

# 12 Innovative Recruiting Examples

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Get inspired by creative hiring approaches  
from top companies

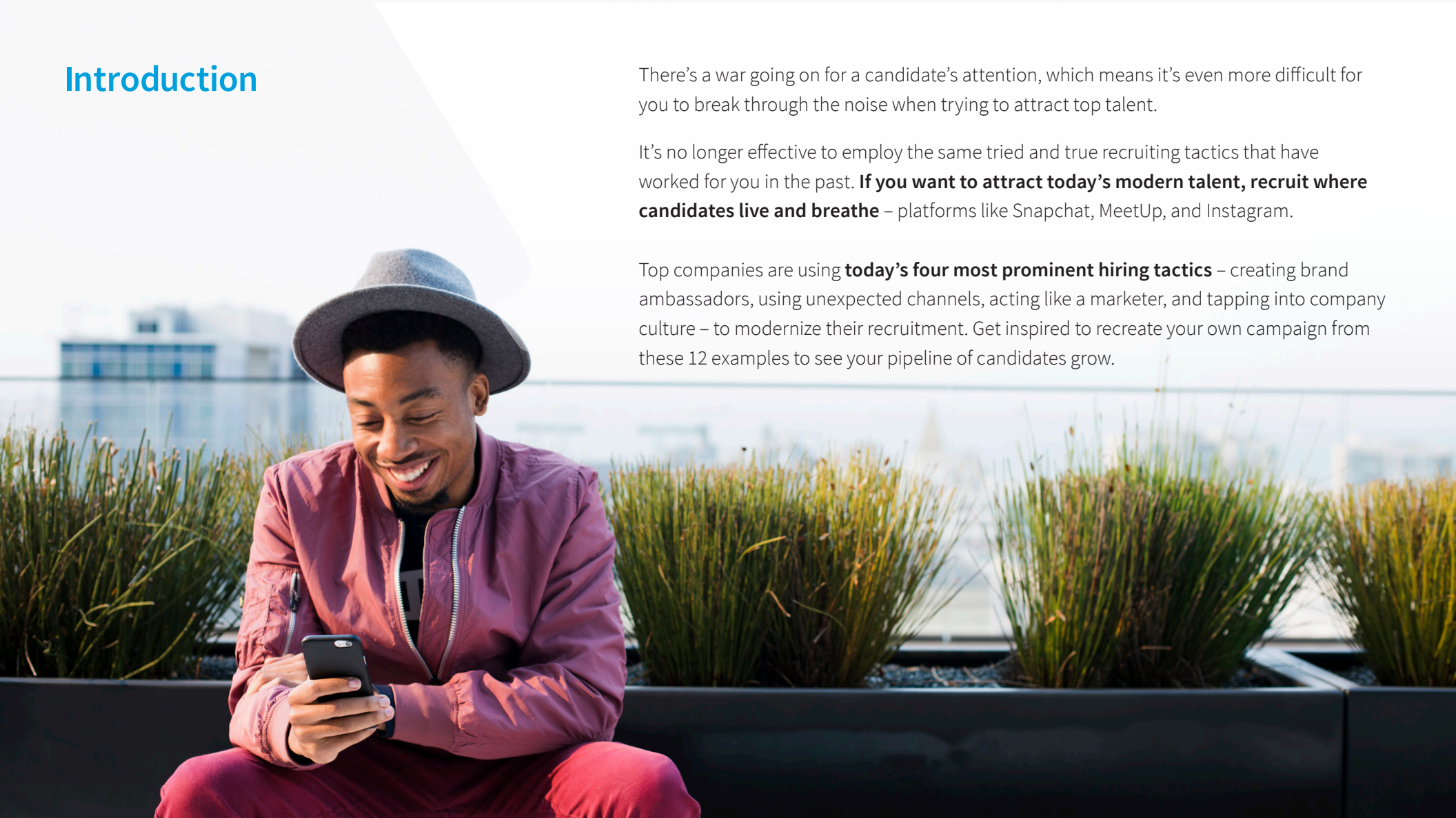


# Introduction

There's a war going on for a candidate's attention, which means it's even more difficult for you to break through the noise when trying to attract top talent.

It's no longer effective to employ the same tried and true recruiting tactics that have worked for you in the past. **If you want to attract today's modern talent, recruit where candidates live and breathe** – platforms like Snapchat, MeetUp, and Instagram.

