

Workplace Culture & Social Media

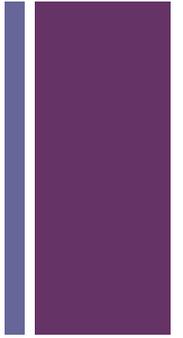
Why Company Culture Is Important In Employee Retention & How To Use Social Media To Improve Your Recruiting

+ What Is Company Culture?

Company culture is defined as the shared values, goals, attitudes and practices that characterize an organization.

Company culture can also be described as the shared ethos of an organization. It's the way people feel about the work they do, the values they believe in, where they see the company going and what they're doing to get it there.

It's also important to note that company culture is a naturally occurring phenomenon — your team will develop a culture whether intentionally or not.



+ What Contributes To Company Culture?

- Company vision. “Create a world where anyone can belong everywhere” - AirBNB
- Company values.
- Company size & structure.
- Working environment.
- How employers / management interact with employees.
- How employees interact with one another.
- How employees interact with customers / clients.
- How clients / customers interact with employees.



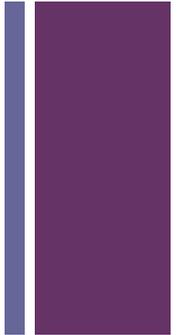
+ The Great Resignation

The Great Resignation is the name given to the mass exodus of professionals from traditional workplaces that began in 2021 and continued to gain momentum throughout 2022.

According to CNBC, about 47.4 million workers in the United States quit their jobs in 2021. The Financial Post reported in July 2022 that almost a quarter of Canadians have switched jobs amid the Great Resignation.

The theory of Dr. Anthony Klotz's (who coined the term 'The Great Resignation') is that many people are having pandemic-related epiphanies about their quality of life and time spent with loved ones.

Essentially, people took stock of their lives and began quitting their jobs to pursue opportunities for advancement, professions they are passionate about, or working conditions that offer better work-life-balance, such as remote work.

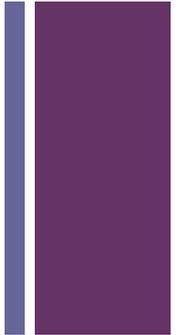


+ Why Company Culture Is Important

Decreased Employee Turnover

Companies that actively manage their culture have 40% higher employee retention than those that don't.

Retaining valued employees can be challenging in today's competitive environment. People who feel valued and respected at a company are more likely to stay. An organization whose culture rewards individual goals and team achievement can help reduce turnover by building a sense of community and shared accomplishment among their team.



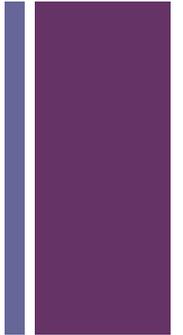
+ Why Company Culture Is Important

Better Recruiting

Although compensation is still an important factor in recruiting; more and more job seekers are considering company culture, work-life balance and the potential for growth within the company when applying for jobs. For this reason, companies that create a positive workplace culture can enjoy a 70 percent increase in the quality of their hires.

Increased Productivity

Happy employees, who get fulfillment from their jobs, work harder and are 12% more productive on average than unhappy employees. Having a strong culture aligned with your organizational objectives increases employee happiness and, therefore, productivity.



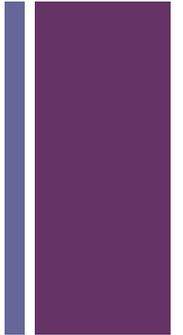
+ Misc Company Culture Statistics

- In one recent survey 95% of employees said that company culture is more important than compensation.
- Nearly half of employees, 49 percent, said that organizational culture influences their employee experience more than their physical workspace or the technology they use.
- In the US, 35 percent of employees claim they would pass on their ideal job opportunity if the organizational culture didn't appeal to them.



