

A TalentEgg publication

The 2014 Campus Recruitment Pocketbook for Campus Recruiters

An on-the-go guide for the fall
recruitment season.

INTRODUCTION

September is coming.

Fall is an egg-citing time for the campus recruitment community, and we want to help you make the most of your year.

At TalentEgg, we pride ourselves on being the best at what we do. For the past six years, TalentEgg.ca has been at the intersection of Gen Y and employers, and we've learned a lot about what each group is looking for. This unique perspective has fuelled our work and helped us become the most popular and most used campus recruiting solution in Canada.

We help campus recruiters achieve their goals by turning passion into action. TalentEgg connects millions of students and grads to your employer brand and the career-hatching opportunities you hire for.

In this book, you'll find tips, tricks and plenty of ideas to inform your campus recruitment strategy. Use this pocketbook to support your campus game plan. Use it to stand out during events. Use it to continue your efforts once September ends. In short: use it.

You'll be glad you did.

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CHAPTER 1

Preparing for fall.

LAUNCHING A CAMPAIGN WITH TALENTEGG:

Get cracking online.

September is a key time to connect with students, grow your network and identify top talent. When recruitment season is over, students need an efficient way to keep up with your employer brand.

Working with TalentEgg is like a one-stop, campus-focused, employer-brand-shop. While your official site, pages and social media accounts are great resources, they're likely scattered around the web. TalentEgg, on the other hand, is a central recourse used by students and recent grads preparing for their careers.

It makes sense: if you were selling a house, putting a sign out front and calling it a day wouldn't be the most effective marketing strategy. Sure, the people who wanted to live on your street might know your house was there, but nobody else would.

Gen Y want to be able to find the information they need to hatch meaningful careers where they want it, when they want it.

We can help with that.

Pro tip: [Listing jobs on TalentEgg](#) is a great way to make your opportunities accessible to students across the country. It can also increase your chances of recruiting top Gen Y talent.

LAUNCHING A CAMPAIGN WITH TALENTEGG:

Get cracking online.

Employer profile

When you launch a campaign with TalentEgg, you're set up with a custom employer profile. It's a place where students and grads can find your specific job listings as well as relevant information about what it's like to work for you. Content tabs and sidebars are customizable, and can integrate photo or video content easily.



Social marketing

Our community is your community. Our in-house marketing team help to support your recruitment efforts by posting, tweeting and sharing your opportunities with our network, effectively extending your social reach. How **#eggciting** is that?

Branded content

You'll cover many different topics in the conversations you have on-campus, and sponsored content is an extension of those interactions. Share your organizational priorities in an accessible way through custom editorial features, industry-specific content, videos or interactive platforms.



Pro tip: These are just a few of the tools and products we offer to help employers reach out to Gen Y talent. Click [here](#) to learn more!

MEETING GOALS & OBJECTIVES:

Achieve more with TalentEgg.

Goal: Reach more talent

TalentEgg is verified as the most popular job board and online career resource for students and grads in Canada. Our audience has grown steadily since we launched in 2008: this year alone, more than 4 million students and grads will use TalentEgg.ca to find a job, up from the 3 million who did in 2013.

Goal: Be more accessible

TalentEgg puts your employer brand within a click's reach of top Gen Y talent, showcasing your resources in a beautifully designed format that's optimized for seamless mobile use and Gen Y tastes.

Goal: Target ideal candidates

TalentEgg campaigns feature promotional elements like social media marketing and custom email blasts that broadcast your recruitment message to an engaged community of students and grads. Whether broad in scope or targeted in reach, TalentEgg can amplify your recruitment priorities and better connect you to your ideal candidates.

Goal: Maximize your efforts

TalentEgg offers employers a cost-effective, complementary or alternative solution. It's comprehensive, customizable and can augment your annual recruitment efforts by extending your reach nationwide and exposing your employer brand to a growing pool of quality talent, no matter where you're located.

Goal: Be seen as a major player

TalentEgg is the preferred choice of top Canadian employers, and is widely used across a variety of industries, from oil and gas to health-

care. Organizations like PwC, Shell, TJX, Rexall, IBM and RBC choose TalentEgg because they know it can accelerate their campus recruitment efforts by helping them effectively attract, target and recruit Gen Y talent.

