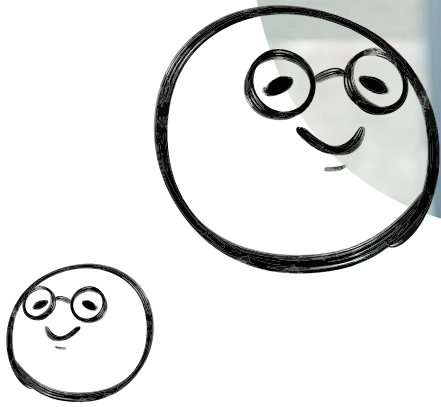


The SocialTalent Guide to...

Inclusive Hiring





Contents

<u>Introduction</u>		<u>2</u>

<u>Chapter one</u>	How to write inclusive job descriptions	<u>4</u>

<u>Chapter two</u>	Tactics for sourcing diverse talent	<u>10</u>

<u>Chapter three</u>	Building an inclusive candidate experience	<u>17</u>

<u>Chapter four</u>	The importance of creating an inclusive employer brand	<u>25</u>

<u>How SocialTalent can help create an inclusive hiring experience</u>		<u>32</u>

<u>Learn more</u>		<u>33</u>

Introduction

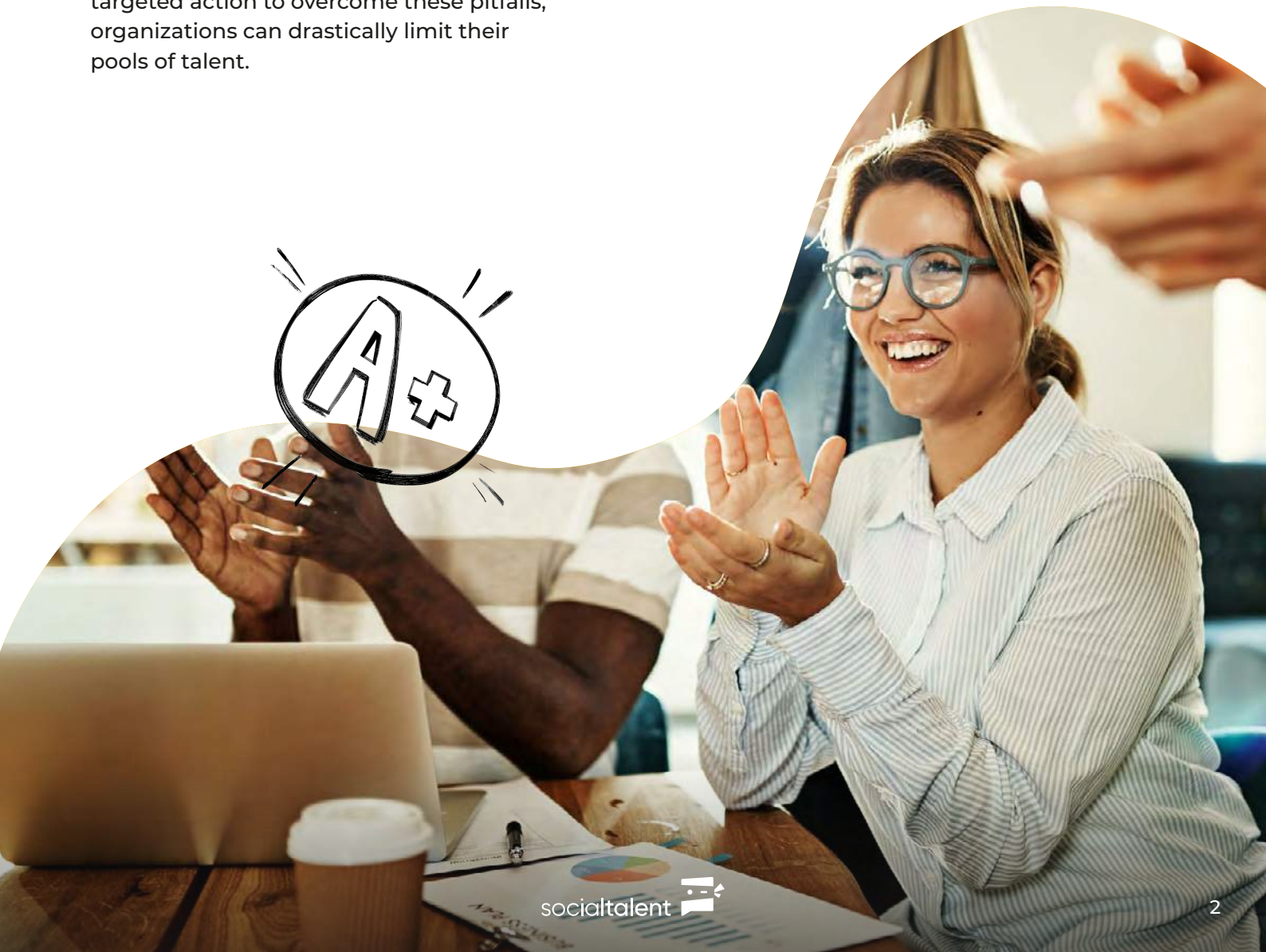
Inclusive hiring is about evening the playing field. It's about creating a hiring experience that makes EVERYONE feel comfortable and respected, no matter their background.

Equality seems like an obvious thing, right? Surely an inclusive approach to hiring should be the default? In reality however, the traditional hiring process even in itself can be an enormous barrier to entry.

Non-inclusive language that alienates applications, biased interview practices, messaging that focuses on a 'particular' kind of candidate – every element can be subject to discrimination. And without targeted action to overcome these pitfalls, organizations can drastically limit their pools of talent.

And it's not just diverse candidates who can be influenced by this; **according to a CNBC survey, as many as 80% of all employees say they want to work for a company that values diversity, equity, and inclusion.** Hiring is the entry point for all your employees, and if the experience doesn't put the candidate at the center of proceedings in an inclusive way, it will ring alarm bells.

This guide has been created to help you counter this. Each chapter dives into a section of the hiring process, giving tips and insights on how best to optimize it for inclusivity. From writing job descriptions that appeal to all, to best practice sourcing and candidate experience techniques, our goal is to enable you to create a successful and inclusive hiring process.



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How to write inclusive job descriptions

Writing a job description is perhaps the single most important piece of copy that a recruiter or hiring manager has control over. In a short space of text, you need to be able to sell a role, promote your organization, ignite interest, and, crucially, inspire the best talent to apply.

In reality, however, many job descriptions fall far short of this ideal, particularly when it comes to inclusivity. Job ads are often fraught with bias or language that discourages candidates from underrepresented groups from applying. And in a hiring atmosphere where talent and skills are in short supply, companies simply can't afford to let this slide.

Job descriptions should not just resonate with a particular image of a candidate, but instead be an open opportunity for any worthy applicant to see themselves working in your organization. And no matter what diversity values are espoused from your leadership or brand, if your job descriptions are not inclusive, it's a clear red flag.

1

Ensure your job requirements are requirements

Job ads are littered with superfluous role requirements and it can be so damaging when it comes to diversity.

In an attempt to find that perfect employee who can do it all, descriptions will list skills, and years or experience quotas that have no real relationship with day-to-day realities of the position. And this can be massively off-putting for talent who will often deselect themselves from proceedings if they can't match these dizzying and largely irrelevant requirements.

