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Analysis of employer branding strategy of Facebook and experiences for Vietnam high-tech corporation

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Abstract

The topic "Facebook's employer brand strategy and lessons learned for Vietnamese technology corporations was conducted to learn and review recruitment brand strategies to enhance corporate value. through the case analysis of Facebook brand and brand influence on business value enhancement. Using 2 methods: theoretical research method and practical research method to analyze strategies, thereby helping to identify and position the brand to know the success in building the foundation. Facebook and draw strategies for Vietnamese technology corporations. Devise strategies to ensure long-term recruitment needs are met in order to raise the brand's position to a new level. From there, giving recruitment brand positioning results that create breakthrough values. We can build the staff and hire better employees than Facebook to take the throne in the world, setting the right direction for the company in the future.

Keywords: employer brand strategy, human resources, brand positioning

Introduction

In the current 4.0 technology era, the working environment is always the first consideration of candidates when looking for a job. An inspiring working environment will surely attract the brightest candidates. Of course, finding talented, qualified and experienced candidates in recruitment is also always the top concern of enterprises in developing a qualified staff for the company. According to Ms. Nguyen Vu Tu Anh - Human Resources Manager of Suntory Pepsico VietNam company mentioned, "Today, when talented people come to the company, first they have to be aware of how the company is, then they know how good the company is, whether all its values, culture, environment or career opportunities or all norms match their desires. From there, they decide whether to come to the company or not." In order for businesses to have those factors, the promotion of the employer's brand is put on top. According to human resources experts, most companies today are mainly interested in short-term recruitment purposes without a long-term employer branding strategy to attract and retain resources. Currently, the majority of candidates look for jobs on corporate websites, but the information about the brand on these means is still limited. And Facebook has always been known as one of the ideal working environments that many young people look forward to. So how can Facebook dominate in recruiting personnel as well as be known by many potential candidates and attract good candidates? The main answer Facebook has built for itself a reputable and reliable employer brand. Therefore, our team decided to choose Facebook as the object to analyze the employer brand strategy of Facebook implemented to get that advantage. In addition, through this topic, we will learn some useful experiences for ourselves and our future work.

Theoretical basis

1) Theoretical basis

Employer Branding (also known as Recruitment Branding) is a term used to refer to businesses that consider themselves an "employer of human resources" rather than simply "an enterprise providing goods and services to customers". sell". Employer Branding is a term used to refer to businesses that consider themselves an "employer of human resources" rather than simply "an enterprise providing goods and services to customers".

2) Employer branding strategy

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To establish a brand strategy, employers must go through 9 steps as follows:

Step 1: Assess the current state of the business

In order to build a strong employer brand, first of all, human resources workers need to rethink the current image of the business, from the working environment, leadership capacity, corporate culture and remuneration mechanism. This is the time to take advantage of both internal and external sources of the enterprise to accurately re-evaluate the employer's brand in the most accurate way.

Step 2: Determine EVP

After we have assessed the current state of the business, the next step we need to take is to determine the EVP. EVP (Employee Value Propositions) is a basic concept in the recruitment brand, which is the characteristics and benefits of an enterprise to encourage candidates to apply for jobs or create long-term motivation for current employees. By referencing both internal and external sources of the enterprise to localize the EVP factors of the enterprise, both ensure the difference and attract both candidates and employees.

Step 3: Promote your brand with images

Words can be important, but images are the most effective form of communication. 44% of people say they are more likely to interact with a business if the business posts images on social media. Their content can be employee moments at the company, some internal activities, the company's image at some events, the more realistic and close the image, the more effective the positive communication.

Step 4: Build a business recruitment page

The recruitment page is the official image of the business with the candidate, 80% of the workers search for job opportunities via the Internet, and the majority own at least one social network account for work as well as other social networking sites. personal purpose. Don't turn your job posting page into a long list of requests for experience and skills, make it a more engaging and lively job posting. However, you still have to ensure a professional job site based on the following criteria:

- Friendly interface.
- Simple to use.
- Simplify the direct registration process.
- Express corporate image and culture.
- Constant updates and frequent interactions.

