

Online Strategies to Attract and Retain Quality Employees

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Fast Facts – more at sueellson.com

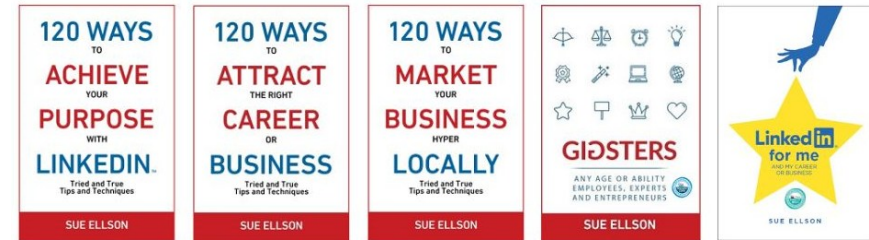
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Sue Ellson is the Founder of



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Books Available at <https://sueellson.com/books>

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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,089 Followers)
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- ✓ Twitter / X <https://x.com/sueellson> (439 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (513 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (122 Followers, 347 Likes)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (22 Followers)
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<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (425 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (1,830 Subscribers)
<https://sueellson.com/newsletters>



Online Strategies to Attract and Retain Quality Employees

Are you having difficulty attracting and retaining quality employees via LinkedIn (or online)?

Would you like some new online techniques to improve the quality of applicants?

Gain practical tips to enhance your recruitment, selection and retention techniques!

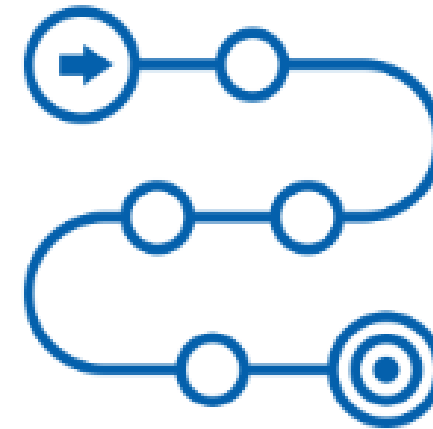
**** Please complete survey when you leave the webinar – what topic next?**

Slides and recording will be online at
<https://sueellson.com/blog/online-strategies-to-attract-and-retain-quality-employees>

Agenda - What I will focus on

All of the free stuff!

1. Data, Statistics, Practice
2. Recruitment Process – Prepare, Process, Decide
3. Tips for your website and digital presence
4. Tips for your LinkedIn Company Page
5. Tips for your job advertisements
6. Tips for your online recruitment search
7. Tips for your selection process
8. Tips for your retention process
9. Summary of Main Recommendations



All whilst abiding by the LinkedIn User Agreement <https://www.linkedin.com/legal/user-agreement>
and Professional Community Policies <https://www.linkedin.com/legal/professional-community-policies>

*Cannot outsource overseas or automate but you **can systemise** or do via an Admin on a Company Page

Why are you here today?

Add number/s to the chat

1. HR or Recruitment Person within Employer
2. Recruiter
3. Decision Maker in an Enterprise
4. Self Employed Consultant or Freelancer
5. Other



Happy for you to ask questions at any time

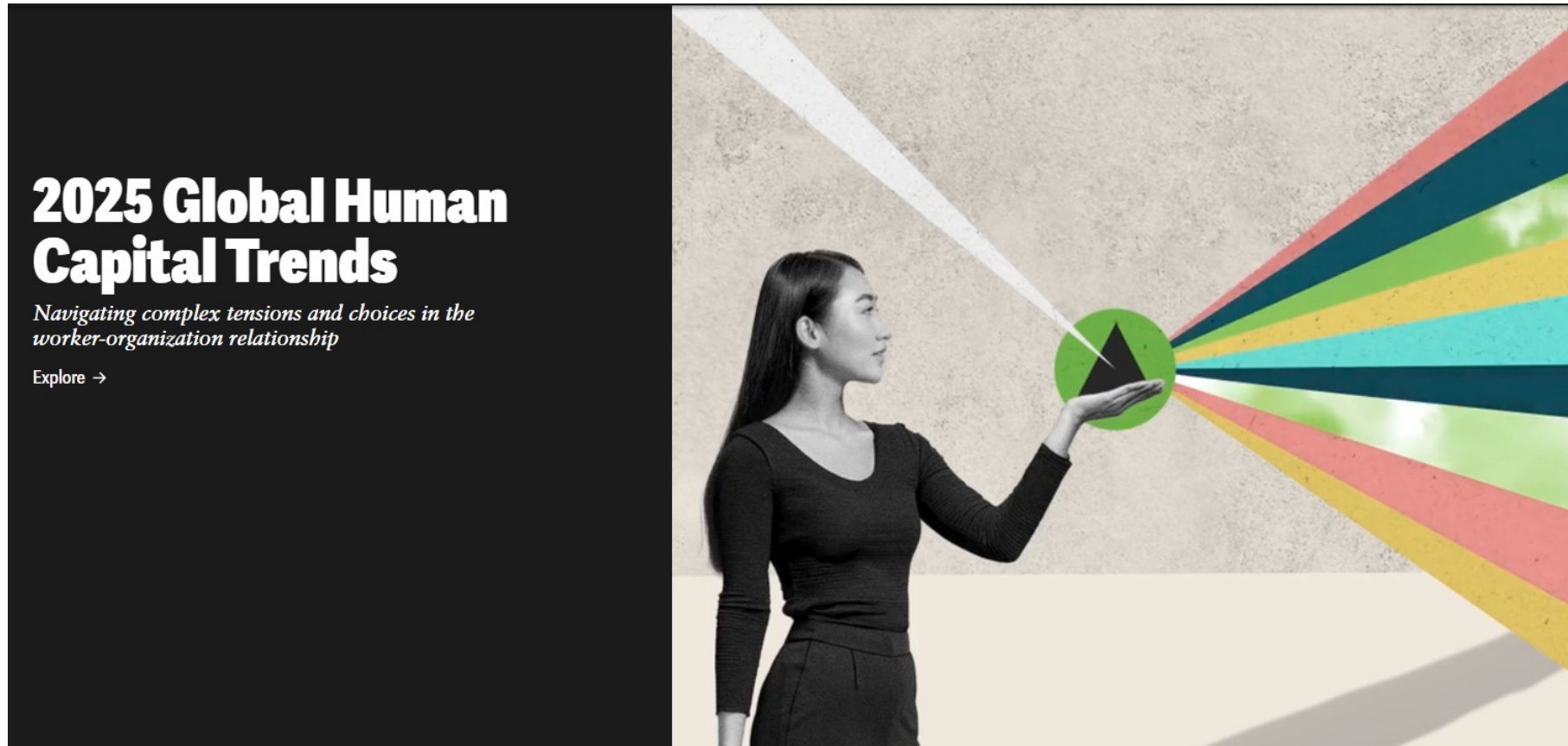
What are you currently using?

