



7 Tips for Attracting & Hiring Gen Z

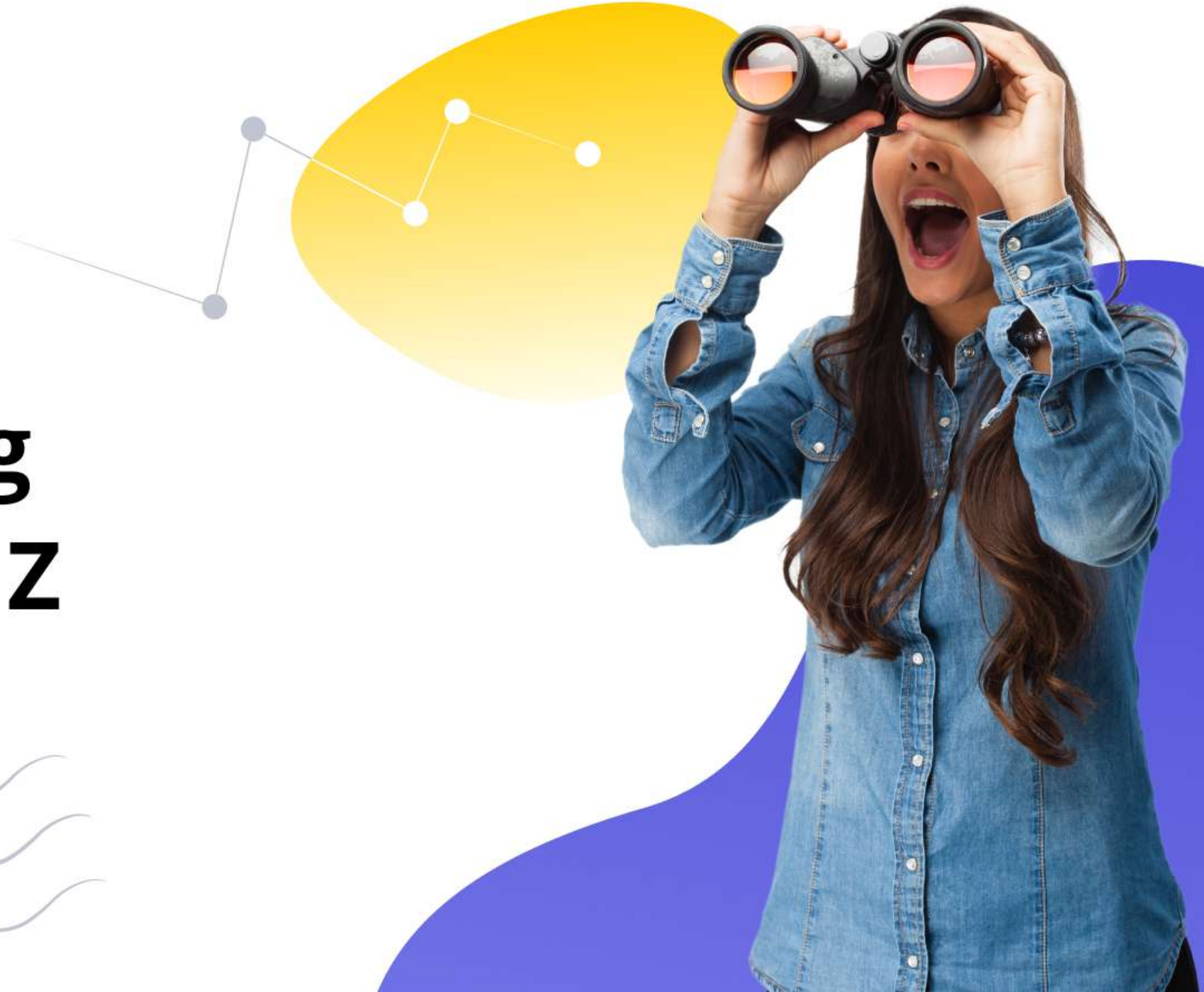


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Foreword

This eBook sets out to help you more easily attract and hire Gen Z job seekers, with a big focus on 'attracting'. We hope to arm you with strategies that you can start using immediately.

The first five tips in this eBook will help you attract Gen Z talent. We emphasise using social media and video to get your job seen and heard, with recommendations on the type of content that will resonate with Gen Z job seekers.

There are two further tips on improving and streamlining your hiring process in a way that benefits both you as an employer and your candidates. These will help you reduce costs and improve the quality of hire.

There are a few statistics included to support various points but we haven't gone too crazy (at least we hope not!). The articles, surveys and research reports that support the recommendations are referenced at the back of the eBook for your information and further reading.

Our aim is to give you a massive head start over your competition when it comes to attracting and hiring Gen Z talent. We hope you find it valuable.

Damian Williams
Founder of C-Me



Gen Z, Millennials & Zillennials

Generation Z was born between 1997 and 2012, joining the workforce from around 2015. Approximately half of Gen Z is already of working age and within a few years they will form the largest section of the workforce.

Many organisations are realising they need to adjust their hiring approach to cater for this new younger generation. This is more evident than ever before in the retail and hospitality sectors where Gen Z talent already forms such a large section of the workforce.

Millennials (Gen Y) joined the workforce 15 years earlier, at the start of the millennia. Whereas Gen Z are digital natives, having grown up with social media, Millennials have adapted. Zillennials are in-between, too old to regard themselves as Gen Z, and too young to be labelled a Millennial. Much of what is included in this eBook can be applied to Zillennials, and Millennials too with a few adjustments to what is recommended in Tip 4.



Tip 1 - Share job posts on Social Media to reach Gen Z

Recruitment marketing, like any marketing, is about getting in front of the right audience, with the right message, at the right time.

Recent jaw-dropping research from Ypulse shows that Gen Z is spending a whopping 4.5 hours a day on social media (with Millennials spending only slightly less). The number one reason for Gen Z clocking up these hours? Killing time, even more than connecting with family and friends.



Gen Z grew up with social media, it's part of every aspect of their lives. As a result, Gen Z is very likely to consider jobs promoted on social media. In fact, according to a recent report from Glassdoor, 79% of job seekers are now likely to use social media in their job search.

So, more than ever before, if you want to get your job opportunities in front of job seekers, it's time to post, share, and advertise your jobs on social media.

Additional benefits from sharing jobs on social media

Apart from reaching your job seeker audience where they are, there are numerous other benefits to marketing your jobs on social media.

You get your jobs in front of passive candidates, people who not looking at job boards but who, whilst 'killing time' on social media, might be open to a change. For every active job seeker, there are at least 5 or 6 passive candidates to whom you could market your job. They are often the candidates with the highest potential so the benefits of getting your jobs in front of them are huge.

You also amplify audience reach massively if you ask employees to share your company's job posts on social media too. Employees usually have many contacts in their networks that work in the same industry. Combined with people being more open to recommendations when shared by colleagues or people they know, this can have a very positive effect on your application flow.