Step 5: Create recognition from the community

Any message you put out is less convincing without third-party endorsement. Community events, awards, press launches, meetings with representatives from the government and ministries will greatly help the employer brand in particular and the corporate brand in general.

Step 6: Build a job description

Perhaps not too much to say about the importance of a job description. A clear, coherent job description is not only a minimum for assigning responsibilities to company employees, but also helps to screen candidates, which is proof of the company's professionalism. Instead of trying to be creative but elusive, an accurate job description is more

effective. Here are five tips for building a good job description:

- Clear job title and keyword optimization for search.
- Give a specific picture of the role of the position for the business.
- The beginning of the work is clear and specific.
- Details of benefits and working environment.
- Work requirements should be kept to a minimum.

Step 7: Optimize candidate experience

Each candidate is a customer and recruitment is the process of convincing the candidate to use the service. The candidate experience in the hiring process is the same as any customer's experience when purchasing a product: no one expects a complicated process or poor service.

Step 8: Call for sharing from employees

Typically, active employees will be willing to refer suitable candidates they know to the company, while disgruntled employees will not. A successful employer branding program is when it can promote internal candidate referrals; This not only helps the company get a large source of candidates, but also spreads the image of the business more widely.

Step 9: Evaluate and measure

If you don't measure your employer brand, you won't be able to manage. Here are a few metrics you can measure after employer branding:

- Employee engagement level with work.
- Percentage of employees who continue to stay with the company after the probationary period.
- New hire quality.
- Cost per new employee.
- Number of applicants.
- Recruitment time.

Just mastering the knowledge of communication, you have brought your company's recruitment brand to a large number of people. Start building a strong employer brand right now as a great milestone in your HR career.

Research Methods

Scientific research methods are divided into two basic groups. Practical research methods and theoretical research methods.

Theoretical research methods : Based on available information and databases in documents and documents to draw scientific conclusions for the research problem. Includes methods:

- The method of classification and systematization of the theory
- Historical method
- Hypothetical method
- Methods of analysis and synthesis of theories
- Modeling method

Practical research methods: Including methods applied directly to the research problem in practice to help researchers understand the nature and laws related to the problem:

- Investigation method
- Scientific observation method
- Scientific experimental method
- Analytical method summarizing the experiment

- Professional solution

From the above methods combined with the general application of knowledge about Brand Management and other related subjects such as: Basic Marketing, Consumer Behavior, Business Psychology in analyzing strategies from which to help brand identity, brand positioning to know the success in building the Facebook platform for about 18 years, which has always been the most popular and leading platform of the company of many countries in the world including Vietnam.

3) Research Result and Discussion

a) Overview of Facebook

Today, businesses face many challenges in finding candidates for important positions. Add to that the challenges of the candidate's job search experience, and the application process has become more complex than before. Moreover, young candidates have more technology knowledge and understanding, they research the company and its working culture through online tools before applying. As one of the social networks owning more than 76 million users out of the total population of the country (according to Vietnam Digital Report 2020), Facebook has been and continues to be one of the essential Employer Branding channels to attract talent . On Facebook, your Employer Brand will become trusted starting from the official communication page you create, such as: ABC Vietnam Careers, ABC Work Life. If you are just starting the process of building Build a Facebook Employer branding strategy for your business. In short, in order for employers to find the right candidates, it is necessary to start building a stronger employer brand.

Facebook is an American social media and online social networking service founded in 2004 owned by Meta Platforms based in Menlo Park, California . It was founded by Mark Zuckerberg, along with fellow Harvard University students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. It is considered one of the Big Four technology companies along with Amazon , Apple and Google. Facebook's key management staff includes Mark Zuckerberg (Chairman and CEO), Sheryl Sandberg (CEO), David Wehner (CFO), Mike Schroepfer (Chief technology officer), and Chris Cox (Product Manager). As of June 30, 2017, Facebook has 20,658 employees. Facebook ranks 76th on the 2018 Fortune 500 list of the largest US corporations by total revenue. The majority of Facebook's revenue comes from advertising. Microsoft is a special partner of Facebook for banner advertising services , and Facebook only posts ads that are part of the Microsoft advertising network. According to comScore, an internet market research company, Facebook collects as much data from visitors as

