

Workshop & Trainer Profile

Employer Branding on Social Media

The goal of Employer Branding is to attract high-quality candidates and position your company as their employer of choice. One of the most important and commonly used channels for promoting Employer Brand is social media.

With over 800,000 Facebook accounts and an internet penetration of 60%, it makes sense for Mauritian businesses to have a strong online presence. But is your company active on social media? Does the content you share accurately reflect your organization's brand?

This workshop aims to help employers optimize their presence on LinkedIn, Facebook and Instagram, so they can attract talent, build credibility, and promote their business.

Objectives

- Understand employer branding
- Differentiate between LinkedIn, Facebook and Instagram
- Learn how to build an effective and consistent company brand
- Recognize the opportunities for employer branding on each platform
- Create content that amplifies your brand
- Drive engagement through best practices

Topics / Modules

- I. Employer Branding
 - a. Understand employer branding
 - b. Importance of branding in this digital age
 - c. Recognize that Millennials and Gen-Z are driving change
- II. The 3 main platforms
 - a. Facebook
 - b. LinkedIn
 - c. Instagram
- III. Building company brand
 - a. Your company culture
 - b. Company page features
 - c. Design a strong company page
- IV. Best practices for driving engagement
 - a. Create content to amplify your brand
 - b. Amplify organically and with adverts
 - c. Turn employees into brand advocates
- V. Roadmap for Employer Branding
 - a. Your brand action plan
 - b. Next steps

Duration: 6 hours

Venue: In-house or off-site

Your Trainers

Ashish KHATRY

A results-driven senior manager with 12+ years of experience in creating and implementing programs to improve business operations. He is adept at building recruiting, selection and retention business strategies, perform organizational diagnostics and provide recommendations for improvement. He is also highly skilled in preparing for restructuring, downsizing, change management, morale and retention.

In his current role at Adecco, Ashish also intervenes as a course designer, facilitator for Management and Leadership workshops, as well as consultant to find solutions to real life business problems at clients' end.

Ashish has served in start-ups as well as multinationals in leadership roles (Valldata, TNT, Accenture, Starwood, Marriott, and now Adecco). He holds a BSc (Hons) in Internet Systems and is reading for an MBA in Innovation & Leadership. Also, he is a **certified Black Belt in Lean Six Sigma**, and MQA approved trainer in Management.

Jennifer Webb de Comarmond

Jennifer has more than 12 years' experience in the HR field and is known for her public appearances and speeches about "Future of Work" and "Millennials in the Workplace". Her training expertise range from topics such as Leadership, PMS, TNA and HR consulting amongst others.

Jennifer was recently a TEDxALC speaker where her knowledge about integrating millennials in the workplace has proven to be a unique asset on the local market. She is also an active member of Business Mauritius on the social capital commission.

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