



Why Kelly Services Got Their Recruiters Active on Social Media

CASE STUDY

Kelly Services is a staffing agency that has been around for more than 70 years. 70 years during which the rules of how we market, recruit, and hire candidates has greatly evolved.



Not too long ago a perfectly polished sheet of paper and a well-rehearsed hour of conversation was all we needed to apply for and be hired for a new job. Now, it's a little bit more complicated.

"The first thing I do with a potential job candidate is look at their LinkedIn profile," says Lorrie Sole, the Senior Marketing Manager at Kelly Services, "If they don't have a profile picture, they're out."

This is far from uncommon in the recruiting world. Of his recruiting process, one San Francisco based CEO shared, "It's all about the email address. If they're still using a Hotmail, AOL, or MSN account, they're already too far behind."

These seemingly insignificant details can make or break a job candidate, but they can also make or break a recruiter. "If a recruiter reaches out to a potential job candidate via LinkedIn Inmail, the first thing that candidate is going to

do is check out the recruiter's profile," says Jennifer Fox, Social Media Marketing Manager for Kelly Services.

Candidates want to work with recruiters who are relatable, professional, and kind of seem like a big deal. If they are missing a LinkedIn picture, or their profile looks less than lackluster, it's unlikely that candidate is going to be willing to engage further.

"We have two different customers," Lorrie says, "prospects and customers; and employees and candidates." To reach both groups, Kelly Services knew it would need to adopt a social media strategy that could meet the challenges of modern marketing and recruiting.

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THE CHALLENGE

GETTING OUR EMPLOYEES ACTIVE ON SOCIAL MEDIA



In 2009, Kelly Services hired the Altimeter Group to evaluate their social media marketing strategy. They wanted to put a social system in place that would set the foundation for a modern marketing strategy that would attract new business and new talent.

“The first thing Altimeter recommended was advocacy,” Lorrie said, “We have a large employee base, many of whom are active on social media. And it quickly became clear that if we could harness the power of our employees, we could outpace our corporate channels tenfold.”

The statistics don't lie. Employees are far more valuable brand ambassadors than the brands themselves. LinkedIn estimates that though only 3% of employees post about their companies on social, that 3% accounts for 30% of a company's total social engagement.

In staffing, those numbers are even more valuable. After all, it's not the brand that does the recruiting, it's the people. Like salespeople, recruiters are responsible for developing personable relationships with their talent pool. And it has become far easier to do so thanks to the advent of social media tools.

Following the guidance of Altimeter, Kelly Services put an employee advocacy program into place.

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THE SOLUTION

IMPLEMENTING AN EMPLOYEE ADVOCACY PROGRAM



“At first it was fairly rudimentary,” said Jennifer, “We set up a Chatter group, and each week we uploaded a Word document to it.” That document contained blog posts and events the company hoped would be shared by employees. But it was hard to get the program off the ground.

“Employees weren’t using it,” Jennifer said, “and recruiters weren’t using it. And there was no way for us to track who was using it and who wasn’t.” And though Kelly Services had several employees and recruiters who had been using social media for some time, many more weren’t yet active on social media. And some didn’t even see the benefits of it.

“We knew we needed to implement something easier to use,” Lorrie said, “and to provide some training around social media, and the benefits of using it.”

After trialing EveryoneSocial, Lorrie and Jennifer knew they had found what they were looking for. “All I can say is that it was by far the easiest to use,” Lorrie said. “People who were new to social media could easily get on board, and those that were seasoned experts found everything they were looking for in one product.”

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TAKING IT TO THE NEXT LEVEL

GETTING EMPLOYEES AND RECRUITERS ACTIVE ON SOCIAL MEDIA

Once EveryoneSocial was in place, employees were able to log-in to the application each morning and read through relevant company and industry content as if it were a magazine. Unique to EveryoneSocial, employees were also able to add their own streams depending on what industries or clients individual recruiters were pursuing.

From there, employees were able to share interesting articles or anecdotes via connected social media accounts, adding them to their queue to share with their followers on LinkedIn, Twitter, Facebook, and others, throughout the week. And best of all, Lorrie and Jennifer could track all of the shares, likes, and engagement for any given post via EveryoneSocial's reporting tool.

For those that were active on social, getting started was easy, but some employees needed a little nudge to get started. "Those that were new to social thought of Facebook as a place to look at pictures of their family members, LinkedIn as a place to look for jobs, and Twitter as being not relevant at all." Said Lorrie. "So we made it a priority to teach the benefits of social media and employee advocacy to our employees and recruiters."

Apart from the aforementioned job search etiquette (If you're not Googleable, you're not hireable!" says Lorrie), having a personal brand can be extraordinarily beneficial for both personal and professional success. So Lorrie and Jennifer developed an in-house training video, an easy-to-use user guide, and an introduction to social media and why employees and recruiters should be using it for business.

"We needed to convey the importance of social." Lorrie said, "To say, this is 2016. If you're not engaged on any social channels in 2016, you aren't going to be effective in your career." Over time, the movement caught on. Employees who previously didn't see the value of social media were suddenly engaging with prospects on Twitter and seeing the benefits.

"Since I began using EveryoneSocial I have seen an uptick in the number of qualified connection requests on LinkedIn and followers on Twitter." Said Bill Oswin, Recruiting Specialist for Kelly Services. "People now know what type of positions I have and that I am active within the recruiting world. EveryoneSocial has helped me to share meaningful articles related to my industry."

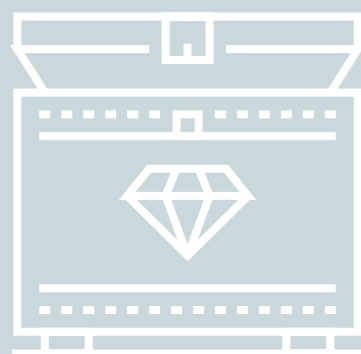


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REAPING THE REWARDS

USING ADVOCACY TO EXPAND MARKETING REACH AND INCREASE WEB TRAFFIC



Apart from the many benefits to the employees, Kelly Services reaped the rewards as well. Over the course of two years, Kelly Services saw a 1,000% increase in social reach, and an 1,150% increase in daily website traffic driven from social media channels.

When it came time to celebrate Kelly Services 70th birthday, employees were more than willing to spread the news. Kelly's birthday posts generated the highest number of shares they had ever seen. "With the help of our employees, we were able to get the message out and spread it to the masses. And that is something to celebrate!" said Jennifer.



EveryoneSocial provides employee enablement software designed to help employees become powerful marketers, sales executives, and recruiters. Learn more at [everyonesocial.com](https://www.everyonesocial.com) or contact us via phone at (801) 810-6133 or via email at hello@everyonesocial.com.