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Recruit, Rebuild & Retain Staffs @ Social Media *Engaging Staffs @ New Media*

Background of Seminar

With the increasing proportion of New Generations staffs in Corporate, Staff Engagement become one of the critical performance indicators of human resources management and hence the operation performance. However, under the era of technology, there is the need to shift the communication channels and methods from traditional one-way communication towards the new two-ways communication platforms – Social Media.

Social Media is no longer related to Marketing and Branding only, but also HR. in Retail Industry, other than their Customers, the New Generations Staffs are the frequent users as well. They would share their working issues (positive or negative), internal communication cases, personal feelings etc on Social Media without any hiding and control. New candidates could also search the company's internal information through Social Media as well.

Objectives of the Seminar

- Learn the characteristics of different Social Media including Search Engines, Consumer Generated Media, Social Network Services, Email & SMS.
- Be aware of the possible risks on inappropriate management of Social Media.
- Understand what levels of touch-points with Staffs can be designed for selective Social Media platforms.
- Explore the effective ways to implement Social Media as part of Staff Engagement Strategies and implement for future applications.