



Rethinking Recruitment in the Construction Industry:

Best Practices and Trends in 2017 and Beyond

Presenter: Mary Simmons, Director, HR Consulting

Overview to Today's Presentation

Outline the changes to recruitment for 2017 and beyond

Learn strategies for effective recruitment

Understand how and why of retaining and engaging employees



Factors Effecting Recruitment



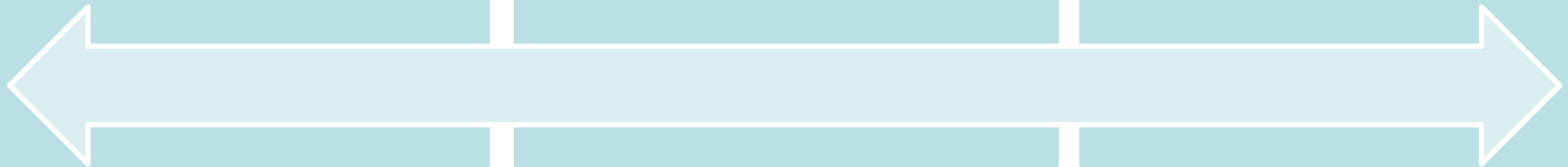
Technology



Multiple
generations



Economy



Technology

Recruitment: 97% of recruiters use Social Media to recruit, 95% of job seekers

Easy for passive job seekers to look for a job – mobile

Poses some dangers

Employees must adapt to new technologies

Multiple Generations



Tradionalists

(55mm) ages 72-95

Baby Boomers

(76.4mm) ages 53-71

Gen X

(42mm) ages 37-52

Millennials

(78mm) ages 23-36

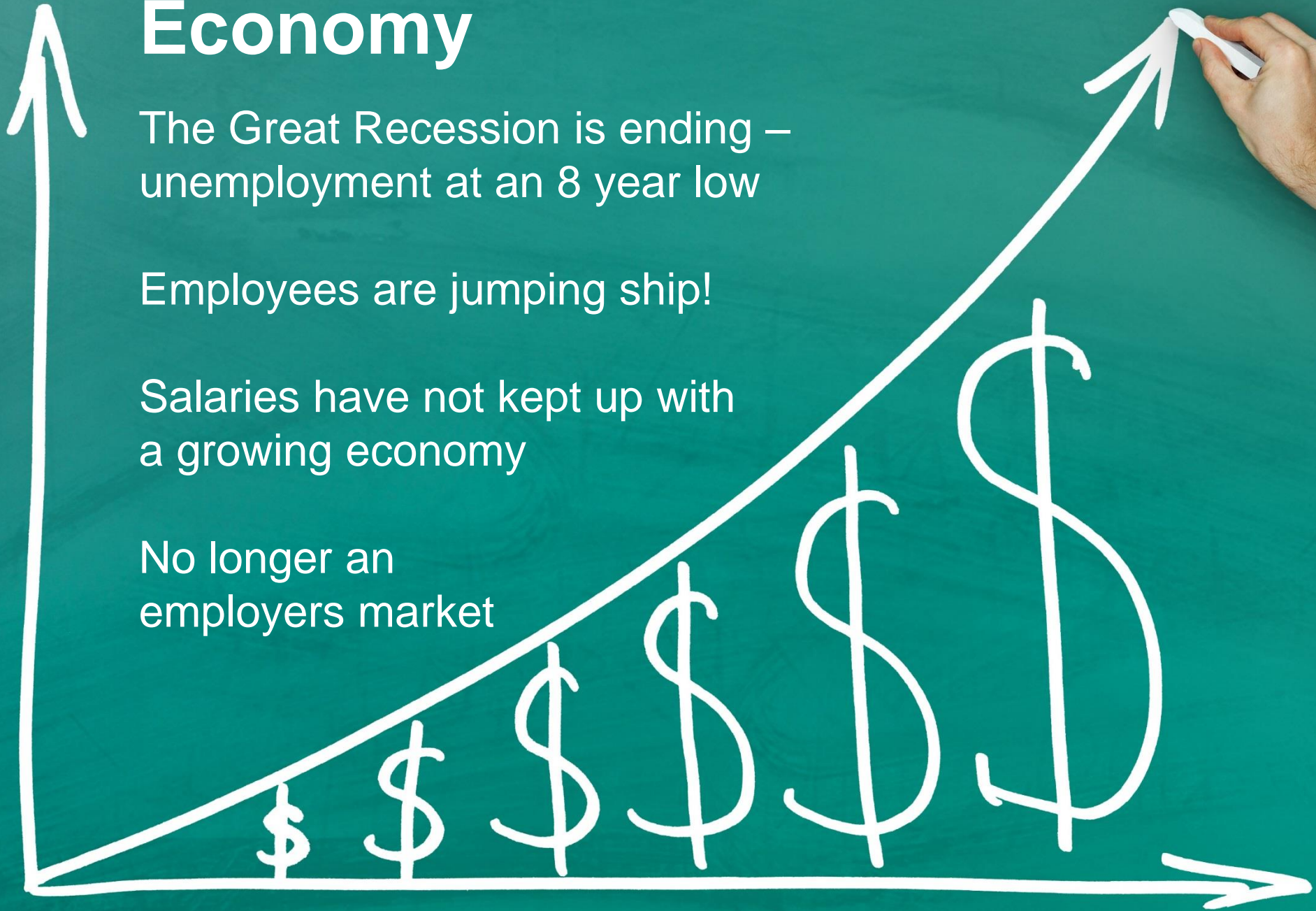
Economy

The Great Recession is ending –
unemployment at an 8 year low

Employees are jumping ship!

Salaries have not kept up with
a growing economy

No longer an
employers market





**What Can We
Do About This?**

Try This!

Social Recruitment Strategy

Employment Branding

Build a Talent Pipeline

Strategic Hiring

Engage/Retain Employees

**WE'RE
HIRING!**



APPLY HERE

Social Recruitment Strategy



Social Recruiting

It's about engaging
with users and adding connections

LinkedIn, Facebook, and Twitter have
over 535+ million combined users

Utilize pictures and videos

2 billion mobile users



Reasons to Utilize Social Media

Low to no cost

Easy to do, portable

Hits a large audience
at once or a targeted
audience



Reasons to Utilize Social Media

Can attract passive job seekers

Reach the younger generation or individuals in other states

Build your talent pipeline