Add letter/s to the chat

- A. LinkedIn Free Account
- B. LinkedIn Premium Account (Careers)
- C. LinkedIn Premium Account (Business)
- D. LinkedIn Sales Navigator
- E. LinkedIn Recruiter
- F. Other LinkedIn related products



1. Data, Statistics, Practice – Global



2025 Global Human Capital Trends

Navigating complex tensions and choices in the worker-organization relationship – Deloitte

<https://www.deloitte.com/us/en/insights/topics/talent/human-capital-trends.html>

1. Data, Statistics, Practice – Global

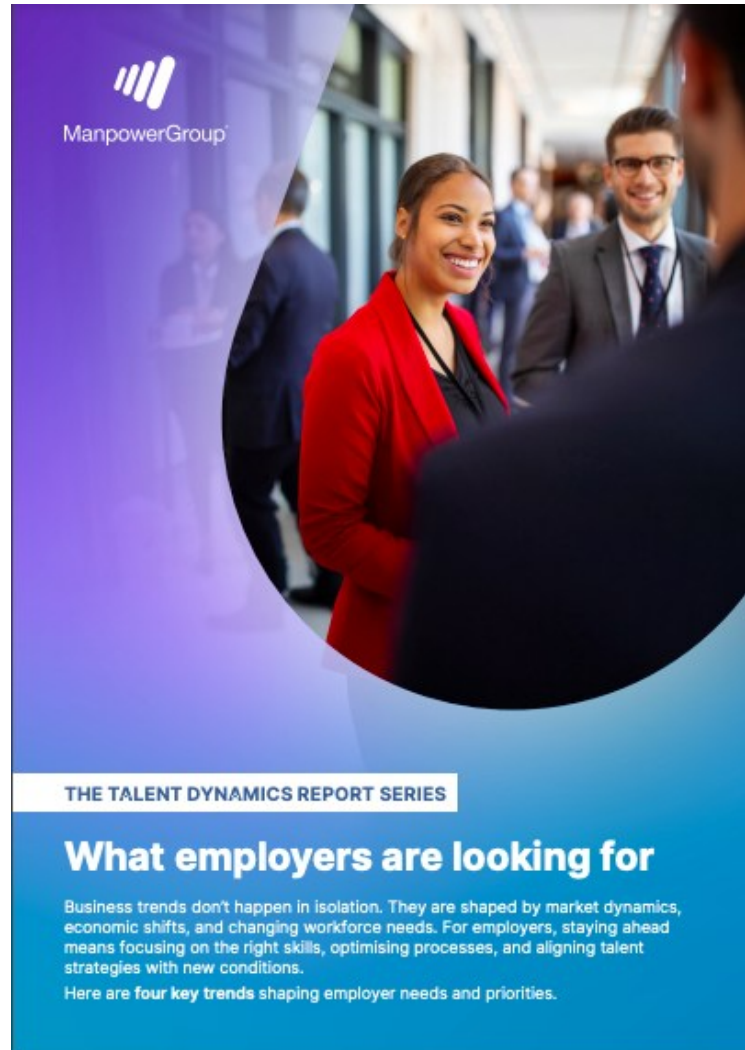
- **Ensure you're considering the right data—not just the data that's easy to collect.** High-quality decisions are based on evidence, which can help drive integrity in the decision-making process. Leaders should make sure they're considering the *right* data and be forthright in when, how, and where that data will be used in the decision. Focus on metrics that measure human outcomes, such as data on skills development and employability; emotional, mental, physical, social, and financial well-being; career stability and advancement opportunities; and societal impact.⁶
- **Consider the input of multiple stakeholders, but don't get bogged down by trying to achieve consensus.** Striving for unanimous agreement can slow down the decision-making process and lead to indecisiveness. Instead, leaders should aim to balance inclusivity with decisiveness, ensuring that they make informed choices while keeping momentum going. Educating stakeholders on how decisions are made in your organization can also have an impact on how quickly you're able to take action: High-performing organizations are 22 times more likely to openly discuss strategies for how decisions will be made, nine times more likely to teach decision-making skills and capabilities, and seven times more likely to provide tools to support higher-quality decision-making than are low-performing organizations, according to Deloitte's decision intelligence research.⁷
- **Place decision-making responsibility at the right levels and involve people with the right experience.** Delegate decision-making authority to those who have the relevant knowledge and experience to make informed choices. For instance, when it comes to integrating AI into business processes, it's essential that leaders involved in these decisions have a solid understanding of AI technologies and their implications. This understanding enables them to evaluate potential benefits and risks more accurately, foresee implementation challenges, and make strategic decisions that align with the organization's goals.

2025 Global Human Capital Trends

<https://www.deloitte.com/us/en/insights/topics/talent/human-capital-trends.html#introduction>

- Right Data
- Balance Inclusivity with Decisiveness
- Decision-Making Responsibility at the Right Levels

1. Data, Statistics, Practice – Australia



What employers are looking for - The Manpower Group

<https://downloads.manpowergroup.com.au/talent-dynamics-report-2025#report>

<https://3852425.fs1.hubspotusercontent-na1.net/hubfs/3852425/Talent%20Dynamics%20Report.pdf>

1. Data, Statistics, Practice – Australia

Key takeaways for business leaders

Hybrid working has become firmly established; however, leadership teams and employees alike are now beginning to navigate the realities of this shift and are looking at pathways to return to more traditional ways of working. This shifting workforce dynamic requires skills that cut across both face-to-face and digitally transformed workplaces. Upskilling and reskilling remain top priorities as technical advancements continue to change the way businesses operate.

