

HOW TO SET UP AN
Effective
EMPLOYER REFERRAL SCHEME



Look, we want you to use our recruitment service, that's why we're here. But Net Natives are here to shake up the prehistoric recruitment model and help every company become better at recruitment.

We know that sometimes the best person is the friend of the friend already working for you. You just need to make sure you are getting the message out to them effectively.

This guide should be seen as a basic structure and you can always ask us for more advice if you need it.



**BEFORE YOU PUT ANY REFERRAL SCHEMES IN PLACE
CONSIDER THE *five key elements*:**

1 WHAT TYPE OF
PEOPLE ARE
YOUR SCHEMES
AIMED AT?

2 IS THERE
A DEFINED
TIMESCALE FOR
THE SCHEMES?

3 WHAT SORT
OF BONUS
SHOULD THE
HIRES REFLECT?

4 HOW DO THE
SCHEMES FIT
WITH THE
CULTURE
OF YOUR
COMPANY?

5 HOW WILL
YOU PROMOTE
YOUR
SCHEMES?

So, Rule Number 1.

Plan, plan, plan is the name of the game. The more you put in, the more you put out.



Rule Number 2.

Create an employee focus group, ask your key stakeholders what would incentivise them to refer people. Empower ownership from day 1.

How best to promote, what schemes would be best, are league table relevant, that sort of thing.

Remember that everyone is motivated differently, mix up the schemes and what people can get out of them.

Have fun with the process.

Rule Number 3.

Give the scheme an identity, a name and maybe even a logo. Make it stand out, make everyone know what they are talking about.

Establish timeframes and cut off points.

Be clear with the message and incentives.

Rule Number 4.

Promote Promote Promote You can offer your employees amazing incentives but if they don't know your referral scheme exists you won't get any referrals. Pretty obvious, really...

- Clearly explain the schemes with everyone in companywide of team meetings. Keep the schemes on the agendas.
- Use email, work notice boards, newsletters, whatever to keep everyone informed.
- Inform every new employee the scheme exists when they start working for your organisation.
- Even at interview stage let your candidates know about the scheme.
- If you use them, send out the details of the scheme with employee payslips.
- Encourage your staff to promote the scheme amongst each other and champion staff that uses innovative methods to promote it.

Rule Number 5.

Embrace and use relevant social media networks. Social Media sites are perfectly designed for you to promote a referral scheme as your employees and their friends are likely to use them. Take advantage of the fact that many of your employees will already be using them.

Not only should you encourage your guys to use their own LinkedIn, Twitter and Facebook network to promote the jobs and scheme you should at the very least...

Create a Referral Scheme Page on your Company page on Facebook and LinkedIn.

The page should have:

- Details of the incentives offered for successful referrals
- Information on all the jobs that you are trying to fill.
- Details of all the methods staff can refer people. e.g. email, phone, facebook application form etc.
- Clear and eye catching imagery to get everyone engaged e.g. images and video.

Regularly tweet about your scheme on Twitter making sure you engage with your network.



Rule Number 6.

Keep your career page up to date – make sure that your career site (or work for us page) reflects the fact that you are hiring and is as clear as possible as to the process.

Rule Number 7.

Always respond to every referral – you should ALWAYS respond to every applicant, but even more so when it is a friend of an employee!

Final Rule

Measure & Review - the only way you'll know if your referral scheme has been a success is if you can measure all the referrals you receive. Simple.

- Add all referred candidates to your applicant tracking system, even if it is just an excel spreadsheet. Even if they aren't suitable for the role you're recruiting for now, who knows, they could be perfect for a job you want to fill later on.
- Keep a referral database with a record of every referral made and who made the referral. This will be useful when you want to find out who to reward for the most successful referrals.
- Measure which methods work and increase that exposure. If you find a lot of people through, say, Facebook, maybe try some focused Facebook advertising next time round?

I HOPE THIS HAS BEEN USEFUL.

I think the key message is to give it a go and have a bit of fun with the format. If you need any help with structuring, branding or implementing your scheme, just get in contact.

01273 734 640 or **hello@netnatives.co.uk**



And as a little reminder about us...

Net Natives have fun with online recruitment, employer branding and employee communications and social media strategy for clever clients. If you want to take the hassle out of your recruitment we provide premium flat fee recruitment services from as little as **£575 with a money back guarantee.**

Here at Net Natives, if we know something we want to share it. Why not have a look at our other free manuals for other hints and tips for improving your recruitment.

Call us on **01273 734 640** or email us at **hello@netnatives.co.uk**