

Next generation recruiting

Insights to attract graduate talent

LinkedIn Talent Solutions



A photograph of a modern building interior. In the foreground, there is a staircase railing with a dark metal handrail and a wooden balustrade. A large green plant with long, feathery leaves is visible in the lower left corner. The background shows a light-colored wall with vertical panels.

Taking your graduate strategy online to engage the best students

600,000+

Students in Australia and New Zealand on LinkedIn

This new generation of talent want it all. They want to work for a company that makes a positive impact on the world and which acts sustainably. They look for an employer who actively appreciates what they bring to the business. They want a diverse and inclusive work environment that embraces innovation, and they seek work/life balance while demanding a clear picture of the direction for their career.

For years we've focused on understanding millennials. Now, it's time to pay attention to Gen Z.

Gen Z are the first generation born into a digital world – with global information at their fingertips. With such access to information, they feel empowered to be selective in their decision making. Unlike millennials who expect success, this emerging talent make their own. They're educated, technologically-savvy, globally connected, innovative and have an entrepreneurial mindset.

After years of studying, selecting an employer is one of the most important decisions they will make. How will you ensure you are their company of choice?

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Introduction

Graduate recruiting needs to catch up with the rest of the talent acquisition industry. While the traditional formula of on-campus events can be effective at targeting a few universities, it is out of touch with the way students seek career opportunities today.

Students are mobile, social and connected, round-the-clock. When it comes to finding a job, they do their homework early:

- Many start researching possible careers before their penultimate year of studies. Most have a short-list of preferred companies by the time they apply for graduate programs or jobs.
- They have seen and interacted with your talent brand for years and, by now, know if you are what they are looking for.
- Their research has taken them beyond your careers website – they find out more about your employees and company culture across LinkedIn, Facebook and Instagram.
- In some cases, they actively engage with your current employees, identifying and connecting with alumni from their university.

The result? Students have likely formed an opinion of you as an employer long before you even set foot on-campus for careers fairs or to attend a niche industry event.

Some of the more forward-thinking graduate hiring teams recruit and offer the best students roles months before peak recruitment begins in Australia and New Zealand (generally February to April for campaigns, with the selection process between April and May, or June/ July for large programs).

The goal of this guide is to walk you through how you can transform your graduate attraction and recruitment efforts and get your talent brand in front of prospective graduates early and effectively.

01

Understand your audience

Take your campus strategy online to target the best talent at scale



Top 10 universities by number of students

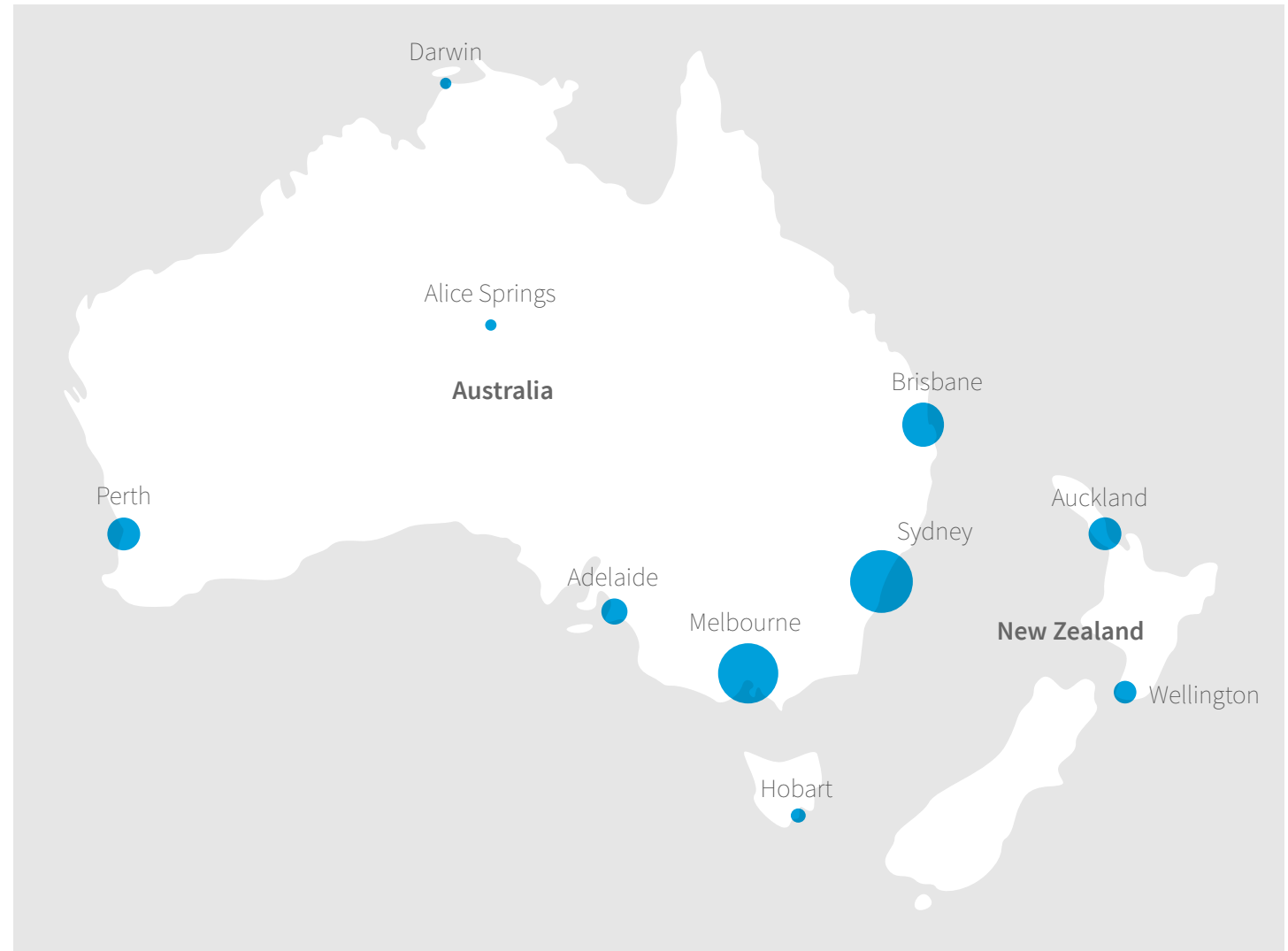
- 01 Monash University
- 02 RMIT University
- 03 University of New South Wales
- 04 University of Melbourne
- 05 University of Sydney
- 06 Griffith University
- 07 Deakin University
- 08 University of Technology Sydney
- 09 Queensland University of Technology
- 10 The University of Queensland

