

Workplace Mentoring Recruitment Plan

RECRUITMENT CAMPAIGN FRAMEWORK	
<p>1. Define your recruitment goal</p> <p>2. Identify key sourcing strategies to recruit participants</p> <p>3. Execute strategies</p> <p>4. Measure effectiveness of each approach</p>	
RECRUITMENT MARKETING CHANNELS	
Sourcing Strategy	Choose Sourcing Activities
Employee Referrals	<ul style="list-style-type: none"> <input type="checkbox"/> Consider incentivizing employees for referrals <input type="checkbox"/> Create simple process to capture referrals (company intranet, digital form, email) <input type="checkbox"/> Develop posters/ flyers promoting the program and make them available to employees to share electronically <input type="checkbox"/> Track and monitor employee referrals
Social Media Recruiting	<ul style="list-style-type: none"> <input type="checkbox"/> Utilize social media platforms that are most popular in your industry <input type="checkbox"/> Tailor your efforts to each platform <input type="checkbox"/> Create a social media calendar to guide your activities on each platform during recruitment period <input type="checkbox"/> Track and monitor engagements on platforms
Job Board Advertising	<ul style="list-style-type: none"> <input type="checkbox"/> Use clear, concise job description to attract ideal candidates <input type="checkbox"/> Curate list of relevant job boards for your program <input type="checkbox"/> Utilize free and paid job boards
Job Fairs/Community Events/ Campus Recruiting	<ul style="list-style-type: none"> <input type="checkbox"/> Select job fairs and related recruitment events that suit the nature of your program <input type="checkbox"/> Host lunch & learns with prospective groups relative to your industry <input type="checkbox"/> Host a table at relevant campus or community events