

Recruiting for Manufacturing Part 3

Producing recruiting material can seem daunting, but you may be surprised at how many resources you already have in your shop.



Recruiting requires a marketing approach: target the right people with the right message in the right place at the right time. In October's issue, we discussed where to find your stories and what they should relay. This month, we are going to explore the different formats for delivering your stories.

Online Channels

Video

If a picture is worth a thousand words, I can't imagine the math required to determine the worth of a video. Video is the most powerful format for messaging — it allows for facial expressions, tone and personality. It humanizes the message and enables the viewers to identify with the speaker(s). So, use it to your advantage. Is there an employee in your shop with personality that doesn't mind talking in front of a camera? Or is good at storytelling or is authentic when they speak? You want an employee to whom your audience can identify and relate.

Video is also an excellent way to let your machines tell the story. Showcase what you do and how a person is needed to accomplish it. Videos don't have to be expensive. Use your smartphone and the shop floor as a backdrop. The more authentic, the better.

Podcast

Podcasts can be audio-only or include video. The advantage audio-only podcasts have is their ability to be listened to in the car, while doing chores or exercising. Again, you need an engaging personality to deliver the stories and, if they can be from actual employees, that's even better. Podcasts can be short or long, but they must be engaging and help enhance your brand.

Blog

Blogs are a popular, written online medium. They are advantageous because they can be consumed when

audio is not appropriate. Many people also prefer to read, so telling your stories in writing is ideal for them. Blogs can also include compelling pictures and links to your website or contact information.

Local Channels

Schools

Local trade schools and high schools are often looking for career presenters or outside expertise. When presenting to a school, there should always be a visual aspect and make sure that it is appropriate to the audience. What may seem like everyday information for you, may be news to a high school student (for example, what the hours are for machinists or what they wear). Any visual presentations, such as PowerPoint, should be engaging, visually appealing and simple. The presenter is telling a story, so they shouldn't have to read from a slide. The slide is not a script — it should enhance the story and your brand.

Flyers

Many local coffee houses, restaurants and libraries allow local businesses to post flyers. Make your flyer interesting by using one of your stories. It can be an employee profile with a short story and a quote. Use your logo and your branded colors and make it simple to read. You can also use a QR code to link to your website, a registration page or more information.

No matter which format you use — and you should use more than one — make sure there is a call-to-action. It's important that once the audience receives the message, they know what to do with the information. The call-to-action can be an invite to an open house, how to get more information or who to contact if interested. ☎

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