

How To Create a Talent Brand That  
Turns Visitors into Excited Applicants

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# 如何打造一個可以將訪客 變成應徵者的僱主品牌



## How To Create a Talent Brand That Turns Visitors into Excited Applicants 如何打造一個可以將訪客變成應徵者的僱主品牌

The recruiting industry has faced more challenges over the past 10 years, than in the previous 40. Modern recruiting is more than just posting a job advertisement and good candidates will apply naturally. The era of eager job seekers blindly cold-calling companies asking for opportunities is long gone. A decent salary is no longer the sole attribute in attracting and retaining talent — company values and cultures are becoming extremely important. This paradigm shift is inevitable and the best recruiters have already taken advantage of this by investing heavily in boosting their talent brand.

得益於日新月異的資訊科技發展，招聘行業在過去十年獲得了超過之前四十年總和的發展，現代招聘的方式不再局限於刊登招聘廣告然後等待求職者遞交申請。對於九十後的年青求職者而言，豐厚的薪酬也不再是一間公司最吸引他的主要因素，取而代之的是他們是否認同該公司的文化及價值。有先見之明的僱主早已洞悉到這個趨勢，並且投放大量資源去打造他們的僱主品牌。

So, we thought we'd fill you in on some of the best practices out there. We will help you in building your unique career pages through content marketing and thus boosting your talent brand to Generation-Y candidates.

開始著手打造你公司的專屬僱主品牌永遠也不會太晚，我們會通過分析行業裏最佳的案例，幫助你建立專屬的公司招聘頁面，利用精彩的內容及有效的市場推廣手段助你打造最能打動九十後求職者的僱主品牌。



## Getting Started 從內容開始

For modern marketers, content is king. In the age of social media, marketers are acting more like publishers, generating content that entertains or educates customers, rather than solely promoting products. Recruiters have begun to understand the full value of content marketing too.

在這個社交媒體蓬勃發展的年代，擁有精彩和豐富的內容永遠是致勝之道。市場推廣不再只是單單推銷你的產品或服務，而是通過打造富娛樂性和具教育價值的內容以吸引顧客的眼球。同樣的道理也可以應用在現代招聘裏。

Good content can establish relationships with candidates and enhance their insight of your talent brand. Offering information that helps candidates professionally, builds trust and positive feelings toward your company. That in turn increases your talent acquisition effectiveness: a solid talent brand can translate into 50% savings in cost per hire and 28% lower turnover rate. \*

精彩的內容可以增加他們對你公司僱主品牌的認識，助你和求職者從而建立良好的關係。利用專業的內容可以幫助到求職者，並讓他們對貴公司建立信任及積極正面的印象。同時好的內容推廣能提高貴公司的招聘效率，報告指出，一個紮實的僱主品牌能夠協助僱主減省25%的招聘成本以及降低28%的僱員辭職率。\*

*\*Source 2011 Lou Adler/LinkedIn survey of 2250 corporate recruiters in US*

## Great talent acquisition content marketing is: 出色的招聘內容推廣是：

Natural: it doesn't stand out the way a shiny brochure or sleek commercial does. It's a casual way to warm up candidates, merging in with their daily information streams.

真實自然：首先請勿搬字過紙般把企業的宣傳小冊子上的內容放到招聘廣告裏，那些內容往往有太濃厚的商業氣息。在撰寫內容時，應儘量採用輕鬆的語氣去接近求職者，甚至融入到他們日常生活所接觸到的資訊流當中，潛移默化地賺取他們對企業文化價值觀的認同。

Candidate-focused: what you share should add value to your audience and give them useful information. It shouldn't be a one-way conversation about your brand.

為目標求職者打造內容：在招聘頁面上展示的內容，切忌一味推銷企業的品牌，最好能為你的目標求職者帶來一定的價值，例如是對他們有用的資訊。

Original: it matches the tone and spirit of your culture. Off-brand content is worse than no content at all.