We recently spoke with [Christabelle Feeney](#), Director at [Employers For Change](#), about this and she gave us the example of 'strong communication skills.' This is included in almost every job advertisement regardless of legitimate need, and it could be a very alienating phrase for someone who is introspective or identifies as neurodivergent, especially if the role doesn't actually require this!

You must have clarity on what is truly important for success. We've all heard the oft-cited anecdote that **men are inclined to apply for a job if they meet 60% of the qualifying criteria, whereas for women, it's closer to 100%**. Don't shoot yourself in the foot – be truthful about what good looks like for the role.



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2

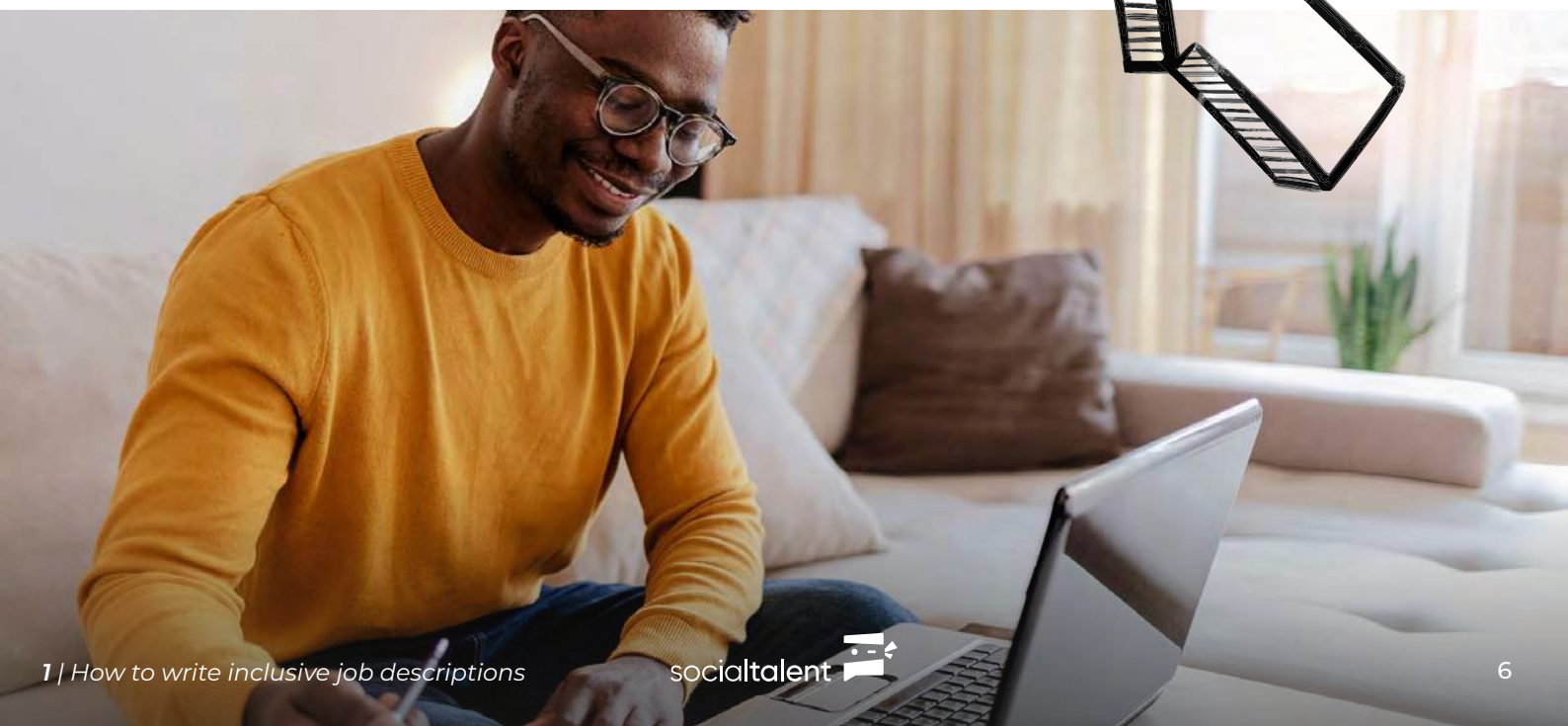
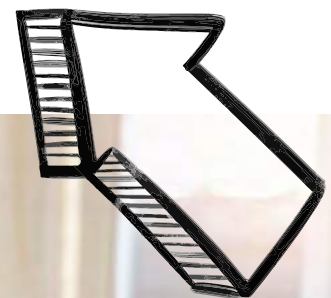
Neutralize your language

Language is probably the area where most change can occur when crafting inclusive job descriptions. According to one of SocialTalent's [DEI](#) experts, [Salma El-Wardany](#): *"language informs our behavior."* Words matter. And the ones we use when writing job ads have a huge sway on who applies for a position.

The default argument is around using gender-neutral language – and this is important. Harvard research has shown that words can be masculine and feminine coded, and this can unconsciously impact how people apply. Many recruiters use AI tools, like [The Gender Decoder](#), to identify and remove these biases in job descriptions. And it works – after changing the language in their job postings, [T-Mobile](#) increased the number of women in their pipeline by 17%.

However, gender isn't the only factor to keep in mind when it comes to the language we use. Another rule of thumb is to keep job descriptions free from irrelevant jargon and colloquialisms. English may not be your next star hire's native tongue – why discourage or confuse them? Keep it simple.

Watch a clip from Holly Fawcett's insightful course on gendered language in job descriptions, only on the [SocialTalent platform](#):

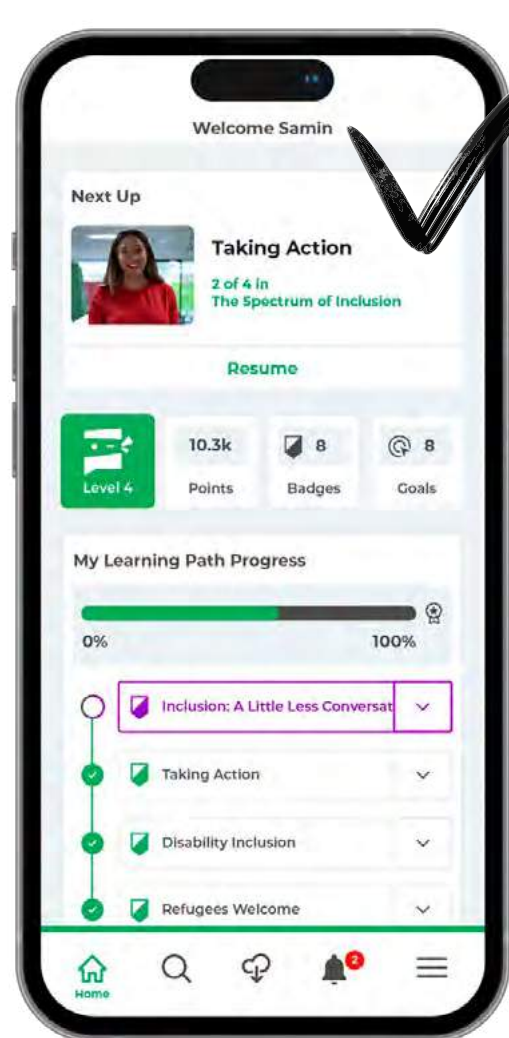


3

Invest in DEI training

All the best AI in the world can't make up for recruiters and hiring managers who actually understand the importance of diversity, equity, and inclusion. And if you want to ensure your job descriptions are reliably free from bias and are tailored to attract and include talent from all walks of life, you have to invest in DEI training.