Tip 2 - Grab attention with good looking job posts

Your job posts need to look good. This may sound obvious, but if you look at a typical job post it isn't very enticing.

A traditional job post assumes a job seeker is: browsing job boards on a computer, happy reading lots of text, doesn't need to know much about your company, and isn't put off by twenty or so 'must have' requirements.

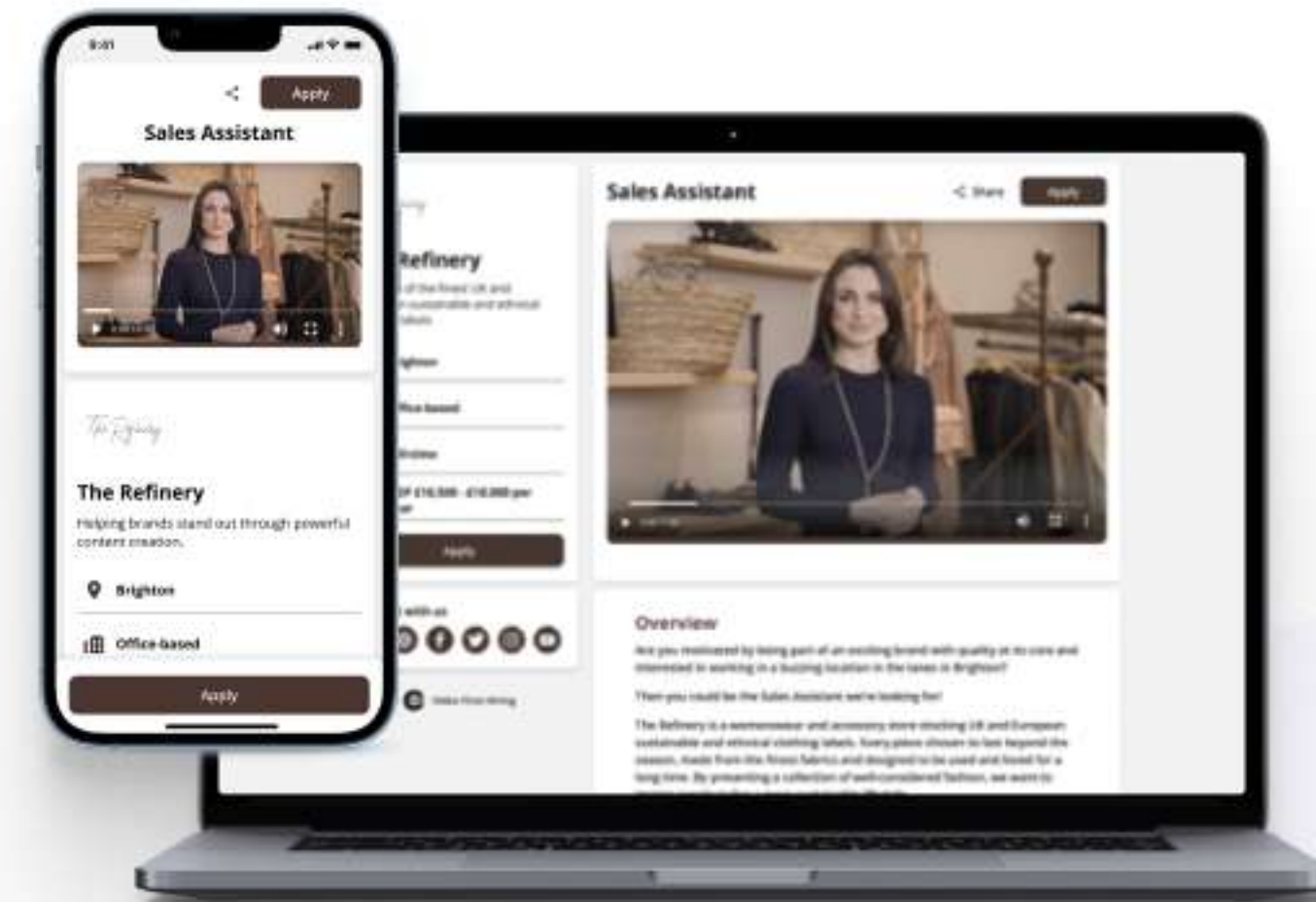
Let's look at this with Gen Z in mind

Gen Z job seekers aren't on computers, they're on their phones, scrolling through enticing social media content, watching videos, not reading pages of text. Gen Z doesn't just want to know what your company does, they want to know what your company stands for (Tip 4). And do all twenty requirements really need to be asked when you are still trying to encourage the candidate to apply?

In the last few years, the traditional job post has become outdated in terms of style, structure and format that it is no longer engaging younger job seekers. It's completely unsuitable for sharing on social media and mobile devices which is where your target audience is hanging out.

Make sure your job posts look good

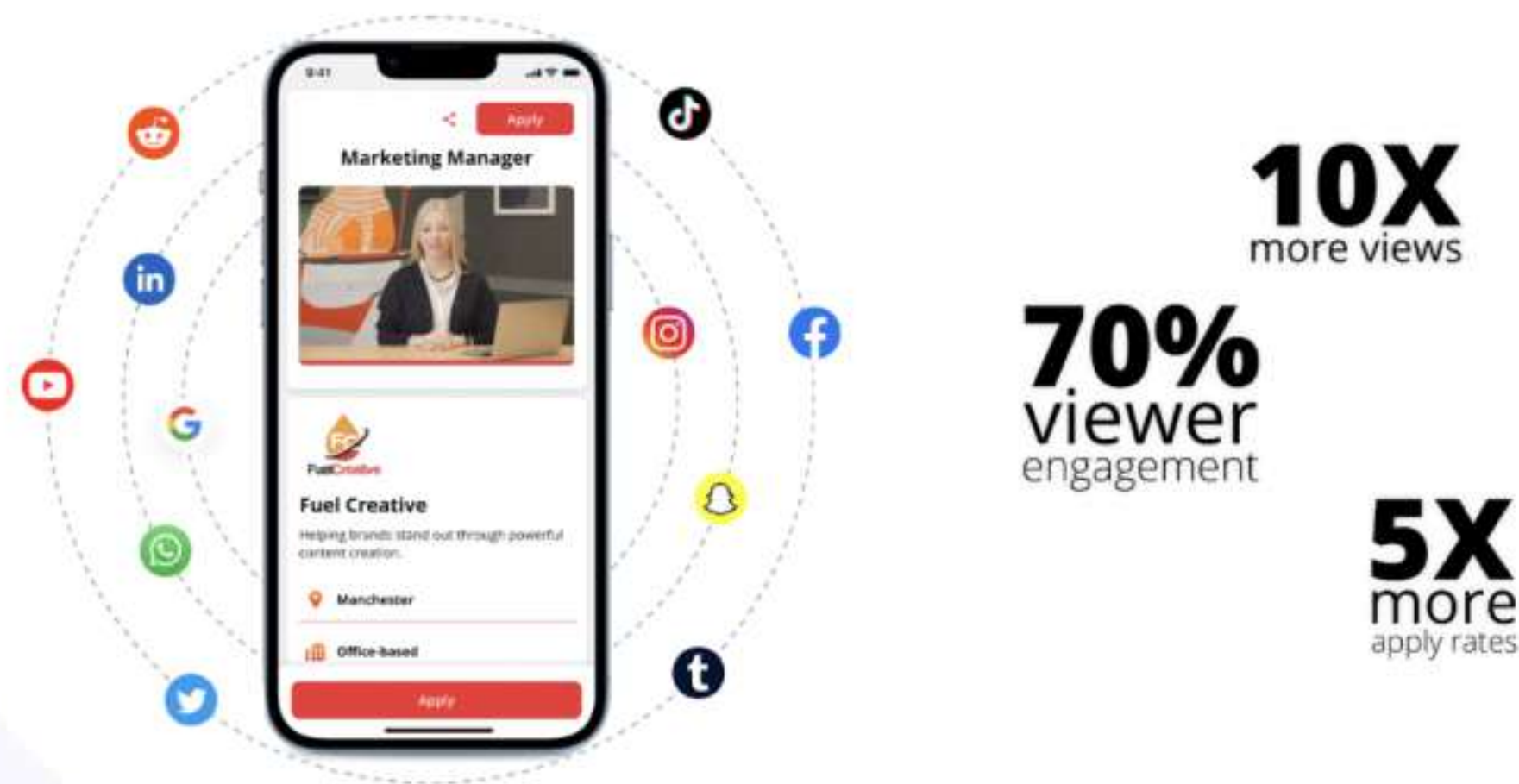
Your job post needs to grab the attention of someone scrolling through their social feeds. It needs to look good when opened and it should be colourful because black and white text is not going to grab much attention. We recommend including video content because video drives engagement (we talk more about this in Tip 3). Your job post should also have a clear 'Apply' call to action button visible at all times.