忠於公司文化：在企業招聘頁面上展示的內容一定要與公司文化保持一致，不切合公司文化和風格的內容會令求職者對你企業的文化產生疑惑，導致反效果。

***You should educate them, not sell them!***

最好吸引目標求職者的方法不是向他們推銷你的職位，而是通過內容資訊教育他們並吸引他們的關注。





Before you dig into creating content, it’s important to plan the content on your career pages. How? You’ll need to filter every content–related decision you need to make with one, simple, yes–or–no question:

在你研究要寫什麼內容之前，先要知道如何計劃在招聘頁面所寫的內容。你可以利用一個簡單的「yes–or–no」問題去作為每個與內容有關的決定的篩選原則。

*“Will this help our career site accomplish its end goal?”*

“這項內容能否幫助你的招聘頁面達至其最終目的？”

You’ll find letting that question decides significantly narrows down the potential content options and saves you from choosing from a vast amount of choices.

通過這個問題你能夠大大縮減內容的選擇範圍，為你省去大量篩選內容的時間。

A good way to start building your career pages is to start with what already exists. When large corporate websites are facing a redesign, the first step is typically a content audit. Do a review and evaluation of everything that already exists.

一個很好的方法就是從現有的內容著手去建立招聘頁面。就如一個大型企業網站需要被重新設計的時候，第一步往往是回顧這個網站現有的內容，刪去已經過時的內容，並挑選合適的內容放到新網站裡面。

Likewise, do your own mini content audit.

同樣地，你也可以為招聘頁面做同樣的內容篩選。

Go through all your existing careers website (if you have one), employer brand messaging and recruitment marketing materials. Ask yourself:

從你企業現存的招聘頁面（如有）、僱主品牌推廣資訊以及市場推廣材料中搜集內容，並問自己：

- 1

What’s current, relevant and worth including on our site?

哪些內容是還適用的、與僱主品牌相關的，值得放到招聘頁面上的？
- 2

What’s outdated, but still relevant and worth updating for our site?

哪些內容是已經過時，但與僱主品牌相關，值得你更新這些內容然後放到招聘頁面上？
- 3

What’s outdated, irrelevant, and should be left off the site?

哪些內容是過時的而且與僱主品牌不相關，不應用於招聘頁面？



Are there any obvious gaps in our existing content assets — new material that needs to be developed?

我們現有的內容題材對於打造僱主品牌是否存在某些遺漏，需要撰寫新的內容去填補？

Reviewing existing material is an excellent starting point for your career pages content. After all, why reinvent the wheel?

回顧現有的內容是打造招聘頁面的一個很好的開始，溫故知新的同時，也可以避免重新寫一次已經存在的內容。

## Ask employees 讓同事參與其中

What if you don't know what content will matter most to your audience? Ask your employees — they were applicants once upon a time and they know a thing or two about what it's like to work for your company.

如果你不肯定什麼內容最能夠引起求職者的共鳴，不妨問問你的同事。在成為僱員之前，他們也曾經是求職者，他們肯定是因為你企業的某些優點才選擇在這裡工作，嘗試將這些原因轉變成內容。

Ask them:

你可以問他們：

What do they like most about working for the company?

他們喜歡在這間公司工作最大的原因是什麼？

What stands out to them as different from any other employer they've worked for?

與他們之前的僱主相比，這所公司最與別不同的優勢是什麼？

What's the one (or two, or three) thing(s) they would tell a potential applicant?

如果要他們說服一位求職者來這裡工作，他們認為最具說服力的理由？



# Common careers site topics

## 常見的招聘頁面

To save you time, we’ve complied a list of content topic or section ideas pulled and modified from the best-of-the-best careers sites that are featured in the Inspiration section of this book.

為了讓你節省時間，FreshLinker為你從最出色的公司網站和專頁精心摘錄了一系列內容主題和點子，以助你激發創作靈感。

A best practice is to rank skills by importance and frequency. Treating skills as equal importance will undoubtedly discourage jobseekers. The wrong focus could cost you good candidates who are concerned that they lack some core skills, which could really be picked up with a few hours of basic training. Equally, don’t stress too much on experience.

最好的方法就是根據技能的重要性和常用程度排序。將所有技能視作同樣重要，有可能會令貴公司錯過最適合的求職者，因為求職者可能會誤認為他們缺乏你列舉的某些技能，但這些技能可能只需要幾個小時的基本培訓就能輕鬆學會。同樣地，要聘請到優秀的90後人才，不必要太拘泥於他們的工作經驗。

By no means you need to include all of them — It will be too much! You should include the information that best differentiates you as an employer, and why potential applicants would want to work for you.

