

WORKPLACE TECHNOLOGY TRENDS

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Improving Virtual Meetings

There are more than 11 million video business meetings each day in the United States. Aside from the pandemic, factors fueling that growth include access, price and need. Most laptops and mobile devices have built-in webcams and microphones so employees can dial in to a meeting from anywhere and at any time. Technology advancements have created affordable and easy-to-use tools to help businesses stay connected.

Looking ahead, web-based technology will continue to advance. As the COVID-19 threat shifts and offices reopen, virtual meetings will still be a viable way to conduct business with employees, customers and other stakeholders.

Running an Effective Virtual Meeting

To ensure a successful and productive virtual meeting, keep these tips in mind:

- Before the meeting—Join early and test your connection, microphone and video.
- During the meeting—Record the meeting to increase participation and reduce multitasking. Everyone should be doing something to support the meeting's purpose (e.g., talking, screen-sharing, monitoring the side chat channel, note taking and running slides).
- After the meeting—Check for understanding and send out a meeting recap that outlines next steps and responsibilities.

Common Challenges

Virtual or not, meetings can be hampered by insufficient planning, poor engagement and lack of follow-up. Attendees may have trouble accessing the virtual meetings. Also, if the meeting leader is unfamiliar with capabilities—like screen-sharing—they may waste meeting time while learning on the fly.

As with any meeting, the facilitator should be flexible and always have a backup plan.

Managing Online Recruitment Methods

Successfully using social media and online recruiting channels is just one of the tactics within the scope of recruitment marketing. Online platforms reach a large audience. The trick is finding the best audience for your organization, grabbing its attention organically or through targeted investment.

An online recruitment strategy isn't new, but it's more important than ever. Today's tools equip employers to reach large talent pools without leaving their computers. More than three-quarters of job applicants use social media in their job searches. Take advantage of that behavior and use social platforms to interact personally with candidates and show off the company's interests. A strong online presence includes maintaining multiple social media profiles, posting content regularly and interacting with followers. Consider the following recommendations:

- Develop social media pages that focus on the organization's brand values, not just the jobs it offers.
- Post pictures of volunteer activities or employee outings to show off the company culture.
- Direct candidates to a recruiting or career section on the organization's website, instead of the home page.

The end goal is to attract candidates who identify with the organization's brand values because they will be the best fit. Only posting job descriptions will get candidates who merely want a job, not those who are driven by values.

Expanded online and virtual recruiting efforts take investment, but it can be worth it when done correctly. Contact us for more workplace trends.



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