Top companies are using **today's four most prominent hiring tactics** – creating brand ambassadors, using unexpected channels, acting like a marketer, and tapping into company culture – to modernize their recruitment. Get inspired to recreate your own campaign from these 12 examples to see your pipeline of candidates grow.







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# Create brand ambassadors

Lean on your employees to help you recruit

Employees are your biggest ambassadors. Get your best ones to become your social champions. They are authentic and give candidates a peek into what it's like to work at your company.

Companies featured:





### Show, not tell, with video

Vidyard wanted to paint a picture of what it looked like to work at their company, but didn't want to produce a boring, c-level executive video.

So the creative team selected employees from every department with all personality types and had a **little fun with it**. Candidates are introduced to the company's environment because employees are the ones authentically sharing their experiences.

After uploading the video they produced in-house, the team has seen consistent daily views and retains **60% of the audience** for the entire video duration.

### Why it works

Rather than explicitly telling potential candidates Vidyard is a fun, cool, and diverse place to work, they are showing it. By producing the short recruitment clip in-house, the company's personality shines through – giving candidates an idea about what it's really like to work there.



Watch in-house produced  
recruitment video >

### Go from boring to GoPro

Traditional recruitment videos can often end up sounding scripted. But when an employee takes the initiative to talk about the company on their own, the content is more authentic.

**Marvin Li**, an engineering manager at LinkedIn, strapped a GoPro to his head and shot a “day in the life” video that revealed what it might look like to work at the company. From the great salad bar to LinkedIn’s community-focused InDay, it’s impressive without being salesy.

### Why it works

This **ad-hoc video** is selling the company more than other traditional scenarios by giving a true “insider” perspective. It’s easy to produce and could be replicated by anyone on your team.





### Aching for audio

“We kinda love the culture here,” begins the Netflix-produced podcast “[We Are Netflix](#),” hosted by software engineers Michael Paulson and Lyle Troxell.

Millennials are consuming content at a rapid pace, especially via audio (according to [Edison Research](#), millennials are the biggest consumer of podcasts at 38%). Netflix is targeting a tech-savvy demographic by crafting an internally produced podcast. Their employee-led interviews offer candidates insight into new projects and help to paint a picture of Netflix’s company culture.

### Why it works

Though still a [new recruitment tool](#), employee-led podcasts can potentially offer more authenticity than videos or blog content as they offer employees a place to discuss topics that interest them, openly and freely.

Netflix is one of the first to take advantage of this large audience but they aren’t alone. [Geico](#) and Marriott ([Wandernaut Show](#)) have both started podcasts using employee-led interviews for their hiring needs.

**NETFLIX**[Listen to We Are Netflix podcast >](#)

# Create brand ambassadors

## Summary



### How to get started

- Reach out to potential brand ambassadors about creating new content (like video or podcasts)
- Launch an easy-to-use **employee referral program**
- Host a “lunch and learn” on the most effective ways to share job posts or company news
- Send out a monthly newsletter with active job listings so employees can share easily



### LinkedIn tools that can help

**Create** a shareable job post and provide sample messaging so team members can share with personal connections via a LinkedIn message or their news feed (to reach an even broader audience).





# Use unexpected channels

Source candidates in new spaces to break the recruiting status quo

In order to get ahead of the competition and appeal to today's digitally savvy audience, you'll need to shake up your recruitment routine and go where your audiences goes.

Brands like AOL, SAP, and Trulia have all recruited candidates in new and interesting ways in order to attract tech-friendly talent.

Companies featured:



### “Snaplications” for attracting talent

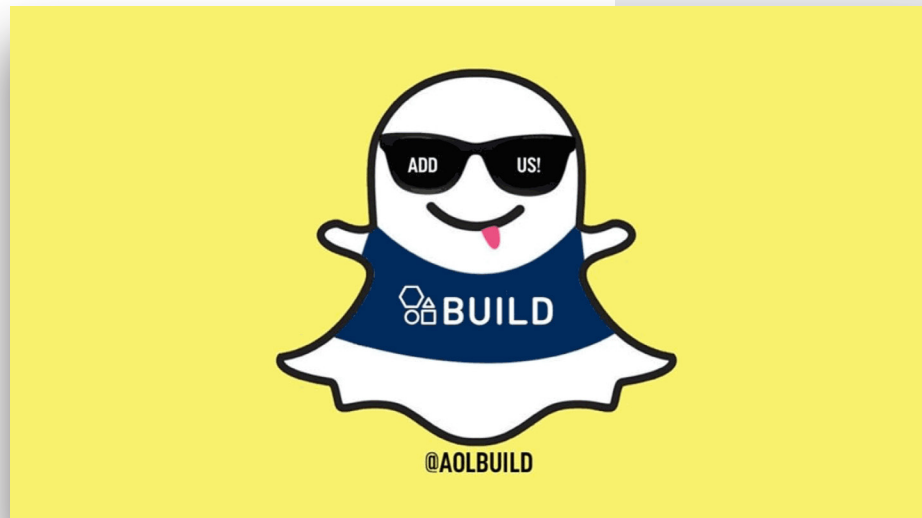
Young, tech-savvy professionals frequent many social spaces these days, but for Generation Z – or the under-25 crowd – none more so than Snapchat.

