TALENT AND INTERNAL BRANDING

A: PEOPLE: LEVERAGING SOCIAL MEDIA TO ATTRACT, ENGAGE, AND RETAIN TALENT

Laurie Meisel
Social Media and Digital Marketing Strategist and Executive Coach
@lauriemeisel
TALENT AND INTERNAL BRANDING

A: PEOPLE: LEVERAGING SOCIAL MEDIA TO ATTRACT, ENGAGE, AND RETAIN TALENT

Shannon Smedstad
HR Branding & Social Media Manager
GEICO
@shannonsmedstad
I think another cool thing about working at GEICO is "GEICO".
NOW HIRING
FUTURE BUSINESS & IT LEADERS
geico.jobs/oncampus

GEICO Careers
3,369 likes · 51 talking about this · 408 were here

Insurance Company
GEICO is growing, stable & hiring! Careers in IT, sales, customer service, claims, leadership programs & more.
http://www.geico.jobs

Did You Know?
More than 78% of our management team started their GEICO careers in

We're Hiring!
Emerging Leaders Program

We're Looking for a Social Media Marketing Specialist Entry Level,

120 Friends
Connected to GEICO Careers

120 friends like this

GEICO Careers created an event.
2 hours ago

GEICO's Virtual Career Fair on Facebook

4 friends were here
Melissa McRoberts-Geico Recruiting

About

- College Recruiter at GEICO
  June 2010 to present

- Studied Journalism at Utah State University

- Lives in Tucson, Arizona

Photos (8)

About

Melissa McRoberts-Geico Recruiting shared a link via GEICO Career

49 minutes ago

Ever wonder what it's like to work at GEICO? Watch this video to find out.

What It's Like Working in Customer Service at GEICO

www.youtube.com

GEICO's Customer Service Representatives are licensed insurance professionals who delight customers every day and make a difference in their lives. Through o...

Like · Comment · Share

Melissa McRoberts-Geico Recruiting shared a link:

This is great advice. Quite humorous as well.

GEICO Careers
@GEICOCareers
#GEICO is Strong, Stable & #Hiring Across the U.S. #Jobs in #Sales, #IT, Claims, CustServ, Leadership Programs, Legal & More! Apply at on.geico.com/apply
USA - careers.geico.com

2,928 TWEETS
764 FOLLOWING
1,026 FOLLOWERS

Follow GEICO Careers
Full name
Email
Password
Sign up

Tweets

GEICO Careers @GEICOCareers 5h
@LizzLaRose - Good luck and keep us posted!
View conversation

GEICO Careers @GEICOCareers 5h
@MiAslaaa - Good luck on your GEICO interview! Let us know how it goes.
View conversation

GEICO Careers @GEICOCareers 5h
@caittAHlin - Good luck and please keep us posted!
View conversation

GEICO Careers @GEICOCareers 27 May
"... these May days are important reminders for me to honor their contributions to our country." [GEICO Blog] on.geico/15bUSTQ
Expand

View all photos and videos

Worldwide Trends - Change
#mention1peopleyoureallylove
#69FactsAboutMe

Expand
GEICO We're excited to share another new video with you! Hear what it's like working in Claims at GEICO (oh, and there are 25+ claims jobs currently listed at www.geico.jobs, too). http://lnkd.in /t5TGVJ

What It's Like Working in Claims at GEICO

Accidents and natural disasters are traumatic experiences, and it takes a special person to empathize and provide outstanding customer service during these situations. GEICO -- known for exceptional claims handling and our...

Organic
Targeted to: All Followers

3,363 impressions  64 clicks  30 social actions  2.8% engagement

Comment (3) • Pin to top • 9 days ago

Allison C., Lanaya F. and 4 others like this
HELLO
my name is

Your New
Social Media Hire!
KEEP CALM AND DIVE IN
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The 3 V’s of Talent Acquisition

Value-add

Vetting

Visionary
A Breakdown of Our Time

- Vetting Activities: 52%
- Visionary Activities: 8%
- Value-add Activities: 30%
- Other: 10%

*Survey of 100 corporate recruiters at Fortune 1000 companies*
Emphasize employment brand
• Candidates retain 60% more about a job and brand when communicated through video (Business Mgmt. Daily)
• Video consumption accounts for nearly 90% of all consumer IP traffic (Cisco Visual Networking Index)

Engage with candidates using innovative technology
• 65 Million Skype calls a day

Leverage technology to automate redundant processes
• Video interviews can replace phone interviews to reduce screening time by 70%+

Data and Analytics Driven
• Leverage technology that allows for easy data tracking
Compliance
• Screening candidates through video is compliant with EEOC & OFCCP guidelines:
  • All data is stored for a minimum of 2 years to ensure OFCCP compliance.
  • Video screening candidates adds a layer of standardization to the process