Employment Branding



Your profile must be professional



Mary Simmons, PHR, SHRM-CP

Human Resources Consultant, Director of HR Consulting, Training, Career Transition, Recruitment

Portnoy, Messinger, Pearl and Associates, Inc. • University of Delaware

Greater New York City Area • 500+

is a high energy Human Resource Professional with proven ability to formulate achievable, cost-effective capital strategies to align with organizational goals. She has proactively partnered with all levels of Manag...

[See more](#)

Dashboard

you

All Star

331

98

Add new profile section

Edit your public profile

Add profile in another language

Job posts that attract great candid



Get job post examples, best practice more!

[Download Guide](#)

See connections (500+)

Contact and Personal Info

Mary's Profile, Websites, Email, and Twitter

[Show more](#)

People Also Viewed



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5,223

Your connections

[See all](#)



You have more contacts to connect with

[Continue](#)

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No pending invitations

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People you may know



Juan Vides

Board of Director at American Heart Association of Long

Scott Schoen and 306 others

[Connect](#)



Barbara Munoz

Director of Human Resources at ArchCare

Stefan Schneider and 257 others

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Jennifer N

Human Resources Generalist at Morris Heights Health

Stefan Schneider and 286 others

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Ralph Galdorisi

Poliseum Caterers, Partner

Scott Schoen and 155 others

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Neil Levin

Co-Founder, herematch and Webline Designs, Inc.