Goal: Leverage innovation

TalentEgg campaigns redefine what's possible in online campus recruitment. TalentEgg Challenges, for example, allow you to develop case-study competitions that help screen potential applicants, build pipeline and create genuine employer interest—all while helping Gen Y gain skills and experience. We are committed to developing new features and products that improve the way employers engage top Gen Y talent, meaning you'll always be on the leading edge of campus recruitment trends.

Goal: Be known as a supportive brand

TalentEgg empowers Canadian youth to hatch meaningful careers and works exclusively with employers who believe in Gen Y potential. A TalentEgg campaign can boost the overall perception of your employer brand by positioning your organization as part of the youth employment solution.

Goal: Be confident in your decision

TalentEgg's continued success is reflected in the confidence of our employer clients. Over the past six years, **98.7%** of the employers we partner with have renewed their TalentEgg campaigns. This speaks to our success in ensuring employers' ideal candidates engage with their brand and opportunities.

VISUAL STORYTELLING:

Using Instagram for campus recruitment.



Instagram

Instagram is the fastest growing social media site, with 200 million active monthly users worldwide (90% of whom are under the age of 35). With 15 times the interaction rate of Facebook and 38 times the interaction rate of Twitter, the mobile image-sharing app is quickly becoming the essential social platform for reaching and engaging Gen Y.

Learning how to leverage Instagram as part of your campus recruitment strategy can increase brand awareness, build employer trust and better engage prospective candidates. Here are five themes to help you get started:

Around the office

Physical work environments have a great deal of influence over the productivity, job satisfac-



tion and morale of the people working within it. Prospective hires? They want a glimpse. Recruiting for a multinational corporation? Feature photos from different office locations across the country. Recruiting for a small business or startup? Shots of your HQ and surrounding neighbourhood give Gen Y an insiders look at your locale.

#ThrowbackThursday

#TBT is an organic way to communicate company history, humanize your employer



brand and encourage Gen Y to connect with you in a more meaningful way. Get in on the fun by sharing work-related nostalgia, from photos of your employees or executives from when they were younger to past recruitment events you've organized.

Employee activities

Group photos are a great way to capture the excitement of team building, networking and volunteer activities on Instagram. Start by scouting a backdrop that embodies the event you're attending, like the start line of a walk/run for charity. Next, arrange your subjects so everyone is visible: tallest in the back, shortest

VISUAL STORYTELLING:

Using Instagram for campus recruitment.



occasion with captions that express your well wishes.

Related content

Quotes, product shots or professional photographs add variety to your feed. Curating content is most effective when the images align with attitudes and interests of your organization and target audience. Think about broad themes that relate to your industry and find content that reflects those qualities: a health-care organization might post images relating to health and wellness, whereas a travel-based company might post vacation hotspots or travel quotes.

in the front. Remember to leave space on either side of the group before taking your photo—Instagram only accepts 1x1 square images, so the extra space prevents awkward cropping.

Egg-citing events

From major sporting events to international holidays, showing support for local, national or global events can communicate workplace



culture and reflect your corporate values. If your company actively sponsors an event, share your excitement by letting your followers know you'll be participating in the festivities. Not directly involved, but still want to show your support? Post images that relate to the

WHAT STUDENTS WANT:

Qualities of a great campus recruiter.

Personable

Students want to interact with real people, and notice the campus recruiters who blend character into their work.

“It stands out to me when recruiters relate to students and balance the fun and professionalism in what they do. It makes them more approachable to students on campus!”

- Communications student, Simon Fraser University

WHY NOT TRY:

Telling a few fun facts about yourself during your employer info session. Do you have any pets? Have you travelled anywhere exotic? If possible, try to draw parallels between the facts you share and the interests of your audience.

Passionate

Excited employees are a great indication of exceptional employer brands. If you want to attract Gen Y talent, you should be enthusiastic and committed to your work.

“Being passionate and loving your job can help you stand out amongst other recruiters.”

- Business student, Wilfrid Laurier University

WHY NOT TRY:

Remembering your “why.” What made you decide to become a recruiter? Keep your reflections in mind as you engage in campus recruiting activities.

Accessible

Maintaining an active online presence allows you to scale your in-person engagement. Once

recruitment season is over, you’ll need a way to continue your conversations.

“Connecting with us online is an excellent way of maintaining meaningful conversations that can benefit both recruiter and candidate.”