In C-Me >> Video Job Posts are designed to look good on both computers and phones. Job information is clearly displayed along with your company branding, an animated video, and a clear 'Apply' button is displayed at all times.

Tip 3 - Add video to boost social media exposure, engagement and 'Apply rates'

Social media loves video. And so does Gen Z. Adding a video to your job post means it will get promoted by social media platforms, increasing its exposure, getting on more people's social feeds, up to 10 times more! This is the easiest way to get your job post in front of as many job seekers as possible, and quickly.



Gen Z loves video too. A Gen Z job seeker is far more likely to watch a video on social media than read a long text-heavy job description. So it's win-win. You get more views, more engagement and your 'Apply rate' shoots up.

In C-Me >> 70% of candidates that open a video job post will watch the video, giving you the perfect opportunity to pitch your job directly to job seekers.

It's surprising that the recruitment industry has taken so long to adopt video marketing when it has proven to work so successfully in consumer marketing. But this transition is now fully underway and companies taking the lead on this are reaping the rewards.

In fact, coupling video job posts with video interviews (Tip 6) not only increases applicant flow but also streamlines your hiring processes, so you get more applicants while reducing costs at the same time.

In C-Me >> Track the performance of your Video Job Post with real-time data on the number of candidates that have opened your job post, watched the video and for how long.

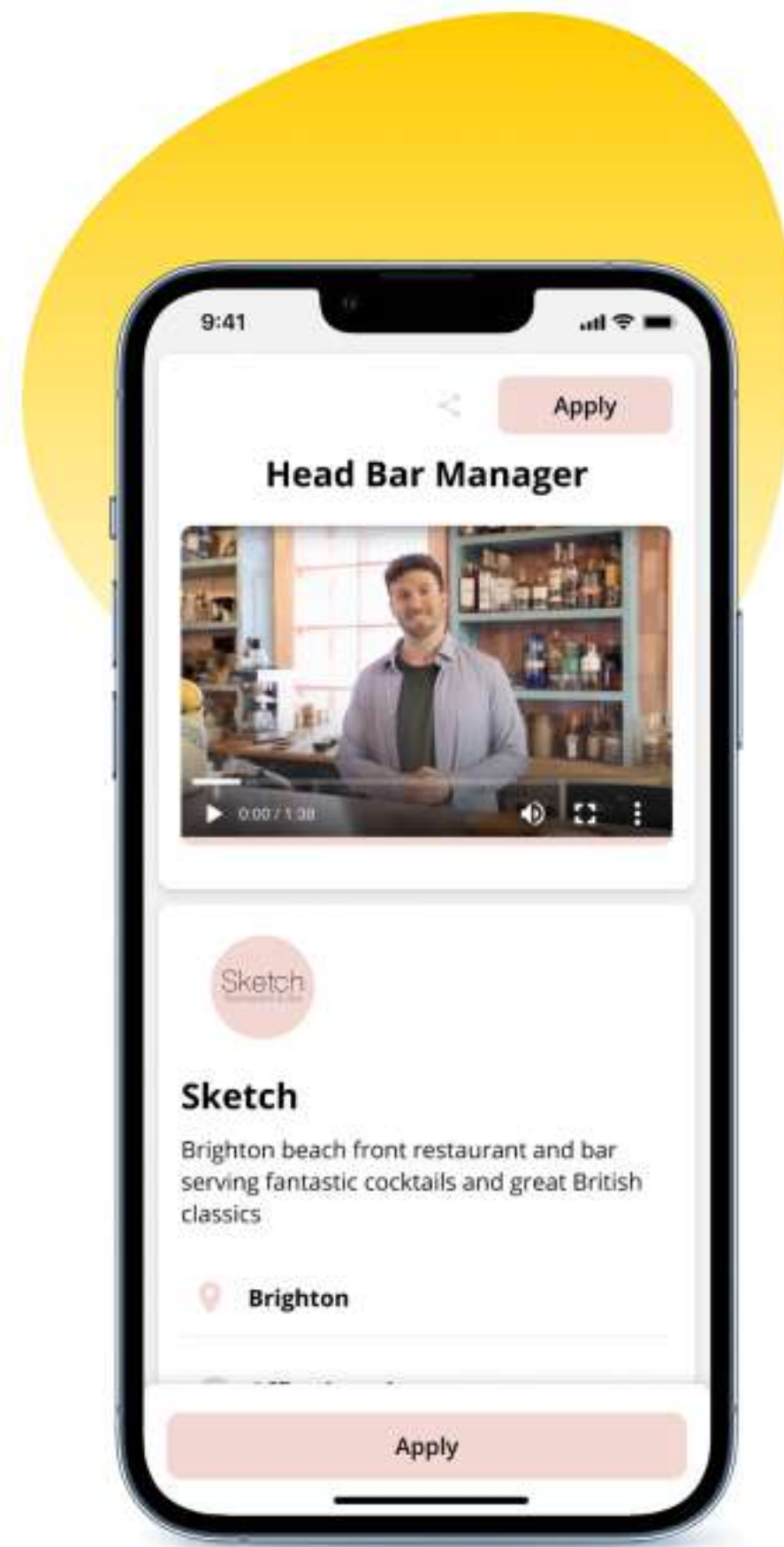
Video Job Posts

When you add a video to a job post you're converting it into a video job post. These are becoming increasingly popular for all the reasons outlined above, especially in the Retail & Hospitality sectors where competition for talent is becoming fierce.