Scott Schoen and 217 others

[Connect](#)



Chuck Copt

Director of Education and Evening School Director

Karin Murphy and 106 others

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Add Strategic connections

LinkedIn Basics

Use and build your network/ and managers

Create a company page

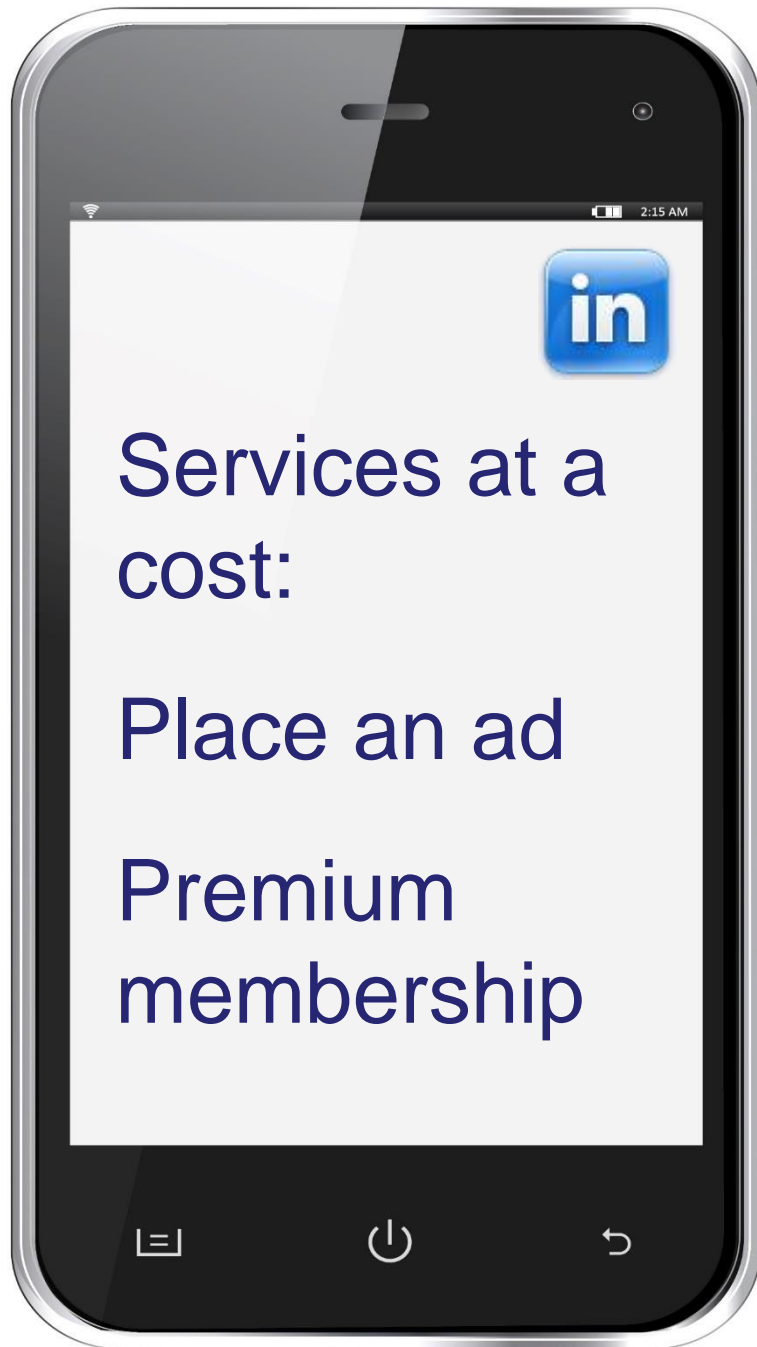
Post openings and company events often

Join and create groups

Search candidates

Utilize your employment brand





How to use LinkedIn to Recruit

Facebook

The largest of the social networking sites with over 1.55 billion users

Expanded to include connections to professional connections



Interview



Add a “jobs” tab on the company FB page

Get a personal Facebook page and build followers

Use your status update to advertise your openings

Invite connections to a job fair or open house

Advertise openings to groups



How to use Facebook to Recruit



Notifications



SilvermanAcampora LLP

@SilvermanAcampora



Like

Follow

Share



Call Now

Message

Status

Photo/Video



Write something on this Page...