- Science student, McMaster University

WHY NOT TRY:

Creating a personal Twitter or Facebook account affiliated with your employer brand. Social profiles can help you stay connected to the students you meet and identify highly engaged candidates.

Helpful

Students are always looking for career advice. When that advice comes from an expert (that’s you), it’s even more valuable.

“Feedback is such a beneficial part of the recruitment process because many students might not know what is expected or how to do certain things. Recruiters who help candidates by giving advice are really extraordinary.”

- Engineering student, University of Waterloo

WHY NOT TRY:

Sharing a mix of career-related and TalentEgg branded content with your followers to expand their industry knowledge and inform them of the qualities you look for in a candidate.

CHAPTER 2

While on campus.

CAREER FAIRS

Live tweet successfully.

Before the event

Identify the hashtag

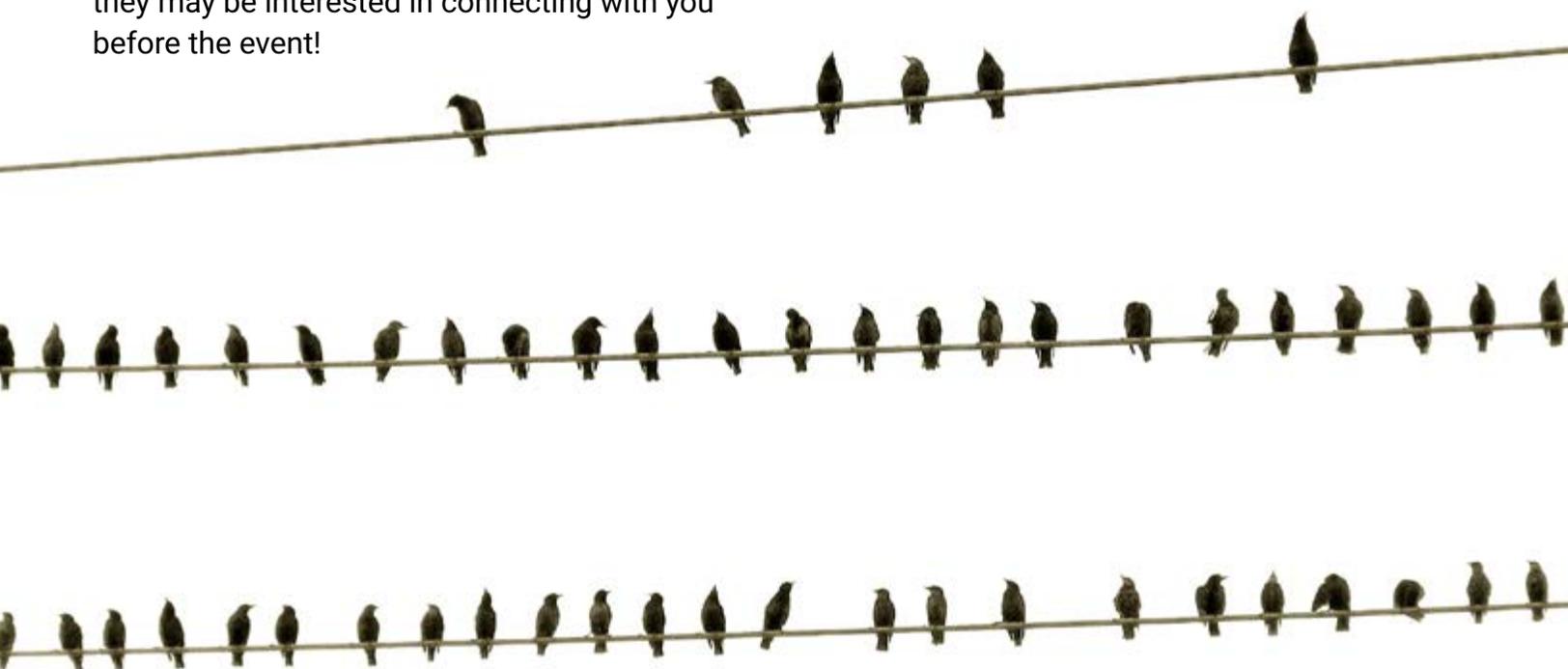
Most events will have an official hashtag that you should include in all of your tweets. If you're not sure what the hashtag is, check the event organizer's website or Twitter account, or ask them directly for the details.