+ How To Build A Successful Company Culture

- Have an ideal for the company in mind and share that ideal with your employees. This ideal should get across the fundamental reason for the company existing.
- Stick to your core values. If you don't stick to your core values, they're just empty words. Employees will see this and not take them seriously either.
- Listen & provide feedback. Maintain open lines of communication with employees and cultivate mutual respect. Celebrate their accomplishments, good ideas and hard work.
- Establish a flexible workplace. The days of the rigid 9-5 seem to be coming to an end. Try to be accommodating to your employees and offer some flexibility in work hours & location when possible.





How To Build A Successful Company Culture



- Give employees some level of autonomy. Nobody likes to be micro managed. Give your employees some freedom and trust their decision making abilities.
- Create opportunities for growth. Nobody wants to be stuck in a dead-end job. Make sure that you provide opportunities for professional growth to your employees.
- Stay consistent. Consistency helps build employee trust. If your staff sees inconsistency in your culture, they'll know it isn't genuine.

+ Why Social Media?

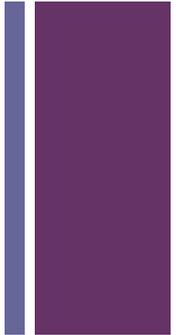
Increased Brand Awareness

Having a presence on social media makes it easier for your existing customers, potential new customers and potential new employees to find and connect with your business.

Increased Brand Loyalty

By connecting with your customers on social media, you're more likely to retain customers and increase brand loyalty. A study by The Social Habit shows that 53% of Americans are more loyal to the brands that they follow on social media. There are two reasons for this:

- Top Of Mind Awareness. They see your brand everyday.
- Engagement. They are more engaged with your brand than they are with your competitors.



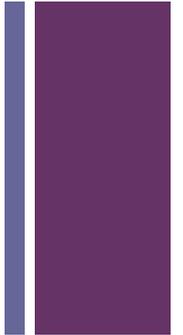
+ Why Social Media?

Social Media Advertising Can Generate Leads and Online Sales

While posting on social media is good for increasing brand awareness and customer retention, social media ads can also be used to effectively generate leads, online sales and job applications.

Social Media Give Job Seekers A Glimpse Of Your Business Culture

More than ever job seekers are using digital channels like social media to research businesses. Your social media posts can give them a behind the scenes look at what it is like to work at your company.



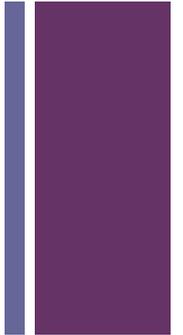
+ Why Social Media?

People Are There Every Day

Simply put, your customers, potential customers and potential new employees are already on social media. 74% of the world's internet users are active on at least 1 social media platform. Not taking advantage of this audience is a wasted opportunity.

Example: Facebook

With over 2 billion monthly active users chances are your customers are already on Facebook. Facebook isn't just for Millennials either. In fact, as of 2016 72% of people aged 50-64 and 62% of people over the age of 65 were active Facebook users.

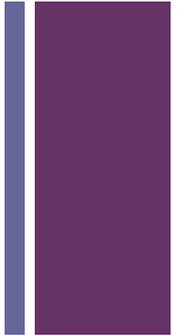


+ What Should You Post?

One of the biggest barriers with small business owners that are starting a social media marketing strategy is generating content ideas. Our best advice is to post whatever you think your followers will find valuable.

Valuable content can take many forms. From teaching your followers something they may not have known about your business or your industry, to simply making them laugh. Try to make sure that what you post is in some way relevant to your business, your city or your industry however.

In general you should try and stick to the 80/20 rule. This rule states that 80% of the content that you share should be aimed towards delivering value, while the remaining 20% should promote your products or services. To help narrow it down a little further and give you some ideas, here are a few general guidelines.



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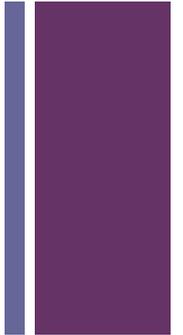
Show Off Your Core Values Using Real World Examples

Demonstrate how your company lives up to its core values using everyday examples.

