

- Does HR interact with and **seek out advice for best practices from the marketing department**? They often have a great understanding on how to leverage the variety of resources available today for promotion. Don't hesitate to collaborate accordingly!
- Do you have a social presence outside of your company's traditional brand? If you're looking to attract leads and engage candidates, it's imperative to have **identifiable social media accounts for HR**. Note: not every single medium needs to be necessarily used.
- Is there a **talent community** available for **candidates to interact with employees**? Talent communities are great places for would-be and actual candidates to interact with employees. The content should be as unfiltered as possible and can be role-specific, too.
- Is all online content — emails, advertisements, career sites, etc. — aligned and accurate? Something as simple as a punctuation error can have unforetold ramifications. Be sure to charge someone with **monitoring your online presence**.
- Is your online content, emails, application pages, and social presence mobile-enabled, or at least mobile friendly? If not, it's time to make a change. **Mobile is the future**.
- Do you have a **video presence online**? Candidates, just like their consumer counterparts, appreciate easily digestible information that enables them to make more educated decisions. Video is everywhere, from social, to career pages, to mobile, and beyond.

Email: you@yourwebsite.com
Phone: your phone number

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Your Company Name
www.yourwebsite.com



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For more information about this project please see:

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