

HIRING SUCCESS





Welcome



ICON
MEDIA

Agenda

What Generation Z Cares about

How to Showcase your Company

How to Win at Social Content

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Making a Difference and Impact

*We asked:
When it comes
to your ideal
job, what
matters to you
most?*

Salary

65%

54%

52%

49%

Work-life
balance

38%

47%

36%

39%

Making a
difference

32%

26%

20%

30%

Job security

27%

37%

35%

29%

Having an
impact

23%

17%

18%

12%

◆ Gen Z

◆ Millennials

◆ Gen X

◆ Boomers

Source: VisionCritical, 2019

Personal Development

Source: VisionCritical, 2019

Agenda

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Thriving Environments

Source: McKinsey & Co., 2019

Thoughtful Communication

Generation Z will bring their egalitarian values to their workplace, along with their mobile connectedness—and expect employers to facilitate their values

Connecting with Gen Z means perfecting eight-second messages and finding ways to differentiate content in a hyper-paced social media sphere

Source: VisionCritical, 2019

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How to Win at Social Content

Importance of Influencers

Source: Edelman Trust Barometer

Long-Form Social Media Content



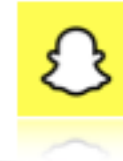
Invest in high-production quality and showcase your company as a storyline



Produce story-driven content on a consistent basis



Micro-target based on resume profile that speaks directly to applicants



Create contextually relevant ads targeted to job-seekers

How to Create Hiring Content for Social

7 Key Factors

1. Focus on high quality content
2. Know your audience
3. Partner with influencers
4. Get your content posted on popular accounts
5. Tell a relatable story through your content
6. Make your point
7. Utilize interactive content

6 Components

1. Visuals
2. Universality
3. Reality
4. Relevancy
5. Humor
6. Emotion

Thank You