Employer Brand on Social Media - Opportunity or Risk?

Hong Nguyen - November 29, 2013
What is Social Media?

• A social instrument of communication. [Opportunity]

• Is a two-way street that gives you the ability to communicate. [Risk]
Employer Brand on Social Media

- Can’t stop
- Having at least one account on Social Media
  - Join most popular Social media website
  - Talk about everything including work life
What do Employers want?

• See good things about company on Social Media
• Can’t be 100%
  o 5 bad news, 1 good new ---> good
  o all bad news
    ---> not good
• Can’t expect everyone happy with company
How to make it happen?

Set clear company policy
- Allow to post news on Social Media
- What information can be posted on Social media

"...but wait! I have SO much to SAY!"
How to make it happen?

Encouragement
• Staff connect their Social Network account to company page
• Posting News on Social Media;
  o New staff joining
  o Company 10th years anniversary
How to make it happen?

• Internal marketing campaign:
  o “I like to work here because: xxxx”

• Social events
• Company events
Employers on Social Media

Activities on Social Media website

Employees talking about good news of their companies on Social Media