For those post-millennial Snapchat users, they visit the app a reported 20 times a day.

AOL wanted to promote their program that invests in female-led startups with a 10-second Snapchat sponsored ad. The weeklong campaign got 17 million Snapchat views and **increased application intent by 18% among viewers.**

### Why it works

AOL’s ads not only reached their key demographic but also showcased the company’s diverse talent pool and strong brand values. They were able to increase exposure to a new audience and craft an overall positive experience about their brand.



## Aol.

See what AOL Build is doing  
on Snapchat >



## Cartoons go corporate

SAP knew that to attract top talent they needed to engage potential candidates with fun social content.

Eyebrows were raised when creatives suggested cartoon ads on Instagram, but they knew it'd have an impact on digitally minded candidates (because everyone loves cartoons). It also set the company apart from its competition, and helped them stand side-by-side with popular consumer-facing brands like Apple, Google, and Facebook.

Though SAP's social audience is relatively small, introducing new recruiting tactics made a memorable impact: "Life at SAP" — a weekly, illustrated cartoon hosted on Twitter and Instagram — gets an average of 500 [clicks and likes](#).

## Why it works

SAP took a risk with their Twitter and Instagram ads, which allowed them to compete with consumer-facing companies during university recruiting events.



Follow SAP on Instagram >

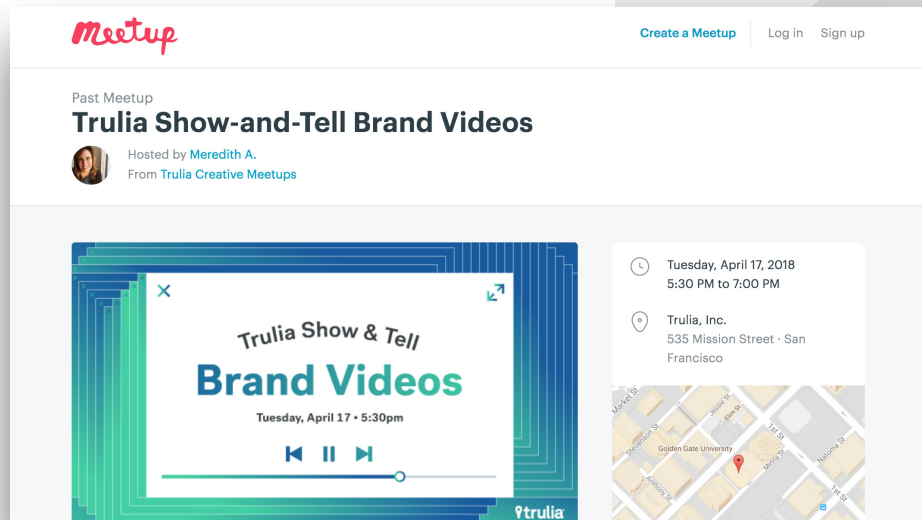
## Show-and-tell to source new talent

Recruitment isn't just happening online these days, contrary to popular belief. Trulia, an established online real estate site, organized a [Meetup event](#) for creatives interested in sharing video brand work.

The show-and-tell format offered a chance for people working on brand videos to meet, discuss their work, and showcase their latest material with the creative team at Trulia.

## Why it works

While the event is not explicitly tied to recruiting, potential candidates interested in Trulia can use this type of meetup as an opportunity to connect with employees in person to determine if working there would be a good fit.