Companies can use this data to:

- Consider where the graduate intake could be located.
- Ascertain if these universities produce the relevant disciplines to target.
- Decide if relocation of top talent is a feasible option.
- Apply this targeting to awareness building and attraction campaigns.

For university ranking system, please see Methodology.

Graduates are pooled in the major capital cities



How to promote your talent brand to students:



Find out what students are interested in when it comes to picking a job



Describe how your company delivers that value to them



Find the most effective social media channels to spread your message

Cutting through stiff competition

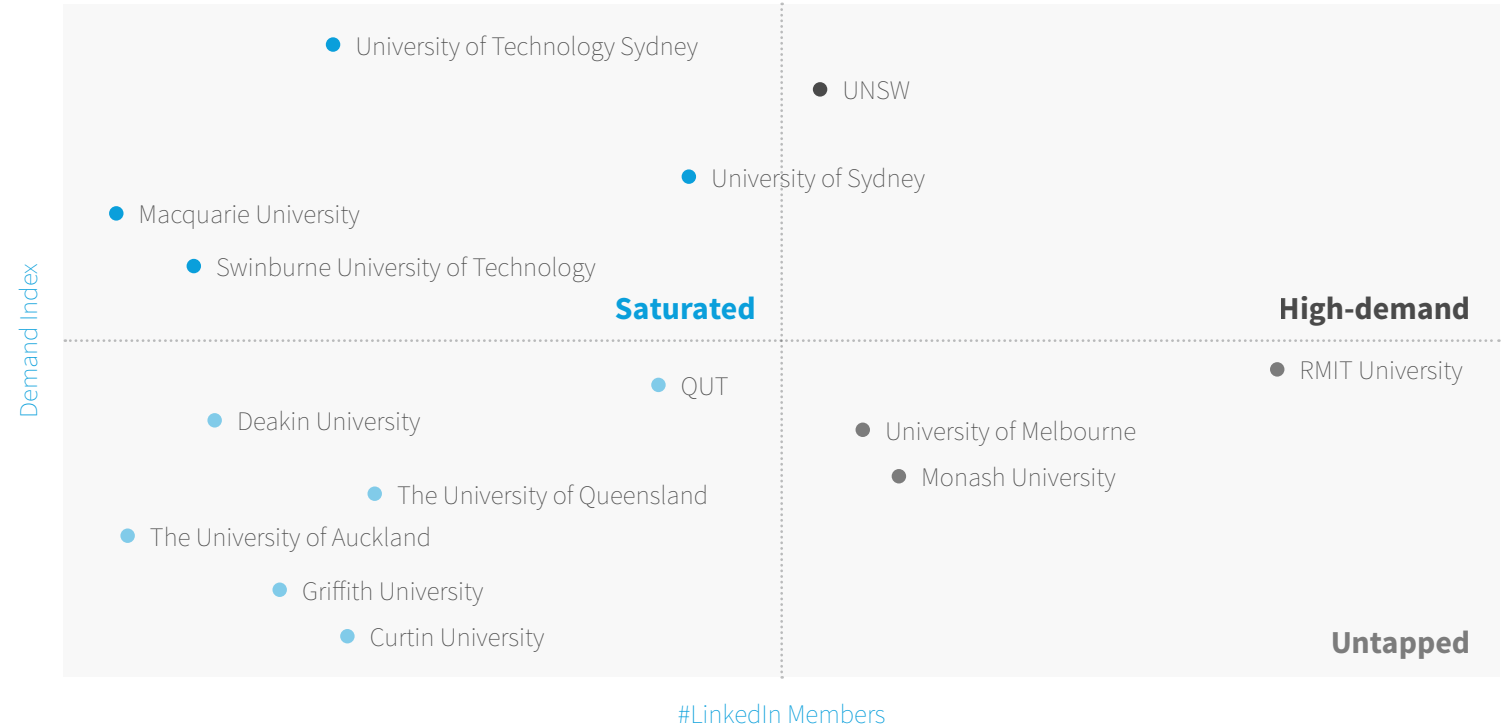
The University of Melbourne, RMIT University and Monash University currently have the largest supply of recent graduates. The data shows competition among employers for top students is highest at Swinburne, Macquarie, University of Sydney, University of New South Wales and University of Technology Sydney. This is a result of these universities supplying high demand STEM talent.

How do you equal the playing field?

Social media has levelled the playing field by taking away the price tag that comes with reaching a high-priority audience. Now, regardless of your company size, you can communicate with your social media followers and get your talent brand message to students who matter.

Graduate supply and demand

The graph shows which university graduates are the most sought-after according to the number of InMails they receive, versus the number of graduates at particular universities who are LinkedIn Members.





