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[SYMPHONY TALENT]

CONTENT MARKETING TRENDS

MARCH 2020

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COVID-19: A RECRUITMENT MARKETING RESPONSE

BRIEF:

COVID-19 has impacted recruitment in a variety of ways across several industries.

Service & Healthcare industries see an increased volume of daily job searches.

TAKEAWAY:

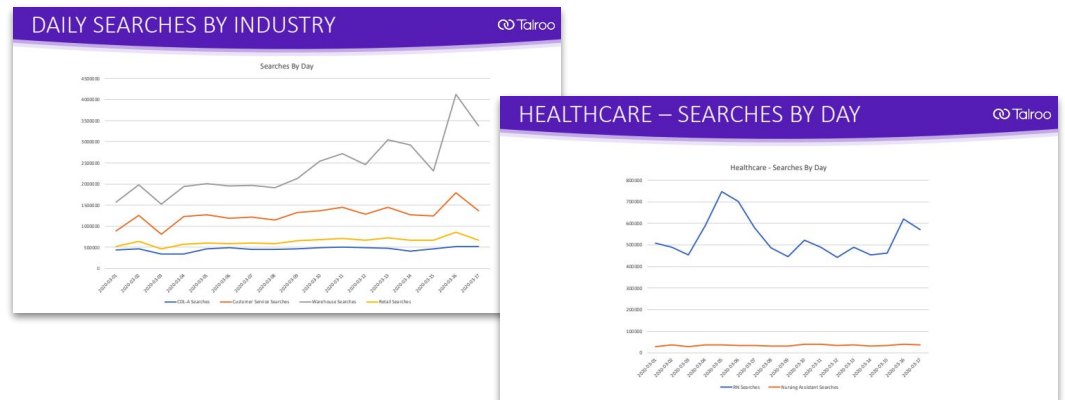
Companies should maintain recruitment efforts and messaging where applicable.

Read the full Symphony Talent [COVID-19 Strategic Communications Recommendations](#)

Since the outbreak of COVID-19, there has been much uncertainty across the globe for employers, employees, and candidates alike.

As the world adjusts to social distancing, working remotely, video interviewing, and the economic impact; the effects of COVID-19 are already being felt across recruitment marketing efforts. Many companies are instating temporary hiring freezes. Others are moving to video interviews. Every day, more and more organizations are initiating remote work for at least some staff. Some areas have seen cuts in hours or even layoffs, while other industries are ramping up hiring for essential personnel.

As COVID-19 and the world's response has developed, we are beginning to see immediate impact from a candidate perspective. Data provided by Talroo shows COVID-19's effect on daily job searches by industry.



Industries with a notable uptick in job searches include warehouse and customer service opportunities. Specific to healthcare, RN searches have also increased. Additional insight from Indeed indicates job seekers are searching for terms such as “work from home” (up 165% compared to average site data) and “full time” (up 49%).

With such a variety of impacts on unique industries, Symphony Talent clients have responded in a number of different ways. Some have initiated a social pause to be conscious of the situation, others continue messaging to support increased hiring needs. The Symphony Talent team of content strategists have updated messaging to be sensitive and empathetic to the situation, while still conveying strength and forward thinking as a way to instill trust among audiences.

No matter what the employment market looks like at the given moment, companies should be constantly evolving their communications plan to adjust for the changes. Symphony Talent maintains that it is imperative that clients maintain employer branding and continue building the talent pipeline.

Symphony Talent also recently shared a full COVID-19 Strategic Communications & Recommendations document, available [here](#).



THE NEXT GENERATION OF STORIES

BRIEF:
Facebook may soon allow for crossposting Stories to Instagram.

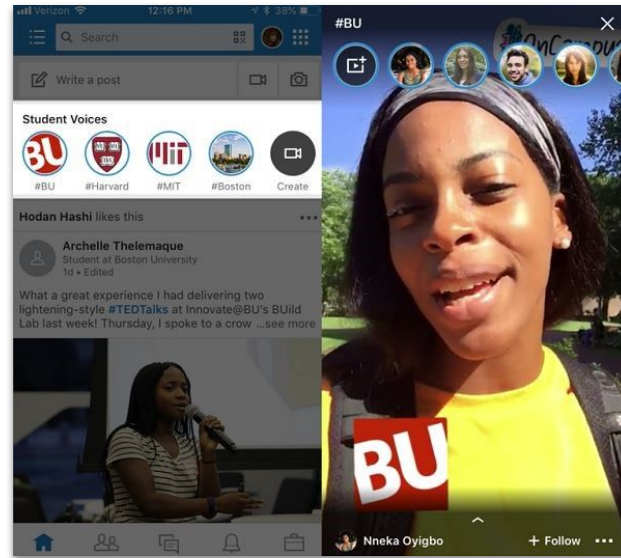
Stories are in development for both LinkedIn and Twitter.

Symphony Talent clients have found success with Stories by offering unique, engaging content.

TAKEAWAY:
Stories will continue to be a priority function on most social channels. If you're not already using Stories, now is the perfect time to test and learn on platforms like Instagram and Facebook.

WHAT WOULD THIS LOOK LIKE

LinkedIn

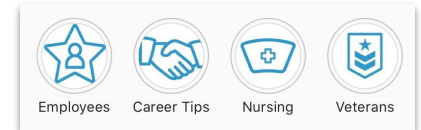


Twitter



HOW CLIENTS ARE USING STORIES

- Employee Features / Quotes
- Events Content
- Interactive Templates for Engagement
- Employee Takeover
- Culture Content
- Instagram Story Q&As (i.e. Questions Sticker)
- Stories can also be saved to the Profile as featured Highlights.



A SYMPHONY TALENT CASE STUDY

- **Overview:** Instagram has driven and influenced applications for a Symphony Talent Healthcare client, encouraging candidates engaged with the employer brand to apply.
- **Challenge:** The company values engaging campaigns to further promote their quality of applicants.
- **Solution:** Instagram been a growing source on social media to optimize engagements and increase the quality of candidates. We have increased activity on Instagram since 2019, including efforts on Instagram Stories to showcase culture, employee stories, recruiter advice and live events. We have implemented tracking tags to determine the platform's worth when it comes to applications.
- **Results:** From December 19, 2019 to March 18, 2020, Instagram has resulted in 72 driven applications and influenced 609 applications.

Sources:

[Source 1](#)

[Source 2](#)

[Source 3](#)

[Source 4](#)

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THANK YOU