How can employers make the most of these new requirements?

#1  Create HR strategies that segment demographics, focusing on what your business needs from younger employees, such as the ability to learn new skills, versus more mature employees, such as a willingness to share knowledge.	#2  Invest in reskilling and upskilling as a continuous destination. Embed it in the corporate culture to keep your workforce future-fit and able to respond to market and technology changes.	#3  Prioritise culture and creating work-life balance for employees to both attract and retain top talent and drive productivity. Business is more fast-paced than ever before and productivity is crucial to remaining competitive, particularly in a hybrid environment.
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1. Data, Statistics, Practice – Australia and NZ



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2025 Hays Salary Guide

<https://www.hays.com.au/documents/276732/1102429/Hays+Salary+Guide+FY25-26.pdf>

AI – higher applicant volumes, lower quality candidates

Two thirds of professionals planning a move in the next 12 months

Matching talent effectively is becoming harder

Most valued employee benefits – flexible working and additional annual leave

1. Data, Statistics, Practice – Australia and NZ

Attraction and retention *factors*

Beyond benefits, there are some fundamental needs of employees that contribute to whether they consider joining, and staying with, an organisation or not. And they aren't always aligned with what the employers consider important.

While salary and benefits are a large part of what attracts job seekers, there are some fundamental aspects of work that are also important to employees. Factors that keep employees happy or make them start to look elsewhere. In this area, there is an opportunity for organisations to better understand what it is that employees are looking for. While there is alignment on many of the aspects, there are quite a few where employers over or underestimate the appeal.

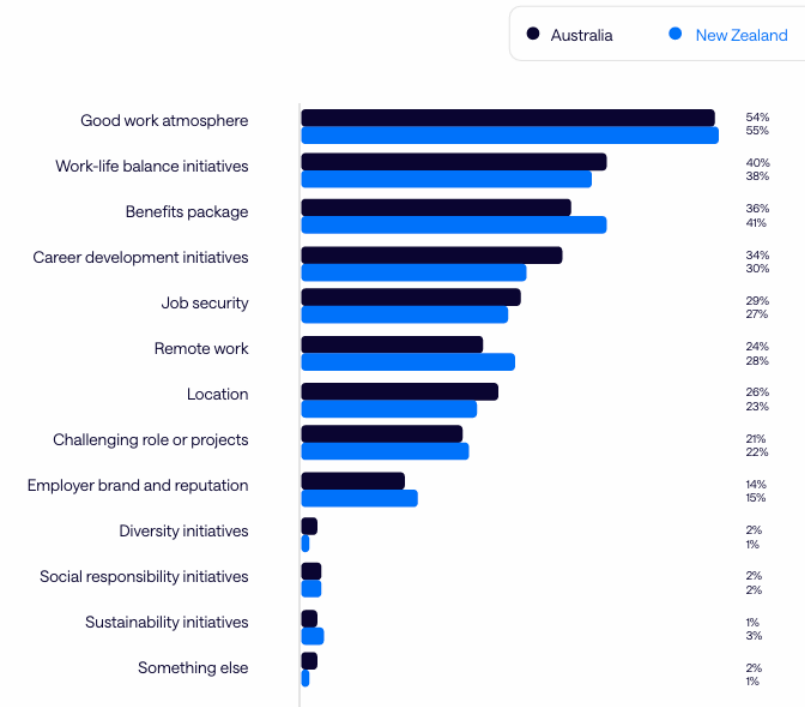
A good work atmosphere is most important to employees at 55 per cent and with employers ranking it at 54 per cent, they are almost in complete alignment. There is also close alignment between the value placed on work-life balance initiatives (employees 40%, employers 38%), benefits package (employees 37%, employers 33%), job security (employees 29%, employers 26%), and challenging roles or projects (employees 21%, employers 22%).

The gap starts to widen however when it comes to career development. While it is a major factor for employees at 33 per cent, it isn't as high as the 41 per cent weighting given by employers. Employer brand and reputation is another one that ranks highly for