Telstra: Evolving communication

Tapping new talent pools means seeking fresh ways to connect with applicants on their terms. Australian technology company Telstra wanted to attract a more diverse pool of qualified candidates to join the Telstra Graduate Program, with a focus on top talent in IT and engineering.

The brand's 2017 *Find Your Edge* campaign trialled new media, platforms and channels to broaden its appeal, especially to tech-savvy graduates. The recruitment drive used:



Data

Social profile and behavioural data enabled Telstra to identify distinct, relevant audience groups to target online and on social media through display and keyword search ads.



Video

Telstra created a 360-degree immersive video virtual tour, showcasing the workplace and the work candidates could be involved in. [Click here to watch the video.](#)



Social media partnerships

Telstra partnered in an online gaming tournament, as a new and innovative way to target and engage with students interested in technology. A LinkedIn Careers Page view is also dedicated to graduates doing their research on our company.

The employer's willingness to try new approaches paid off. Along with strong results in delivering to a number of campaign objectives, application numbers saw a 50% uplift in both their engineering and IT student cohorts.

"Great students will have multiple offers on the table, so it's important to build a talent brand that wins over the hearts and minds of top students to ensure Telstra is their main preference. To do this we use a multi-channel, integrated attraction strategy that we're constantly evolving. We use data and insights to ensure we're keeping up to date with who the audience is, what they care about and what channels we can use to reach them."



Brie Mason

Global Head of Employment Brand & Marketing, Telstra



In-demand skills among recent graduates

- 01 **Management and Leadership**
- 02 **Process and Project Management**
- 03 **Customer Service**
- 04 **Business Development and Relationship Management**
- 05 **Sales**
- 06 **Strategy and Strategic Planning**
- 07 **Management Consulting, Business Strategy and Analysis**
- 08 **Accounting**
- 09 **Database Management and Software**
- 10 **IT Infrastructure and System Management**

With strong encouragement from universities about the need to build an online personal brand, this student cohort has a high rate of completing their LinkedIn member profiles. Students are capturing part-time employment, internships, cadetships, summer vacation programs and volunteer work experiences.

From these explicit self-selection skills, coupled with implicit inferred data, organisations are seeking graduates who possess strong commercial acumen and a customer-centric approach, reflecting the direction companies are taking.

What to keep in mind

Consider the key skills you want in ideal candidates and call-out these skills in your campaign messaging. Include testing and assessment of these desired skills during your recruitment and selection process.

02

Reach students effectively

Supercharge your talent brand where students consume content online





Reach graduates when they do their research online

Participating at target university careers fairs is expensive when considering booth space, expo stands or pull-up banners, marketing collateral and promotional giveaways, plus an awesome activation idea to create some hype and foot-traffic to your stand. This is not to mention the hours put into preparation, yet all of this investment can result in chatting with students that may not fit the mould of your ideal graduate.

You have to think creatively to attract the best students. Capture your compelling story when students are doing their research on potential employers and graduate programs and reach the masses who spend more and more time conducting this discovery online.



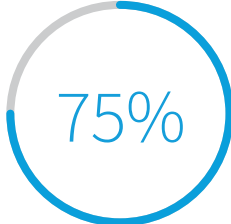
Average number of companies grads in Australia and New Zealand follow on LinkedIn



Proportion of grads in Australia and New Zealand employed by an organisation they were already following

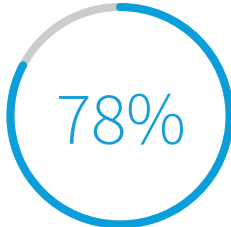


How students keep a finger on the pulse



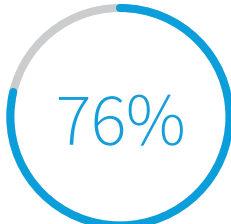
Connect & Communicate

75% networked with other professionals, viewing profiles and emailing



Seek Professional Insights

78% stayed up to date on industry discussions and content in their newsfeed



People & Companies

76% used LinkedIn to research companies and connections

2.4x

Viewing Jobs

Students are 2.4x more active in viewing jobs than the overall average yearly job view rate

Data refers to students in Australia and New Zealand and their activity on LinkedIn.com

03

Know what students want

Develop your value proposition and craft messaging that hooks their attention





Strong talent brands attract students

The top 10 employers ranking below may come as no surprise. It is easy to assume they made the list because they are reputable or strong consumer brands with larger graduate programs and plentiful resources.

However, what makes these companies successful at recruiting students is a well defined attraction strategy, leveraging a multi-channel approach. They don't only go on campus once a year. They are on social channels 24/7, building out their talent brands and staying top of mind.

Top 10 employers of recent graduates



Commonwealth Bank



Telstra



National Australia Bank



ANZ



EY



Coles



Woolworths Group



Deloitte Australia



Queensland Health



Westpac

The top 10 organisations employing recent grads have been compiled based on the number of recent grads currently employed by these companies.

What students care about when considering a job

What students value most

- 01 **Good work/life balance**
- 02 **Excellent compensation & benefits**
- 03 **Strong career path**
- 04 **Culture that fits my personality**
- 05 **Challenging work**

Before you craft your graduate value proposition and talent brand messaging, you should know what is important to students when it comes to their first job.

We asked students in Australia and New Zealand to rank the importance of certain job attributes. While a balanced lifestyle and compensation are important, they also highly prioritise a strong career path, culture fit and challenging work with the company they choose. Think about how these attributes map to your company's culture, then incorporate what's appropriate into your graduate specific Employee Value Proposition.

