TALENT COMMUNITY BUILDING

How it works, why it works and what you can do starting tomorrow

REDBRANCH media
A company is an association or collection of individuals, whether natural persons, John Doe, Jonathan Doe, Jane Doe.

SO... COMMUNITIES
STUFF THAT’S THE SAME

- Touchstone
- Proximity
- Hub
- Dynamic Edges
- Shared Goals
 Stuff that’s different. 

{Company. Employees. Shared Skills.}
They work because people WANT to be there.
Talent Communities work the same way. Make people want to be there.
You don’t decide where the center is. Your employees and candidates do. It is not about YOU, the company. It is about the collective YOU. Also? It changes.
Content is no longer king.

Conversation is KING

This is a fun conversation.
THE BIG ONES
a {platform} is the least of your worries.
WRITE THIS DOWN.

Build an “ideal employee profile”
DO THIS:

Create a loose editorial calendar.
Don’t tell me. SHOW me.

SHOW ME THE MONEY!
Become a *social octopus*
Stop pretending & engage. It’s not as hard as you think (or say).

See? These people are doing it and they don’t have hair.
HOW TO MANAGE?
You need a role model
YOU NEED HELP.

HELP MEEEEE!
I'm in!