Reviews

SilvermanAcampora LLP has no reviews yet



Tell people what you think



See All

Law Firm in Jericho, New York

Invite friends to like this Page

You can rely on us to provide practical & innovative solutions for all of your corporate, real estate, litigation, employment, and restructuring needs.



140 people like this and 140 people follow this



24 people have been here

Photos

About

See All

Create a Page

How to Utilize Facebook to Recruit

Services at a cost:
Facebook ad – can
be very targeted





Twitter

**A micro-blogging social
networking service**

**Messages, better known as tweets,
are no more than 140 characters**

**“Twitter is a simple tool that helps
connect businesses more
meaningfully with the right audience
at the right time”**

How to use Twitter to Recruit

Get a personal and a company account

Build your network of followers

“Tweet” your openings utilizing hash tags
(#) such as #NAJ (need a job)


Run a search on search.twitter.com





mary simmons
@marysimmons

TWEETS **718** FOLLOWING **1,960** FOLLOWERS **1,287**




Are you an **#HR** professional looking for your dream **#job**? I got it- in Great Neck, NY growing company send resumes to msimmons@pmphr.com

Media Location Poll Tweet


View 173 new Tweets

Trends · Change

- #OscarPistorius**
51.9K Tweets
- #4YearsOf5SOS**
581K Tweets
- #SyriaVote**
619K Tweets
- #SanBernadino**
519K Tweets
- #TBS2015**
Trending for 3 hours now
- Birdman**
5,993 Tweets
- Alan Yentob**
Trending for 2 hours now
- RedvolutionManila in 2Days**
Trending for 4 hours now
- Because Of You**
16.2K Tweets
- Rs 1000**
Just started trending



Shakthi @v_shakthi · 19s
#ChennaiFloods FYI



Nitin Gadkari @nitin_gadkari
Given the alarming situation in Tamilnadu have ordered the suspension of toll collection on all NHs in the state till Dec 11, 2015


Reply Retweet Like More

Rubyblood Retweeted



Kat Balog (GoS) @genofsavings · 10m
Blueberry Bundt Cake PLUS Martha White Baking Products Now at Kroger **#ad** goo.gl/sJ2PJM via [@2kidsandacoupon](#)

Reply Retweet 4 Like More [View summary](#)




GemStar @gemstars · 24s
Adorable Pets having the worst day at the vets! dld.bz/duZTm

Reply Retweet Like More [View summary](#)



Earth Person @earthscraft · 25s
Facts about Coca-Cola The Company Does NOT Want You to Know!
#socialnews <http://dld.bz/dEs3z>

Reply Retweet Like More [View summary](#)

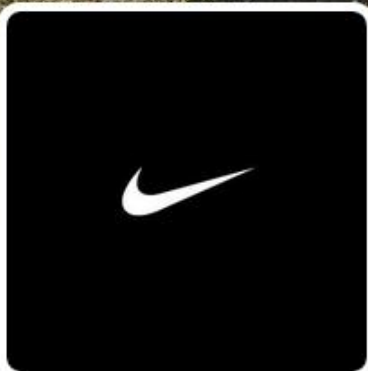


Earth Person @earthscraft · 28s
Questioning the phenomena of sleep paralysis. dld.bz/dE4ZQ

Who to follow · Ref

- Avvo** @Avo
Followed by S
[Follow](#)
- Etsy** @Etsy
[Follow](#)
- Tumblr** @t
[Follow](#)