Source: Talent Drivers Survey Q3 2016. Responses from 1,975 Australia and New Zealand students and 20,767 Australia and New Zealand professionals.



Promote good work/life balance

Good work/life balance is not just about the 9-5. Do you offer the trust and tools for remote working and flexible hours, such as laptop, phone and offsite login access?



Communicate perks and benefits

Includes thinking beyond the cold hard cash to incentivise with other perks. Can you promote an onsite gym or yoga, leave loading, access to online training courses, or even referral programs?



Showcase career opportunities

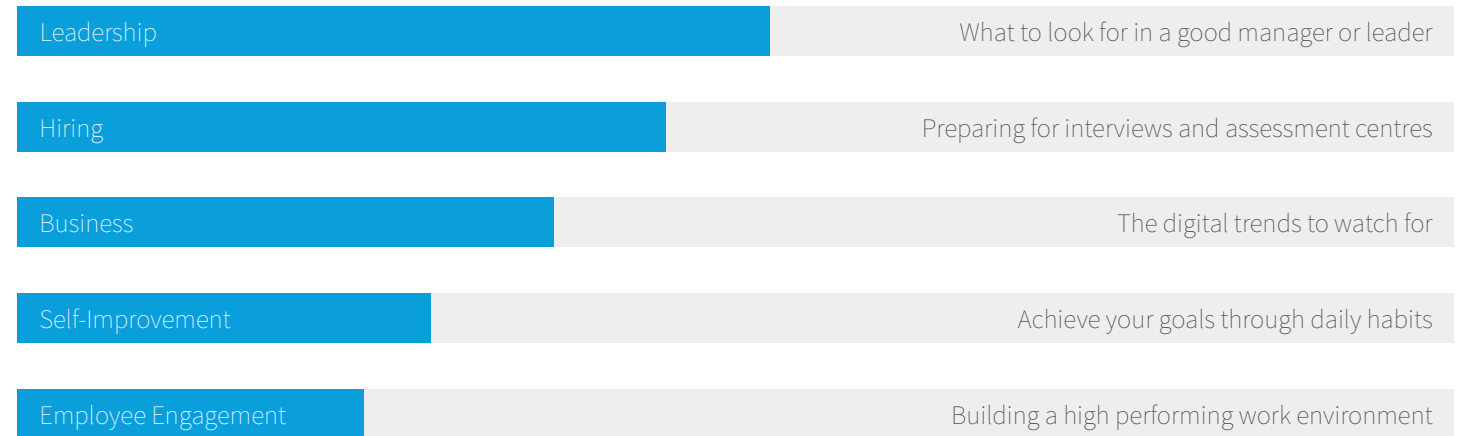
Showcasing career opportunities is an obvious driver. Does your company offer structured learning and development, rotations, real hands-on experience and situational exposure, a FTE role as they roll-off the program, and support such as a grad buddy or mentor?



Students are inspired by learning more about leadership

Top trending topics by engagement*

Examples of articles



*Engagement includes clicks, likes, comments and shares over the last six months.
Source: LinkedIn data as at September 2017.

04

Engage along the candidate journey

Bring to life with authentic and
inspiring content



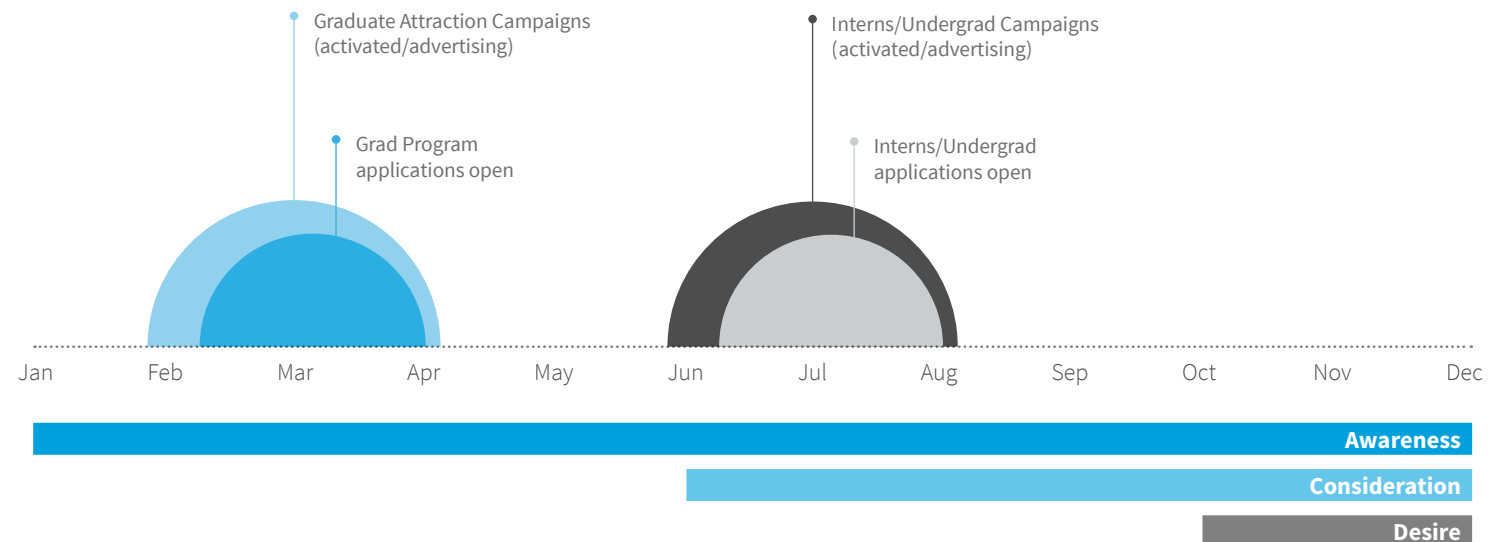


Connect with students early and cut-through the competition

Consciously or subconsciously, students are conducting their discovery on potential employers early – following companies, networking with other professionals and engaging with content in their newsfeed. Start targeting students as early as possible, otherwise your competitors will snap them up.