Converting a traditional job post or job description into a video job post doesn't take long. You may already have a company video that you could use. If not, then just make a short video about what your company does and why someone would want to work there, with a focus on what matters to Gen Z candidates (Tip 4).

What to include in your video?

According to research from Oberlo, Gen Z has an 8-second attention span. That's not long, so be sure to grab attention from the start. You don't need to talk about the responsibilities or requirements of the job as these can still be included in the job description details. Instead, focus on topics that concern Gen Z (see Tip 4). Keeping the overall video short is important, one or two minutes is long enough.



Remember, the main purpose of the video is to excite candidates so they want to find out more.

Many companies have invested in creating videos to build their employer brand but these videos aren't getting the exposure (views) they should because they are buried in career pages or on Youtube channels that aren't being seen. Video job posts are the perfect vehicle to get these videos in front of candidates to showcase your company as a great place to work.

In C-Me >> Convert job posts into video job posts in less than 10 minutes using the C-Me video recording and video animation tools.

Teleprompting apps

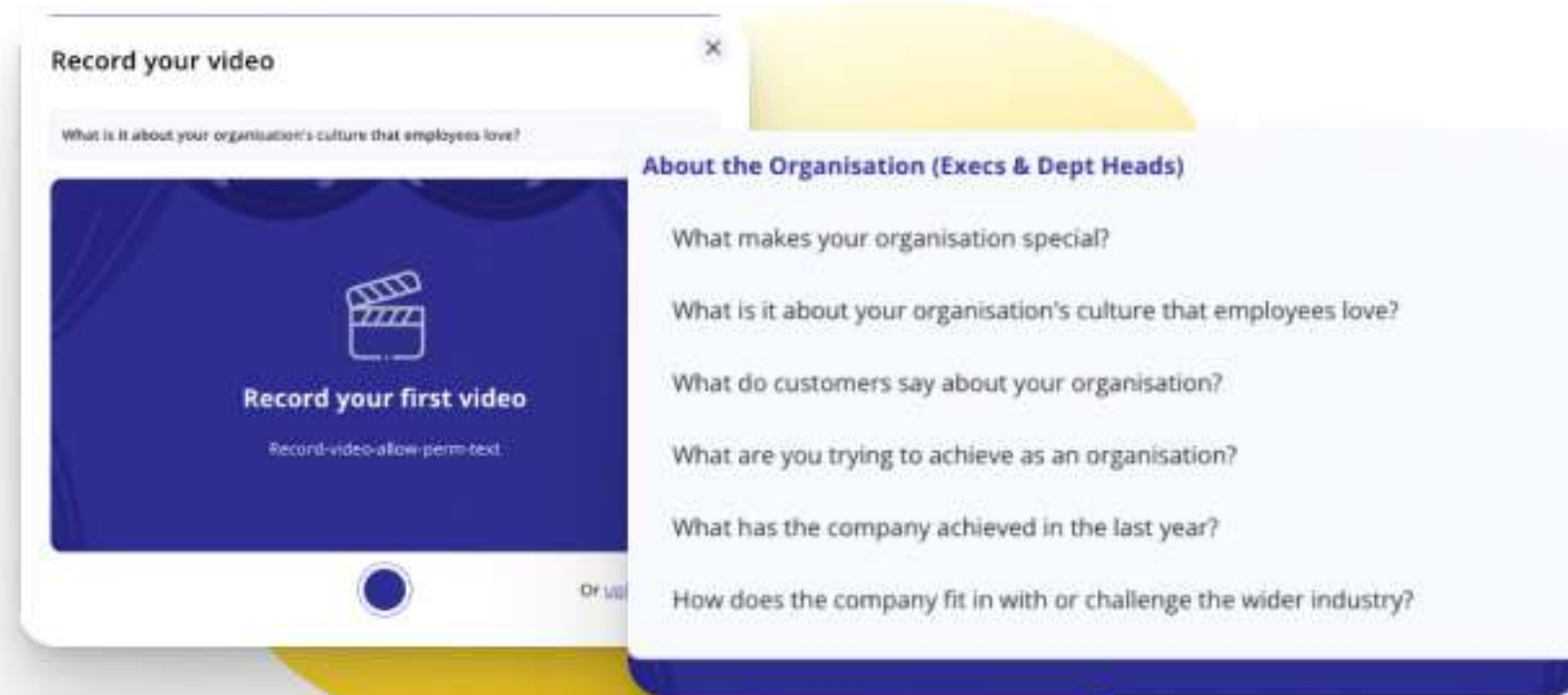
Many people are happy to just record themselves without a script. But for those people who would prefer to follow a script, this is easily addressed by downloading one of the many free teleprompter apps available for iPhone and Android. Scripts can be uploaded or copied into the teleprompting app and the playback speed adjusted to suit your pace. It makes recording your video easy and fun to do.

The great thing about using teleprompter apps is that you can deliver your content naturally and get it right without much practice needed. Viewers will not see your eyes reading the text and your video recording will be high-quality thanks to the quality of the cameras on modern phones. You will look super professional. In C-Me, we provide a summary of the teleprompting apps that are easy to use and have free plans.

Tip 4 - Focus on things that matter to Gen Z in your job post

When creating content for your job post consider what's important to your audience. Gen Z job seekers have different requirements to older candidates.

Gen Z wants to be sure that the organisation's values are in line with their own, and that the company they work for is having a positive impact on the world, society or community. Employers need to be transparent and authentic in this regard.



Gen Z is concerned with maintaining a healthy work-life balance as well as career progression so it's worth addressing these things in your job post.