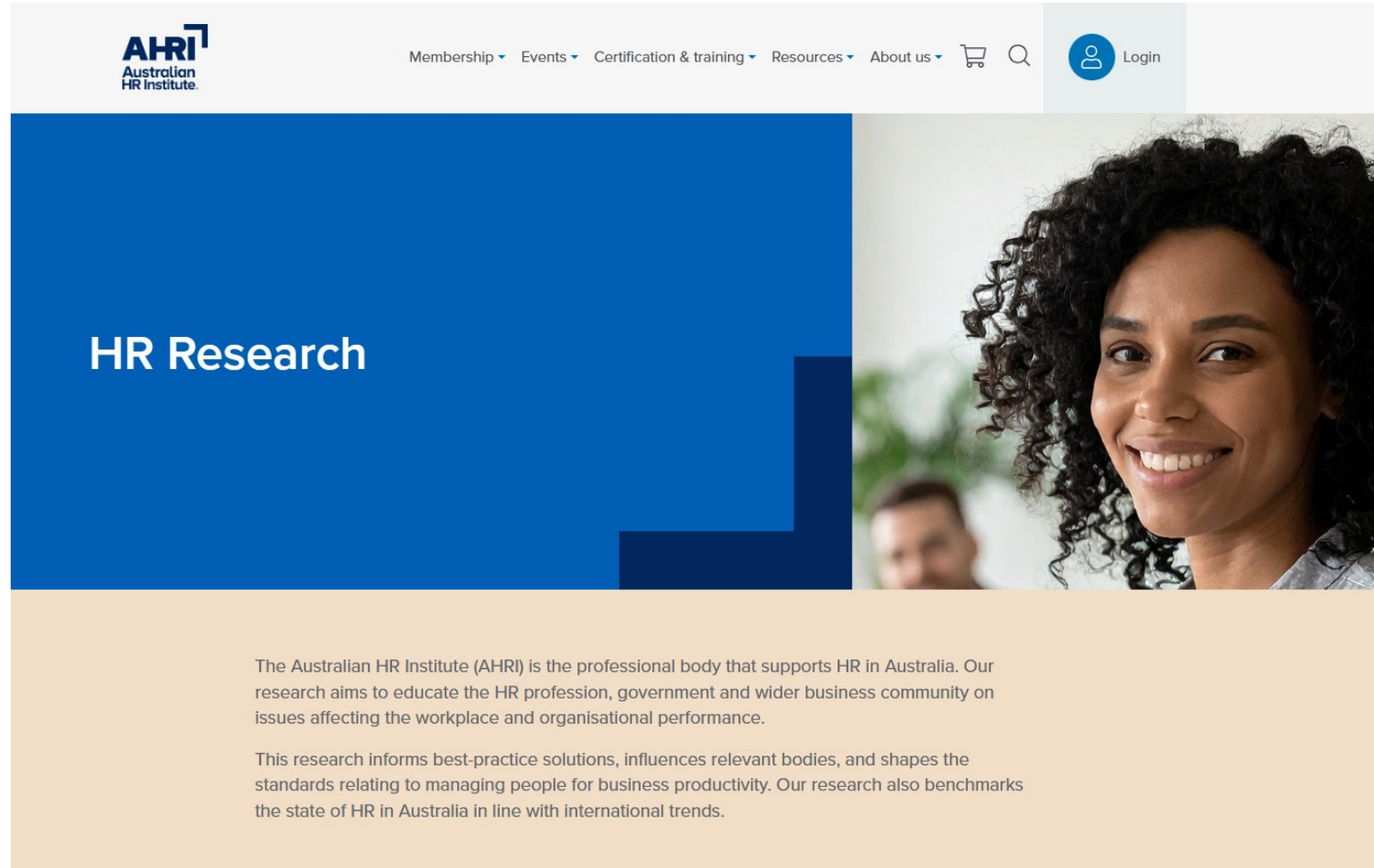
the hiring company at 26 per cent, but less so to the employee at 14 per cent. There is far more to read on this in our recent Chief People Officer Viewpoint . It may be a focus for organisations, but is it as important as they think? Or is it a factor that employees feel instinctually rather than overtly?

Conversely, hiring managers are not valuing location in the same way that employees are. Organisations put it at 17 per cent, whereas employees have it at 25 per cent.

What job seekers value beyond salary



1. Data, Statistics, Practice – Human Resources



<https://www.ahri.com.au/resources/hr-research>

1. Data, Statistics, Practice – Human Resources

2025
October



Managing and Minimising Psychosocial Risks in Australian Workplaces

This research report, in partnership with Dynamic Leadership Programs Australia (DLPA), explores the most common psychosocial hazards, the impact of recent legislative changes, and the practical steps organisations are taking to manage psychosocial risks. It offers benchmarking data, insightful case studies and actionable strategies to help HR professionals and business leaders to support employee wellbeing and enhance organisational performance.

[DOWNLOAD REPORT →](#)

September



AHRI's Quarterly Australian Work Outlook - September 2025

The tenth instalment of the series shows employment confidence at a new high, with the *Net Employment Intentions Index* climbing to +48 (up from +38 in June) — the highest since the Australian Work Outlook surveys began in 2023. Recruitment is robust across sectors, with two-thirds of employers planning to hire this quarter. While some anticipate redundancies, strong recruitment activity is expected to offset job losses.

[DOWNLOAD REPORT →](#)

July



Older and Younger Workers: What Do Employers Think?

In its fifth collaboration with the Australian Human Rights Commission (AHRC), AHRI presents a new report providing valuable insights into the evolving employment climate for both older and younger workers in Australia. This year's edition broadens its focus to explore generational attitudes in the workplace, examining how workers at both ends of the age spectrum are perceived and supported across Australian organisations.

[DOWNLOAD REPORT →](#)

AHRI's Quarterly Australian Work Outlook - September 2025

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<https://www.ahri.com.au/resources/hr-research>
<https://www.ahri.com.au/wp-content/uploads/AHRI-WorkOutlook-Report-2025-Q3.pdf>

1. Data, Statistics, Practice – Salary

Hiring Advice > Attracting candidates > Salary and benefits > Why it's important to include salary in your job ads



Salary and benefits 3 min read · Written by SEEK

Why it's important to include salary in your job ads



Did you know that most candidates find it frustrating when salary isn't included in a job ad? Find out why including a salary in your job ad not only improves the candidate experience but also helps your ad attract more relevant applications.

There are many reasons why businesses may choose to not include a salary in their job ad, however there are clear benefits for hirers who list a salary or salary range. Salary information is incredibly important to candidates, with data revealing that job ads on SEEK that show a visible salary receive on average 36% more applications than those that don't.

Research also shows 72% of candidates find it frustrating when salary isn't included in a job ad. SEEK's **Laws Of Attraction** also shows that salary is one of the top three drivers of attraction to a role, along with work-life balance and working environment, across all industries.

Include Salary – 36% more applications

72% applicants find it frustrating if salary isn't included

Job ads on SEEK that include a salary and are offering more than the market average, receive up to 83% more applications than job ads that don't show a salary.

<https://talent.seek.com.au/hiring-advice/article/why-its-important-to-include-salary-in-your-job-ad>

25% simply won't apply without a visible salary

<https://talent.seek.com.au/hiring-advice/article/salary-in-a-job-ad-you-could-actually-benefit>

1. Data, Statistics, Practice – Drivers

Laws Of Attraction

Find out what Australian candidates want

Uncover the drivers that attract candidates to a role

Explore drivers by
Industry

Select up to two options
Please select

Get the drivers

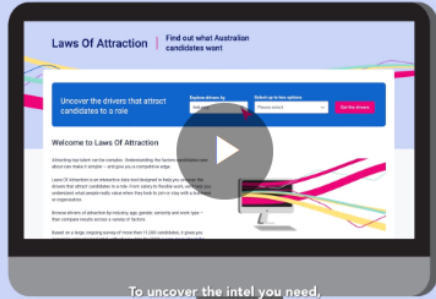
Welcome to Laws Of Attraction

Attracting top talent can be complex. Understanding the factors candidates care about can make it simpler – and give you a competitive edge.