Find friends



TWEETS
21.3K

FOLLOWING
157

FOLLOWERS
5.61M

LIKES
5,025

Nike

@Nike

#justdoit

Beaverton, Oregon

nike.com

Joined November 2011

Tweet to Nike

33 Followers you know



Tweets

Tweets & replies

Photos & videos

Nike Retweeted



NIKELAB @NikeLab · 22h

Introducing Innovation x Innovators: ACG. Explore the design process behind the new #ACG: vimeo.com/nikelab/acg



Who to follow · Refr



Ken Kroncke

Followed by lv

Follow



Tumblr

Followed by S

Follow



MaryGrace F

Followed by S

Follow

Find friends

Trends · [Change](#)

Instagram

Very visual – pictures and videos

Most popular with Millennials

Users interact daily

Mobile mostly





timeinccareers

FOLLOW

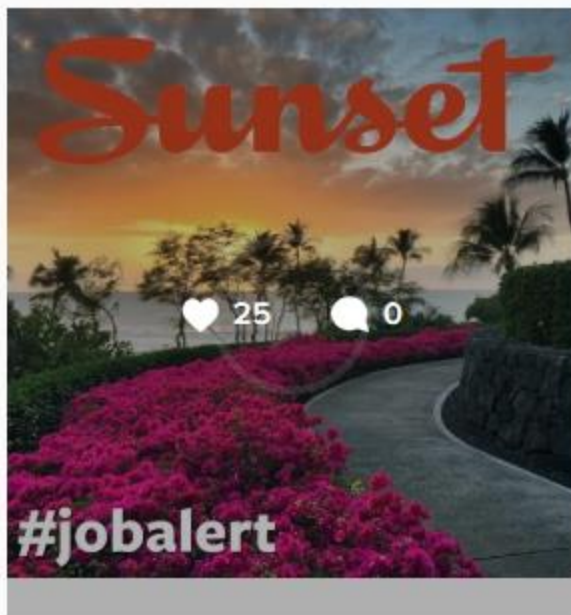


Time Inc. Careers Behind the scenes of careers at Time Inc., one of the largest media companies in the world. www.timeinc.com/careers/

230 posts

1,188 followers

455 following



How to Make it Easier

Hootsuite
Tweet deck
Tweet chat



Job Boards

Choose them wisely

Indeed, Rigzone, Constructionjobs.com,
Helmetstohardhats, Proven.com,
iHireconstruction.com

Ensure your employment ads are targeted
and in line with your culture and
employment brand



CAUTION

CAUTION

CAUTION

CAUTION

Dangers of Social Media Recruitment

Be careful of non-job related
information you find out

Control who is viewing candidates

Federal contractors beware

CAUTION

CAUTION

CAUTION

CAUTION

CAUTION

CAUTION

Employment



Branding

Why Use Employment Branding

Become an employer of choice

Appeals to Millennials and/or like minded candidates

73% of candidates choose a company for their culture

Builds a talent pipeline

Attracts passive job seekers

Brand X?

Brand Y?



How to Build Your Employment Brand

Explain **why** you do what you do

What do your employees like about working at your company?

Promote the best attributes of working for your company, benefits, great products...

Tie it to your culture and marketing initiatives

Own it!





NIKE CAREERS

LEAVE AVERAGE IN THE DUST

CREATE, TAKE RISKS AND PURSUE GREATNESS AT NIKE

CORPORATE

Limits shattered daily at Nike's corporate headquarters and offices around the world

CORPORATE CAREERS

RETAIL

Nike Retail employees inspire athletes of all abilities to tap into their potential