Save the hashtag

Saving search terms, including hashtags, allows you to track related conversations on event day. Save the hashtag search on the device you'll be using at the event (your smartphone, tablet or laptop) to stay on top of what students are saying about the event.

Use the hashtag

Tweet that you'll be attending the event and use the hashtag to let the students who don't already follow you know that you'll be there—they may be interested in connecting with you before the event!



"Online" Sheet (Tweet) Music by John Dyer

CAREER FAIRS

Live tweet successfully.

During the event

Update your followers

Not everyone who follows you may be aware of the event you're attending, so start the day off with a tweet that provides a bit of context for the tweets that will follow.



Avoid spamming

Too many tweets in a short period of time can result in a loss of followers. You'll amplify candidate discovery and make more connections if you tweet sparingly and meaningfully.

Interact with others

Browse the hashtag feed you saved before the event to boost your student engagement. If you see tweets that might be of interest to other students, retweet them. Favourite the tweets you want to come back to later, and try to reply to any direct mentions.

After the event

Say thank you

Send a direct Tweet to the event organizers congratulating them on the event. You can also send a similar tweet to students thanking them for coming out and meeting with you.



Pro tip: When you launch a TalentEgg campaign, you can list your events on our **master events calendar!** Students and grads can browse and save events to their calendar applications.

ONE-ON-ONE CONVERSATIONS

Talk about impact.

Top students want to align themselves with brands that care about the impact they have on society. Gen Y is ready to change the world, and they actively seek personal and professional opportunities that enable the expression of personal passions and interests.

Inspire the students you speak with on-campus to get on board with your employer brand by incorporating corporate social responsibility (CSR) into the conversation.

Emphasize your CSR achievements

Did your organization partner with a new non-profit this year? Did your sales team fundraise for a local charity? Demonstrating the impact your organization has on the community at large tells potential candidates a lot about your organization's values and beliefs.

REMEMBER

CSR is part of your overall workplace culture. Highlighting the community work your organization does can positively influence student career decisions and brand perception.

Focus on their development

Top students are attracted to employers who encourage personal and professional growth and development. They are looking for meaningful opportunities to refine skills, add value and be recognized.

REMEMBER

Volunteering helps to hone desirable skill sets, such as fundraising, event planning or marketing.

Involving students in your community efforts will allow them to apply their talents, develop new skills and add value to your organization in an alternative way.

Establish a lasting connection

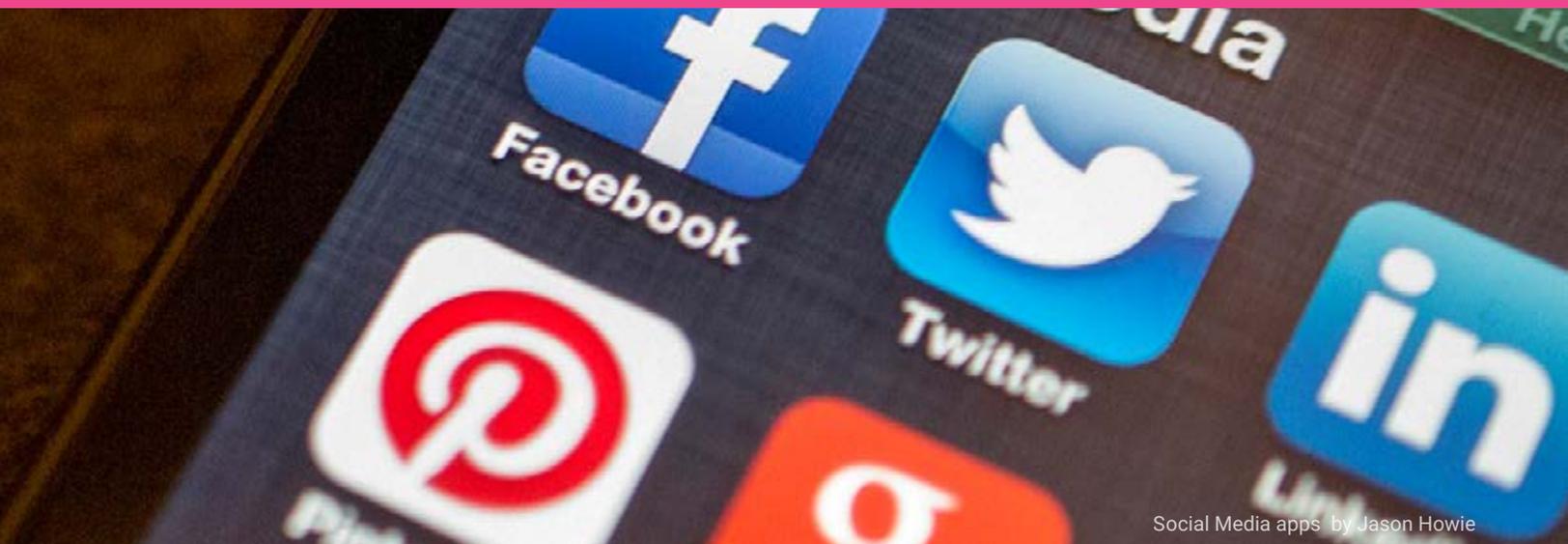
Giving back to the community while at work equates to a positive employee experience. Inform interested students about the different ways they can get involved with your community efforts (organizing committee, volunteer team-lead, etc).