Laws Of Attraction is an interactive data tool designed to help you uncover the drivers that attract candidates to a role. From salary to flexible work, we'll help you understand what people really value when they look to join or stay with a business or organisation.

Browse drivers of attraction by industry, age, gender, seniority and work type – then compare results across a variety of factors.

Based on a large, ongoing survey of more than 14,000 candidates, it gives you access to uniquely local intel, with all new data for 2024. [Learn more about the research.](#)



To uncover the intel you need,

Seek – Laws of Attraction

<https://www.seek.com.au/loa>

1. Data, Statistics, Practice – Drivers

Laws Of Attraction

Find out what Australian candidates want

Select filters to uncover deeper insights about Australian candidates.

Explore drivers by

Industry

Select up to two options

Education & Training

Filter by

Location

Select up to two options

NSW ACT

Apply Clear all

Need useful information fast?
Download a snapshot of the top drivers for these candidates.

Export PDF

Job ad tip

Attract the right candidates with the right drivers. Here's how to include

Welcome to the Laws Of Attraction data lab

View the video for tips on how to use this tool and how to apply the insights to attract candidates

Read the FAQs

Showing results that match **Education & Training, NSW, ACT**

Results are based on **218** respondents from a total of **14,717** candidates surveyed January 2023 - February 2024.

About these candidates

Gender	Age	Location	Seniority
Female 78%	18 to 24 9%	City / large town 89%	Graduate 6%
Male 22%	25 to 34 23%	Small town / rural 11%	Junior 28%
Gender diverse, 0%	35 to 44 26%		Mid Level 39%
Self described	45 to 54 23%		Senior 27%
	55 to 64 17%		
	65 to 74 3%		

Income (annual)	Education	Place of birth	Children in household
Under \$52k 36%	Year 12 or below 11%	Born in Australia 60%	Yes 44%
\$52k to \$103k 40%	Diploma, certificate or trade qualification 22%	Born elsewhere 40%	No 56%
\$104k to \$155k 18%	Degree 34%		
Over \$155k 6%	Postgraduate 33%		

Seek – Laws of Attraction

Education and Training

NSW and ACT

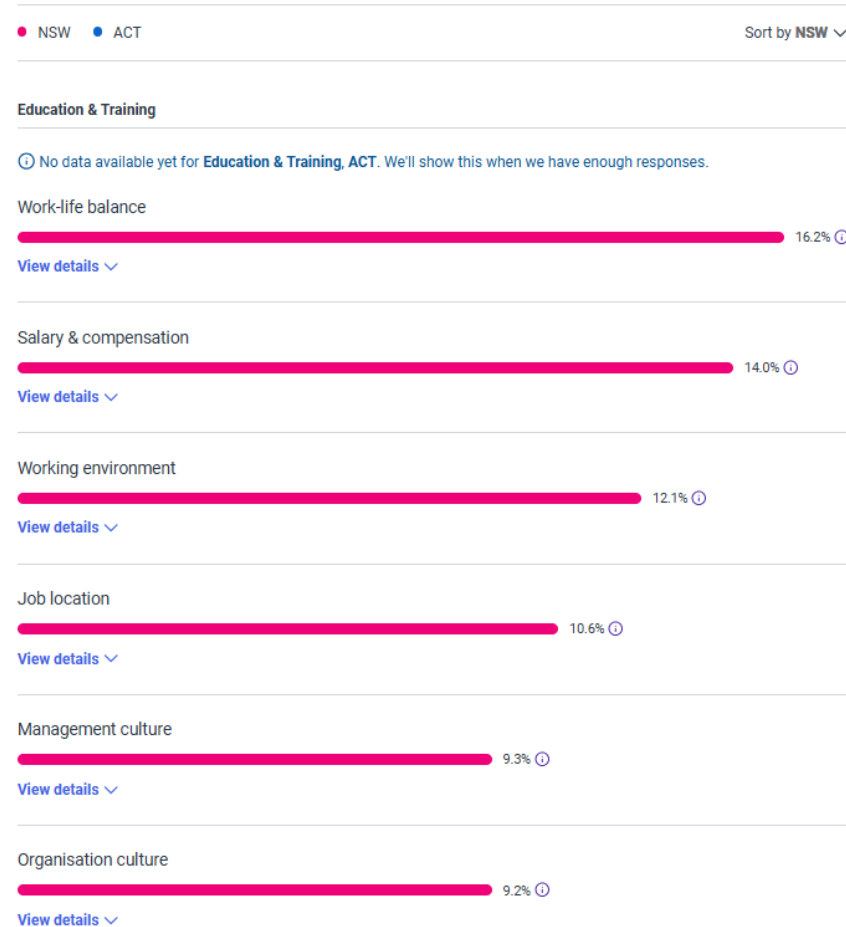
https://www.seek.com.au/loa/data/lab?drillDown=LOCATION&drillDownOptions=NSW_ACT&driver=INDUSTRY&driverOptions=Education%20%26%20Training

Results are based on 218 respondents from a total of 14,717 candidates surveyed January 2023 - February 2024

1. Data, Statistics, Practice – Drivers

Drivers that attract these candidates

These are the drivers candidates consider when looking at roles. Drivers are ranked with the most important driver at the top. Expand each driver for more detail.



2. Recruitment Process – Prepare, Process, Decide

Acknowledge

- that you may have used recruiters in the past as a last resort

Have your team received adequate professional training in the area of recruitment?

- to ensure a fair and equitable process and are aware of unconscious bias

Have you developed a consistent approach for all new hires?

- invite, review, sort, interview, assess, inform

Do you have any internal data on the most successful past hires?

- sources, performance, retention rates, cost (perhaps time < budget but what actually works?)

Do you ask for feedback and review your recruitment and selection strategies every 2-3 years?

- interview successful hires and measure total spend in both cost and time (Ideally recruiters > 3 years experience)

What is the relationship like between your team and the colleagues the candidate will work with?

- clear expectations and communication with consistent messaging

How timely are all of these stages completed?

- do you have systems and processes that continually improve efficiency and time to hire?