Develop A Brand Personality (And Stick To It)

Every business has a certain “personality”. While one might be dependable and honest, another might be edgy and creative. Think about how you want your business to be perceived by the public, jot down some personality traits that describe it, then stick to those personality traits in your marketing efforts.

Try to be everything to everyone and nobody will be happy. Be yourself and your target market will respond.



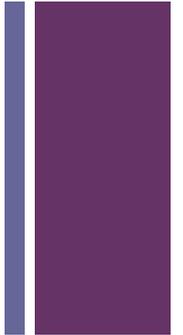
+ Content Ideas

Give Followers A Behind The Scenes Glimpse Of Your Business

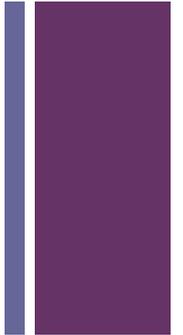
Giving your customers, potential customers and potential employees a glimpse behind the scenes humanizes your business. It lets people get to know you and your employees a little better and can help build consumer loyalty. People like doing business with (and working with) people that they like.

Highlight New Products & Services

Social media is a great outlet to show off your new products and services. Rather than focusing on “hard selling”, you should instead use your post to simply highlight the benefits of your product / service.



+ Content Ideas



Show Your Involvement In Your Community

Showing support for your community is very important. You can show your community involvement by posting:

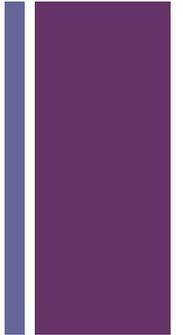
- Photos of yourself or employees at local events.
- Your sponsorship of local events and organizations.
- Content supporting local events, other local businesses and organizations.

Share Customer Reviews & Testimonials

Social proof is a powerful motivator. Leverage social proof by sharing positive customer reviews and testimonials.



Getting The Most From Social Media



Set Aside Time For Social Media

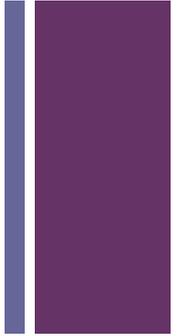
Trying to find time during the day to post on social media can be tough. When there's 10 other things going on during your day, it can be easy to put off social media. This leads to posts either not being posted, or being posted at times of the day that won't get as much engagement.

Fortunately, there are free tools that allow you to schedule social media posts ahead of time. We recommend setting aside some time every week to dedicate solely to social media.

Having time dedicated solely to social media not only allows you to use your time more efficiently, it also allows you to ensure that you're posting at optimal times and have a good mix of different content types and subject matter.



Getting The Most From Social Media



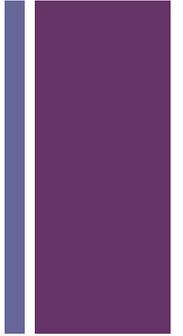
Develop A Social Media Calendar

One of the biggest challenges with social media marketing is coming up with content ideas when it comes time to post. Sitting down once per month to plan out your posts can save you a ton of time in the long term, while also ensuring a good balance of post topics and timings.

Having a social media calendar also lets you to see what photos/videos you will need to complete upcoming post, allowing you to ensure that they're ready to go when it is time to publish them.



Getting The Most From Social Media



Boost Your Posts To A Wider Audience

To be successful with social media, you can no longer rely on organic (free) reach alone.

On many social media platforms, organic reach is on the decline. To properly reach a large audience now requires spending a little money to promote your posts. We recommend setting aside \$50-\$100 per month to advertise your posts to a targeted local audience.

+ Social Media Advertising Tips

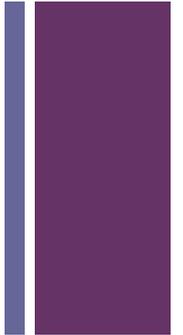
Pay Close Attention To Your Targeting

A lot of advertisers are drawn to social media advertising because of its incredible reach. The real power of advertising on social media, however, is its targeting ability.

