

QUICK START GUIDE

12 Easy and Inexpensive Tips to Attract & Keep Hotel Talent

Social Media Recruitment
Advertise exciting employment opportunities on social platforms.

1



ATTRACT

2

5-Minute Rule for Applications

Have you tried applying for the jobs you post? If it takes more than 5 minutes, many prospective employees abandon the process. Consider faster, mobile-friendly technology to attract more candidates.

3

Partner with Settlement Agencies

Connect with local organizations to promote opportunities and connect candidates through job fairs and events.

4

New Talent Pools

Target industry retirees to return with incentives and attract short-term workers using gig-apps, e.g. US-based app Qwick.

5

Employees as Ambassadors

Have current employees speak to the perks of their profession and source material for social media content.

6

Alumni Referral Program

Create a dedicated social media page for past employees to stay connected and drive employee engagement through referrals.

7

Job Preview Days

Provide a day to preview roles and duties to help new hires understand what is expected in their daily performance.



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Invest in Onboarding

Pair new hires with a seasoned employee as a buddy to guide and form connections with colleagues.

9

Enable Shift Sharing

Implement shift-sharing between employees to bridge the gap between part and full-time employment.

10

Recognize & Reward Employees

Create programs for employees, e.g. “family dine-in” at the hotel restaurant or an all-expenses paid vacation for top performers.

11

Collect Employee Feedback

Evaluate employee experience through surveys and address any challenges that have been raised.

12

Involve Employees in Recruitment

Empower employees to actively recruit and participate in onboarding of new employees.

WANT TO DIG DEEPER?

To learn more about attracting and retaining employees—check out [HAC's Hotel Workforce Action Plan](#) (pages 26 and 44).