Other things that are important to Gen Z:

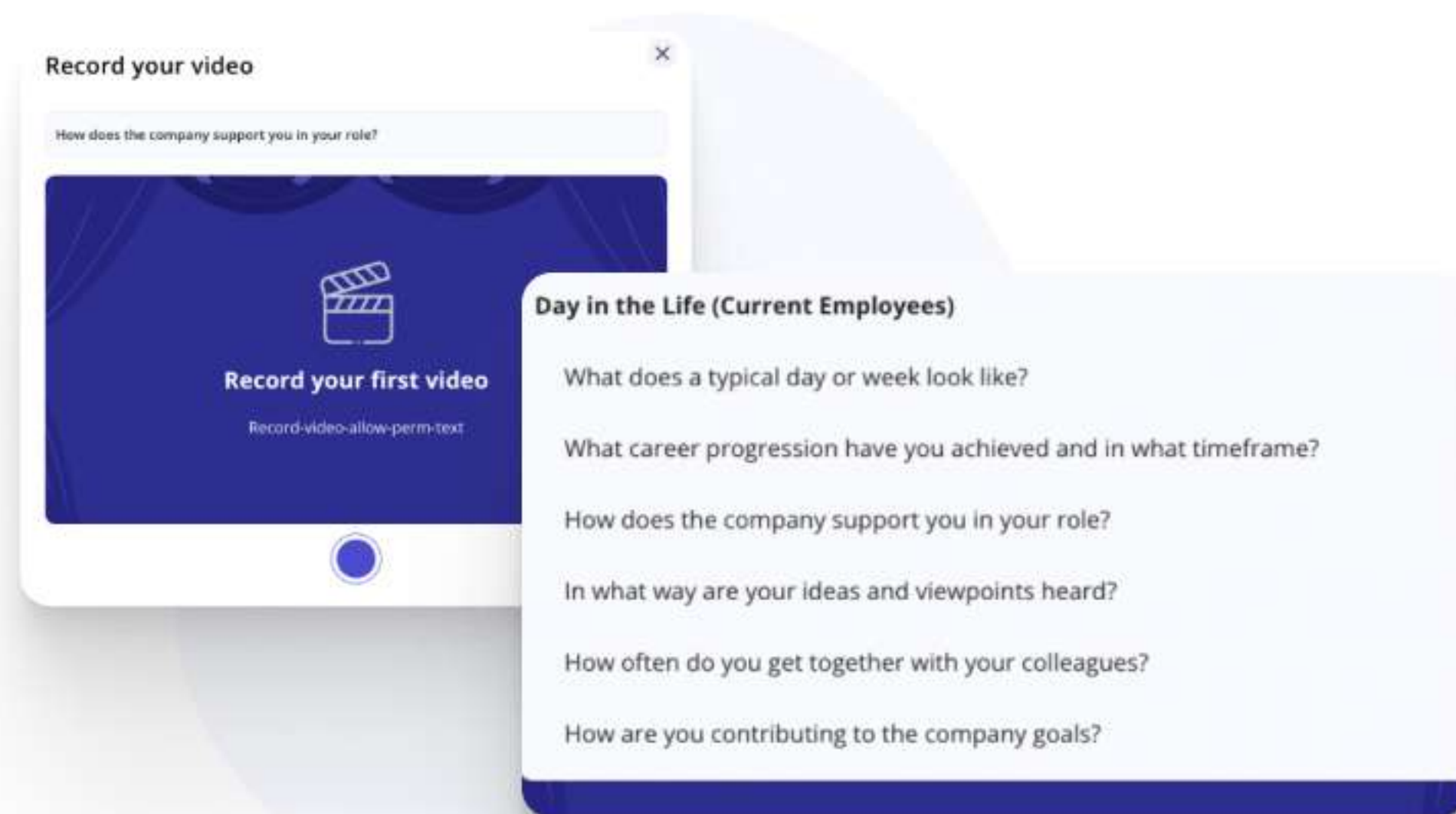
- **Workplace technology** - more than 90% say this is a deciding factor when choosing a job. Gen Z is used to technology that's easy to use, they don't want to work with outdated computer systems (let's face it - who does!).
- **Inclusion** - Gen Z is fast becoming the most racially and ethnically diverse age group so Diversity & Inclusion matters. They want to know how you are managing this.
- **Remote & hybrid working** - with work-life balance as a requirement it's not surprising to see remote and hybrid working featuring so highly in the latest global Gen Z survey from Deloitte. Where this isn't possible (i.e. in Retail & Hospitality), try to be flexible on hours and shifts. Consider also that employees find it harder to form relationships with colleagues when working completely remotely.
- **Competitive salaries** - in times of rising prices and housing costs, money is in focus.

In C-Me >> Market jobs better to Gen Z using our video content prompts that will guide you on addressing the issues that interest or concern them the most.

Employee Generated Content

Job descriptions have a habit of not changing for years so can become rather outdated, even more so in the last few years. So ask current employees to review the job description to see if it's still relevant.

When creating a Video Job Post, consider adding a video segment where an employee talks about why they love working at your company. Candidates love to hear first-hand experiences of people in the job. Employee Generated Content is more authentic and makes a huge difference in encouraging a job seeker to apply.



For example, employees could talk about their career development, how they feel supported, office life, social events, or any of the other topics that are important to Gen Z. The most important thing with Employee Generated Content is to help Gen Z job seekers understand that this is a job that they will enjoy doing, do well in, develop, progress and be happy.

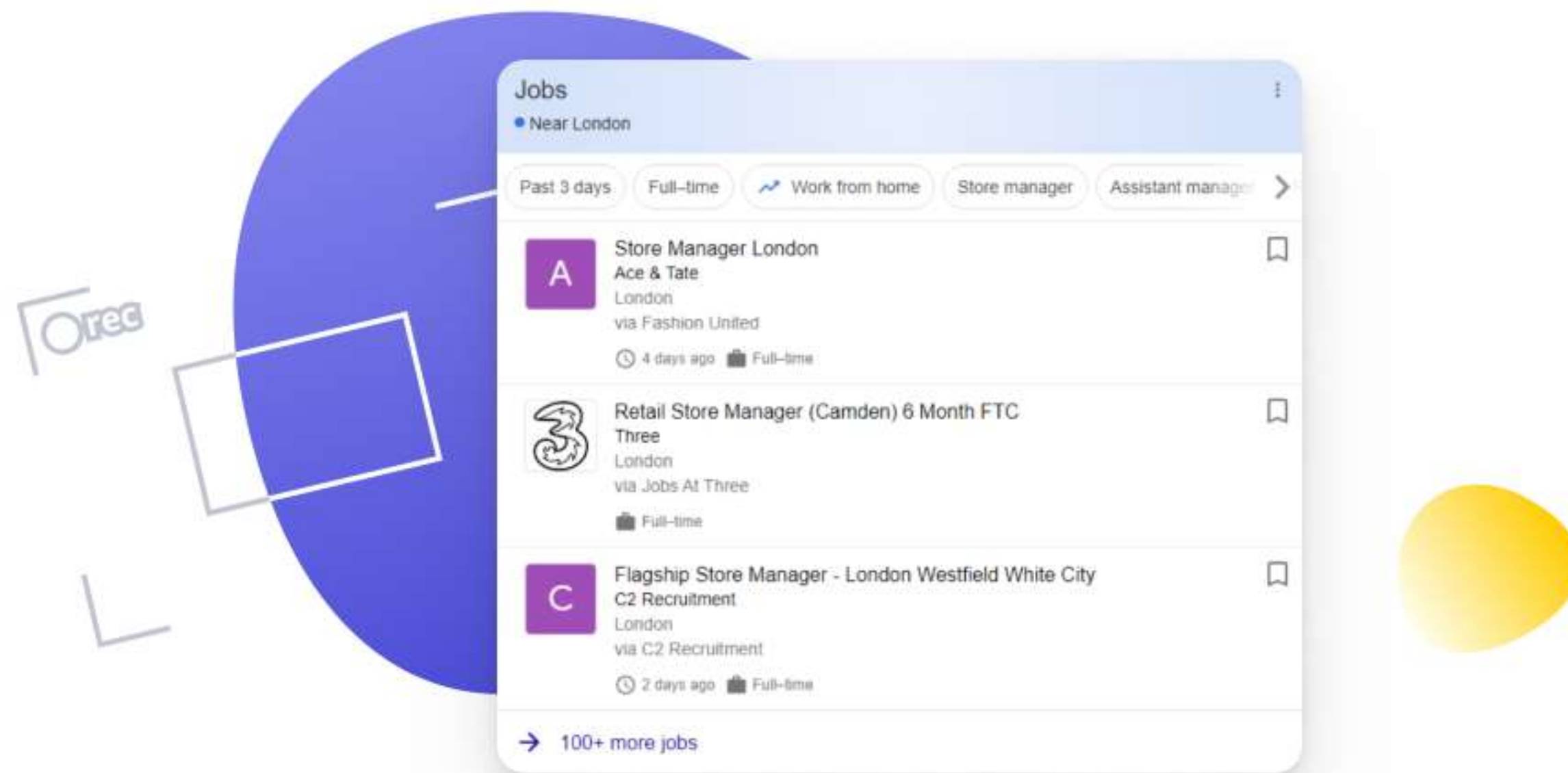
In C-Me >> Create Employee Generated Content with video content prompts that focus on topics your current employees can talk about.