但你不需要將所有都用於你的招聘頁面，否則會顯得畫蛇添足。你應該挑選一些可以突顯你企業和其他同行不同之處的內容作為賣點，令求職者覺得要選擇你企業而非其他公司。

The list:

*About the company / About the product or service / Why choose the company / Locations / Regions / Job functions / Departments / About the company’s growth / Individual employees / Teams / Company culture / Benefits / Office space / Events / Recruitment process / Work-life balance / Remote, flex, or other work-type arrangements / Decision-making freedom or other work-style benefits / Numbers that represent the business / Mission, vision & values / Social responsibility / Environmental responsibility*

# Written content

## 內容撰寫

These tips will help you get away from flavorless messages like this

這些貼士能夠助你避開使用一些乏味的陳述





“We’re hiring” “我們正在招聘”

(Extremely boring) (非常乏味)

And excite applicants with strategic, targeted messaging like this:

一段有針對性，可以吸引求職者的陳述應該是：

“You, helping people to see the world.” “你幫助其他人看到世界”

(Much better! From online eyewear retailer’s career site) (好很多！摘錄自眼鏡零售店的招聘頁面)

Try not to say too much. Keep it concise. This isn’t the place for long paragraphs, statements right out of your company policy manual, or lengthy letters from the CEO.

請保持內容簡而精，避免使用太冗長的段落、或是直接使用公司政策手冊的內容或是CEO的話等。

Think about how much you’d be willing to read from your phone while waiting in line at the bus stop, or on a crowded train. Probably not much, so get to the point.

試想像當你正在等候巴士，或是在擠逼的地鐵上，你會願意花多少時間去閱讀這些內容？以這個為標準去衡量內容的長度是否適中。

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## Focus on ‘you’ not ‘we’ 將重點放在「你」而非「我們」

Great careers sites don’t focus on the company. They focus on the potential applicant. It’s never about the ‘we’ or ‘us’. It’s always about the reader, the ‘you’. Website ‘about us’ pages, service or product descriptions and — yes — careers sites, are most effective when they’re all about the reader. Why? Because you want them to feel like you’re talking to them, engaging with them.

一個出色的招聘頁面不會只將重點放在公司本身，而是放在有潛質的求職者身上。所以在撰寫內容時，儘量少用「我們」，多用「你」，試想當你作為讀者，如果你覺得這個專頁的內容都是為你而打造的，你一定會更容易被打動。

Good rule of thumb: For every time you use the word ‘we’ on your site, you should use the word ‘you’ three times (or more)!

經驗法則：當你每寫一次「我們」，請嘗試最少多寫三次「你」。



Another good trick: Structure your content with ‘you’ statements followed by relevant ‘we’ statements. For example:

另一個好辦法：在使用「我們」的句子前面接一句使用「你」的句子。

“You want to be there for your family.  
That’s why we offer a flex–work program.”

“你想在家人需要你的時候及時出現。  
所以我們為你提供靈活工作項目。”

## Make it tangible and relatable 撰寫切實可靠的內容

Which statement do you think is more captivating? This one:

以下哪句令你覺得更有吸引力？

This one?

這句：

“You’ll get extended health benefits, dental coverage, vision care and a health spending account.”  
“你會獲得額外的健康津貼、牙科津貼、視力保健以及一個HSA帳戶。”

Or this one?

還是：

“Massage therapy, braces, new glasses—you and your family are covered: extended health benefits, dental, vision and a health spending account.”  
“享受按摩療法、接受牙齒矯正治療、配一副新的眼鏡？你和你的家人都會獲得額外的健康津貼、牙科津貼、視力保健以及一個HSA帳戶。”

Probably that last one, right? Especially if you’ve ever had a sore back, or you needed orthodontics growing up and are raising your own teen. Specific examples help the reader picture themselves getting that benefit, working in your office, and being part of your organization.