Job descriptions are the first port of call when it comes to creating a truly inclusive candidate experience. So it's vital that your hiring team has access to up-to-date and consistent training on the matter. Whether it's about understanding the lived experiences of those from diverse backgrounds, or learning practical techniques to get more people successfully applying to your job adverts, DEI training is a prerequisite.



What are the benefits of DEI training?

4

Be open and transparent

Transparency is becoming non-negotiable in so many aspects of the workplace, whether it's company policy, environmental impact, or DEI numbers. But it seems that job postings are an area that could benefit from a bit more rigor in this regard.

The immediate concern, particularly from the perspective of inclusivity, is disclosing salary ranges. So many job descriptions fail to give any indication on this front, resorting instead to using words like 'competitive' to stave off scrutiny. But this only serves to act as a smokescreen. And the danger here is that it plays into biased discussions around what people are worth, rather than paying employees fairly regardless of who they are. HBR has said that pay transparency in a company can help narrow the gender pay gap, foster an engaged workforce, and build trust.

Aside from salary transparency, it's also important that job descriptions are open and honest in terms of what the role embodies. Don't over inflate or deceive – be factual about what is required to do this job successfully. SocialTalent's candidate experience expert, Andrew MacAskill states:

“If you want more diverse shortlists, then think about every line you put in that job advert. Because every extra bullet point reduces the opportunity for the advert to feel like an inclusive invitation to apply.”



Andrew MacAskill

SocialTalent candidate experience expert



Read our article about the importance of pay transparency to learn more.

5

Show your commitment to diversity, equity, and inclusion

In many cases, job ads are the first impression that potential employees will have of your organization. So it pays to put your best foot forward and demonstrate clearly how committed you are to diversity, equity, and inclusion. And we're not just talking about a throwaway, 'we are an accepting organization who doesn't discriminate' line at the end of the posting – you must go further than this. Here are some suggestions:

- ✓ **Don't use diverse stock imagery** if this doesn't reflect your organization. It's tokenistic and should be avoided.
- ✓ **Encourage candidates to apply** even if they don't meet every single requirement.
- ✓ **Ensure your job ad (and website) is accessible to all.** There are plenty of tools that can diagnose this for you.
- ✓ **Link to your dedicated DEI page** so candidates can see your values in action.
- ✓ **Seek input!** Allow ERGs and underrepresented employees to periodically review job descriptions to make sure nothing is being overlooked.



Tactics for sourcing diverse talent

Identified by Gartner as one of the most crucial trends for the future of work, improving and driving DEI continues to be a complex equation. Organizations recognize the value that greater diversity and inclusive cultures can bring, but seem to struggle with the practical ‘how’ of it all. And one of the most pivotal factors in this journey revolves around sourcing diverse talent.

Without a honed ability to find and engage candidates from underrepresented backgrounds, companies limit themselves from tapping into an important well of skill, potential, and expertise. And we’re not going to lie – sourcing diverse talent can take a bit of work and out-of-the-box thinking, but with a little effort (and guidance from SocialTalent!) it will soon become second nature to your recruiters.

Why is diversity sourcing so important?

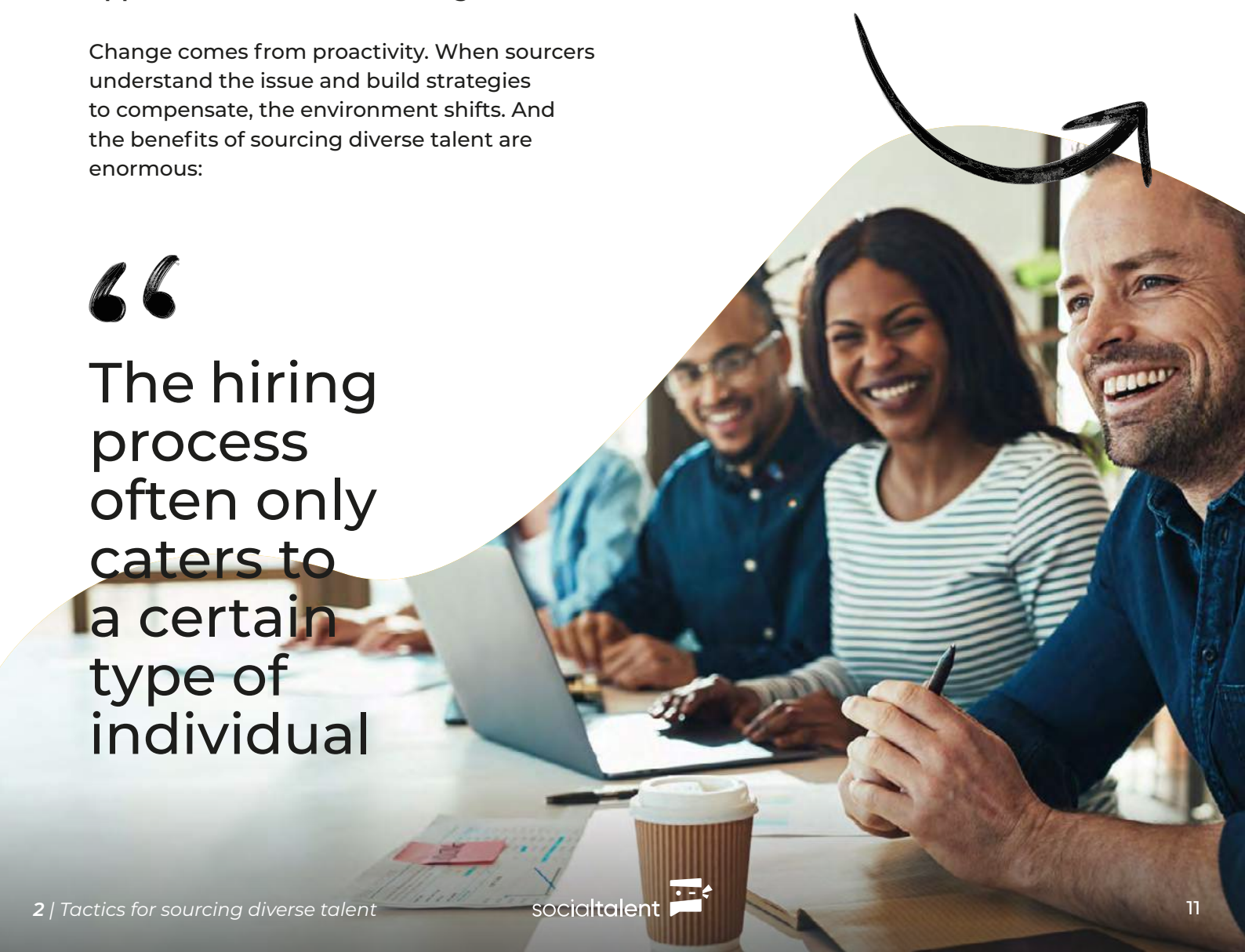
The hiring process often only caters to a certain type of individual. Underpinned by status-quo requirements and traditional methodologies of search, there can be a tendency to overlook candidates who don't fit a predetermined mould. It becomes a barrier to access and can prevent a huge number of diverse applicants from even making shortlists.