Tip 4 - Focus on things that matter to Gen Z in your job post

Tip 5 - List your jobs with GoogleJobs

GoogleJobs is fast becoming the go-to search engine for jobs. Type in the name of any job position into Google and you'll see a list of jobs displayed. It's usually the first search result after the ads at the top of the page. It looks like this:



Jobs in your area are shown first, but click the link and type in any location, job title or company name to display advertised. Given Google's search power it makes total sense to get your job listed here.

Listing your jobs on GoogleJobs

The tricky thing is that you can't just post your job. GoogleJobs is a search engine, not a job board. Google crawls the web, collecting and listing all the jobs it finds on job boards and career pages (this is why you will see jobs listed multiple times).

To get your job listed on GoogleJobs you need to either (a) structure the jobs on your own careers page in such a way that Google can understand them, or (b) publish your job on a platform that does this for you.

A Structure the jobs on your careers page

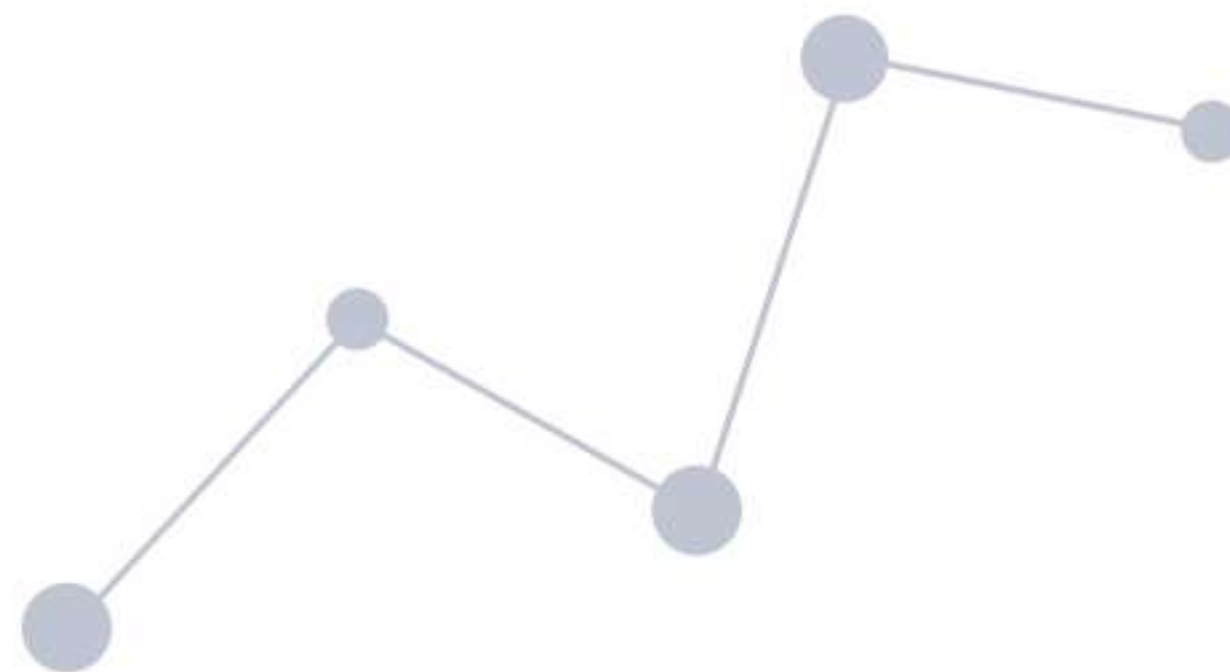
You need a dedicated page on your website where you can list your job opportunities. Google provides a technical guide to structuring and indexing your data (see the reference at the end of this document). The guide gets pretty technical running to more than thirty pages covering how every bit of data should be specified and marked up, including job title, company name, location, description, salary, type of work etc.

You are actually entering into the world of google indexing and if this isn't your specialist area then you are most likely going to need some technical support. Apart from the technical skills and effort required to do this, the other issue is that if any of the information isn't specified correctly, it will result in your job not being listed.

B Posting your job on a platform that does all this for you

The good news is that modern hiring software like C-Me, and large job sites such as Monster, Glassdoor and LinkedIn do this automatically for you so you don't have to worry. The data required by Google is structured and marked up for you in a data schema and then indexed with Google so that within 24 hours your job will show up on GoogleJobs.

In C-Me >> As soon as you publish a job, it is automatically indexed with Google so that it appears on GoogleJobs without you needing to do anything.

