

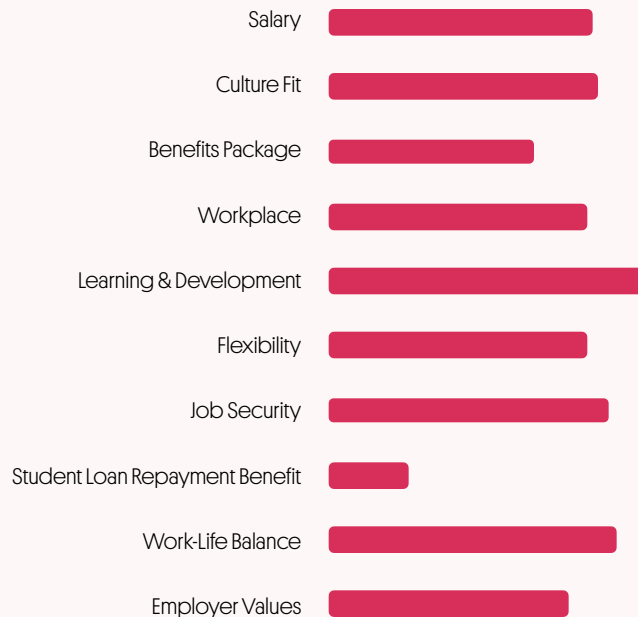
**How-to attract,
hire, and employ
early career talent.**

PLOY

Understanding an employer has never been more important to a generation.

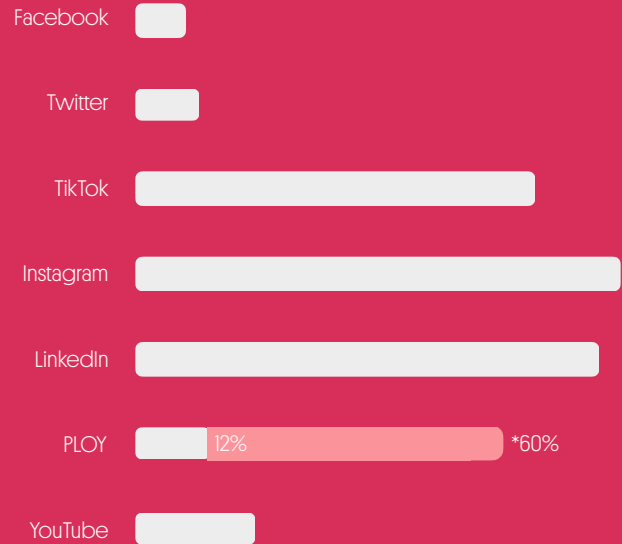
33% of 16-25 year olds quit within the first three months due to the unknown's variables about an employer.

The most important variables for Gen Z when choosing employers:



Talent attraction has evolved significantly over the past 5 years, with social platforms becoming the gateway for 16-25 year olds.

Preferred Platforms for Emerging Talent to Discover Employers

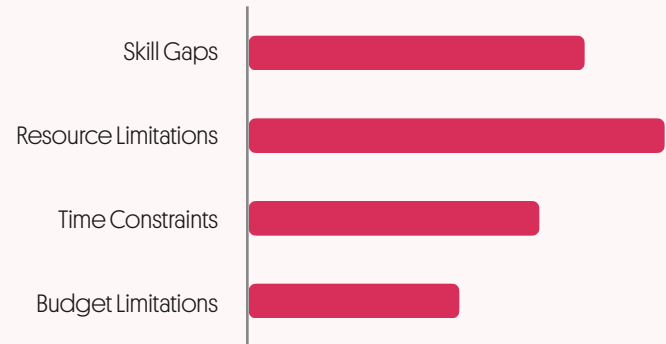


Yet, adapting to this change has been incredibly challenging for HR, Talent & Early Career teams.

