



Blogging For Candidates

Note: This communication provides general information about human resources and employment practices issues. It not a legal opinion or legal advice. Readers should confer with appropriate legal counsel for their particular situations.

If your recruiting strategy reads something like: To attract, find, engage, and recruit top talent without breaking the bank and you're not publishing a company blog, you may be missing a gigantic opportunity.

Initially most blogs were online diaries for people with too much time on their hands. Today, consultants, pundits, and online media publishers write blogs as a way to brand or re-brand themselves daily, stay fresh in the minds of their clients, and drive traffic to their websites. Now, pioneering companies including Microsoft, Nike, IBM, and GM are hosting employee blogs as a way to build on-going relationships with prospective employees.

Is blogging right for your company? Here are a few issues to think about as you evaluate whether to include this tool as part of your recruiting strategy:

- **Follow your company's overall recruiting and marketing strategies.** The blog should fall under the umbrella of your HR, marketing and PR objectives: It's another tool to reach established goals.
- **Choose your scribe carefully.** Select a creative employee who will represent the company with an authentic, positive voice. Make sure the employee is excited about the responsibility and that she or he has a blogging mentality, i.e., understands the do's and don'ts of this phenomenon.
- **Monitor for liabilities.** Copyright violations, competitor defamation, trade secret divulgence and securities fraud – these are the types of issues that should be clearly studied and understood by the blogger. You may want your attorney or human resources professional to review content if you're in a particularly sensitive industry or when addressing controversial topics.
- **Measure results and revise as necessary.** While the technical costs for blogging are very low to free, you still have to invest in human capital. Check in with your blogger regularly and evaluate the time spent, satisfaction with the task, how many readers you're reaching, and of course, the impact on your sourcing and recruiting strategies.

BottomLine

Blogs give you a relatively low-cost opportunity to network regularly with candidates and fill your talent pipeline with prospects. Well-executed blogs extend your company's brand image and value proposition, give life to the standard "About Our Company" statement, augment your PR strategy, and efficiently deliver information about recruiting needs, events, and opportunities.

If you would like more information about this or other human resources and employment practices issues, please contact Praxis HR via email at info@praxis.com by phone at 206.262.8133 or visit our website at www.praxishr.com.