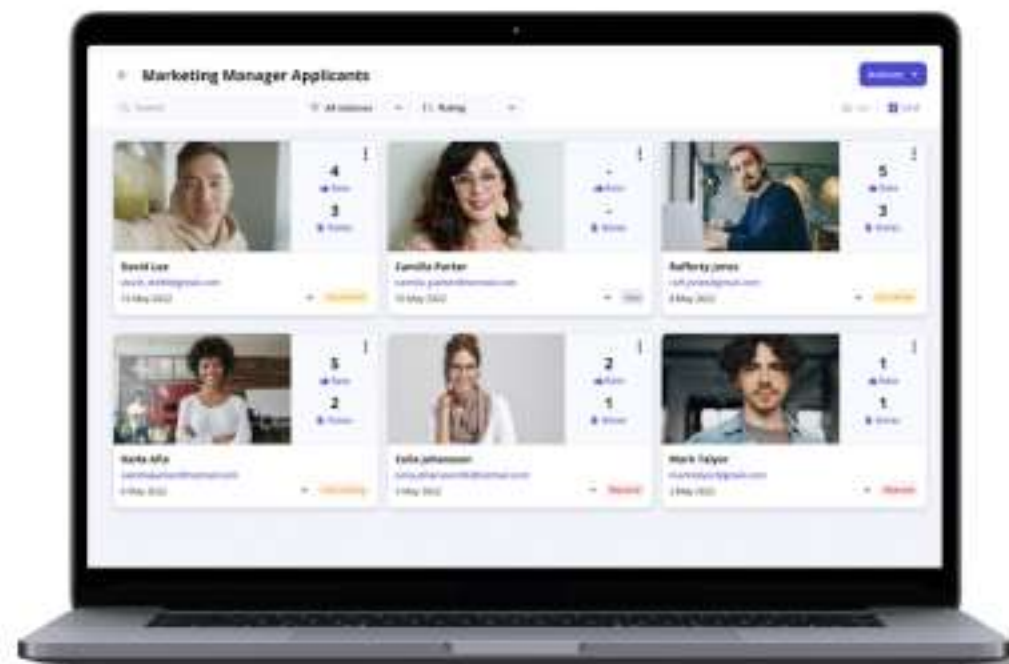


Tip 6 - Keep the application process simple and let Gen Z apply with video

Ok, let's say you've created a video job post and shared it on social media, it's listed on GoogleJobs, and people are applying. Fantastic!

Keep your application process as simple and straightforward as possible, with minimal sign up needed if any before the application is submitted. Let Gen Z candidates apply with video. They are comfortable recording themselves and see video as a way of adding personality to their skills and experience.

Virtual interviews (or video interviews) are becoming increasingly popular with employers too, which isn't surprising when you consider the benefits. For customer-facing roles in retail and hospitality, where personality is an important factor, video interviews are helpful and beneficial.



Benefits for employers using Video Interviews

Companies are able to 'virtually' interview lots of candidates, create stronger shortlists and so hire the best person for the job. With video interviews, companies get a better sense of which candidates would be best to invite to the next stage of the hiring process, thereby improving hiring success. Employers can set a question to answer in the virtual interview to help make comparing candidates easier.

With video interviews, companies speed up the hiring process as there is no time lost through interview scheduling and travel arrangements. Organisations can fill roles in just a few days where before this would have taken weeks. Reducing the time to fill has a huge benefit for the Retail and Hospitality industry.

In C-Me >> Employers can choose whether they want candidates to record a video interview as part of their application and set a question for them to answer.

In using video interviewing software, employers are demonstrating a modern approach to hiring which reflects well on their employer brand. Modern technology is something that Gen Z candidates regard as important (see Tip 4). When choosing which new hiring software, the ability to conduct video interviews should feature highly.

Tip 7 - Don't ghost your Gen Z applicants

Gen Z are used to the rapid response of social networking and instant messaging and expect to quickly hear back on the outcome of their application.

Regardless of whether you want to interview or reject a candidate, let them know as soon as possible. The one thing that Gen Z really doesn't like is being ghosted, which often happens when there are high volumes of applicants. Companies that ghost applicants risk being criticised on their social media accounts, or on sites such as Glassdoor where employer reputations can be damaged.



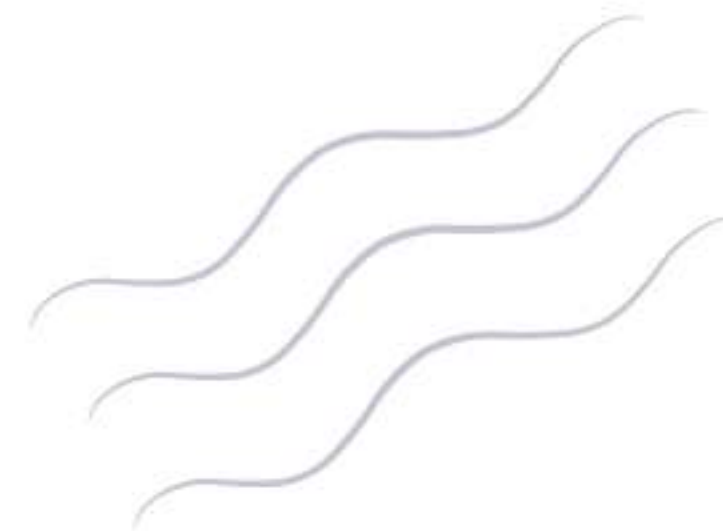
The best way to stop this from happening is by automating the rejection communication so candidates are immediately notified if they have not been successful for the role or position. This can be a standard message. What's important is that it is sent quickly.

In C-Me >> When you reject applicants you are prompted to send a rejection message with a standard text that you set in your default settings which you can also change at the time of sending. The message is pre-filled with the name of the applicant, job title and the hiring manager's name for you to minimise errors.

7 Takeaways

- 1 Market your jobs on social media to reach more Gen Z candidates. You will also be getting in front of passive talent who aren't actively looking but may like the sound of your job and decide to apply.
- 2 Grab attention with job posts that look good, especially on mobile devices where most Gen Z job seekers are searching.
- 3 Add personality, vibe and colour by converting your job post into a video job post. Get more exposure on social media and boost engagement with Gen Z. With 70% video watch rates, this is a great way for business owners and hiring managers to pitch their job directly to candidates.
- 4 Address the interests and concerns of Gen Z when marketing your job. Involve current employees wherever possible. This is easily done in a video and will have a positive effect on your application rates.
- 5 Ensure your job is listed on GoogleJobs. Google is the Goliath of search and it's free. It's essential that your jobs are included here if you want to attract Gen Z job seekers

- 6 Gen Z is very comfortable with video and is happy to apply to your job via video. Using video interviews shows your brand to be tech-savvy and cutting edge whilst streamlining the hiring process for you too - it's a win-win.
- 7 Respond quickly to applicants whether you are inviting them to an interview or rejecting them. Gen Z doesn't like to be ghosted, so avoid risking getting a bad reputation by doing this.



11 Reasons to use C-Me to attract & hire Gen Z

We hope you found this eBook useful. Technology is now available to adopt all of the strategies that have been outlined in your hiring.