REMEMBER

Encouraging students to get involved will foster a committed workforce and a stronger bottom line.

CONNECTING ONLINE

Continuing the conversation.



You have a captive audience while you're on-campus, why not take advantage of it? Turning on-campus encounters into ongoing online engagement can maximize your recruitment efforts throughout the year.

Ask students to follow you—on the spot

Start by asking students about the social media platforms they use. If they say they're on Twitter, ask them to follow you and explain what they'll get in return (resume tips, being the first to know when roles go live, etc). Always mention the value following your accounts can add to their job search. Did they mention a social media account you aren't familiar with? Use the conversation as an opportunity to learn more about the trends Gen Y are into.

Reference relevant online content

A student asks you about entry level roles in one of your departments. You recently profiled a new grad employee from that exact department on your campus careers website – tell the student about the new grad employee

and explain how they can find their full story online. Another student asks you what employees love most about working for your organization. You recall a recent TalentEgg video featuring your Gen Y hires answering that question—show them the video on your laptop, or promise to share the video link on your social media profiles if you don't have time.

Give them the personal touch

As you are notified of each new student follower, or when students tag you after meeting you on-campus, make an effort to thank them for following you or speaking with you on-campus. By interacting with students directly, students will remember you (and your organization) over the competition.

CHAPTER 3

Egg-citing initiatives.

INTERACT:

Host a virtual info session.

Virtual info sessions are a great way to prolong your recruitment efforts year-round. They are a quick and cost-effective solution that can extend your reach, connect you to a wider range of candidates and broadcast your recruitment message at anytime, from anywhere.

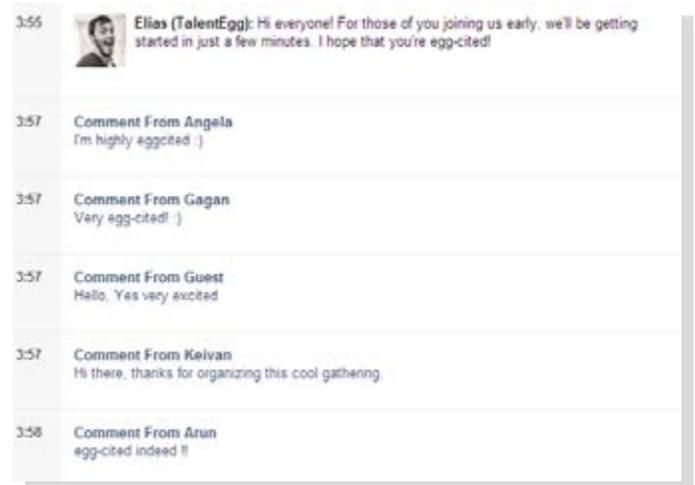
Whether you organize a **Twitter Q&A** or an **Office Hours** live chat, there are three things to remember when planning a virtual session:

Overall goals

Identify one or two major takeaways that can ensure the students and graduates participating in the session gain something valuable from the experience. Do you want to promote upcoming internship/co-op opportunities? Do you need to communicate career paths? Focus on a topic or theme that will provide Gen Y with insight into your employer brand or business: doing so builds relationships with potential candidates and positions your team as industry experts.

Logistics

Once an overall framework has been decided, administrative details need to be worked out. As digital natives, students and grads expect a seamless online experience. To facilitate a Gen Y-friendly session, build out specific roles for each participating member of your team.