相信多數人都會選擇後者。尤其是當你有過背痛的經歷，或是你的子女正好需要矯正牙齒。列出具體的福利能夠令到讀者更輕易代入角色，想像自己在你企業工作，成為你團隊的一份子。





The trick, though, is to know your audience. Who are you looking for? What do they care about? Depending on your talent acquisition goals, you'll want to modify content to the right audience for maximum impact. A great way is to develop a persona, and write your copy like you're speaking just to that one person and what matters most to them.

其實最重要的，就是要熟悉你的目標求職者，知道他們有什麼需求。根據你企業的招聘需求，你需要打造最合適的內容去吸引最合適的求職者。一個很好的方法是建立一個人物性格，例如自稱「小編」，並想像你是求職者的朋友，從他們最切身的考慮出發，撰寫內容。

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## Share content by others

### 從別處分享內容

Sharing existing content by other organizations allows you to leverage materials that are already live and is a brilliant way to get started. For example, you could share an interesting news article, an industry presentation or thought leader blog post.

從其他機構或網絡上分享內容同樣是一個很好的開始方法，比如一些有趣的資訊、行業演講或是行業領袖的文章。

Even well resourced organizations rely on great content they didn't produce themselves. In fact, 42% of HP's content in May of 2014 came from external sources.\* The company pulled from a wide range of outlets: from international news organizations such as Time, to industry publications such as Computerworld, to blogs on platforms such as Dice and LinkedIn.

擁有再豐富資源的機構都會轉載他們認為很好的外部內容。事實上，在2014年惠普公司發佈的內容裡面，42%都來自外來資源。＊其實現今有很多外來資源可以供公司去轉載，從「TIME」等國際新聞機構，到「電腦世界」這類行業出版商，再到「領英」等平台上的資訊性博文，都是很好的選擇。

The best practice is to experiment with different formats and topics, and sees what works. Then demonstrate your success to get the resources you need in order to create more authentic content.

在選擇內容上，最好的實踐方法就是嘗試不同的格式和主題，然後觀察哪種成效較大，逐漸你就能掌握你的訪客的口味，帶來更多他們喜歡的內容。

*\*Source: Status Updates Done Right HP's Terrific Example*

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## Key topics

### 主題

Whether you decide to create or share content by others, here are a few topics you should consider.

無論你想要自己撰寫內容或是從別處轉載，這些主題都應該重點考慮。

Talent brand: Highlight things that make your company a great place to work such as a unique culture and values, outstanding leadership, cool office space, and diverse employees.

僱主品牌：強調一些來你企業的獨特之處，能夠令求職者期望到你企業工作，例如是獨特的文化和價值、出色的公司高層、別樹一幟的辦公環境或是多元文化背景的同事。

Key Opinion Leadership tips and insights: Hook your audience with content that appeals to their professional interests and aspirations. The more relevant your message, the greater its impact.

參考行業領袖的貼士：經驗豐富的行業領袖告訴我們，用與你的目標求職者熱衷的專業內容能夠引起他們的共鳴和對你企業職位的熱誠。你寫的內容越貼近他們，他們的共鳴就越大。

News: Share industry, company, or product information, sources to track external news.

新聞：分享與你企業或所在行業相關的新聞，或者產品資訊。

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## Encourage them to apply

### 鼓勵他們申請你的職位

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If you want your website visitors to complete a certain task, you need to tell them to do it! A statement that that does this is called a “call-to-action”. It uses a directive verb and avoids adverbs to get its message across clear and easy.

如果你想要你的網頁訪客按照你的意願去完成一系列操作，你需要引導他們怎麼做，這是CTA（call-to-action）的精萃。

Your main goal (hence your call-to-action) is about reviewing and applying for one of your roles. Here are some suggestions on how you can communicate that:

同樣，如果你想令到你的訪客申請你的職位，你要懂的如何引導他們。以下是一些很好的例子：

The list:

*Browse jobs/ Search jobs/Check out our jobs/See where you fit in*

*Apply/Apply Today/Apply Now/Apply with LinkedIn/Send Us your CV*

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## Suggest an alternative to applying

### 提供申請職位之外的選擇

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However, not everyone who visit you career pages will be prepared to apply. So suggestive alternative actions such as:

然而不是所有你企業網頁的訪客都需要求職，所以不妨提供更多指引，例如：

“- Follow our company page, be first to learn about new opportunities.

