

# WHAT EMPLOYERS CAN DO NOW

- **Review job postings to ensure they accurately reflect minimum qualifications and preferred qualifications for the position**
  - › Edit the posting to include only the bare minimum qualifications for the job
  - › Remove the driver's license requirement if the position doesn't require driving
- **Use plain language in your job posting**
  - › Avoid internal jargon unless appropriate
  - › Use complex terminology only when legally required
- **Update your website with your current openings**
  - › Optimize postings for search engines
- **Stay active on social media**
  - › Post about new openings and encourage current employees to share your posts with their networks
  - › Post using your individual account in social media groups rather than a corporate account
- **Share why people like to work for your company**
  - › Ask employees to share in their own words why they like working for your company and post their stories on your website and share on social media
- **Communicate often during the recruitment and hiring process to help prevent "ghosting"**
  - › Ghosting is when a candidate doesn't show up for an interview or a new hire does not arrive for work
- **Look for the right attitude in candidates instead of checking the boxes for every qualification**
  - › Understand some talent may need to be grown
  - › Make sure your HR team knows your stance on being willing to grow talent
- **Explore ways to overcome common barriers like lack of transportation and childcare**
  - › Organize a carpool
  - › Align shift start and end times with the availability of public transportation
  - › Address "last mile" barriers by providing transportation from the end of the public transportation line to your facility
  - › Work with employees to align work and childcare schedules
- **Consider your employer brand and work to correct misconceptions and negative perceptions:**
  - › What does your organization mean to individuals in your community?
  - › What is the "word on the street" about what it is like to work for your organization?
  - › What misconceptions exist about your organization or the work you do?
  - › How did you handle any recent layoffs and how were they covered in local media and portrayed on social media?
- **Consider offering non-traditional benefits that could make you an employer of choice**
  - › Millennials and Generation Z are very concerned about student debt, so student loan payment assistance might be more enticing than some other more traditional benefits
- **Learn what companies in your region or industry who are successful in recruiting and hiring are doing**

**For assistance understanding your regional labor market, developing workforce strategies and finding employment candidates now:**

- › Contact a [CareerForce location near you](#)
- › Post your openings on [MinnesotaWorks.net](#)
- › Talk with your [regional Workforce Strategy Consultant](#)
- › Learn more about demand, wage trends and other information from your [regional Minnesota Department of Employment and Economic Development labor market analyst](#)

