CAREERBUILDER

Employee Referral Programmes

Empower your employees to become ambassadors

Use the most valuable members of your employer-brand and recruitment teams: your own staff! Because employees are able to build trust in your company with other people more quickly - making them ideal ambassadors for your employer brand.

1 *Good People Know Other Good People*

The American psychologist Stanley Milgram's 1967 "Small World" experiment showed that people are separated from everyone else on average by six people. More recent research has confirmed this figure. The ever increasing use of social networks makes this aspect even more significant.

1/3 of all European employees aged between 16 and 29 find their jobs through personal contacts.

of all executive positions are filled through networking and personal contacts.

What is...?

- **Human capital**: The skills and experience that an employee brings.
- **Social capital**: The connections and contacts that an employee can draw on.

2 *Why Employee Referrals?*

Good Recruitment Rates

26% Employee referrals are one of the most reliable sources of recruitment, accounting for 26% of all new hires.

Lower Staff Turnover

45% The staff retention rate after two years is on average 45%.

Cost Effective Solution

1K£ Traditional recruitment costs you between £4K and £17K. Referrals cost less than £1K.

Shorter Time to Hire

29 Days Whilst the time to hire via job boards is 29-45 days, it is only 29 days for employee referrals.

3 *How to Improve Employee Satisfaction*

- ✔ Work-Life Balance
- ✔ Appreciation
- ✔ Challenges
- ✔ Expressing Needs and Opinions
- ✔ Regular Feedback
- ✔ Short- and Long-Term Goals

Time for further reading?
Here is a selection of our blog posts on this topic:

- 5 Golden rules to reduce Time to Hire
- Making your Employees recruitment ambassadors
- Employee engagement matters
- Happy employees and happy employees walk out the door
- Because you happy - happiness matters to satisfied employees

4 *Benefit from a strong employer brand*

A strong employer brand is...

- ✔ honest
- ✔ credible
- ✔ relevant
- ✔ distinctive
- ✔ aspirational

Related blog posts:

- How attractive should an employer branding?
- Employer branding - Why it is crucial and mission-critical companies too?
- How mobile recruitment strengthens your employer brand
- Employer branding is important - 5 tips for successful employer brand with marketing

5 *Social Media - For Brand Ambassadors and Recruiters*

Social media is a key tool for brand and employer brand promotion and recruitment.

Satisfied employees talk about their employer - in social media as well. If they then share job adverts and other posts, these have more credibility. This increases the level of social media activity by 8: employee posts are shared up to 24 times more frequently than when they are only available on company pages and profiles. The amount of additional coverage should not underestimated because, in most cases, 70% of your employee's contacts will not be familiar with your brand.

Your Candidates in the Social Web

Orientation:

- 71% search via Google
- 56% use job boards

Consideration:

- 81% refer to career web pages
- 63% use social media

Network Reach

- 500 500 500 250,000 average reach
- 41% over 41% of LinkedIn users have more than 500 contacts.
- 50% Half of all Facebook users over 50 have more than 200 contacts.
- 500 500 200 100,000 average reach

6 *Social Referral: Making Employees Ambassadors and Headhunters*

Are your employees fully engaged? Make use of this 'brand ambassador' potential! Social referral makes sharing things in social networks child's play - both for you and your employees.

- **All in One**: One place for employees to start sharing and engaged candidates to start exploring - fully branded.
- **Traceable links with every share**: Full in-depth analytics and insights see which employees are your best ambassadors.
- **Fully Mobile**: Ease of use for your employees with responsive design and native mobile apps for iOS and Android.
- **Systematically Reward - Instantly**: Fully integrated reward system automatically immediately - benefits for employees for each successful referral.
- **Facebook and WhatsApp**: Messenger and WhatsApp integration - share anything as a channel - and many more share options.
- **Amazon Vouchers**: Easily reward the Creator - Referrer through the integrated Amazon Voucher Programme.

You want this full?

Learn more about our recruitment and employee referrals and ambassador programs, get our free e-book:

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CAREERBUILDER +49 (0)30 700 136 79 - sales@careerbuilder.com - Spring - www.Berlin.Hub.co.uk