追隨我們的招聘頁面，先人一步知道我們最新的職位空缺。

“- Don’t see the right role for you? Send us your CV anyway”

找不到合適你的職位？先將你的履歷表發送給我們再說吧。

Don’t lose that user’s attention just because they’re not ready to apply on your existing roles!

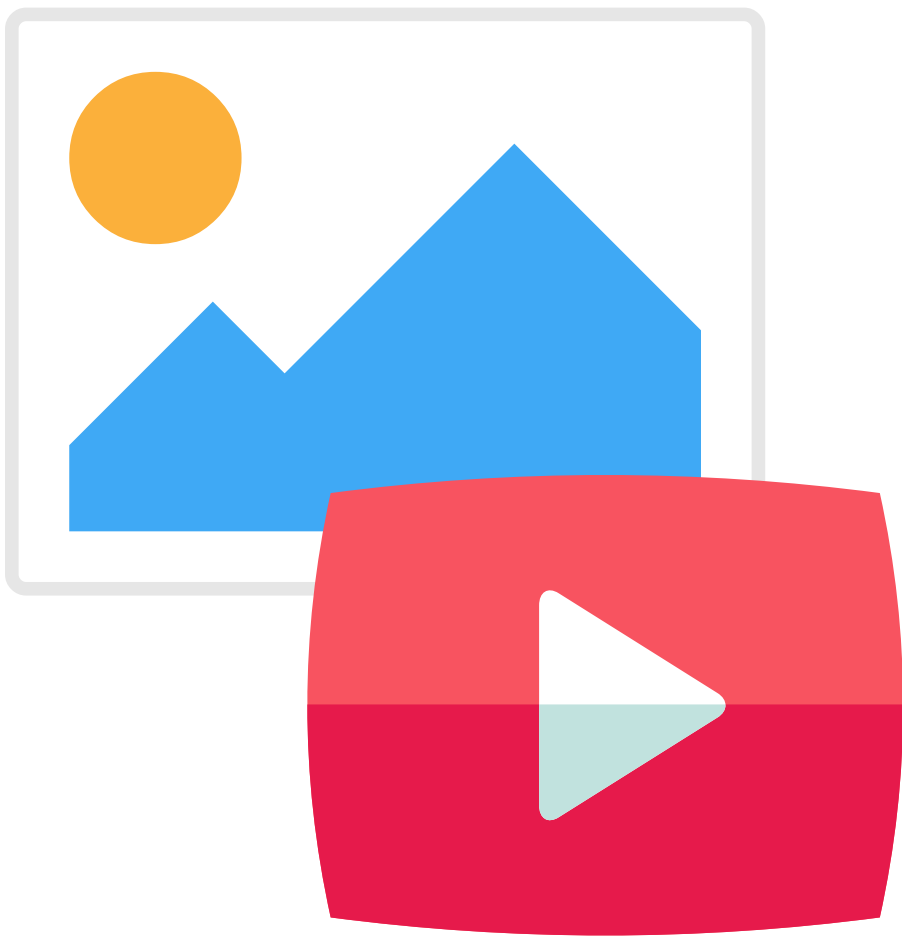
總言之，盡可能留住每一位訪客的關注，因為就算你現在沒有合適他們的職位，他們也有可能是你以後需要的人才。

## Images & video

### 圖像及視頻短片

Remember, content doesn’t just mean text. You can also add images and videos on your career pages, and these tips will get you thinking in the right direction.

請謹記，內容不止於文字。在你的招聘頁面上，嘗試加入圖像或視頻短片，在篩選這些內容的同時可以協助你從正確的方向選擇內容。



## Use real photography

### 利用真實照片

Plan A: Find a photographer or yourself to be the photographer. Get 100% real photos of your people and your workplace.

方案一：聘請一位攝影師或親自操刀，為訪客帶來100%真實的，你認為值得展示的公司一面。

Plan B: Collect as many existing real photos as possible. Does the marketing team have a stash? Can you get photos of your office from the people you lease from? Do you have access to a camera that you can use to capture shots of day-to-day work life and special occasions?

方案二：盡可能搜集現有的照片。你企業的市場推廣部門、租給你辦公室的業主、甚至是監測用的攝像頭，都有可能能為你提供適合作為內容的照片。



Plan C: Nurture your employees into employer brand ambassadors, and build your career pages around the photos and content they share.