Change comes from proactivity. When sourcers understand the issue and build strategies to compensate, the environment shifts. And the benefits of sourcing diverse talent are enormous:

“
The hiring process often only caters to a certain type of individual

- ✓ **Improves** innovation and reduces homogenization (*Josh Bersin*).
- ✓ **Expands** new talent pools and pipelines.
- ✓ **Can help combat** skills and talent shortages.
- ✓ **More diversity** often results in higher revenue (*BCG*).
- ✓ **Commitment to DEI** is becoming critical for talent attraction.

So, we know why sourcing diverse talent is vital, let's get straight into the how.



1

Perform a diversity audit

This must be step one. You have to understand where your organization stands from a diversity perspective before launching into any particular initiatives and programs. Start by taking a close look at the current employee demographics and team make-ups, digging into areas like: gender, ethnicity, sexual orientation, age, socioeconomic background, disability, and intersectionality.

Examine this data and pinpoint areas where representation may be lacking – and ask why. Perhaps there are issues in the hiring process or biased leadership, maybe certain policies are preventing talent from flourishing in particular areas? You may learn some harsh truths in this process, but you need to establish the baseline. Diversity audits should not be isolated events – they are integral to an ongoing process of hiring improvement and accountability. They arm recruiters and sourcers with the core information they need to make targeted change.

2

Double check those job ads

So you've done your analysis, you've found the critical areas where representation is low for your company, and you want to start fixing the problem. Where do you head first? Job descriptions of course! Fraught with bias, discriminatory language, and archaic structures, these ads are often a huge DEI red flag. After all, sourcing diverse talent hinges on a job description which entices all to apply.

- **Neutralize your language:** Watch out for gendered words or company jargon that could alienate candidates.
- **Requirements:** Job ads should be concise, so make sure you stick to ACTUAL job requirements and avoid those nice-to-haves.
- **Be open and transparent:** Give salary guidelines and accurate information about the role.
- **DEI commitment:** Show how inclusive and accepting your organization is and encourage applications from ALL talent.



3

Re-examine where and how you're looking for talent

This is a big one. Where you go looking for potential candidates plays an enormous role in the kind of slate you can pull together.

And if diversity is a particular pain point for your organization, it directly shows that you need to make a more concerted effort to proactively alter your sourcing grounds. Your first port of call should be expanding your sourcing databases and tools to include job boards and sites that cater for diverse talent specifically. By posting on these forums, you open yourself up to a wide-range of talent that could otherwise have been overlooked.

Here are a few examples to get you started:

[DiversityJobs](#)

[Diversity Working](#)

[Hire Autism](#)

[Recruit Disability](#)

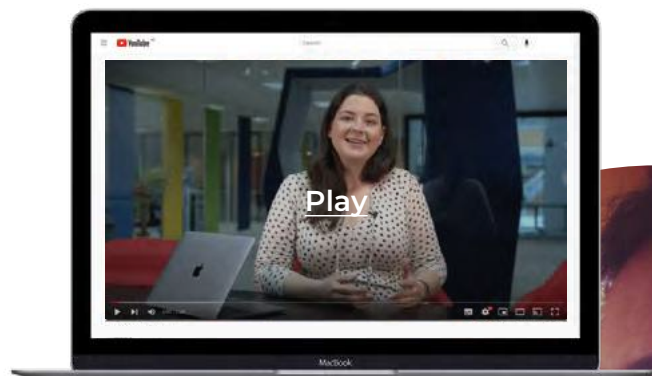
[Women Who Code](#)

[Pink Jobs](#)

Coupled with this, it's also important to establish relationships with communities, educational institutes, and professional development organizations that prioritize diversity. They can provide access to a wealth of talent from underrepresented groups.

Finally, while where you source is vital, how you source will also impact your numbers. Try refining your approach with Boolean searches to tap LinkedIn for high-performing candidates. Search specific colleges that have diverse student bodies, or include popular female names. There are countless creative ways you can use Boolean strings to target minority talent.

[Watch a clip from Holly Fawcett's insightful course on sourcing for diversity, only on the SocialTalent platform:](#)



4

Leverage your ERGs

Hiring should never be siloed to an individual or specific group. In order to find the best talent, it's important to create, what we call, a 'culture of hiring' where everyone in the organization is engaged in the task. And this is a particularly useful approach when it comes to increasing your diversity efforts. Reaching out to your ERGs (Employee Resource Groups), for example, can be a hugely fruitful method of reducing homogeneity in your sourcing activities.

First, use them as a sounding board. Have each group read your job ads and role requirements to find bias or red flags that your team may have overlooked. And engage their expertise – many ERGs are linked with networking groups or social events, these can also be great areas to source diverse talent within. Finally, encourage them to offer up referrals. I know what you're thinking – referrals have a tendency to increase bias in the hiring process by leaning into sameness, right? In this case, we actually want to promote this tendency and encourage the particular ERGs to recommend other women, ethnic minorities, LGBTQ+ folk, disabled people, etc. to increase your pool of diverse talent.



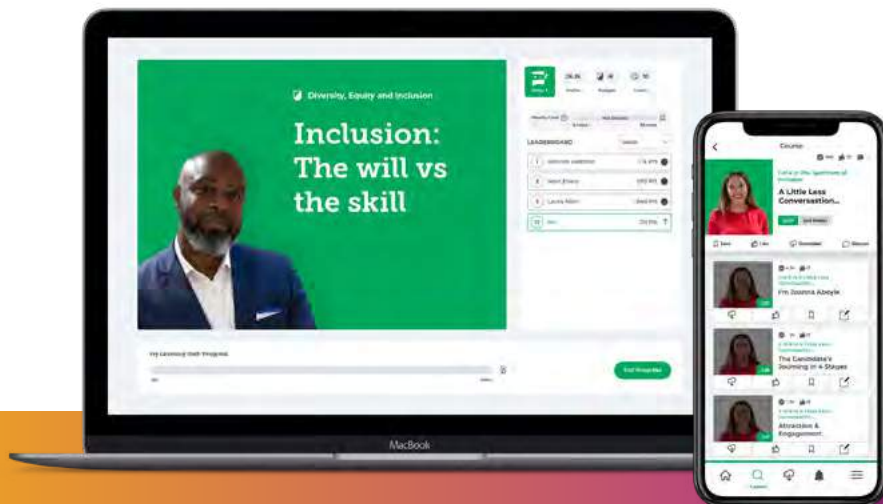
Discover how you can build a hiring culture by downloading [our free e-book](#).

5

Don't forget about internal mobility

We know how important (and underused) internal mobility is as a source for talent within many organizations. In fact, according to research undertaken by Josh Bersin, only 11% of companies actively promote a culture of internal mobility! Yet with skills shortages aplenty and DEI being an ever-rising importance, it pays to not overlook the talent already within your walls.

People from marginalized groups are often underrepresented at the higher levels of businesses. So improving pathways to these positions is critical. As a recruiter or sourcer, you have the ability to champion diverse, high potential employees for key roles within the organization. And when we think about how siloed promotion and career development often is, it's so vital to earmark this talent. Because the more a person's diversity separates them from the mainstream, the harder it can be to be involved in those conversations. So actively understand your diverse talent base, encourage these people to apply for internal roles, and start to mend some of the historic inequalities within organizational hierarchies.



5 benefits of internal mobility for employers

6

Undertake regular sourcing training

According to a Korn Ferry report, 54% of TA leaders believe it's harder to find quality talent now than it was a year ago. Therefore, having the most up-to-date knowledge on sourcing is a non-negotiable for any recruiter worth their salt. And this becomes doubly important when we take diversity into account.