Who will be moderating the live chat? Who will be responsible for responding to questions? Next, establish guidelines and best practices to share with your team. Effective virtual sessions are timely and relevant: determine how much time it should take someone to respond to a student query and how to identify a relevant question.

Calls to action

Capitalize on having an engaged audience by presenting them with a call to action. Think about the goals you originally established for your virtual session and align your CTA accordingly: if your goal was to promote upcoming student opportunities, your call to action could be to send out a link to open internship/co-op listings before the session is over. Remember, a great CTA compels people to act.

Pro tip: **TalentEgg's Office Hours** are one-hour virtual chats promoted, hosted and moderated by our in-house team. We take care of the behind-the-scenes work so you can focus on engaging with students and grads!

IMPROVE:

Focus on candidate experience.

The candidate experience has significant influence over the way your employer brand is perceived by the talent pool. Gen Y candidates are well-connected and better informed than any other generation. They know what a good candidate experience should be like and won't hesitate to share their experience, positive or otherwise, with peers and social networks.

Want to leave a lasting, positive impression on your candidates? Consider the following:

Curate an employer profile

A dynamic online presence is a great way to build brand recognition, recruit a pool of potential candidates and start the candidate experience off on the right foot. TalentEgg employer profiles can include an overview of workplace culture, employee success stories, interactive initiatives and editorial content.

REMEMBER

Gen Y candidates want to interact with authentic employer brands: presenting yourself as an approachable organization allows for this to happen.

Smart communication

Gen Y is used to instantaneous interaction. Ensure every applicant feels acknowledged by your employer brand by sending direct messages when applications are received. If you use an ATS, applicants may already receive an automated message from your team—if this is the case, consider personalizing the standard email copy by utilizing different variable fields.

REMEMBER

Gen Y candidates want to be involved in the hiring

process and be kept informed from start to finish: empower them to feel engaged, not frustrated, after hitting send.

Become more transparent

Open communication demonstrates how invested your organization is in an applicant's potential. Send candidates pre-interview email packages to help them prepare for the next round of the hiring process. Possible items to include? Video content depicting workplace culture, first name of interviewers or logistical details, like the best place to park or directions if arriving by public transit.

REMEMBER

Sharing relevant information makes Gen Y candidates feel like you want to see them succeed.

Ask for feedback

By actively canvassing applicants for feedback (both those who obtained positions and those who didn't) you'll gain valuable insight that can help to establish recruiting benchmarks and targets for future implementation. Include the link to an online survey with your final decision email as an efficient way to target applicants who were not offered a position. Anonymous surveys in orientation packages can help you gain the perspective of new hires.

REMEMBER

Gen Y is peer-oriented and welcome opportunities to share their opinions and experiences.

INNOVATE

Launch a TalentEgg Challenge.

At TalentEgg, we've always been known for delivering career information in a way that's relevant to young Canadians. With TalentEgg Challenges, we've taken this commitment one step further—providing career development opportunities to top candidates from all backgrounds, all over the country.

Canadian youth are tech-savvy and place an unprecedented emphasis on meaningful work. As a generation of “gamers,” Gen Y thrives in competitive situations, striving to achieve rankings and portray different roles.

Think of it this way: a student who fails a math test will conclude that he or she is bad at math. The same student will continue to play a game,

failure after failure, until they are satisfied with their score. When you give today's students the opportunity to challenge their own performance—to beat their own scores—you unlock the best of Gen Y's drive, determination and willingness to learn.

TalentEgg Challenges is an excellent way to build your employer brand, fill your talent pipeline and screen potential candidates. For today's students and grads, the prospect of entering the workforce is incredibly daunting. Challenges helps ease the school-to-work transition and you benefit from that association. It's a win-win. Students and grads gain experience and prizes, and you gain fans for life.

The screenshot shows the TalentEgg Challenges website. At the top, there is a navigation bar with links for 'Find a Job', 'Tools & Tips', 'Career Guides', and 'Challenges', along with 'Login' and 'Sign Up' buttons. The main heading is 'TalentEgg Challenges' with the tagline 'Real challenges, real companies, real opportunities.' Below this, there are three columns of benefits:

- Win prizes:** Win cash, experiences and other prizes.
- Get credentials:** Gain skills and experience that you can add to your resume.
- Build your skills:** Build your skill set and prove your potential.

**Keep up with TalentEgg
throughout the year for daily
campus recruitment insight.**



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