

Applicant flow not what you'd like?

Things are still working themselves out since the pandemic. There is no shortage of good people looking for work; it's just that the process of connecting supply with demand is badly strained.

Here are some thoughts on how you can supplement the applicant flow you are being sent by the job boards:

Reach out to local agencies, organizations and other intermediaries who help bridge people into employment – consider (for example)

- ✓ United Way
- ✓ Goodwill
- ✓ Local Workforce Boards
- ✓ YM/YWCA
- ✓ Community Colleges' career centers
- ✓ Local schools, churches and community centers
- ✓ Libraries often offer job-search resources for people who are between jobs
- ✓ Veterans' organizations
- ✓ Resettlement organizations
- ✓ Vocational rehab agencies and those who offer workforce readiness programs to people with diff-abilities
- ✓ Federal job boards

If they can't help you directly by referring candidates, they will be in a position to connect you with those who can.

You may also want to consider the following

- 1 Get social – post on Facebook, Instagram and TikTok. For more senior roles consider LinkedIn.
- 2 Consider asking for referrals from present and past employees.
- 3 Send out an email to all your contacts with a link to the position and ask them if they know of anyone who may be interested to please pass it along.
- 4 Add a 'we're hiring' message and a link to your email signature.
- 5 Houseleagues/community/industrial sports leagues in your neighborhood.
- 6 If you have a fleet of vehicles, why not think of them as moving billboards for your ad?
- 7 We had a client in the grocery business that had enormous success with a message at the bottom of the cash register receipts, targeting the parents with a message along the lines of 'Hey mom and dad, if Junior's looking for part time work, have them apply online at____'.
- 8 Other creative/fununexpected placement of your message – we have a client that's a chicken processing plant – **they sprayed the web address of their TalentSorter™ careers page on every egg that they produced** – people would see it every morning when they made breakfast! What could you do?



EXAMPLE:
#8 Creative/Fununexpected Placement of your message.