How you source for diverse talent requires a different and more proactive approach. And with the world of sourcing constantly evolving, it's so important to have best practice techniques when it comes to mitigating bias, expanding talent pools, overcoming pipeline issues, and learning how to passively engage with diverse candidates. Consistent, high-quality training is the only answer to this. And luckily, SocialTalent is expertly equipped to help you with this!

54% of TA leaders believe it's harder to find quality talent now than it was a year ago.

Whether you're a company looking to elevate your sourcing ability, or an individual recruiter, we have world-class learning options to suit both.



Building an inclusive candidate experience

According to the Talent Board, for the second year in a row, candidate resentment is on the rise.

Referring to a growing negative sentiment within the hiring process, it seems that organizations still have plenty of work to do when it comes to creating a positive candidate experience. Lack of transparency, poor communication, and mismanaged interviews can all impact how potential employees view your company – and this is only amplified further when it comes to talent from underrepresented backgrounds.

Remember:

**Inclusive candidate experience
= positive candidate experience.**

At a time when skills and talent are in short supply, organizations must do everything they can to ensure their hiring process fosters a sense of belonging and inclusivity so EVERYONE feels engaged, appreciated, and encouraged throughout the whole experience. But it can be difficult.

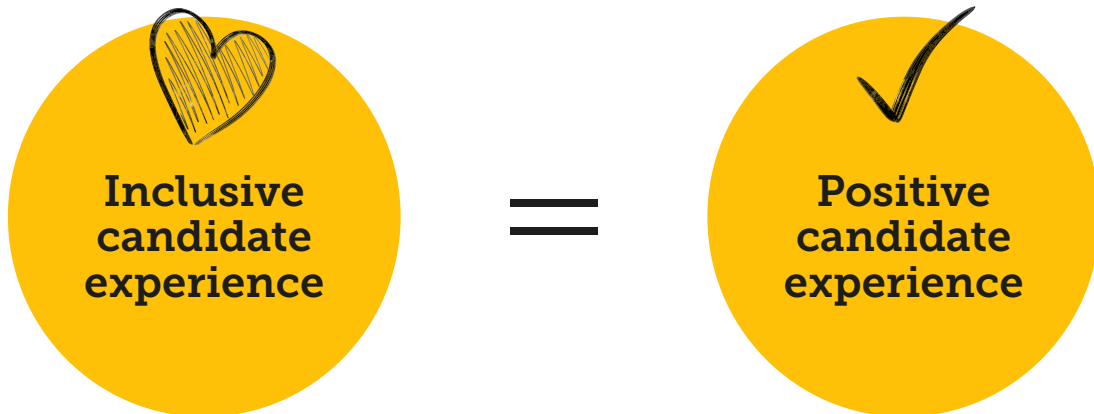
DEI is hugely important – 76% of job seekers consider diversity and inclusion a crucial factor when evaluating potential employers – so how can you create a candidate experience which speaks to this? One that treats people fairly and consistently, and doesn't discriminate or alienate anyone who may not possess the same privileges as others.

1

Screen in rather than screen out

There is a sense in some traditional interviews and assessments that the goal is to trip candidates up. That they're an exercise to uncover perceived negatives, rather than spotlight positives. It's a rather bureaucratic approach and won't leave a hugely encouraging impression – especially when it comes to candidates that don't fit a certain mould or status quo. How do you rectify this?

Focus on skills and attributes rather than unnecessary requirements like years of experience or where they attended college – give candidates a chance to show you how they can be successful in the role, rather than discounting them for arbitrary definitions. And plan your questions to focus on this approach. Give interviewers rubrics to measure the quality of response in relation to skill or their ability to learn, etc. Research has clearly shown that soft-skills are much better at predicting long-term success, but it's also an incredibly more inclusive approach to hiring. It affords candidates from all walks of life an equitable shot at a position.



Read SocialTalent CEO Johnny Campbell's thoughts on [soft-skills and the talent crisis](#).

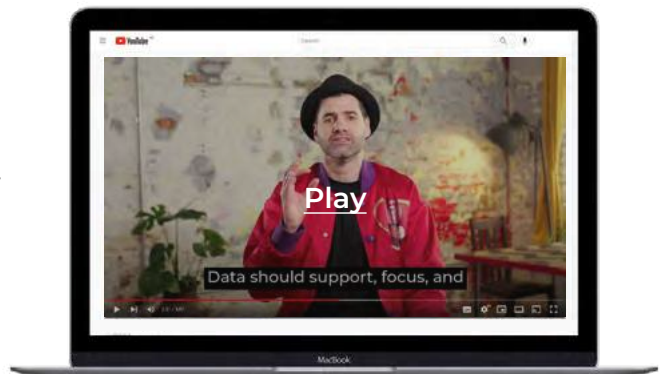
2

Set candidates up for success

From a functional standpoint, the traditional hiring framework is fraught with barriers and pitfalls that could prevent diverse talent from flourishing. Things that most people take for granted can be massive obstacles to others – and you may not even realize it. That’s why it’s so important to continually offer support and reasonable accommodations throughout the whole hiring process. So, what can this look like?

Perhaps your candidates need assistive technology to help them with the portions of the assessment. Maybe a single parent must work an interview time around a tight schedule. Does the candidate have access to the relevant tech to conduct an interview at home? Is your in-person site at an accessible location? Are applications and software simple to use? Asking yourself questions like these can help pinpoint moments where some talent from diverse backgrounds may struggle. And this is no reflection on their ability to do a role. So remove the stigma and be upfront about your desire to help and accommodate.

[Watch a clip](#) from Theo Smith’s insightful course on neurodiversity in the hiring process, only on the [SocialTalent platform](#):



3

Foster a sense of psychological safety

Everyone has the right to feel comfortable and accepted throughout the hiring process, and key to this is maintaining an atmosphere of psychological safety. A lot of what we go through in this article feeds into this outcome, but it's worth tying it all together. An inclusive candidate experience cannot be achieved without a concerted effort to show consideration and understanding. So, remember:

- ✓ **Ensure your communication** is relevant, respectful, and consistent.

- ✓ **Be upfront and clear** about what candidates can expect from the hiring process. Remove any uncertainty.

- ✓ **Proffer your pronouns** so candidates can feel comfortable using theirs.

- ✓ **Continually ask about** and offer reasonable accommodations to make the process as equitable as possible.

- ✓ **Respect** every candidate's time.

- ✓ **Make sure the interview panel** is upskilled and informed on all things relating to bias, inclusivity, and diversity.

- ✓ **Create an interview process** that encourages a candidate to flourish, rather than looking for ways to screen someone out.



[7 Ways Organizations Can Make Safe Spaces for All](#)

4

Ensure interviewer training is mandatory

This goes for recruiters, hiring managers, and anyone else involved in the process of hiring. Interviewer training is the cornerstone of creating an inclusive candidate experience. Why? Because interviews aren't (or shouldn't be!) ad-hoc events that we try to wing our way through. If you want to guarantee that the talent coming through this process is assessed well, feels respected, and ultimately has a positive experience, you need to ensure that everyone is singing from the same sheet.

One of the most common issues revolves around biases. According to HBR: “The hiring process is biased and unfair. Unconscious racism, ageism, and sexism play a big role in who gets hired.” But there are ways to mitigate this. Awareness is step one – ensuring everyone understands how biases can manifest. Next, it's about applying the training and practicing new behaviors to contradict harmful stereotypes. And structure plays a huge role in overcoming these issues. Are your interviews conducted in the same way? Are the questions standardized? Interviewer training can help equip your people with the tools and knowledge they need to create a positive and inclusive candidate experience.