# Use unexpected channels

## Summary



### How to get started

- Define who you are trying to reach (e.g., millennials, engineers)
- Find out where your target audience visits (Instagram, Facebook, Snapchat, and so on)
- Brainstorm ways to use these different channels in unique or interesting ways



### LinkedIn tools that can help

Try recruiting where quality candidates are already searching for jobs. LinkedIn's new video ads have been shown to **hold attention 3x longer than static** Sponsored Updates and are shared 20x more than any other content on LinkedIn. According to LinkedIn data, recruiters have seen an 80% higher InMail response rate following sponsored video ads versus static ones.\*

Find out how to [share a video](#) today.

\*Early beta results from small Video Ads pilot.





## Act like a marketer

Create a brand voice that candidates want to engage and interact with

Brands are no longer abstract entities: they are personalities. If you want to attract today's talent, treat recruitment like a marketing campaign.

Build an engaging brand voice that candidates will want, and love, to follow. Incorporate that voice into job listings, social posts, and original content so candidates recognize your brand, and keep following along. It's a great way to get quality candidates to come to you.

Companies featured:

Eventbrite box NETFLIX

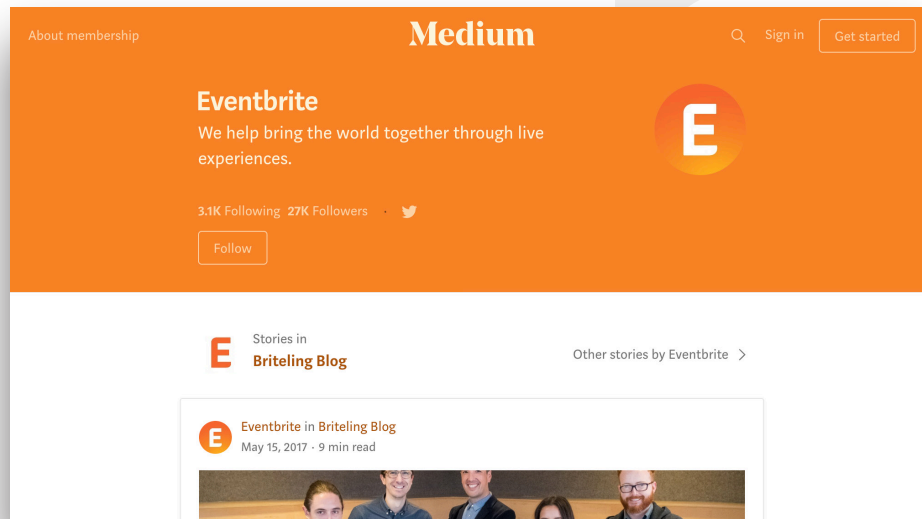
## Put on your journalist cap

Eventbrite knows that content is king. They even hired a journalist and photographer to create authentic long-form stories to share on sites like Medium and their local paper.

Those stories not only did a fantastic job at offering insights into team structure, brand values, and updates in leadership but also linked to job descriptions. Thanks to the extra content, the recruiting team **decreased their time-to-fill** and saw a **100% increase in applications** after posting new content.

## Why it works

The up-front work of putting together original content might seem daunting at first, but for Eventbrite it paid off. Crafting original content regularly means your brand is consistently in people's feeds, and thus consistently on their minds. Eventbrite has even been awarded two-fold: **faster and happier hires**. Candidates hired via these new content channels have been consistently great, according to the senior recruiter and director of recruiting.



## Eventbrite

Read some of Eventbrite's stories on Medium >



## Click for Careers

Box, a cloud management platform, knew that if it wanted to attract salespeople in the Bay Area's highly competitive marketplace, it needed to craft content that made candidates take action.

Both their [LinkedIn Company Page](#) and [Careers page](#) are written in an affirmational, sales-focused tone that pushes candidates to act.

## Why it works

Rather than using mundane buzzwords, Box unveils a strong brand personality with optimized content that gets people to click: “Be Part of Something Amazing” or “Be an Owner. It’s Your Company Too.” Actionable language is a rule when creating a strong marketing campaign.