Google and Microsoft, but less than Yahoo! . In 2010, the company's cybersecurity team began to expand efforts to prevent malicious and sabotage from users. On November 6, 2007, Facebook implemented the Facebook Beacon to prevent attempts to advertise to a member's friends using the member's personal information. The Facebook service can be accessed from Internet -connected devices , such as personal computers , tablets and smartphones. Once registered, users can create a custom profile that discloses information about themselves. They can post text, photos and multimedia shared with any other users who have agreed to be their "friends" or with other privacy settings publicly. Users can also use various embedded applications such as Facebook Messenger, join interest groups and receive notifications about the activities of their friends and the pages they follow. Facebook claims that it has more than 2.3 billion monthly active users as of December 2018. However, it faces a major problem with a flood of fake accounts. Facebook has caught 3 billion fake accounts, but the accounts it misses are the real problem. Many critics question whether Facebook knows how many real users it has. Facebook is one of the most valuable companies in the world.

Some Employer Branding tips are available on Facebook

- **Video format**, with this trend is gradually dominating on social networks and ushering in a revolution for modern content marketing. Nearly 60% of internet users watch videos every day, and the specific number on Facebook is 500 million (according to HubSpot). In the future, this number will continue to increase. If video is still not part of your Employer Branding strategy, then take the time to invest in it and attract more targeted candidates. There are many different video formats on Facebook that you can use to bring your Employer Brand to life.
- **Create organic content**, with Audience Optimization, you can now precisely target your company's page followers to share content with the right audience at the right time. Your Fanpage will have this feature by default if it is an English-language Page and has more than 5,000 likes. Otherwise, you can use this feature when setting up individual posts using Publishing Tools or Creator Studio on Facebook Business Manager. "Limit Audience" and "Priority Audience" features on Optimizer Audienceization allows you to prioritize who sees your posts based on demographics, including location, age, interests, gender, and language.

- **Pages to Watch** is a little-known feature, but it comes in handy if you want to compare and see what your competitors are saying about their Employer Brand. You need to have at least 100 page likes before this feature is available to you. The Pages to Watch feature allows you to follow other Facebook pages to see what they post, when and how often they post, and their growth and weekly engagement. This information can give you better strategies for how often and when to post.
- **Event Promotion** 550 million people use Facebook's event creation feature every month, and 35 million people view a public event every day. If you're opening a new store, holding a hiring event, meeting a professional, or have a concert coming up live on Facebook, promote it by creating an event. Also share it in News Feed to create buzz, engage attendees, and keep promoting until event day.
- **Job posts**, with the "Jobs" button on the status update bar, Administrators can directly post job ads on Facebook, track and contact candidates directly through Messenger. For now, this feature may be suitable for small or start-up companies with fewer open positions. For companies with more workloads and vacancies, it may not be practical to update the entire series of positions the company is seeking. Instead, you may want to consider running Facebook ads or sharing posts about job opportunities to bring candidates back to the career website and apply directly, from which CV will be sent to the system according to the job posting. candidate tracking (ATS) instead of a separate platform.

b) Research results

i) Facebook's employer branding strategy

- Introduce your business to your followers through articles: Posts and stories can promote your business to the world. Use these free tools to communicate with your audience and establish relationships with your followers.
- Raise awareness for your business with an ad campaign: Use the brand awareness advertising objective to increase awareness and reach new people who are likely to be interested in your business friend.
- Tell your brand's story with video ads: You can run video ads to showcase your business to customers who are

likely to be interested. Use metrics like video plays or watch time to measure performance.

- Guide customers by directing them to your website: Use Website Visitors ads to drive interested customers to your website - where you can tell them about products or services that I provide. You can use metrics like clicks and views to measure the effectiveness of your campaign.

