

IDEAS

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THE TECH BEAT | JAMES HARDING

START SOCIAL RECRUITING

When I speak with dealers about the biggest challenges they face, finding and retaining quality staff is always one of their top concerns. What if there were an affordable way they could court potential employees while focusing on retaining the great people they already have?

According to Forbes magazine, 75 percent of potential hires aren't actively looking for a job. In fact, it's fair to say that the best potential candidates for your business already are successful somewhere else. But since they have an interest in music, they might be interacting with your business' social media sites. It's up to you to identify them, get their attention and see if you can convince them that a career with your company would be more rewarding than the one they have now, and who better to make your case for you than your current employees? This is the genius of social recruiting.

DRAWING THEM IN

Why not use your existing social media accounts to showcase your team and present your business as the fun and reward-



Find your next loyal employee by celebrating your current staff online

ing workplace it is? What better way to capture a potential employee's interest than to show them photos and videos of your staff having fun at work?

Show them how much you value your team by regularly honoring members of your staff online. When you're ready to post a job, why not let one of your best people present the job opening on social media? There's no one better to invite a potential hire to join your busi-

ness family than someone who is already a part of it.

All you need to do is engage their imagination and encourage them to explore a career with your company.

Forbes says that 89 percent of today's top companies regularly recruit using social media, and we can see examples of this in our own industry. As a Roland dealer, I see countless social media posts — both on Roland's official pages and on their employee's personal pages — that show the Roland team acting goofy and having fun at work. My own company has found some of our best employees via our Partners In Education program for piano teachers. Social recruiting works.

VALUING EXISTING STAFF

If done well, social recruiting has two added benefits: It shows your potential clients how important your staff is to you and how wonderful they are to work with, which inevitably improves your bottom line. It also gives you a consistent and meaningful vehicle to reward excellence among your existing staff, which dramatically improves staff retention. All of

this comes together to improve your company's profitability.

How would your team react to being featured in an upcoming YouTube video or given an "Excellence in Customer Service" award? How much are your best people worth to you? With almost two billion people on Facebook alone and platforms like YouTube and Instagram growing at extraordinary rates, it's not just smart to dedicate a small percentage of your recruitment time and budget on social media, it's essential — and you don't have to do it by yourself.

You can find a ton of great resources about social recruiting on the internet, including on YouTube, if you still have questions. The concept here is very simple. Anyone can do it. Give your social media consumers a glimpse inside your office. Show them how great it is to work for your company, and spend a little time showcasing (and thanking) the people who make your company successful. Do this, and the perfect candidate might just approach you. **MI**

James Harding is the new director of sales and marketing for the Riverton Piano Company, a social media expert, web designer, pianist and avid blogger. Email him at jamesh@pianoshowroom.com.