“The hiring process is biased and unfair. Unconscious racism, ageism, and sexism play a big role in who gets hired.”



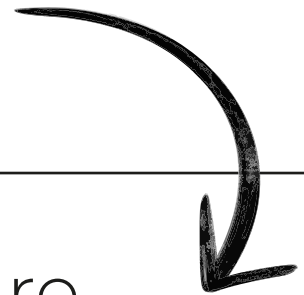
[See how Cisco used SocialTalent Interviewer Training to create a world-class candidate experience](#)

5

Promote your DEI initiatives

Candidate experience typically feeds into a future employee's impression of the organization. And as such, it's the perfect opportunity to really demonstrate your commitment to equitable and inclusive principles. Most of the tips in this article relate to actions you can take in and around interviews or screenings to build a sense of belonging, but it also pays to be a little more direct.

Any organization worth its salt is constantly looking at and improving its approach to DEI. Whether that's through establishing ERGs, actions to remove the gender pay gap, your inclusive company policies, access to L&D, or initiatives to spotlight and assist minority employees – make sure candidates know about this. According to [Deloitte](#), inclusive workplaces are important to 80% of candidates when looking to move jobs. So don't shy away from these data points if you have them. Be proud of the steps your organization is taking to be more inclusive and find ways to share this with candidates.



Inclusive workplaces are important to **80% of candidates** when looking to move jobs.



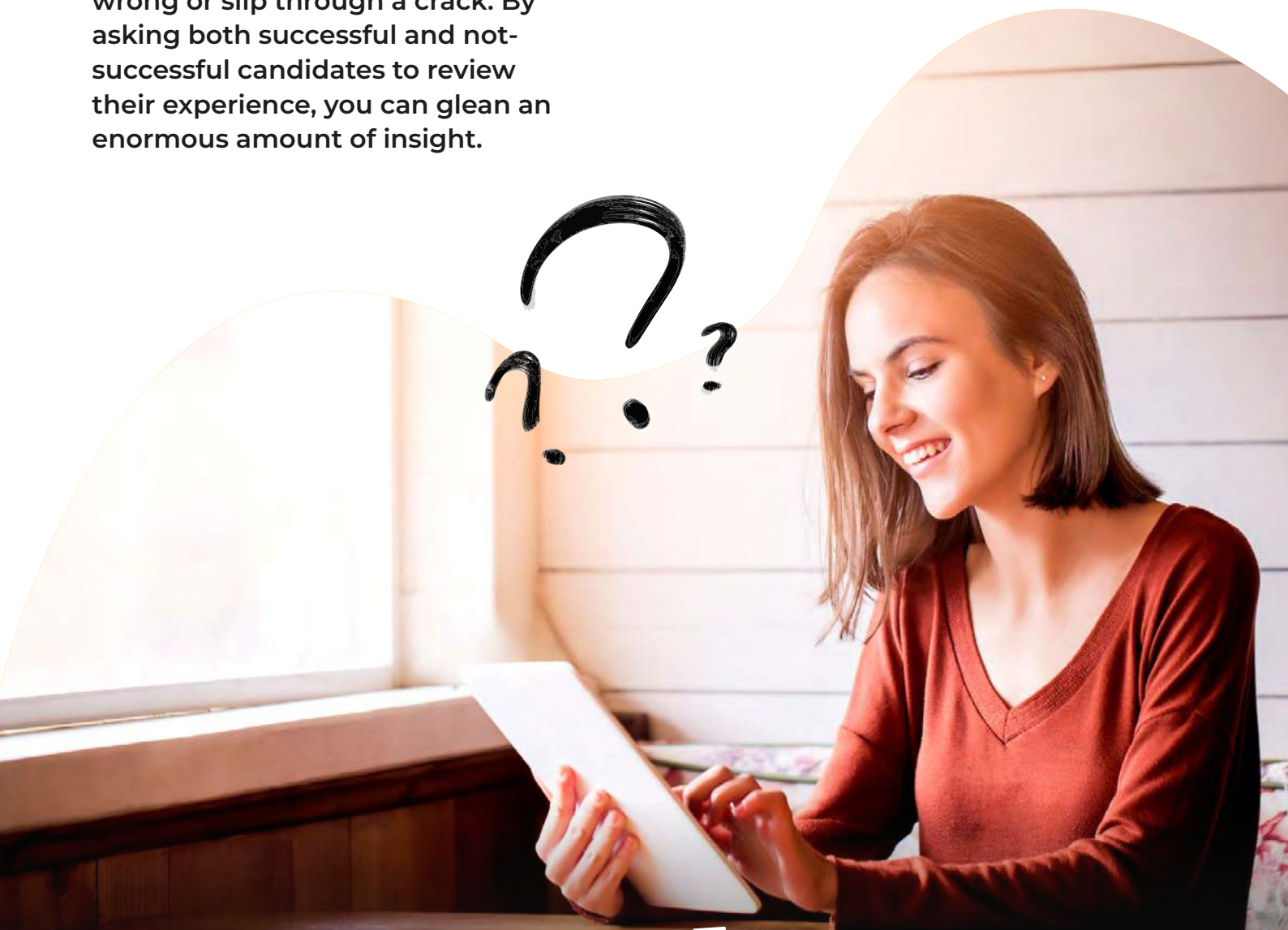
These companies are embracing DEI in big ways – [check out how](#)

6

Solicit feedback from candidates

Probably the most useful (and under-utilized) action you can take in the path to fostering a more inclusive candidate experience – feedback. We’ve already established that the hiring process is a complex series of events and actions, which means there is ample opportunity for things to go wrong or slip through a crack. By asking both successful and not-successful candidates to review their experience, you can glean an enormous amount of insight.

Ask them how they found the application process. Were there any areas that made them feel uncomfortable? Was communication respectful? Is there anything the company could be doing to make the experience more open and inclusive? But be ready for some harsh truths – the path to becoming more inclusive is filled with discomfort and tough realizations. Perhaps you can’t change everything overnight, but with relevant feedback you can start to chip away at the issues.



7

Don't forget about onboarding

Candidate experience doesn't just end when a contract has been signed. Onboarding is the final stage in the hiring process and is another crucial moment to consider when it comes to inclusion. The goal is to build an onboarding program that supports ALL of your new recruits, and not just some of them. But unfortunately because the focus of most onboarding is to get the employee ramped up and contributing as quickly as possible, settling in and feeling comfortable isn't always a priority. Here are some tips to remedy this:

✓ **DEI transparency:** Just like in the initial stages of hiring, make sure fledgling employees know about relevant company policies and ERGs.

✓ **Language:** Provide a glossary of terms and acronyms your company uses. English may not be your new talent's first language!

✓ **Information:** Make sure new hires know all the what, when, where, and who's. For disabled or neurodiverse employees, for example, this information will be critical for how they operate.

✓ **Support:** Just like the accommodations in the interviews, be sure to offer any relevant support or tools that your new hires may need to set themselves up.

✓ **Buddy system:** Assign a compatible buddy with the new employee's consent. This will help break the ice and create a more inclusive experience.



Remember, according to Bob, as many as **64% of employees** are likely to leave a new job any time within the first year after having a negative onboarding experience. So be proactive and welcoming – try to make your employees feel safe and comfortable from day one.