ii) Lessons learned for Vietnamese technology corporations

- It is necessary to clearly define the important role of technological innovation research in the context of socio-economic development (economic policy is the decisive factor).
- Building a brand to reach out to the big sea from the core competitive advantage.
- Consistency in building brand image.
- Brand building on Vietnamese spirit.
- Vietnamese technology groups should import or transfer technology to promote technology development for their businesses to have more development advantages and keep up with the current 4.0 era.
- Develop training programs aimed at improving human resources in science and technology. In order to have an effective training program, Vietnam needs a method to find talent for special training instead of widely applying it to reduce unnecessary investment costs. Invest in improving human resources through training courses in more developed countries to learn from experience.
- It is necessary to clearly define the order of priority for each specific industry corresponding to the development stages in order to have a key scientific and technological development orientation.
- Recruitment branding helps to imprint outstanding information about the business in the minds of potential candidates. With that foundation, when businesses need to recruit, most candidates already have certain information about the business, so it will be easier to approach and persuade candidates to make decisions. The recruitment process will also be faster and more economical when the brand of the business is familiar to the candidates.
- Everyone has a tendency to want to present themselves in well-known, well-known environments. A good employer brand is like a company's branded jewelry for employees. This is always an important factor to help maintain stability in the scale of personnel. When the employer brand is strong enough,

each employee will also be an external ambassador for the company's recruitment brand.

- Talent is the resource of the nation. Recruiting talent is difficult, retaining them is even harder. Building an Employer Branding strategy is an effective way to prevent "brain drain" in businesses

c) Discussions

Enterprises need to have good and attractive strategies to attract as many talents as possible with more creative recruitment branding strategies, make a good impression on the recruitment market, highlight If you can highlight the company's values over your competitors, it is important to attract quality candidates.

Enterprises must create a happy working environment, solidarity, frequent interaction and cohesion into a strong team. Employees in the organization always help each other in work and life. The good news is far away; the candidates will also come to you more. Not to mention, this also helps to improve employee engagement in the organization.

Today's workers care a lot about career development. In fact, 60% of millennials work somewhere that offers more career growth opportunities than somewhere with a regular raise. However, according to our research, only 25% of employees feel their current employers emphasize full development opportunities for employees. So, to attract candidates, you must make your company stand out by prioritizing the development of career opportunities for employees. You can find out their aspirations by taking online tests on their expertise, qualifications and job desire in the short and long term. Invite experienced leaders or leading industry experts to present employee training sessions. Invest heavily in training and coaching activities.

The way to attract recruitment candidates that employers should pay attention to is to focus on an attractive and impressive job description and, if possible, alternate a bit of humor and fun. The job description is the communication document in the employee recruitment process. This is also considered the content, message, and recruitment brand that businesses want to convey to their candidates.

Through JD, candidates can capture information such as: what employees do, job requirements, rights and obligations, address and working time. Depending on the process and requirements, businesses can provide job descriptions for employees. Invest in job descriptions, because that's the key to attracting more qualified candidates to your business.

4) Conclusions and Recommendations

a) Conclusions

Building an employer brand strategy is considered an effective strategic option to create competitive advantages and sustainable development, to help attract and retain talents as well as reduce costs and make an impression. good increase brand reputation. The positioning and affirmation of the Facenook brand in the market has had an effect on enhancing the value and image of the company. The brand Facebook social network has contributed to social change and is the success of the strategies that the company has set out to be in the strong position it is today.

b) Suggestions

i) Recommendations for Vietnamese businesses

Enterprises that can locate the prestige, importance and influence of the brand in the market, need to seriously invest in the management system as well as the business needs to be balanced, to solve pressing issues of great importance. affect the reputation as well as the value that the company has built in the past time. Enhancing the value of the company needs to be built in the long term with a plan, strategy, clearly defined goals and vision in the future to effectively build a brand and affirm its position. higher than the competition and enhance the company's brand to be known at home and abroad.

ii) Proposing to the Government to enhance the brand value of Vietnam

The government needs to come up with more effective policies and management mechanisms to protect Vietnamese brands, create consistent policies and mechanisms across the country, create trust in businesses, and build and promote the image, the national brand of Vietnam is known more.

Proposing decisions on socio-economic development, associated with the brand to develop, propagate and foster awareness of the brand's role.

Regularly propose coordinated activities and events between ministries, sectors and businesses to promote Vietnamese brands, Vietnamese people, national brand enterprises to facilitate the development of Vietnamese brands.

Support for brand development costs, booth costs at trade events, trade promotion fairs and support for consulting costs on trademarks, business issues and development of modern operation lines chemical.

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