方案三：將你的同事塑造成你企業僱主品牌的「代言人」，甚至可以用他們分享的照片打造你的招聘頁面。

## Put personality in your video 為視頻短片注入個性

A recruitment video is a brilliant way to get a lot of points across in a short amount of time without overwhelming the viewer. More than any other medium, you can use it to express your company culture and brand personality.

在現代招聘中，比起其他媒體資料，一段聲色並用的視頻短片可以在短時間之內帶出更多你想表達的重點給觀眾，同時不會令他們覺得冗長乏味。你可以利用視頻短片來展示貴公司的文化及品牌個性。

### In conclusion

#### 總結

We hope this ebook has inspired you to use content to attract top talent. Remember, great content and social media are all about building and engaging with a community — these online communities that you create are a brilliant source to recruit talent!

希望通過閱讀這本eBook能夠幫助你利用內容來吸引最優秀的人才。請謹記，出色的內容和社交媒體的打造離不開與訪客建立互動和溝通，這些線上的互動是幫助貴公司招聘人才很好的資源。

Here are a few general tips we want to leave with you as you start building your career pages:

以下是一些打造招聘頁面的常用的貼士：

- Be conversational: Write like you speak. Keep it simple, direct, and friendly.

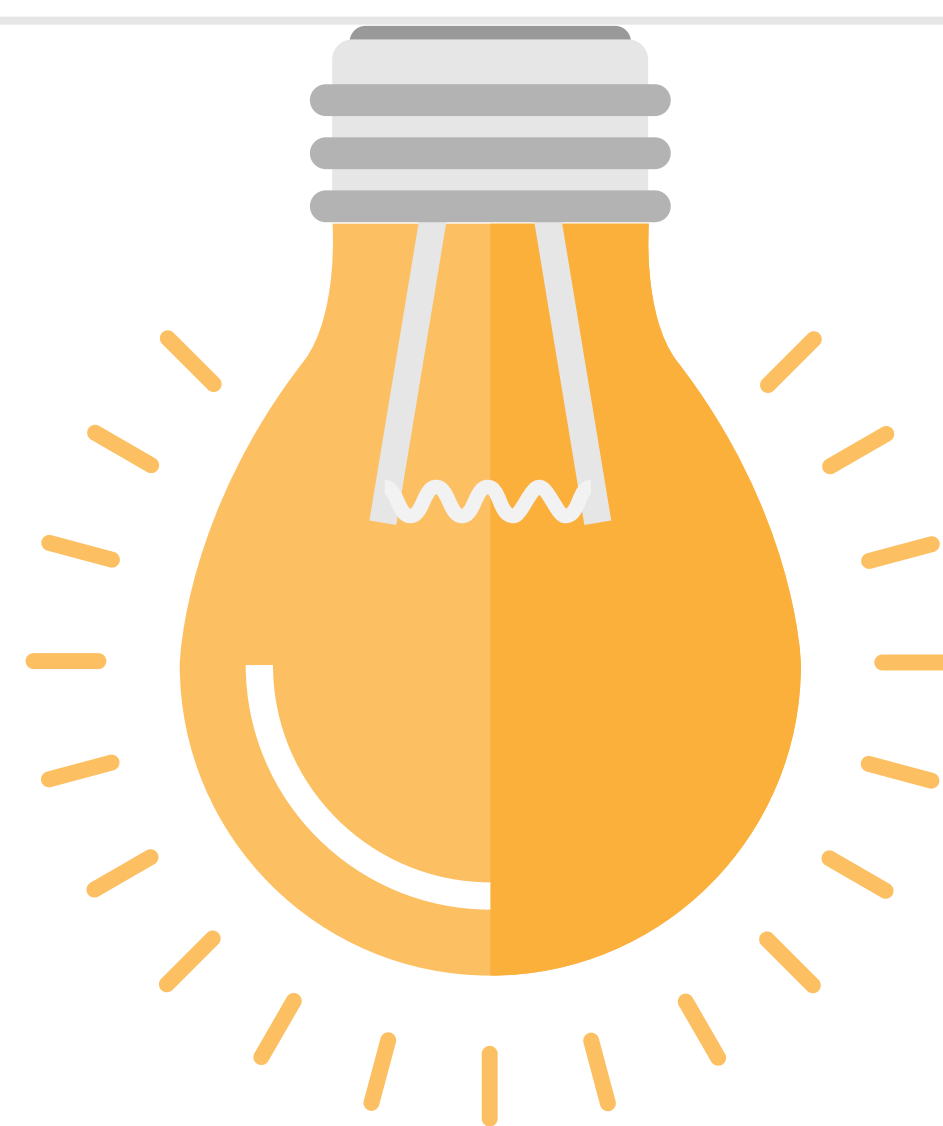
與訪客對話：避免使用乏味的商業語氣去撰寫內容，想像自己在與訪客對話，保持簡潔、直接和友善的語氣。