Tips to building out your communications plan:

- Map out your campaign cycle dates (internal and external application dates).
- Consider if you can beat the March crowd and open applications early.
- Educate and inspire with an always-on approach, communicating the program(s) you offer.
- Build your talent community followers and seed regular content to deepen consideration.
- Create excitement and desire by dialling-up program attributes and broadcasting hero stories.
- Expand your reach through graduate ambassadors.

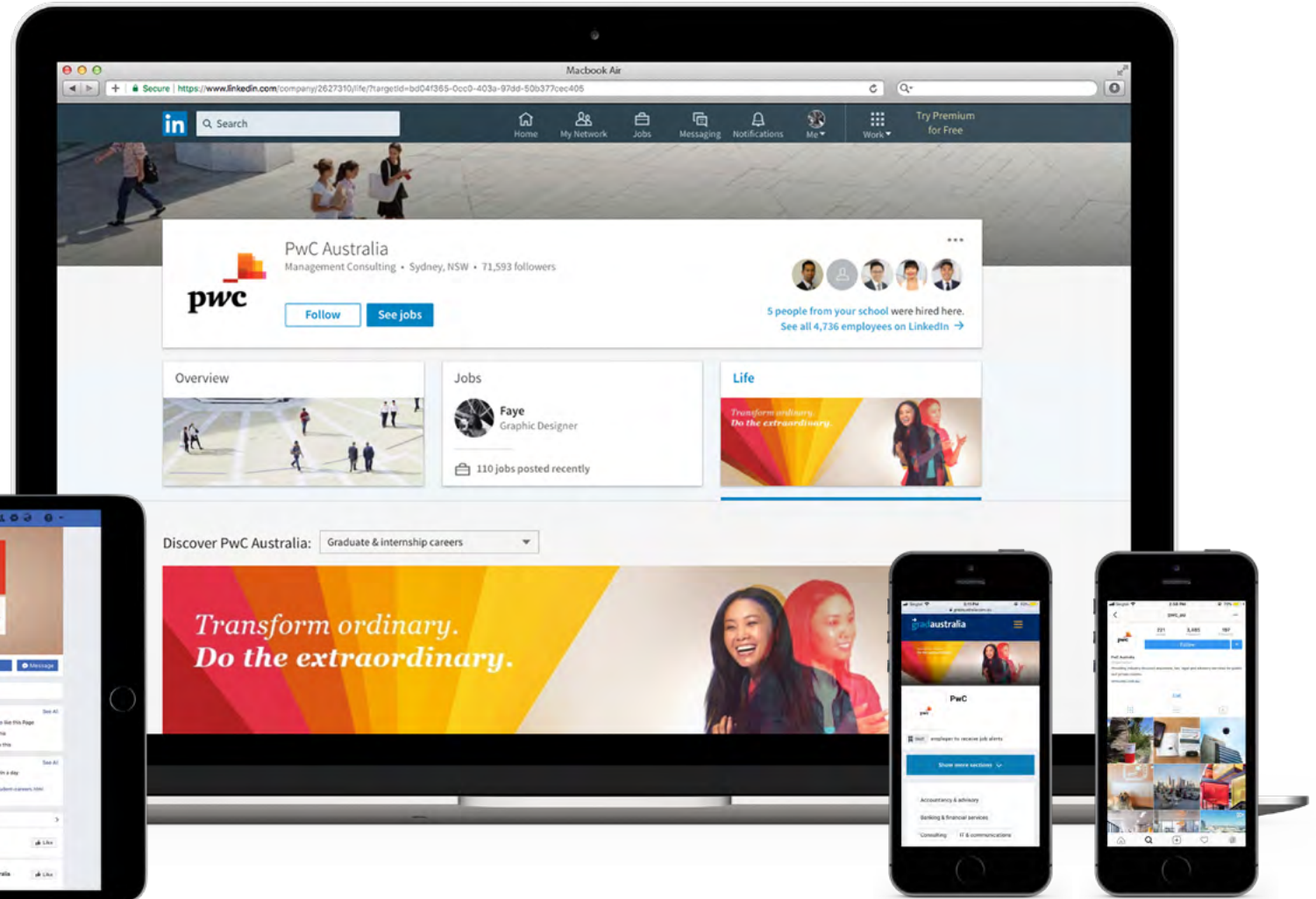


A consistent multichannel approach for brand recall

Now you know what you want to say - and who your audience is - it's time to figure out where to say it. A good talent brand strategy involves using a variety of relevant channels and applying a uniform message, creating brand recognition and recall.

Here's a great example of how PwC use different channels to spread their proposition to students consistently:

LinkedIn



Facebook

Niche graduate channels

Instagram

The rules of engagement online

When you start posting your content across social channels, here are a few rules to keep in mind to increase engagement and attract the right audience.



Communicate throughout the year

Building your talent brand is a year-round opportunity. Build connections with students early and frequently to establish a strong connection with students.



Target your efforts

Think about your ideal candidates (universities, fields of study, interests) and target them with relevant messaging. Use the insights in this guide to get you started.



Be snackable

Students are exposed to around 600 messages a day and have an online attention span of less than 8 seconds. Cut the fluff and use strong imagery, punchy text and a clear call-to-action.



