



Commonwealth Bank attracts quality candidates through employee advocacy

“Our Elevate account team shares stats with us monthly which provide a great baseline in terms of engagement. But it’s the anecdotal feedback we hear from our employees, as well as from candidates, that best demonstrates the success of the program in engaging our employees and attracting top talent.”



James Elliott
General Manager, Talent Acquisition
Commonwealth Bank

Influencing recruitment through employee advocacy

“We’ve long realized the power of people’s networks for recruiting,” says James Elliott, General Manager, Talent Acquisition at Australia-based Commonwealth Bank. “Encouraging employees to share their experiences working at Commonwealth Bank is the best way to attract strong candidates. Peer-to-peer information-sharing, rather than business-to-candidate marketing, is much more influential.”

The challenge, says Elliott, is encouraging enough employees to advocate for Commonwealth Bank on social networks so that messages truly impact the candidate funnel. At first Elliott’s Employer Brand Team had a very manual process; choosing a group of influential employees and serving them news stories about Commonwealth Bank to share with their networks via email. But that process was slow, “and tracking the impact of what we were doing was nearly impossible.”

Challenge

- Reach a broader network of prospective employees and recruit top talent
- Share positive messages about the bank’s brand
- Remove barriers to employees sharing content with their networks

Solution

- Increase employee advocacy and attract quality candidates with LinkedIn Elevate

Results

- Employees using Elevate share **7x more frequently** than before, resulting in:
 - **2x more** jobs views
 - **2x more** job applications
 - **Over 400** influenced hires

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Encouraging employees to become thought leaders

To amplify engagement, Commonwealth Bank chose LinkedIn Elevate. "Elevate lets us heighten our employee advocacy program in a more formal way," he says. "We already use LinkedIn for recruitment, and we knew our employees would be responsive to the platform and get on board with the program."

The response from employees has been positive, not only because of familiarity with the brand name, but also because of how easy it is to use. "More and more we are having employees ask how they can get involved with the program."

Elliott also saw the opportunity for employees to use Elevate to build their own personal brands. "We want to help our people position themselves as forward-thinking industry leaders – people that prospective employees would want to work with." In order to ensure they're sharing relevant and interesting content, Elliott and the Employer Brand function partner with the Marketing and Social Media teams. Elevate makes it easy to bring shareable content to employees, both from internal sources as well as 3rd party content.

Sharing drives job applications

Since Commonwealth Bank began using Elevate, employees now share content 7X more frequently. The increase in employee engagement is attracting the attention of prospective employees, delivering 2X more job views and 2X more job applications than before.

Just as important as the rise in engagement, says Elliott, is the feedback from employees who are raising their profile online. "They're surprised at how easy Elevate is to use," he says. As more employees experience the satisfaction gained in strengthening their personal brands, Elliott predicts even higher levels of awareness about Commonwealth Bank as a workplace. "We've been pleased by the engagement levels from our initial group of employees, and know this will increase as we grow our user base. Our long term strategy is to activate all 52,000 of our employees as brand advocates" he says.

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