The importance of creating an inclusive employer brand

When we think about elevating our approach to inclusive hiring, our minds may drift to improving the language in job descriptions or trying to foster a candidate experience that caters to all. And while these are hugely important elements, there's something else to consider when it comes to creating a solid foundation – employer branding.

In a sea of talent scarcity and skills shortages, it's never been more important to ensure that your employer brand speaks to the candidates you are trying to attract. And with the rising importance of diversity, equity, and inclusion for millennial and Gen Z employees, you must ensure that your values and commitment to this cause are put on full blast.

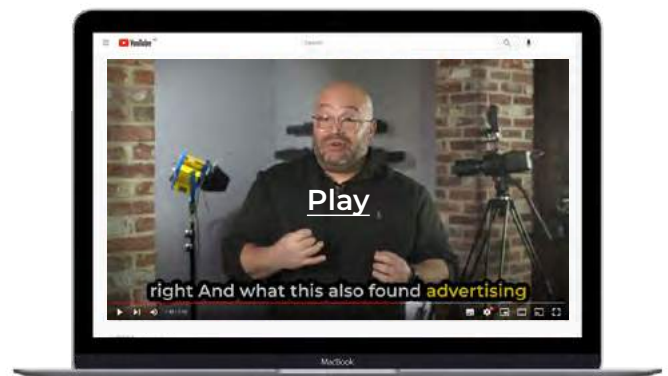
1

Lean into authenticity

For better or worse, trust has become a huge commodity in the workplace. As employees, customers, fans, and followers we seek out organizations we feel are being authentic and genuine in their messaging. The ones who cut through the corporate veil and present a brand built on a solid foundation of ideals and core values. The only issue here – all companies are trying to portray themselves as this! They all understand the importance of authenticity. But how many of them truly live up to their words? So, if you really want to cultivate an inclusive employer brand, you need to embrace your actual truth, warts and all!

It may seem counter intuitive, but the goal is not to resonate with everyone, as many employer brands try to do, but to resonate with the right people. There is so much about this exercise that could be deemed 'tick box', but if you want to attract and retain diverse talent, you have to understand and speak to this cohort. Even if your DEI journey is only starting, show your intentions rather than smokescreening your faults. And the truth is, candidates will find out regardless. Inclusivity is not something that can be constructed as a facade; it lives and breathes in the DNA of the organization. And pretence will only do more damage to your brand in the long run. So eschew automaton marketing, be confident in your values, and be transparent about who you are.

Watch a clip from Ed Nathanson's insightful course on creating an authentic employer brand, only on the [SocialTalent platform](#):



2

Tell your story

This goes hand-in-hand with authenticity. We recently spoke with branding expert, [Charu Malhotra](#), and when describing the definition of what employer branding is, she said that “some people call it talent marketing, some call it recruitment communications. But to me, it’s telling a story.” And this gets to the heart of it. Storytelling is a hugely powerful tool and underpins an inclusive employer brand, but so few organizations leverage this properly.

Storytelling helps to communicate values, culture, and commitment to DEI in a way that’s both compelling and relatable. By weaving an authentic and reflective narrative about inclusivity into your employer brand, you can evoke emotion and a sense of connection with potential candidates. They can then envision themselves as part of the company and understand how they’ll be accepted and encouraged. There are a few ways to do this:

- ✓ **Employee spotlight stories:** Features from diverse employees highlighting their experiences and career paths.
- ✓ **Testimonials:** Insights from customers or clients championing the inclusive nature of the organization.
- ✓ **Initiatives:** Share data and information on all the various DEI initiatives and groups within the company.
- ✓ **Leadership commitment:** Have leaders talk about their motivations for cultivating an inclusive working environment.

According to the [Edelman Trust Report](#), **63% of employees consider a company’s position on societal issues when deciding where to work.** By showcasing stories that demonstrate your dedication to inclusivity, you can answer these questions for them. But remember, you must be genuine and respectful when it comes to storytelling. Exploitative tokenism will not sway talent. Foster a culture of [psychological safety](#) and encourage your staff to come forward and tell their stories truthfully.



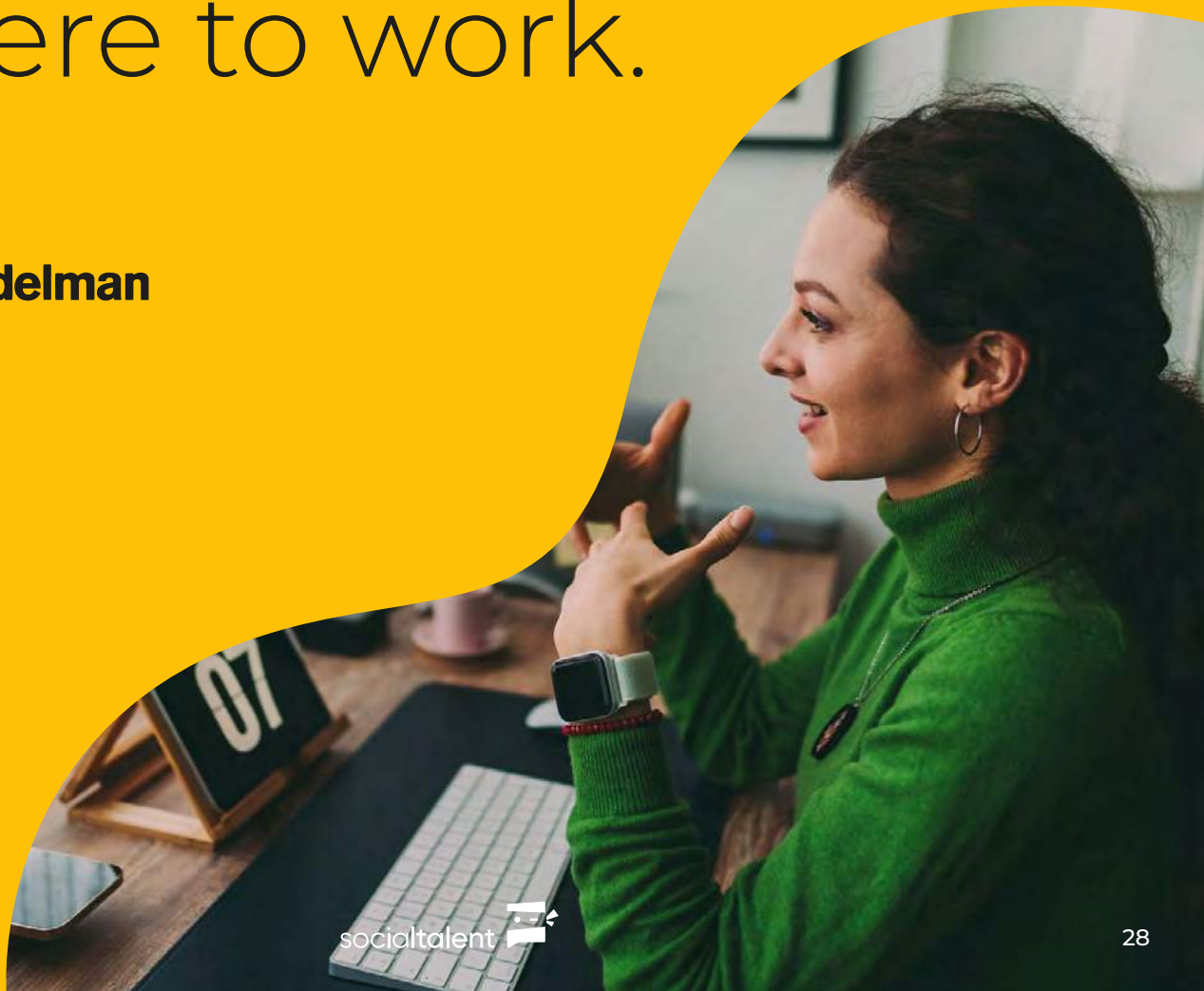
[Listen to the amazing Charu Malhotra talk about the new world of employer branding on our podcast.](#)

63% of
employees

consider a
company's
position on
societal issues
when deciding
where to work.



