture and reaching out to your brand ambassadors, the employees in your organization that care about the company. They are the true testimony of your Employee Value Proposition (EVP) and what your culture has to offer.

To run a successful program, Recruiters and Human Resources professionals need to promote the program to the staff as well as educate on best practices for helping find talent. For instance, employees can promote openings to his or her network of connections via social media.

### **EMPLOYEES CAN HELP REFER CANDIDATES EASILY BY USING VIDEO**

Why use video in your Employee Referral Program? I think the real question is, why not? A potential candidate learns and retains up to 60% more about a job by watching a video versus reading text alone. It

helps a candidate choose to opt in or opt out of the application process, giving recruiters more qualified candidates, which leads to less screening time.

Most important for your employees / brand ambassadors, videos are easy to view on mobile devices and easy to share on social media, giving a job video the potency to really go viral. This in turn makes it easy for employees/brand ambassadors to help your organization get the visibility you need, at a low cost, in order to attract top talent. Not to mention, video is easy to track with the right partner, a partner that offers up-to-the minute metrics on where your videos are viewed and shared, as well as how many applied.

### **OFFER AN INCENTIVE PROGRAM AND HOLD A COMPETITION**

Remember that part of cultivating a healthy company culture is by rewarding and recognizing employees for their efforts. If a referee is hired and stays on board for a certain period of time, offer a monetary incentive to employee who made the referral. Again, remember that referrals save on the cost of recruitment, so a referral bonus is a small price to pay for finding quality talent.

A little competition is healthy too, and can be fun if you do it right. Promote contests at your organization for bringing in referrals and announce winners in an employee newsletter.

### **PROMPT FEEDBACK & COMMUNICATE WITH REFEREES**

You've heard it called the "black hole" in Human Resources. A candidate submits a resume for a position and then...nothing. There is no response, no idea of next steps, and no knowledge of the company's recruitment process. The candidate that was interested in the open position you had posted, now, feels lost.

[Careerbuilder](#) released a 2015 Candidate Behavior Report with data about the U.S. Job Seeker. When respondents were asked if the application process would impact his or her decision to accept a position from a company, 68% either agreed somewhat or strongly. When asked if the companies that he or she applied to were responsive during the application process, 55% disagreed.

The report went on to show that if a person had a **good** experience with a company during the application process, 24% said they would tell more than 5 people and 12% said they would tell more than 10 people.

Poor communication with candidates can deeply hurt your referral program. Good communication with candidates can greatly enhance your brand image.

Digi-Me's Candidate Expectation video solution was created to save recruiters time that was previously spent notifying individual candidates of their status during the job application process. These short,

customized videos help to set job candidate expectations for the hiring process, leaving them with a clear understanding of timing and next steps, as well as providing a positive experience during their interaction with a potential employer's brand.

[Click here](#) to view Concept System's Candidate Expectation Video.

### **EDUCATE YOUR EMPLOYEES**

A very large employer recently made this mistake. They were cited and required to do Equal Employment Opportunity training. Why? An employee, who was a brand ambassador and wanting to help recruit for the company, posted this comment on her Facebook page:

*"My employer is looking for a young, energetic person who can hustle."*

They were unaware of the posting, but it still landed the company in hot water with a Labor Department complaint.

What should you do as a recruiter? Since this is a highly effective method of recruitment, take the reins and make sure you are properly training you brand ambassadors. Talk to your employees about the EEO rules. Most importantly, give them a company approved video and verbiage to use.

Monitor social media posts and activity, especially when you begin recruiting this way.

### **DIGI-ME VIDEOS ATTRACT TOP TALENT**

Digi-Me provides intelligence on where candidates are viewing your company's video. Digi-Me Candidate Expectation Videos, Cultural Videos and Job Videos are trackable, with reports that measure the number of views and shares by each source and they fully integrate with your ATS! Not to mention, Digi-Me videos can be viewed on any mobile device.

*Are you ready to let technology help you get across the right message about your application process, company culture and open positions? Reach out to a Digi-Me representative today to learn a better way to communicate to candidates during the recruiting process. Visit [www.digi-me.com](http://www.digi-me.com) or visit [info@digi-me.com](mailto:info@digi-me.com).*