3. Tips for your website and digital presence

Website

- website only identity Enterprise owns
- does it reflect the working vibe?
- are all details correct and accessible?
- do you have a Home, About, Contact and Privacy Policy Pages?
- has it been search engine optimised, in particular for suburbs close to you? (Working Close To Home)
- are you aware of AI scraping tools collecting data from your website (not necessarily from socials)
- is the content on your website mobile-friendly (lots of white space, bullet points)
- are your other listings with your website on it correct?
- is there a CEO's message but also other staff's content on the website or YouTube Channel?
- have you considered creating individual pages on the website for each staff member?



<https://spectrumanalysis.com.au/about-us/team> - helps profile the enterprise whenever a person is Googled

3. Tips for your website and digital presence

Social

- do all of your socials reflect an aspect of the staff at the enterprise?
- have all enterprise profiles been updated recently (for consistent logos, tag lines, links)?
- do all staff Follow these profiles?
- do staff engage with these profiles (reactions and comments) for Employee Advocacy?
- do you have any staff related 'series' short form content? (e.g. CEO videos)
- are all staff aware of and informed about the Enterprise's Online / Social Media Policy?
- how up to date is your own LinkedIn Profile? People will check you out during the recruitment process!



3. Tips for your website and digital presence

Careers

- are all job vacancies listed on individual pages of your website with their own URL?
- is the information re-used when re-hiring for a similar role?
- do you have a consistent format for sharing each role?
- do you have a strategy for sharing roles in your email newsletter, local publications etc?
- does your main Careers page discuss the process involved for all applicants?
- do you recommend that people follow your enterprise on social media when applying?
- are you providing a clear focus on 'essential' skills rather than 'desired' skills?
- are you listing some of the extra features your enterprise may have on the main careers page and individual job pages?
- does each job page have a featured image and a single video?



3. Tips for your website and digital presence

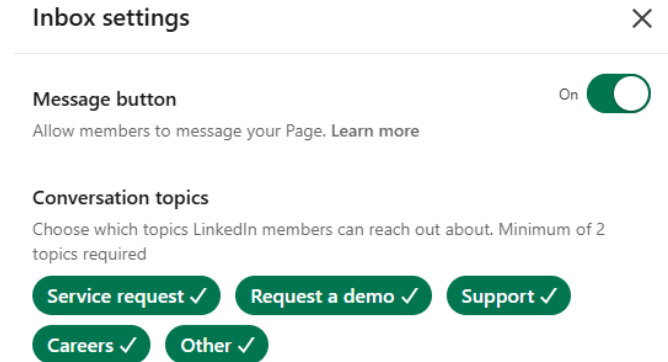
Careers

- discussion – what are some of the benefits your enterprise offers?
- Four Day Work Week
- Flexible Start and Finish Times
- Onsite Parking and/or Access to Transport
- Paid Professional Development Per Year
- Professional Membership Subscriptions
- Peer Mentoring Program
- Career Development
- Special Leave Days including faith-based celebrations
- Discussion around faith and values expectations
- Facility Hiring or Access to Enterprise Facilities
- Extra Superannuation or Salary Sacrificing Options



4. Tips for your LinkedIn Company/School Page

1. Fully Completed - ALL Sections possible
2. 500+ Followers (invite your Connections to follow)
3. Invite Followers to Connect to you (if relevant)
4. Ensure you have a Featured Post/s
5. Adjust Inbox settings
6. 150+ Followers can start a LinkedIn Newsletter (recommend monthly)
7. 3+ Administrators for Page
8. Don't need a Premium Page
9. Don't necessarily need a Jobs / Life Page
10. Ensure staff are Following and have clicked 🛎 'All Notifications'



5. Tips for your job advertisements

EXAMPLE TO DISCUSS – what is missing?

Remember essential skills, keywords, benefits

MyFuture information for specific careers <https://myfuture.edu.au>
(great for keywords and job specific information)

SMSF Accountant

Reporting to the Manager – SMSF Specialist Services, the successful candidate will be at the early stages of their professional career looking to improve their professional knowledge, skills.

This position offers exposure to a broad range of SMSF services and the potential to become a respected SMSF expert.

Professional Skills

- superannuation technical knowledge in relation to accounting, taxation and compliance
- preparation and dispatch of BAS/IAS and PAYG summaries
- SMSF data processing and accounts completion
- daily handling of client queries
- liaising with clients' professional advisers, auditors, ATO and other external and government bodies as required
- diligent and effective record keeping especially in communicating with clients meet tax and compliance deadlines

Personal Skills

- an excellent attitude for contributing to innovation and change
- aware of the flexibility, strategies and control available through SMSFs
- ability to work as part of a cohesive team
- excellent written and verbal communication skills
- high level of attention to detail and ability to work autonomously
- effectively communicate and network with the business owners, manager, clients, referral professional partners and external service providers
- right to work in Australia

Technical Skills

- Accounting degree
- Two+ years' experience in SMSFs within a public practice
- BGL360 (superannuation specialist software)
- CAS360 (corporate registration to ASIC)
- Advanced MS Excel skills
- Good MS Office skills
- Customer Relationship Management (CRM) knowledge for a new implementation
- Accounting software – Quickbooks, Xero Practice Manager, MYOB
- Microsoft 365 and MS Sharepoint

Benefits

- competitive salary commensurate with relevance to the position
- opportunities for professional development
- paid training and education support
- professional fee subsidies
- subsidised parking
- located in Camberwell, close to all forms of public transport and local shops, supermarkets, coffee shops and restaurants

About Moneta

Established in 2010, Moneta Super is a boutique SMSF administration business conveniently located in Camberwell, Melbourne, Victoria.

The operating team is comprehensively and actively supported by the three owners of Moneta Super especially in services development, professional development, marketing and technology.

For more information, please visit <https://www.monetasuper.com.au>

<https://www.linkedin.com/jobs/view/2785244718>

6. Tips for your online recruitment search

LinkedIn

- Launched in 2003, LinkedIn is the world's largest professional network with more than 1 billion members in more than 200 countries and territories worldwide and was acquired by Microsoft in 2016
- well known as a 'networking' and 'research' tool but is also a good 'publishing' platform
- previously resume and job ads, now skills-based platform
- most people do not complete their LinkedIn Profile in detail
- many job ads attract ineligible candidates from overseas or unsuitable candidates
- advertising can be very expensive and still not 'reach' suitable candidates
- can do searches for People and also Services but limited to a maximum number of searches
- Any other perspectives?



