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# Building Your Talent Network

Whether you are recruiting because you have a vacancy or are being proactive and building your talent network, you need to leverage the most efficient methods to find the right people. Some recruitment goals are:

* Identifying the talent needed to do the job.
* Attracting the candidates who best match your needs.
* Promoting your company as a dynamic place where people want to work, known as employer brand.

To begin, there are two pools from which to select employees: internal and external. Before you begin your external search, the most qualified person for your vacancy may already be working for you. A “promote-from-with-in” policy can serve to boost employee morale, attract recruits looking for advancement opportunities, and reduce training costs, since the employee is already oriented to the organization. However, if you have a limited number of current employees or you wish to seek new energy and ideas that come from hiring “new blood,” this may not be your method of choice.

## External Recruiting Methods

External recruiting methods can be grouped into two general categories: short-term and long-term techniques.

Short-term techniques are designed to stimulate an immediate flow of applicants and can include:

* Advertising in newspapers, online, or social media
* Employee referrals
* Networking through your connections and professional associations
* Recruiting and employment agencies

Long-term techniques often involve developing relationships with the employment community and promoting your company as a desirable place to work. Consider working with:

#### Local Schools & Universities

Try contacting the career center and counselling departments of local educational institutes for opportunities to talk to the students about your company and career paths offered, post your vacancies on their job boards, or to advertise through their newsletters.

#### Campus Recruitment

On-campus recruitment days can be a win-win opportunity. You post jobs for which you are seeking candidates. The college or university sets up a screening day where you can briefly meet a variety of students. You then choose whom to invite back to continue the recruitment and screening process.

#### Career Fairs

Either through an educational institution or your professional organization, a career fair is a vehicle where you can set up a booth, along with other companies, to promote your employer brand and pre-screen candidates right on the spot. For example, the Vancouver Job Fair hosts multiple fairs throughout the year and brings in hundreds of people who are actively seeking employment.

#### Open House

Some companies set aside a regularly scheduled period of time when they invite candidates to drop off their resumes and briefly meet with a company representative. This technique ensures a constant flow of applicants and allows you to meet many prospective employees.

#### HR Partner Agency

Partnered HR is designed to provide you with the HR you need when you need it. Partnered HR scales with you as your needs evolve and can include Recruitment Process Outsourcing (RPO), HR services, payroll processing, and benefits administration.

Whatever attracting and sourcing techniques you choose to employ, remember, a well-planned approach is essential for the success of your recruitment activity.