Ubiquity of Webcams
• 87% of college graduates have access to a webcam
• 79% of households have a webcam
• 129.4 million people in the U.S own smartphones (55% of U.S. mobile phones, expected to be 70% by ‘15)
• Leverages TTI across entire company
• Started with Customer Loyalty Reps
• Enhanced employment brand
• ROI in first year: 217%
• Time Savings: 547 hours

• Leverages TTI for entry-level hiring
• Screened 1,224 candidates in 2 weeks
• Hired 24 interns
• Time savings: 273 hours

• Leverages TTI for sales, technicians, analysts, account managers, IT, design, marketing, research
• TTI has replaced the phone screen
• Reduced their screening time by 86%
**Video Questions**

- Why are you interested in working at a startup?
- Describe the work environment or culture and its management style in which you have experienced the most success.
- What inspires you on the web?
- What do you think is the most overvalued tech company in the public or private market?
- Give me a specific example of something you did that helped build enthusiasm in others.

**Candidates**

- Kors, Allen
- Miller, Dennis
- Flanagan, Nick

Comments

There are no comments for this candidate.
Take the Interview, Inc. is using Take the Interview to conduct video interviews for their Strategic Sales Manager position.

Please watch the video below to learn more about Take the Interview, Inc.
### Upcoming Interviews

#### Today

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<th>Position</th>
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<td>Marketing Manager</td>
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#### Tomorrow

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#### June 4, 2013

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Kris Erickson
Executive Sponsor of Strategic Accounts
Kenexa
Using Behavioral Science to Predict Business Outcomes
Cabela’s in a word...
Attracting the “Right” Person: The Employee Value Proposition
WE ARE PROUD OF THE BRAND WE’VE BUILT. We will guard and proudly represent this brand through our products, our culture, our heritage and our customers as we continue to grow and change.

WE WERE BORN TO WORK HERE. We don’t invite our employees in as guests, we adopt them as family. We constantly challenge each other, but our relationships are governed by integrity and respect.

OUR PASSION IS FOR THE OUTDOORS AND THE PEOPLE WHO PLAY THERE. Sharing this passion is a big part of what we do. Our business enriches people’s lives. This simple concept gives value to our work and makes the world a better place.

OUR STANDARDS ARE VERY HIGH. Our customers expect excellence, and we demand it from each other. Whether we are refining the old or designing the new, we measure ourselves against the best in the world.

WE WORK VERY HARD. We overcome tough obstacles. We are often tasked with the impossible and then we deliver it. Our challenge for the future is to find ways to make today’s heroic efforts tomorrow’s smart solutions.
We were born to work here.

We don’t invite our employees in as guests, we adopt them as family. We constantly challenge each other, but our relationships are governed by integrity and respect.
Our Culture Quiz

WERE YOU BORN TO WORK HERE?

Whether you grew up hunting with your dad, fishing with your sister, camping with your best friend or just plain enjoying life outdoors—you just might be the perfect fit for Cabela’s. However, it does take a little more than just knowing what lure will bring in a prize Northern. At Cabela’s we work hard, we coach each other and we expect nothing but the best, because our customers count on us. This quiz is designed to help you better understand our culture and how we work. Take it honestly, and learn if you are a good match for the Cabela’s family.

WERE YOU BORN TO WORK HERE?

I want to join the Cabela’s team because:

1. The Cabela’s values and lifestyle match my own.
2. I’ve got the skills and abilities to really succeed here.
3. I appreciate Cabela’s products and their customers.
4. The job I will apply for matches my talent and personality well.

Congratulations!

Based on your answers, you might be born to work here. Over the years we have built a strong culture. As you may have noticed, our culture is based on pride in our brand, passion for the outdoors, high standards and hard work. And, it seems that you may be just like us in that regard, whether you grew up fishing or simply love our products. We look forward to you exploring the site, learning more about us and the opportunities we can offer.
Creating the “Right” Environment: The Employee Engagement Survey
INDEX IS THE AVERAGE LEVEL OF AGREEMENT FOR:

• I am proud to tell people I work for Laureate Education (Pride)
• Overall, I am extremely satisfied with Laureate Education as a place to work (Satisfaction)
• I would gladly recommend Laureate Education to others as a great place to work (Advocacy)
• I rarely think about looking for a new job with another company (Commitment)
Cultural Strength: Passion for the Outdoors
“The Nature of Cabela’s represents the culture of Cabela’s as a place to work.”
“The Right Results”
Highly engaged locations could sell on average $2,737,800.00 more than the less engaged locations each year.
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Danielle Weinblatt
Take the Interview
@dweinblatt

Kris Erickson
Kenexa
THANK YOU

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www.workingmother.com