Edelman



3

The role of leaders

Like so many initiatives championing inclusivity, the role your senior leaders play in fostering this culture is pivotal. And when it comes to employer brand specifically, organizations must encourage their executives to truly walk the talk. They must live and breathe the DEI fundamentals that their company embodies. Why? Because job seekers have become savvy consumers – baseless declarations of belonging and inclusion mean nothing if the most visible leaders aren't backing this up with their own stances. So how can leaders show this commitment?

- ✓ **Speak** at DEI events and conferences.
- ✓ **Write** newsletters, think-pieces, or blogs about their DEI journey.
- ✓ **Use social media** to lend their voice to underrepresented communities.
- ✓ **Follow and support** minority groups.
- ✓ **Include pronouns** in social bios.
- ✓ **Encourage leaders** to speak openly about their struggles.

Inclusive employer branding doesn't exist in a vacuum. It has to be an organic message that your leadership team fully buys into. And according to a [Glassdoor](#) report, as much as 75% of people believe that businesses whose c-suite leaders use social media to communicate their core mission, brand values, and purpose are more trustworthy.



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4

Optimize your career site and social media

To build an inclusive employer brand, you must start by looking at the entry point for candidates. Slip at these hurdles and it could taint any progress you make elsewhere. LinkedIn states that as many as 75% of job seekers consider an employer's brand before they even apply – so if this initial information isn't optimized for inclusivity, it's going to be a massive uphill battle.

Start by looking at the language on your career site – is it inclusive? Is terminology free from bias and jargon? What about the imagery? Is it reflective of the diverse make-up of your organization? Do you include employee testimonials and accounts? Look at everything holistically and map the journey potential talent will make through this page. And don't overlook the functionality side of things either. Ensure your site is accessible to all with features like alt tags for images, descriptive link text, and compatibility with screen readers. It's all another example of walking the talk.

And the same applies to social media. Every candidate will look through a company's social media presence when deciding whether to join. So highlight your commitment to DEI regularly with inclusive hashtagging, diverse imagery, and community engagement. Remember, 91% of candidates find a poorly managed online presence damaging to the employer brand. Take the time and curate an experience that appeals to all.



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5

Brand internally

If there's one major takeaway from this article it's this – do not overlook the power your own employees have to help shape and communicate an inclusive employer brand. They are your biggest advocates and when nurtured correctly and consistently, can be ambassadors, bringing to life their own personal experiences of the organization from within.

According to research, people trust employees more than your CEO, spokesperson, or marketing team. So leverage this insight and regularly encourage your teams to speak out about DEI and belonging.

Keep in mind that it's never been easier for a job seeker to find information about your company. Whether it's through Glassdoor, LinkedIn, Google searches, or social profiles – it empowers talent to ask companies to prove any claims they make about inclusivity. Think of it like Yelp reviews for a restaurant; no matter how many bombastic affirmations an owner could make about the quality of food or comfort of experience, negative comments from real customers will always affect decision making.



People trust employees more than your CEO, spokesperson, or marketing team.



Discover how this global tech company leveraged SocialTalent learning to create a culture of brand ambassadors.

How SocialTalent can help create an inclusive hiring experience

Building a culture of inclusive hiring requires a mindset shift, not only from the people directly involved in recruiting, but the organization as a whole. And one of the best ways to seek alignment on this and build the capabilities needed to embrace an inclusion-focused hiring process is through learning and development.

Enter SocialTalent!

Our learning platform is designed to embed **DEI best practices** at every level in your company, with training for recruiters, talent acquisition, hiring managers, people leaders, and individual contributors.

SocialTalent's content upskills teams on:

- ✓ Inclusive, compliant hiring techniques

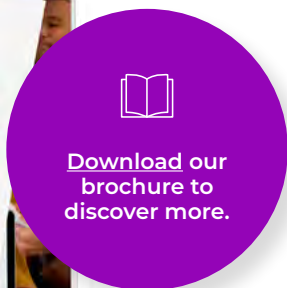
- ✓ Sourcing for diversity

- ✓ Creating inclusive assessments

- ✓ Mitigating bias in interviews

- ✓ Building inclusive hiring strategies

- ✓ Measuring DEI success

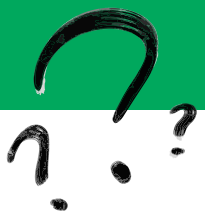
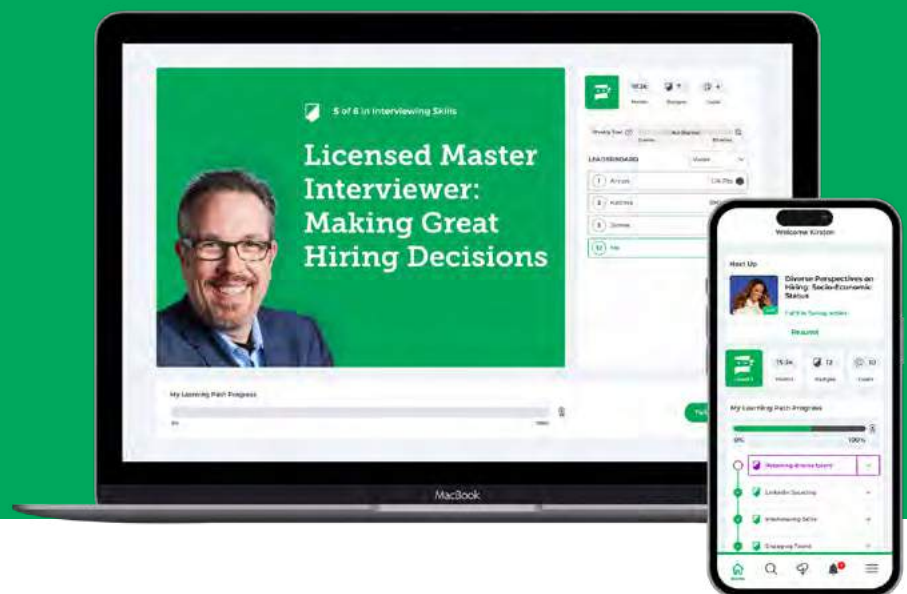


Learn from over 20 leading DEI experts on an innovative and inclusive platform, SocialTalent is the solution for driving change and helping your teams to re-think how they hire and engage diverse talent.

Learn more

SocialTalent is a market-leading learning platform that empowers organizations to build high-performing, work-smart teams.

Delivered by industry experts and practitioners, our online learning library spans Recruiting, Interviewing, Leadership, DEI (Diversity, Equity, and Inclusion), and Internal Mobility. Innovative companies such as Cisco, Avana, Just Eat, Booking.com, NBC Universal, and Zalando use SocialTalent to unlock the potential of their employees, at scale.



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