60%

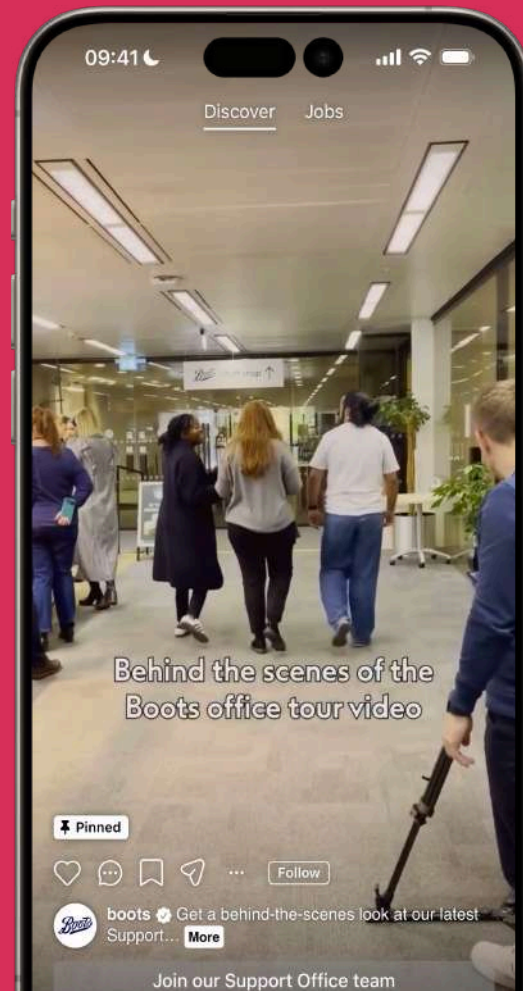
of employers don't have the resources, skill set or know-how to create content that cuts through & resonates.

Primary reasons HR / Talent teams struggle content for talent attraction:



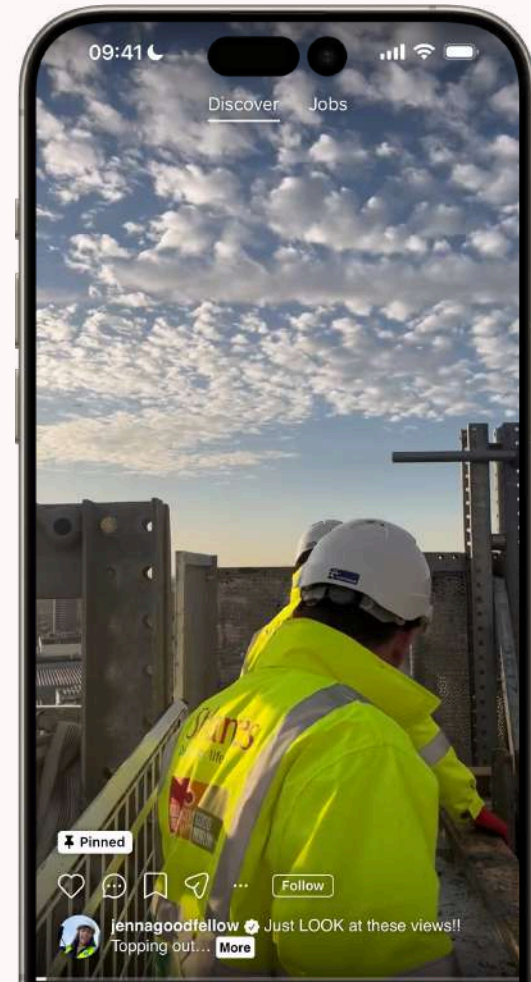
Put simply, if you're not effectively communicating your organisation pre-application, you're not attracting the right talent.

Here's some quick tips on how to stay ahead of the competition with your attraction strategies...



#1: Engage and utilise your early career employees to help with your attraction strategies.

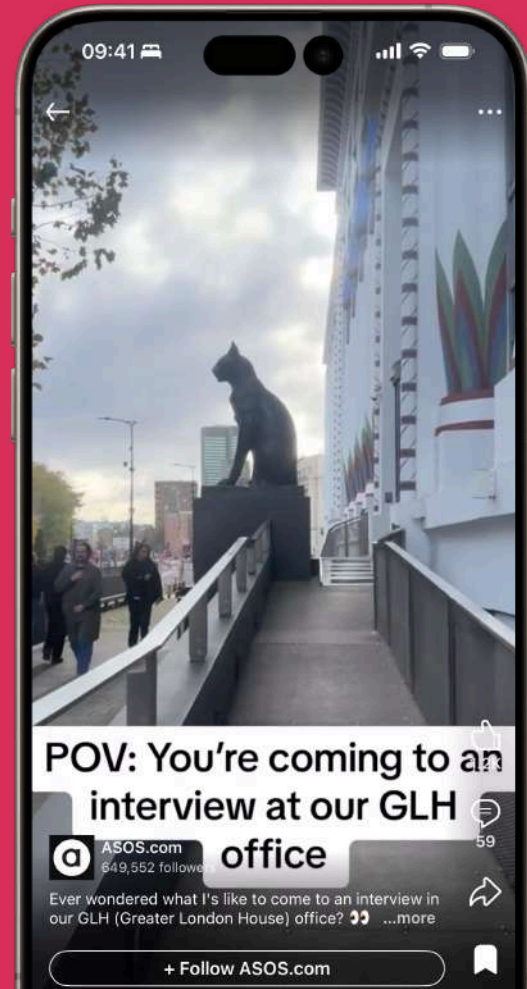
3x more effective to use employee-generated content because of its authenticity & relatability.