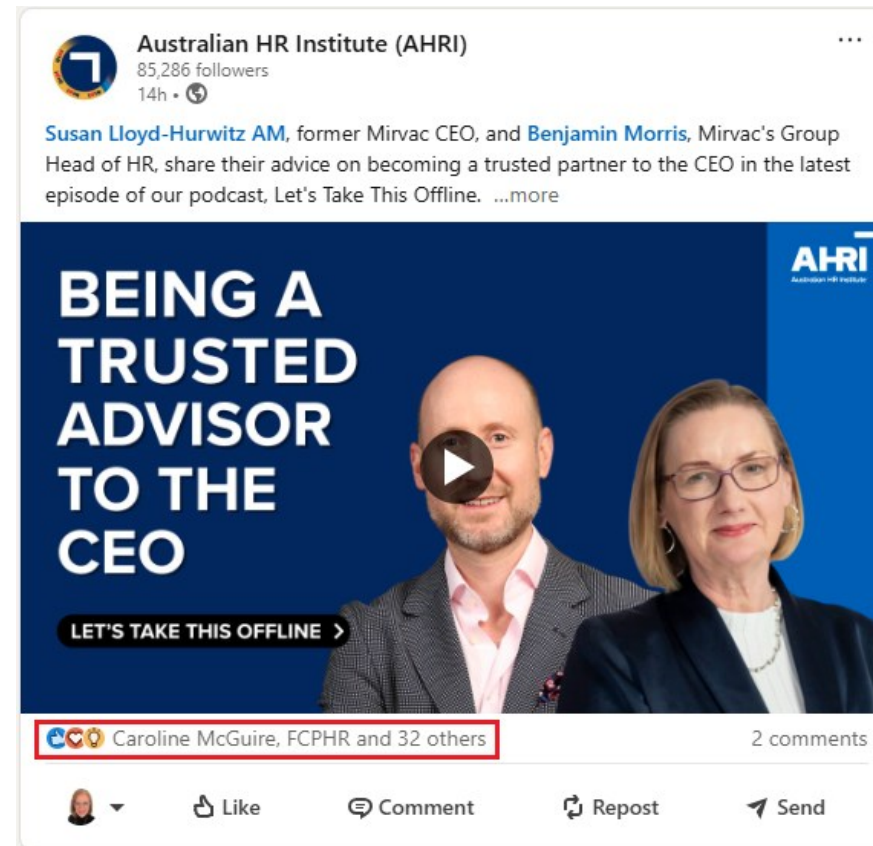
6. Tips for your online recruitment search

Sales Navigator Core	Recruiter Lite
Unlock sales opportunities	Find and hire talent
A\$77.50* A\$77.50* / month for 1 month or A\$1,499.88* / year	A\$224.99* / month or A\$2,159.88* / year (save 20%)
Upgrade plan	Upgrade plan
Top differences	Top differences
✓ Sales Navigator initial credits: 50 per month	✓ Recruiter Lite initial credits: 30 per month
✓ Sales Navigator platform	✗ Sales Navigator platform
✗ Recruiter Lite platform	✓ Recruiter Lite platform
✓ Unlimited People browsing	✗ Unlimited People browsing
✓ Find the right leads and accounts with advanced search	✗ Find the right leads and accounts with advanced search
✓ Save time with lead and account recommendations	✗ Save time with lead and account recommendations
✗ 20+ advanced search filters	✓ 20+ advanced search filters
✗ Candidate recommendations daily	✓ Candidate recommendations daily
Find and contact anyone	Find and contact anyone
✓ See Who's Viewed Your Profile from the last 365 days	✓ See Who's Viewed Your Profile from the last 365 days
✓ Open Profile	✓ Open Profile
✓ Save leads and accounts to track their activity	✗ Save leads and accounts to track their activity
✓ Access to your 2nd and 3rd degree networks	✓ Access to your 2nd and 3rd degree networks
✗ Candidate search alerts	✓ Candidate search alerts
✗ Search with smart suggestions	✓ Search with smart suggestions
✗ Personalized outreach with saved templates	✓ Personalized outreach with saved templates
✗ Post a free job	✓ Post a free job
✗ Projects for organization and tracking	✓ Projects for organization and tracking
Exclusive insights to get ahead	Exclusive insights to get ahead
✗ Job analytics to enhance your recruiting strategy	✓ Job analytics to enhance your recruiting strategy
✓ Top Applicant job recommendations	✓ Top Applicant job recommendations
✓ Company insights	✓ Company insights
✓ Resume insights	✓ Resume insights
✓ Senior opportunities with real-time lead and account alerts	✗ Senior opportunities with real-time lead and account alerts
Stay up-to-date on the latest skills	Stay up-to-date on the latest skills
✓ 22,900+ LinkedIn Learning courses	✓ 22,900+ LinkedIn Learning courses
✓ Full access to Interview Preparation tools	✓ Full access to Interview Preparation tools

- Sales Navigator A\$154.99pm A\$1,499.88pa
Recruiter Lite A\$224.99pm or A\$2,159.88pa
- Recruiter Choices
(LinkedIn Recruiter appears to be around \$9,000 per person)
<https://www.linkedin.com/help/linkedin/answer/a417251/differences-between-recruiter-and-recruiter-lite>
- <https://business.linkedin.com> – to speak to sales

6. Tips for your online recruitment search

View Company Pages including Professional Associations, View Groups, Search for Posts or Hashtags and see who has been engaging recently – look for people who can pass on the role to someone else
https://www.linkedin.com/posts/ahri_susan-lloyd-hurwitz-am-former-mirvac-ceo-activity-7388688460963930112-Ken-



6. Tips for your online recruitment search

Google Advanced Search https://www.google.com.au/advanced_search

– unlimited searches, direct approach, reach out to people who can provide referrals to suitable candidates

Google

Advanced Search

Find pages with...		To do this in the search box.
all these words:	<input type="text" value='"senior project manager" and "construction" and "melbourne"'/>	Type the important words: tri-colour rat terrier
this exact word or phrase:		Put exact words in quotes: "rat terrier"
any of these words:		Type OR between all the words you want: miniature OR standard
none of these words:		Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
numbers ranging from:	to	Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:	any language	Find pages in the language that you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time that you specify.
site or domain:	linkedin.com	Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	anywhere in the page	Search for terms in the whole page, page title or web address, or links to the page you're looking for.
file type:	any format	Find pages in the format that you prefer.
usage rights:	not filtered by licence	Find pages that you are free to use yourself.