Show me the 'fun' stuff

Visualise your story with photographs and videos. An example of work/life balance may be working on the move, volunteering, group activities or healthy snacks.



Keep it personal

The fastest way to lose students' attention is to sound rigid and impersonal. Apply a conversational and friendly tone.

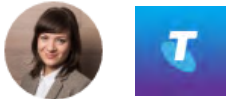
Need more tips and tricks to develop your content? Check out our Content Marketing Playbook [here](#).

Build your talent community and deliver a unique candidate experience

- Introduce your ideal audience to your talent brand, driving follower acquisition to your LinkedIn Careers Page.
- Create a personalised candidate experience with a student specific view, utilising the canvas to broadcast authentic videos, testimonials and photographs to engage strongly with students.
- Feature your leaders, Graduate Resourcing Team or Graduate Ambassadors to humanise the experience and allow top students to connect.

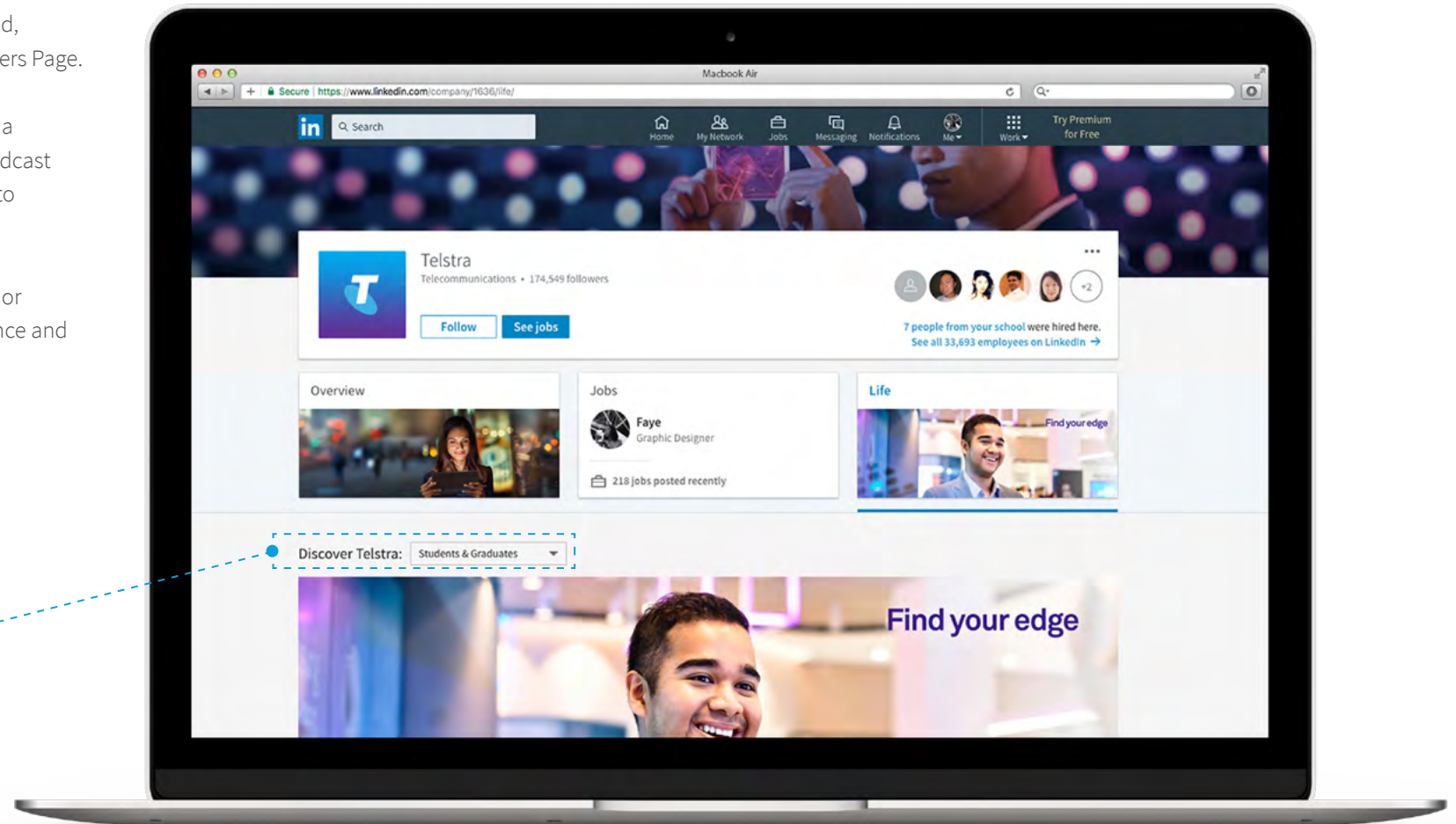
Ad

Graduate and internship applications open
20th Feb!



