



The Work Consultancy: Social Media & Recruitment Training Case Study

We worked with a major public sector healthcare organisation to train their HR and recruitment teams in how to get more social. Their aim was to upskill staff from across the country in social media, enabling them to build their employer brand for the future and to attract candidates in a competitive market. During the event, we focused on activities that encouraged the development of knowledge and skills, building confidence and thinking about how to apply these things back in their usual setting. It was important to create a space for sharing and learning from each other and so we brought in some good practice examples from other industries and within their sector and allowed plenty of time for facilitated discussion.

As our focus was on social and digital media, it was important for us to use the tools. We shared the day on our social media feeds, and encouraged the delegates to do the same. We provided some fun “props” to encourage people to share content from the day and create a buzz about the event. In the room, we used TweetBeam and Slido; tools to encourage delegate participation through hashtags, questions and polls that everyone could see and contribute to. Blogs, video and live streaming all featured as part of the event and the follow up.

It wasn't just about technology. An important element in all our facilitation is providing enough time for reflection and planning. Too many development activities or events just provide a little time at the end of the day. We believe that ample time should be built into any agenda to ensure that people do something new or different with their experience and learning. Dedicated time for thinking about the content, individually and together, allows for delegates to broaden their networks and make plans. Lightly facilitated, we asked delegates to consider what stood out for them, what they were drawn to, where they could influence and have an impact and - most importantly - what they could do straight away.

When it comes to supporting clients to develop their social media practice, we believe you should start with the individual, not the organisation. If you can get the individual involved, understanding and enjoying the technology, then the organisational work will follow. We believe in answering for each individual the 'what is in it for me?' question. Then it's about exploding the common myths, making it simple and having a little fun along the way.

Delegate feedback: *'by far the best social media or recruitment course I have ever been on'*.