Track Your Results

Built in social media analytics allow you to see basic metrics such as how many people saw and clicked on your ad. That information can then be further broken down to show results by age range, gender, location and more.

Use this information to see what ads, and what targeting settings, bring in the best results.

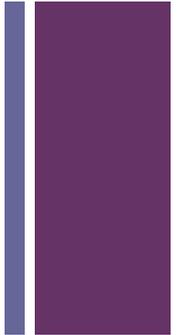


+ Social Media Advertising Tips

Utilize Google Analytics

While built-in social media analytics suites do give you some great information, they cannot tell you what happens after the consumer clicks your ad. That is where Google Analytics comes in. Use it to track your ad traffic and see key information like:

- How many of the people that clicked on your ad actually stuck around and interacted with your website.
- How many of those people “converted” by either filling out a contact form, job application form, making an online purchase, or e-mailing you directly.

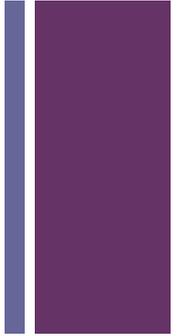


+ Social Media Advertising Tips

A/B Test Your Ads

A/B testing (or split testing) is the practice of comparing two versions of an ad to see which version is most effective. The losing ad is then removed and the winning ad pitted against a new version. Over time, this process creates extremely effective ads.

Make sure that there is only one difference between the two ads. This allows you to zero in on exactly why one ad outperformed the other.



+ Social Media Advertising Tips

\$0.56 / Click



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1 Share



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Comment



Share

\$1.11 / Click



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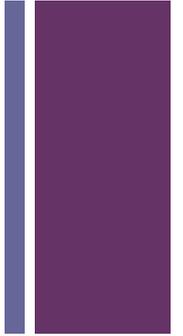
Comment



Share



Social Media Advertising Tips



Rotate Your Ads

‘Ad fatigue’ occurs when people see an ad too many times, and begin ignoring it. To avoid ad fatigue, you’ll want to rotate your ads regularly.

As a rule, expect to have to change your ad creative every 7-14 days. This doesn’t mean that you completely throw out your ad and come up with a new one from scratch. Instead, change your existing ad just enough to make it seem like a new ad. Often times this is as simple as changing the image.

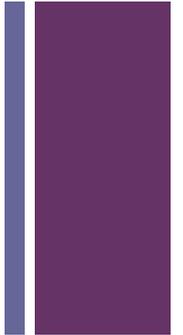
+ Social Media Recruiting Tips

Make Sure To Include A Compelling Image

The most important component of your recruiting post is the image. This is because the image will be what “stops” people from scrolling through their feed and compels them to read the rest of the post.

Be Detailed In Your Post Description

Once you have their attention, you’ll need to ensure that the description is compelling and includes all the information that potential applicants will be looking for.

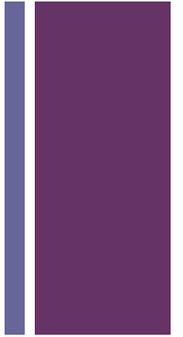


+ Social Media Recruiting Tips

Advertise Your Job Posting

To get the most from your job postings we recommend spending at least \$10-\$15 to promote them to potential candidates in your area. Promoting your post will help you reach outside of your current social media network and can increase its exposure by 3x or more.

Note: To have your job posting ad approved by Facebook you will need to note that it is an employment ad. You do this by selecting “Employment” in the Special Category field when boosting the post. You will also not be able to restrict the age range in your targeting group.



+ Lure Marketing

At Lure Marketing we provide a wide range of digital marketing services; from social media marketing and advertising, to SEO and website development. We also back our marketing efforts with thorough analytics reports so you can see how we're doing.

Whether you need complete social media management or just some occasional advice, we have a social media marketing package that will work for you. No minimum spend, no year long commitments. All of our services are on a month to month basis.

We also provide [customized social media guides with 1-on-1 training](#).

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