



Employer Brand on Social Media - Opportunity or Risk?

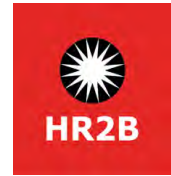
Hong Nguyen - November 29, 2013

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



twitter



What do Employers want?

- See good things about company on Social Media
- Can't be 100%
 - 5 bad news, 1 good new ---> good
 - 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

Corporate Social Media Policy



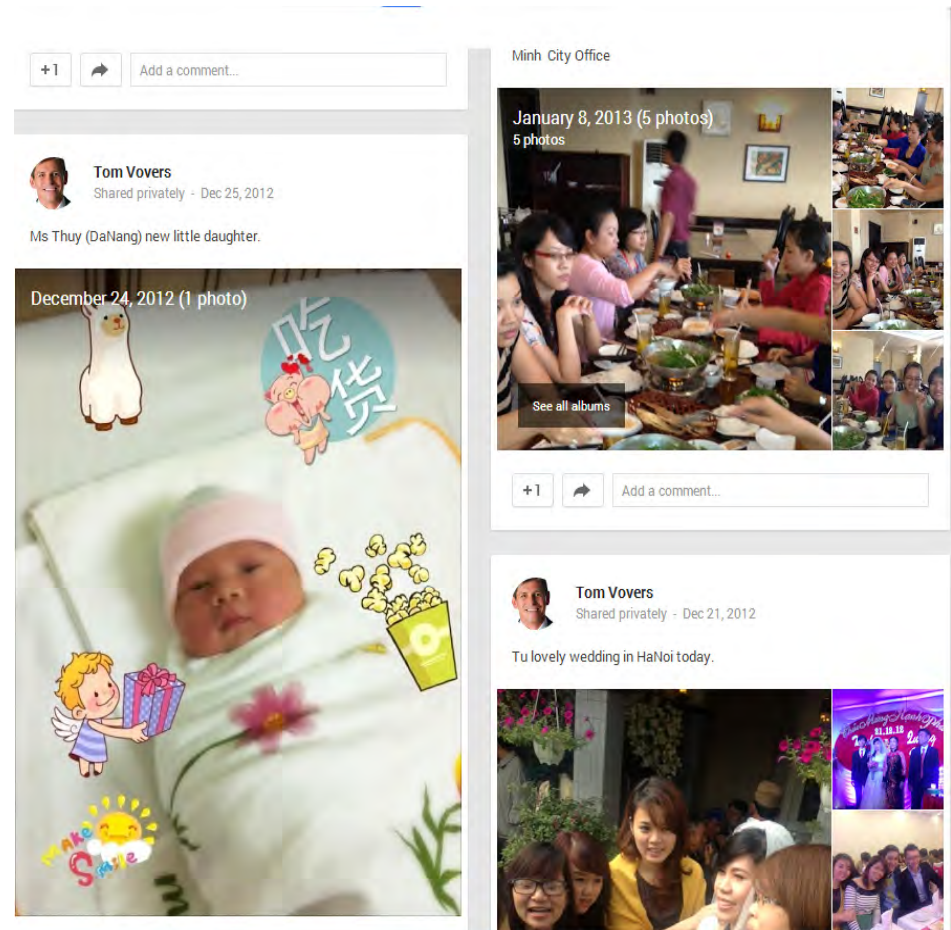
"...but wait! I have SO much to SAY!"

How to make it happen?



Encouragement

- Staff connect their Social Network account to company page
- Posting News on Social Media;
 - New staff joining
 - Company 10th years anniversary



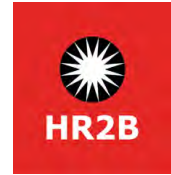


How to make it happen?

- Internal marketing campaign:
 - “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



PHILIPS





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