

What can HR do to promote your company as an employer of choice on social networks?

- Get the buy-in from your existing employees – this is their space to promote your company - Who’s on it and who’s not?
- Allocate a team or an individual to be the administrators of your networking site/s
- Agree on what you want to achieve: A day in the life of your company / video streaming / internal news / recent vacancies / competitions & incentives for refer a friend etc
- Create your company ID & set up the groups and pages
- Administrators then to start the invitation process with all their current contacts (you can also pay to promote your site)
- Put the links on your websites, blogs & recruitment communications
- Communicate with your members or fans on a frequent basis
- Review and monitor the performance