

# Workplace Mentoring Recruitment Plan

## RECRUITMENT CAMPAIGN FRAMEWORK

1. Define your recruitment goal
2. Identify key sourcing strategies to recruit participants
3. Execute strategies
4. Measure effectiveness of each approach

## RECRUITMENT MARKETING CHANNELS

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