RETAIL CAREERS

Building a Talent Pipeline



Building a Talent Pipeline



Employee referrals

Social recruiting

Employment branding

Internships, Co-ops and college mentoring programs

Community involvement

Building a Talent Pipeline

Social Responsibility

Applicant Tracking System

Join industry groups or area associations

Charity events

Employee response sites like Glassdoor

Alternate Hiring Methods

Mail employment branded postcard

Contact sub-contractors & vendors

Open house

Utilize company website

College recruitment

Ask employees to share jobs





Engage and Retain Employees

Engage Employees

Positive, culture driven on-boarding
Training

Mentoring and reverse mentoring
Stay interviews

Identify high potential employees
Succession planning



Retaining Employees

Managers are the front line

Clear communications

Explain expectations

On the job and cross training

Positive performance management





Strategic Hiring

Look Forward

Fill future gaps- review organization chart

Hire candidates with skills needed for future markets, projects

Hire for the culture not just core competencies



Wrap up

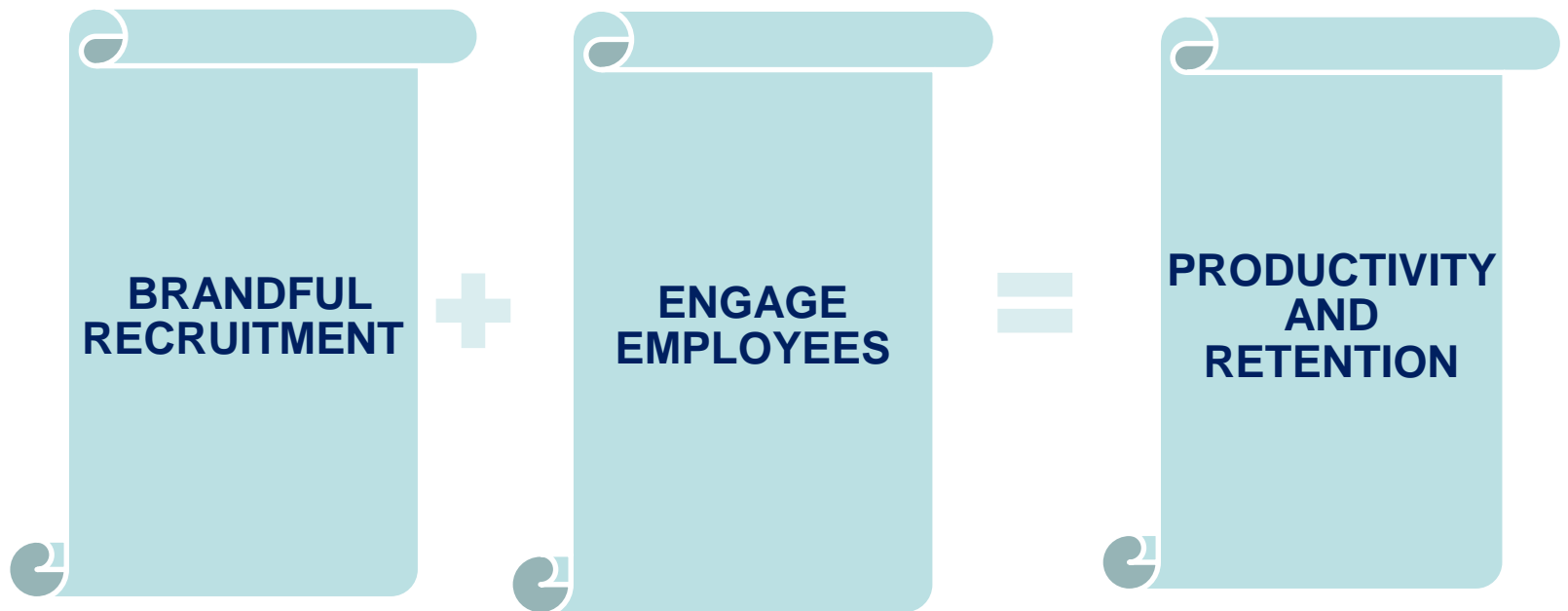
Not all recruitment/employment branding fits all!

Pay attention to branding-
personal and your company's

Ask yourself- who do I want to
recruit and why should they want
to work HERE?



SUCCESS EQUATION



Questions???





Thank you!



Mary Simmons

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