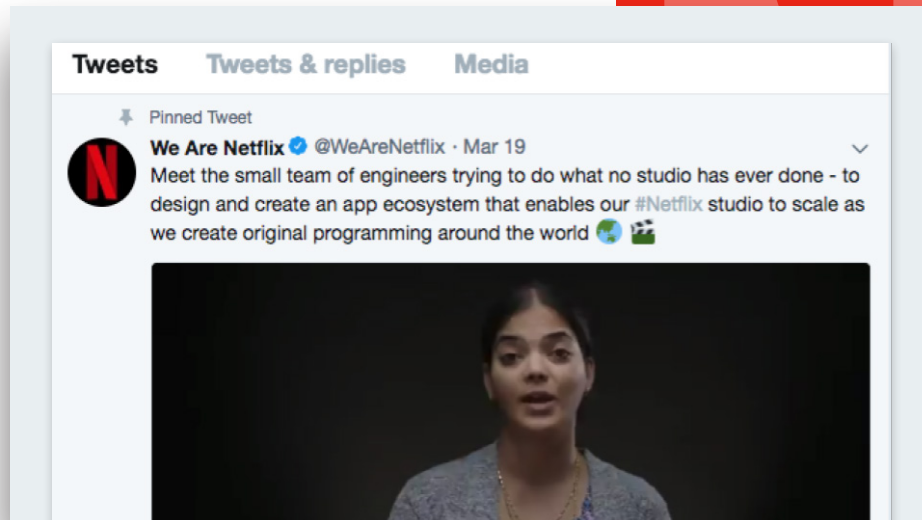
## 280 characters for culture

Netflix runs a [Twitter account](#) that's entirely dedicated to news around Netflix. What it doesn't mention? New open positions or DM queries from upset customers (that stuff is saved for @Netflixhelps and @Netflix).

By crafting a compelling story about brand accomplishments, daily life on campus, and team success, Netflix has created the ultimate recruiting tool. The regular content showcases their unique voice and brand style; it's promotional without being pushy.

## Why it works

Sharing employee news in a social space where active applicants frequent, both personally and professionally, allows candidates to develop a relationship beyond the brand's products or services. This type of marketing campaign humanizes a company in a way traditional marketing campaigns don't.

**NETFLIX**

Check out 'We are Netflix' on Twitter >

# Act like a marketer

## Summary



### How to get started

- Create a series of ads, blog posts, or social posts using a consistent tone and design
- Track engagement (likes, shares, traffic, or time on site)
- To build out a more comprehensive roadmap, use this [checklist](#) of tools for new ways to build your employer brand



### LinkedIn tools that can help

Treating your recruitment like a marketing campaign means spending a lot more time on content. LinkedIn has an array of both [free and paid tools](#) that allow your team to engage interested candidates ([Career Pages](#), [articles](#), newsfeed, or Work with Us ads) with original stories or open jobs.





# Tap into company culture

Find that work/life balance

Use your **company culture** (brag a little) to attract new talent. A strong culture is the foundation every recruiter needs to do their job well – tap into the existing culture as a resource for new content, campaigns, or ideas so finding candidates is easy.

Companies featured:

*MailChimp* **Zappos** **facebook**

### Seek talent, not egos

In order to win talent in the competitive tech industry, MailChimp avoids playing by recruitment rules. The company illustrates its culture with employer brand materials that highlight how they've invested in people.

The [recruiting magazine](#) showcases individual employees, company topics, and cultural initiatives like their [investment in Atlanta](#) in a more organic, natural way.

### Why it works

The print piece showcases a strong employer brand without explicitly tying back to open jobs; MailChimp's unconventional approach has paid off over the years – **turnover is only 4%**.



MailChimp

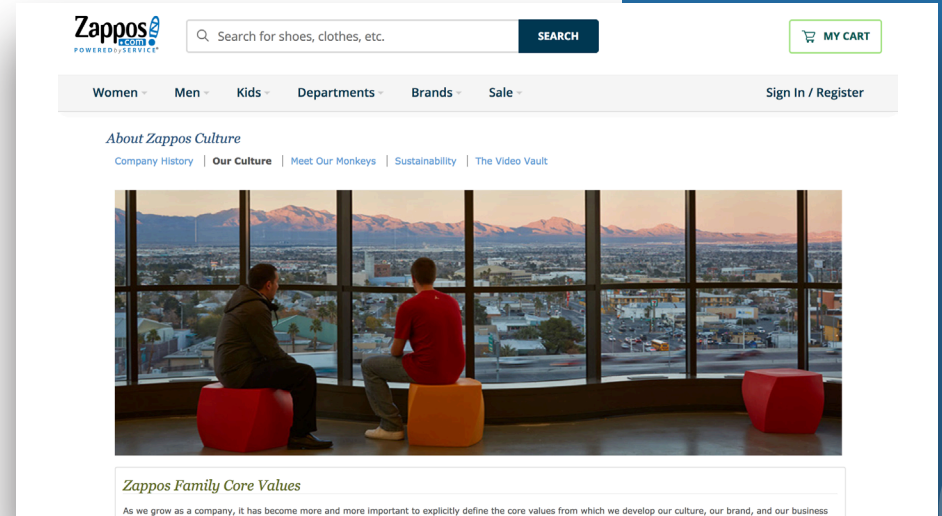
[Read the MailChimp recruiting magazine >](#)