6. Tips for your online recruitment search

Seek

- Founded in Melbourne, Australia in 1997, SEEK is a multinational technology company with over 3,000 employees and is listed on the Australian Securities Exchange. <https://www.seek.com.au/about>
- well known as a 'destination' site for job seekers – but remember that up to 90% of jobs are not advertised
- can create a Job Seeker Profile (people may not want to) <https://www.seek.com.au>
- Job Seekers can create a Verified Profile and have their Credentials verified <https://seekpass.co/au>
- Employers can create Ads or use Talent Search – remember to fill in your Employer Details <https://talent.seek.com.au>
- Lots of additional resources and information for Employers <https://talent.seek.com.au/hiring-advice>
- Additional Market Insights <https://talent.seek.com.au/market-insights>
- Any other perspectives?



6. Tips for your online recruitment search

Indeed

- Established in 2004, Indeed, Inc. is an American multinational employment website for job listings and independent subsidiary of Japan-based company Recruit Holdings. It is headquartered in Austin, Texas, and Stamford, Connecticut, the and claims it is the 'world's #1 job site and a leading job matching and hiring platform.'
- well known as an 'aggregator' site of job ads from other platforms
- comprehensive list of trending searches, trending jobs, popular cities and popular companies
<https://au.indeed.com>
- Hiring Lab Economic Research <https://www.hiringlab.org/au> - can subscribe
- Benefit of international size and input from multiple transactions
- Any other perspectives?



7. Tips for your selection process

1. Remember your Recruitment skills
2. Set realistic expectations for all involved
3. Be aware of any unconscious bias
4. Remember to focus on your top six candidates
5. Consider online interviews before in person interviews
6. Keep candidates informed along the way
7. Process your top three candidates (consider token payment)
8. Ensure the individual manager is well informed
9. Ensure your offer is shared in writing
10. Follow up promptly and have your Onboarding Process Set Up



RCSA is the peak body for the recruitment, staffing & workforce solutions industry <https://rcsa.com.au>

7. Tips for your selection process - Onboarding

Before starting

- direct contact and confirmation of success in writing
- invite to Follow all social media profiles and click Notification Bell to curate Newsfeed
- invite to read and review Enterprise Online / Social Media Policy



On arrival

- invite to update LinkedIn Profile according to your Enterprise's recommendations
- introduce to social media team and brief on how can support enterprise's online presence
- add new work email address to back end of LinkedIn (avoid creating duplicate LinkedIn Profile)

Within first month

- connect with at least 10 new colleagues at the enterprise on LinkedIn
- invite to endorse colleagues for their Skills listed on LinkedIn
- encourage to consider sharing some content relevant to their expertise on their LinkedIn Profile (or announce new role)

8. Tips for your retention process – During Tenure

During Tenure

- Employee Advocacy
 - encourage ongoing engagement (reactions and comments) with Online Content
- Career Development
 - join the local library and complete 'LinkedIn Learning' course/s for free, add to LinkedIn Profile <https://learning.linkedin.com>
 - invite to visit Massive Open Online Courses (MOOCs) complete relevant course/s and add to LinkedIn Profile <https://www.mooc.org>
 - invite to create collaborative content for sharing on socials (on LinkedIn, can include a Poll or a PDF summary)
 - encourage to find and connect with other professionals in similar roles on LinkedIn both locally and internationally
 - ensure they add any professional memberships in both 'Licenses and Certifications' as well as 'Organizations' on LinkedIn
 - encourage Accountability Partnerships or Mentoring Relationships for online publishing skills
 - invite to create their own yournamewebsite.com to showcase skills and expertise online

8. Tips for your retention process – Offboarding

Offboarding

- encourage to fully update their LinkedIn Profile, including role they have just completed
- encourage to mention end date of role on LinkedIn within one month of departure date
- invite to connect with any other colleagues on LinkedIn they have enjoyed working with
- encourage them to provide Skill Endorsements for their most recent colleagues on LinkedIn
- encourage them to give and ask for Recommendations for their LinkedIn Profile (unless there is a performance issue)
- encourage them to leave their Email Address on their LinkedIn Profile but change their Primary Email Address on LinkedIn
- provide guidance on how they can celebrate their achievements at the Enterprise with a social media post (provide a content structure and create an approved image for this purpose)
- goal is to leave the Enterprise with a good impression and encourage future referrals and recommendations

<https://sueellson.com/blog/what-to-do-on-linkedin-when-your-job-role-ends>

9. Summary of Main Recommendations

For Recruitment Overall – Ensure all recruitment staff are well trained and that communication is clear with decision-makers

For Each Role – Add a Page to the Enterprise Website with ALL of the details for the role, including ALL benefits and one video

For Each Job Advertisement – Include all essential skills, keywords (for searches), various benefits and salary

For Each Search – Imagine where your candidates can be found or are looking for the role, spend more time networking and asking for referrals for candidates living nearby and include the specific website link for each role and do not rely exclusively on advertisements or recruiters to find suitable candidates – *more time searching, less time sorting*

For Each Selection – Ensure that all of your selection processes are completed in a consistent and timely way and that you encourage candidates to follow the Enterprise on social media for future referrals. Always look for ways to improve

For Each New Staff Member – Ensure that their online presence is updated and that they connect and engage online

For Each Existing Staff Member – Ensure that they are aware of the Enterprise's Online / Social Media Policies and keep up to date

For Each Departing Staff Member – Ensure that they update their presence but remain connected in a positive way

What has been most helpful to you today?

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (160 Google Reviews) or
Facebook <https://www.facebook.com/sueellson2/reviews> (13 Reviews)
Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>

✓ Please complete Webinar Feedback when you leave the webinar



Google Review



Facebook Review



Online Review



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