

## Checklist

- ☐ Distinguishable and powerful employer brand
- ☐ Active social media accounts
- ☐ Positive company culture
- ☐ Good reputation
- ☐ Promote internal promotion
- ☐ Reward systems and regular feedback
- ☐ Persuasive marketing techniques
- ☐ Strong presence online, including a detailed and attention-seeking website
- ☐ Reassure candidates that they will have a say in decision-making
- ☐ Sell the organisation like a product and advertise it as often and as positively as possible