## Consciously creating culture

Zappos knows that its 10 core values won't align with every potential applicant – but that's the point. By creating a culture that's outlined upon hire, Zappos hires for the culture and not just the job. Not everyone will thrive in the environment, but for those who can get behind the **10 core values**, success is inevitable.

## Why it works

A culture that isn't fluid or one-size-fits-all can feel dangerous, but it's helped to reinvigorate Zappos' corporate culture. **Retention rates are high for staff** (at **85% in 2014**) and prospects know what to expect.





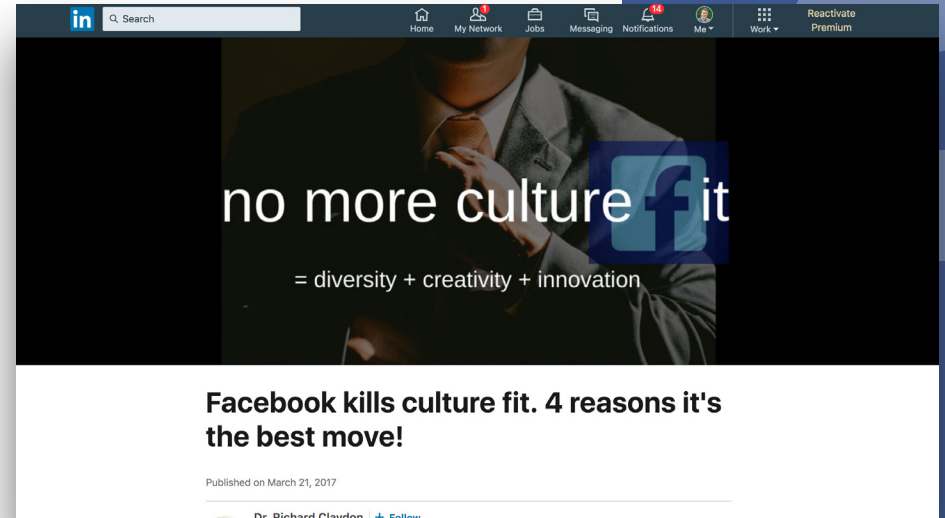
### Canceling “culture fit”

A few years ago, **Facebook** needed help recruiting and retaining a more diverse applicant pool. In order to eliminate unconscious bias during the hiring process, the company banned the term “culture fit” during interview feedback sessions (studies have shown that hiring managers hire only people **like themselves**).

The brand took things one step further and instituted a “managing unconscious bias” training program, initiated five core values for interviews, and began publicly sharing diversity numbers.

### Why it works

Facebook addressed a growing concern about the workforce by breaking down the term culture fit. By addressing its issue publicly, listening to the concerns of employees, and offering immediate solutions, it was able to solve for a larger issue and utilize its diverse talent pool for more inclusive hiring methods.

**facebook**

Find out why Facebook eliminated culture fit >

# Tap into company culture

## Summary



### How to get started

- Assess the culture: Step back to find out how employees feel and what they believe
- Highlight positive employee responses, company #wins, or executive expertise on social
- Build content around company culture; it's an opportunity for candidates to determine whether they'll be a fit, which can ultimately save you time



### LinkedIn tools that can help

Create a [Career Page](#) prospective employees will want to follow; it's your chance to make a good first impression and crucial for small businesses to stand out against larger competitors. Introduce your company with a [great cover photo](#), employee-created content, company videos and photos, and more.



A man with a beard, wearing a grey fedora and a red jacket, is sitting on a rooftop. He is looking down at a black smartphone in his hands. The background shows a city skyline under a clear sky, with some greenery in the foreground.

## Conclusion

If you want to modernize your recruitment, take a cue from top companies like Zappos, Netflix, Facebook, and Box and switch things up.

Start using tools like Medium, MeetUp, or even Snapchat to connect with quality candidates in new and interesting ways. Plus, find new ways to use LinkedIn tools to build a stronger company culture, and source great talent sooner.



## LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 530+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

[Request free demo](#)

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