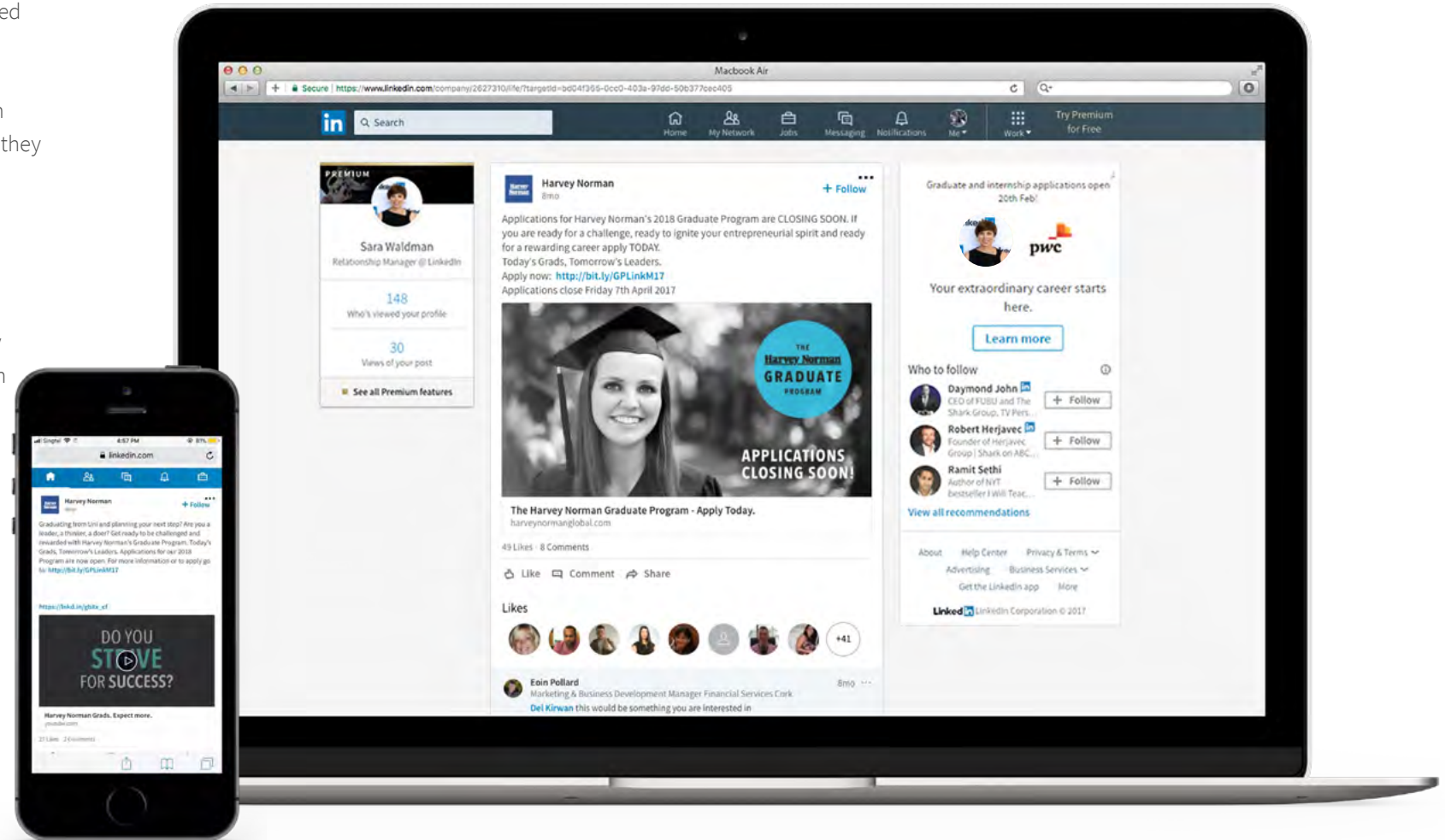
Your extraordinary career starts here.

[Learn more](#)



Inform and inspire with content marketing in the newsfeed

- Keep students educated, informed and inspired with relevant content.
- Advise on graduate opportunities, application opening and closing dates, and events where they can meet you.
- Promote graduate stories and call-out your program inclusions and differentiation.
- Reach students outside your follower-base by running targeted campaigns, captivating them during their candidate journey.





Expand your reach by leveraging Grad Ambassadors

Brand ambassadors are another very powerful way to amplify your reach. Find graduates in your organisation who are passionate about your culture, values and the graduate program, and get them to help you spread the word.



Speaking events

Ask them to evangelise your company in alumni groups or events, by attending careers fairs and industry networking sessions, or meeting students who are progressing in the recruitment process such as assessments centres.



Empower storytelling

Recent grads are the closest thing you have to on-campus students and staff. They are the perfect spokespeople to share what it's like joining your company and graduate program. Empower them to post regularly or write long-form blog posts.



Crowdsource content

Generate relevant content such as quotes, photographs, videos and snippets you can use in your updates. Request grad ambassadors provide feedback on company content before it is published.

