Roadmap for Recruiting

1. Create an Elevator Pitch & Message
   - 20-30 seconds - Describe who you are and what you do
   - Reasons to work for you
   - Create interest

2. Develop Company Video
   - Include elevator pitch
   - Highlight key elements of the job descriptions
   - Include driver testimonials
   - Use toolkit script

3. Post on Company Career Page
   - Insert your elevator pitch
   - Post your company video
   - Create a Job Listing including benefits & key job responsibilities

4. Social Media & Hiring Site Posting
   - Facebook, LinkedIn, Indeed, Monster, etc.

5. Target New Segments
   - Military, Firefighter, Police, Women
   - Leverage existing employees

Tip: Know Your Company Culture Before You Begin