#2: Make sure you plan content strategies before launching specific recruitment initiatives.

76%

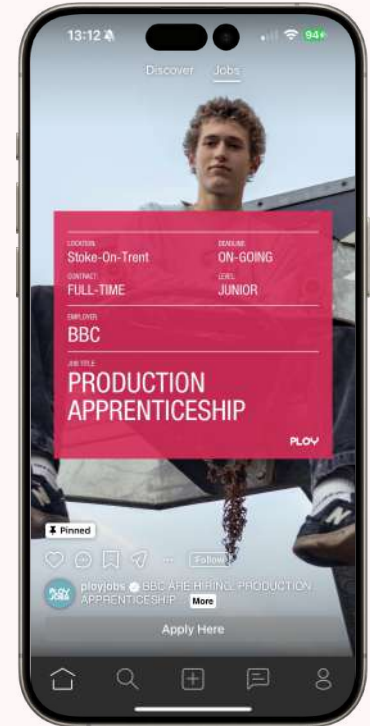
of early career talent engage with 3-4 pieces of content about your organisation before submitting an application.



#3: Understand how your employer brand and visuals impact attraction strategies.

Using diverse employees in employer brand content & job ads increases diverse applicants by up to...

46%



#4: Focus on the content that truly matters—one that drives engagement & creates impact.

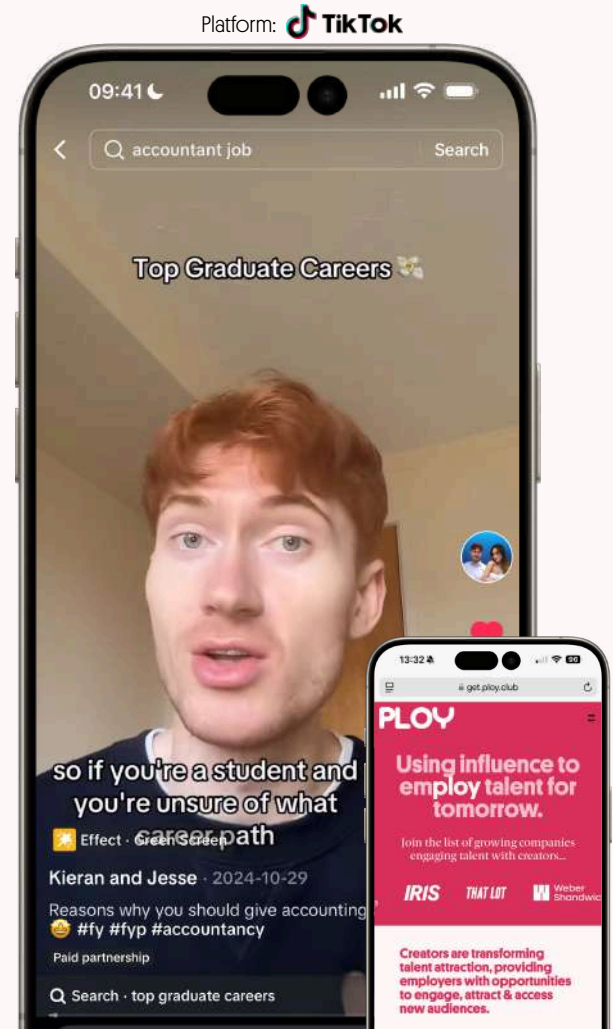
4x higher engagement rate on authentic and relatable content that provides an insight into your culture

The avg. engagement rate of different content strands:



#5: Go beyond your existing networks and utilise creators to access untapped audiences.

31% of 16-25 year olds discover new employers and future career paths through influencers.



So, how can you stand out as an employer?

P



PLAN to engage audience at least 6 - 8 weeks before launching initiatives.

L



LEVERAGE your employees to provide an authentic outlook.

O



OBSERVE how tailored / different creatives drive diverse applicants.

Y



YOUTH-CENTRIC content cuts through with next gen talent.

Thank you.

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For any additional information, please contact tim@ploy.club