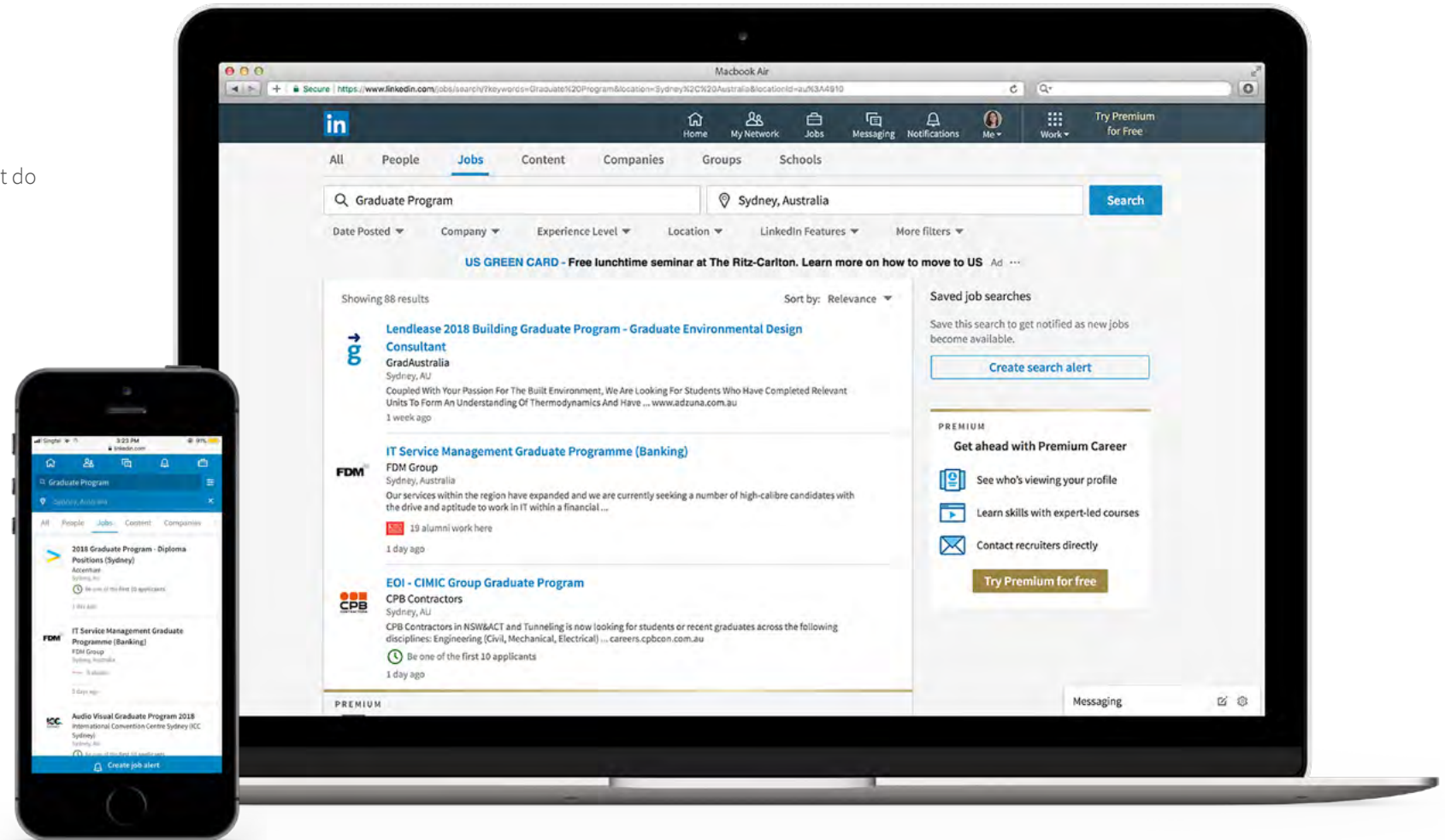


Amplify reach

Asking your existing graduates to repost the content you've developed is one of the simplest ways to extend your reach to their connections – and a relevant student audience.

Students are 2.4x more active viewing jobs than an average LinkedIn member

- Reach the right students to increase quality applications. With smart targeting, LinkedIn automatically shares your job with relevant student candidates.
- Link job ads to your company page. Firms that do that receive on average 59% more job views.



Final thoughts

Graduate hiring continues to evolve with innovative technologies available to support the recruitment and selection phases. Transform your attraction strategy to reach emerging talent on digital, mobile and via social platforms.



Approach at scale

Investing in your talent brand and making it more visible online is your best opportunity to reach students at scale, particularly when you need to achieve more with less. Whether you are a small business or a well-known corporation, your talent brand is what differentiates you.



Engage students early

Some students start thinking about their future employment when they select their degree and university, with almost all of them having a sense of what career they want before they graduate. Start targeting these students as early as possible, before your competitors get to them.



Be authentic and welcoming

Tired recruitment and marketing clichés won't work with students. Be approachable, convey a sense of purpose and use your graduates as ambassadors. This will help students get a true feel for what it's like to work at your company.



Meet the authors



Ash Stewart

Employer Brand Consultant

With 10 years as an employment marketing specialist, I bring passion and enthusiasm to help clients attract, engage and retain top talent. In my role, I provide strategic advice and consultation around building your employer brand, strengthening talent communities and candidate experience, empowering employee ambassadorship, leveraging data and insights to gain competitive advantage to attract top talent into your pipelines.



Huub Peepkorn

Insights Analyst

Data-driven storyteller with experience across the fields of analytics, digital marketing and account management. Being a strategic partner to our clients, I help solve their business challenges by providing actionable insights. I focus on building compelling narratives to support Australia's Global Accounts program. This, with a continuous focus on improving our data delivery and impacting the business at scale.



Isabell Prior

Marketing Manager

I manage the marketing efforts for LinkedIn Talent Solutions across Australia and New Zealand. I focus on delighting customers with engaging content, digital campaigns and exclusive events.



Methodology

The insights and analysis in this report represent the world through the lens of LinkedIn data in Australia and New Zealand as at September 2017. As such, it is influenced by how members choose to use the site, which can vary based on professional, social and regional culture, as well as overall site availability and accessibility.

Students are defined as LinkedIn members that have listed an education end date of 2017 or later, or started their education within the last five years and have not indicated an education end date.

Recent graduates are defined as LinkedIn members that have listed an education end date that falls between 2014 and 2016, or have started education between 2010 and 2012 and have not indicated an education end date.

The top 10 organisations employing recent grads have been compiled based on the number of recent grads currently employed by these companies.

The top 10 universities based on the number of students measures those members that indicate they are a student of these universities.

In-demand skills are calculated based on the amount of InMails sent to audience that list these skills on their profiles. Top employers are defined by the number of recent graduates now employed by these companies. Demand, and thus competition, for students and recent grads is calculated based on the amount of InMails sent to these members.

About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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