

## Psssst...Rumors Are Impacting Your Recruiting

If I asked you to think of the best or most reliable cars, you probably could list of a few. Now if I asked you *why* you named those cars, the reasons are likely a combination of your personal experience, the brand reputation and what you've heard from your friends, family or colleagues.

Now what comes to mind when I ask you to think of the best places to work? Are you able to come up with a few names? Could you tell me why you named those companies? First-hand experience is likely limited, so you're left with reputation, the media and personal networks as primary sources of information. An organization's reputation used to be weighted far more heavily in their favor when they were the primary source of messaging available for public consumption.

But our networks are now amplified through social media and the web. You

### CANDIDATES PAY ATTENTION TO EMPLOYER'S REPUTATION & RESPONSIVENESS

#### CANDIDATES

- ▶ **8 in 10** are influenced by former and current employees' online ratings and reviews
- ▶ **7 in 10** improved their perception of employers after getting a response to their reviews
- ▶ **1 in 3** are less likely to purchase products and services from an employer who didn't respond to their application

#### JOBSEEKERS

- ▶ **3 in 4** want to hear from employers about why they are a good place to work but this information is not available on employer websites

**YET**

**3 in 4 employees do not hear back from employers after applying**

no longer need to know someone who knows someone to get the scoop on what it's like to work at a company or how they treat their employees. With so many sources now available for information, candidates are increasingly inclined to trust what former and current employees have to say. This in and of itself can be difficult for employers to understand their role and is addressed in a newly released whitepaper, [#TRUST: The Key Ingredient To A Great Employer Brand](#).

So what impact does this have on recruiting? When unemployment is down, it creates a 'buyers' market where that talent can become more selective about organizations they chose to consider for employment. So a company's reputation as an employer (or employer value proposition: EVP), rises in importance for candidates. Most recruiters understand that candidates will often have an opinion about the employer before they have an opinion about the position itself. And in some cases - before there has been any dialogue with the recruiter.

Recruiters need to have awareness of what those preconceived notions may be as it effects every part of their interaction with candidates. Through recruiting, we have a unique opportunity through the candidate experience to make a significant impact on



reinforcing, or changing, opinions about an organization through what we do. And we know people are talking...and people are listening.



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