- Keep it short: The longer your content, the harder it is to process.

保持簡短：撰寫過長的內容有時會吃力不討好，因為網絡訪客喜歡閱讀精簡的內容。

- Be visual: Whether it's a case study, a status update, or a blog post, bring your content to life with bold and relevant images and videos.

附上圖像：無論是狀態更新、博文還是個案研究，附上圖片或視頻短片，並為重點段落加粗，絕對能令內容增色不少。



– Offer tips: Readers love easily digestible Top 10 lists, bullet points, and clear tips. – Make your content easy to scan.

提供貼士：比起一段長篇幅的文字，網絡訪客更喜歡排版清晰，能夠快速掃讀的貼士類內容，如「10個助你步步高陞的貼士」等文章，在網絡世界會很受歡迎。

– Include a call to action: At the end, always ask your audience a question to provoke comments or include a call to action.

巧妙應用CTA（call to action）：在一段內容的結尾，你可以通過提問來吸引訪客回覆，也可以加入CTA去達至同樣目的。

## Inspiration

### 靈感

## Looking for ideas? 需要一點靈感？

Here are some brilliant career websites to inspire yours. Identify what you like about them and begin your talent acquisition content marketing quest!

以下是一些很出色的招聘頁面案例，不妨從這些頁面尋找靈感從而打造你的專屬招聘頁面。

### Airbnb

<https://www.airbnb.com.hk/careers>

**Why it's captivating:** From the opening value proposition, “Create a world that inspires human connection”, right through each following section, this site is all about showing the user why Airbnb is the place they want to work.

出色之處：打開網站印入眼簾的就是一句標語：「創建一個啟發人們彼此聯繫的世界」，清晰地表達了Airbnb的品牌使命，絕對能引起有共同追求的求職者的共鳴。而在這個頁面的每個內容都在告訴求職者他們為什麼要到這間公司工作。

### Spotify

<https://www.spotify.com/hk-zh/jobs/>

**Why it's captivating:** Spotify makes their career page distinctive by integrating their product into the career page.

出色之處：Spotify巧妙地將他們的產品融入到招聘頁面，打造出獨樹一幟的風格，如果你喜歡音樂，想必會被這個頁面吸引住，而Spotify也正是需要這樣的人才。

## About FreshLinker

### 關於FreshLinker

FreshLinker is transforming the talent acquisition industry and essentially giving companies a competitive advantage in hiring great Generation–Y talent. Powered by data science, consumer —friendly technologies, social signals and predictive analytics, the FreshLinker platform help companies find, qualify, engage and hire Generation Y talent across all industries and functions.

人才招聘市場的格局正在發生變化，一成不變的招聘平台已經不能幫助你招聘到最合適的90後人才，而FreshLinker全新的招聘平台絕對能幫助你招聘最適合的年輕人才。革新的大數據分析工具、貼心的用戶交互設計、創新的社交招聘模式以及預測分析，FreshLinker能幫助所有行業的公司搜尋、吸引、篩選至招聘任何職位的90後人才。

***FreshLinker is used by growing companies to recruit the Generation-Y talent they need to innovate and succeed – smarter and faster.***

To Learn More:

Email [hello@freshlinker.com](mailto:hello@freshlinker.com)

Call (852) [3547 2513](tel:35472513)

Visit [www.freshlinker.com](http://www.freshlinker.com)

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