- 1 Video Job Posts** - Create job posts (with or without video) that look great on desktops or mobile devices. Include your company bio, logo and branding, plus links to your website and social media platforms. Check out these examples for [Retail](#) and [Hospitality](#).
- 2 Video Library** - Record engaging Gen Z focused video content with C-Me job marketing prompts.
- 3 Video Animation** - Combine videos, add branded animations and custom call to action texts to give your video a professional finish.
- 4 Free listings with GoogleJobs** - C-Me automatically lists your jobs with GoogleJobs. All the technical indexing and schema mark-up is carried out for you.
- 5 One-click share** - Share your job post on Twitter, Facebook and LinkedIn with one click. Copy live URL links or download videos for posting on Instagram, TikTok or Snapchat and other platforms.
- 6 Job Seeker Engagement Tracker** - Track the performance of your Video Job Posts in real-time. See the number of views, video watch rates and viewing times.
- 7 Virtual Interviewing** - Let candidates apply with video to add personality to their skills and experience and streamline your hiring. Set virtual interview questions to evaluate applicants.
- 8 Collaboration tools & hiring workflow** - Collaborate with team to identify the best applicants. Share candidate notes and ratings. Manage your applicants through a hiring workflow.
- 9 Auto-notifications** - Notify applicants promptly and professionally. Use standardised messages pre-populated with job and applicant information and sent automatically.
- 10 Mobile Responsive** - C-Me is mobile responsive. Transfer from computer to mobile device and back again without losing track of your hiring activities. Just pick up from where you left off.
- 11 Integrations** - Manage the whole hiring process in C-Me, re-direct applicants from video job posts to your own job application pages, or transfer the video interviews to applications supported by Zapier.

Appendix - Which Social Media platform?

The right platform to share your jobs to is where your potential future employees are engaged. Below is a quick summary of the largest social platforms and how you can use them to attract Gen Z candidates.

Instagram - A huge proportion of Gen Z use Instagram (80%) to find out about products and brands. It is increasingly being used to promote jobs. It's essential to use video when promoting your jobs on this platform.

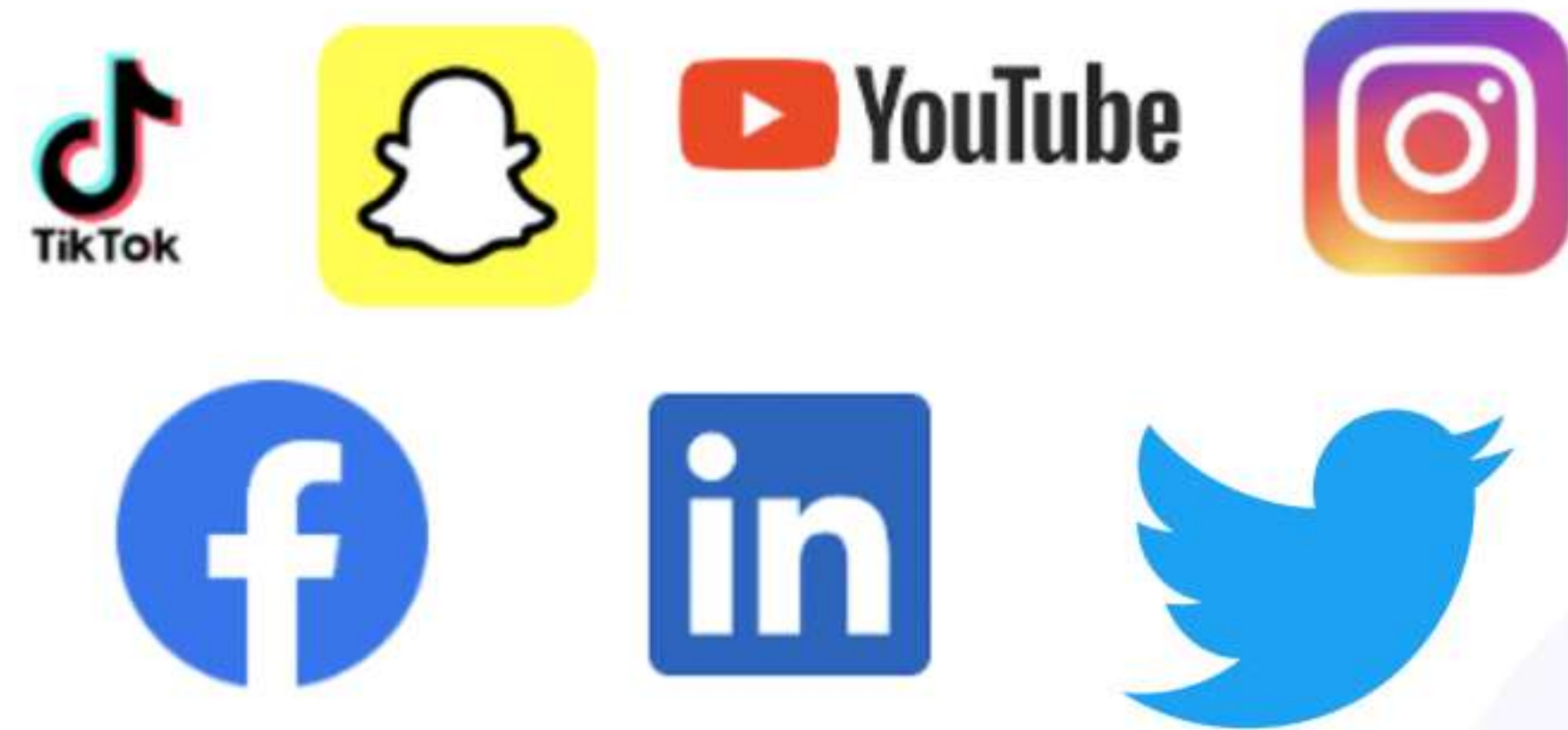
Twitter - It might surprise you to hear that nearly half of all tweets are from Gen Z. Twitter is the perfect platform to share the news that your company is hiring, especially if your company is doing great 'newsworthy' things. Use a video job post to boost engagement.

Facebook - Almost 70% of this demographic are still using Facebook even though it's not their go-to platform. To maximise impact, share your jobs into groups where your target audience is likely to be and use a video job post.

LinkedIn - Gen Z regards LinkedIn more like a job board than a social media platform. Half of Gen Z has a linked in profile so you should definitely share your jobs here. Be sure to include a video in your job posts to get their interest.

Youtube - Nearly 9 out of 10 Gen Z'ers use Youtube. It's the perfect channel to post video content that promotes your employer brand, and communicate what working life is like at your company. Add your videos here and link them back to your video job post so candidates can find out more and apply.

Tiktok - Nearly half of Gen Z are using Tiktok so having a company profile on this platform is becoming increasingly important. Just like Instagram you need to use video to engage Gen Z on Tik Tok.



Document References

Key point	Link	Publisher
Gen Z spend 4.5 hours per day on social media	https://www.ypulse.com/article/2021/04/07/3-stats-on-social-media-taking-over-gen-zs-entertainment-consumption/	Ypulse
Gen Z's preference for flexible working	https://www2.deloitte.com/global/en/pages/about-deloitte/articles/genzmillennialsurvey.html	Deloitte
79% of job seekers likely to use social media in their job search	https://www.glassdoor.com/employers/blog/go-inbound-talent-acquisition	Glassdoor
Gen Z's attention span is 8 seconds	https://www.oberlo.co.uk/blog/marketing-strategies-generation-z	Oberlo
GoogleJobs Technical Guide	https://developers.google.com/search/docs/advanced/structured-data/job-posting#technical-guidelines	Google



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