A Guide to

#HootsuiteLife

Driving Hootsuite's Employer Brand

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This document is a resource for Hootsuite's Talent team.

In four years, we've grown from 20 to close to 1,000 peeps with offices in 10 countries!

Our amazing employees and the unique culture we've created is vital to our success as we continue to hyper grow.

This guide aims to share why people choose to work with us and how we can continue to **attract the best people on the planet**.

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Guide Overview

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Why

Level Set: Employer Brand

"...the challenges and opportunities faced by chief human resources officers increasingly parallel those facing chief marketing officers."

The Economist
Future of HR Report

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Our Employee Value Prop

At **Hootsuite**, we're revolutionizing communications via social and transforming messages into meaningful relationships.

Our team is comprised of passionate, egoless peeps having fun building something bigger than themselves.

Each day, **you** will bring our core values to life through your actions and collaboration with our team, our customers, and our community.

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Our Values

It all starts here. This is who we are and defines how we get things done.
Values alignment, aka "fit", is a non-negotiable.

Passion in all we do

Lead with humility

Respect the individual

Build a better way

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Bringing Our Values To Life

This section has competitive intel.

But to give you an idea of what to put here, ideas include:

Vetting for values - how you interview and potentially quantify your specific values during the interview process

Living your values - provide examples to candidates of how you walk the walk

Aspirations - share what you are still working on or need to focus on currently. No one is perfect, be honest about

This section has competitive intel.

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We're a B Corporation

Being a certified B Corp is another way we show our values in action and how we hold ourselves accountable.

We've included some positioning here for you that shares how we incorporate **all stakeholders** from shareholders, employees, to community into our organizational purpose.

Certified
B
Corporation™

Why are we doing this?

1. Attract and retain the top fucking talent on the planet!

2. Ensure our team is singing the same song when speaking to candidates.

3. Inform prospect decisions by sharing an open view of our employee experience.

4. Provide an inclusive global representation of Hootsuite through storytelling.

5. Lead the way in Social HR and share our work openly, both internally and externally.

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But we already have a manifesto?

Fact. These guides work together to support one another as an internal and external content partnership. They don't compete.

Simply put - the manifesto you'd share with a candidate, this one is intend to support you!

You might even see some of the same slides in here...it is intended to reinforce connectedness.

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What

Our Foundation

1. **Social** is part of everything we do

2. **Content** that shows our values in action

3. **Compelling storytelling** that shares the authentic employee experience

4. **Empowering employees** to share their unfiltered voice

5. **Lead by example**, inside and outside of the organization

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What we're trying to achieve

This section has competitive intel.

But to give you an idea of what to put here, ideas include:

- **Annual Organizational Goals**

- **Annual Department Goals**

- **Strategic Initiatives**

- **Talent Brand Objectives**

This section has competitive intel.

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What does success look like?

Include qualitative and quantitative measurements and targets for your team. We share these in our monthly meetings to our team, our leaders, and our employees.

This section has competitive intel.

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How

Together.

Success is completely dependant upon one another. Not just on the team, in the whole organization. This can't be one person whose "job" this is.

Of course, that is hard when there is so much going on to #bsu internally to compete with.

So we will focus our efforts on **collaboration over competition** to:

- **Build such cool shit**, we elicit a "share without asking" response from our audience

- **Beat early adopters** to the punch to move first

- Take a **help before asking approach** to our customers, employees, and community

- **Be the best use case** department example internally of innovation in brand and social

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YES! How and where do I start?

There are two places we currently focus your efforts for impact:

1. The daily grind: we believe our EB to be a living, breathing thing. As this frontier evolves frequently, we will be hosting training of us all to keep up with the early edge. Know you're encouraged and free to share your learnings (#HROS), #HootsuiteLife, feelings, #HootDogs, and whatever else you feel you'd like to put out there.

2. The activation push: we are consistently driving activations to pump up the jam. When these arise you will be educated on our social internal communications tool, Facebook at Work, or in team huddles. #noowlleftbehind

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Start Guide for Newbies

1. **Update** your LinkedIn, Twitter, and all desired social profiles

2. **Engage** and share on social channels using Hootsuite

3. **Keep an eye on** our hashtag communities (#HROS #HootsuiteLife #HootJobs) and RT

4. **Join our monthly** #HootJobs recruiting Twitter chats

5. **Use the content asset library** for popular posts

6. **Share ideas and suggestions** on new ways to bring #HootsuiteLife to life

7. **Continue** being your awesome self!

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Where do I go for everything?

Right!?!

We are currently working on centralizing ALL resources, tools, and learnings in an LMS (learning management software) or something similar for next year.

Until we iterate bear with us by using this document and the two provided.

#buildingabetterway #staytuned

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First Stop: Social

We are a social organization

Social is in our DNA and the passion for the space connects us all.

Our team is at the forefront of building a best in class example of a social organization so as you are about to see...it is at the forefront of **everything we do!**

We educate before we empower you on each social imperative but here is a run down of our strategy and a few key things to help you focus your day to day actions...

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Positioning: Social Strategy

This is competitive intel but your social strategy should include key goals, vehicles, KPI's, and success measures you'll use to track and refine your social activities. #AlwaysBeMeasuring #AlwaysBeAdjusting

This section has competitive intel.

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Key amplification communities

#HootsuiteLife

#HootsuiteLife is our primary Employer Brand vehicle. It allows all employees to share their work experience across social networks. We use this campaign view to share with prospects and embed in recruiting materials to present a branded collection of #HootsuiteLife content.

#HootJobs

#HootJobs is a newly launched monthly chat with our recruiting team held the first Wednesday of each month from 12-1pm PST. This chat allows prospects and candidates to engage directly with members of the recruiting and hiring teams.

#HROS

Open Source HR is an effort to "work out loud" and share how we work in HR. HR members are encouraged to share what they're working on and learning via Twitter using #HROS. We'll also be releasing case studies providing a detailed breakdown of HR projects.

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Key Social Channels

1. [Twitter](): **A, R, B, D**

2. [@Hootsuite Facebook](): **A, R, B, D**

3. [LinkedIn Careers Page](): **P, R, B, M**

4. [Tumblr](): **P, B**

5. [Flickr](): **P, B**

6. [Soundcloud](): **A, B, M**

7. [@Hootsuite Instagram](): **A, B, M**

8. Periscope @hootsuitelife: **A, B, M**

*Note: this slide will continue to evolve as new platforms emerge and our EB strategy shifts.

Legend:

A: Active channels

P: Passive channels

R: Recruiting channel

B: Branding channel

D: Daily activity

M: Monthly activity

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Positioning

Global Market

This is competitive intel but ultimately, we aim to answer one simple question to arm our recruiters...
What Makes Us Unique?

This section has competitive intel.

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Think Globally

N. America

LATAM

EMEA

APAC

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Execute Locally

This is competitive intel but include some ideas of what to put into your recruiters hands to help prepare them on the global market.

We look at things like:

1. Local EVP

2. Local Talent Landscape

3. Local Social Landscape

4. Our customers

5. Market Positioning

6. Differentiators

7. Competitors

8. Hootsuite Brand Resource links

This section has competitive intel.

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Department Assets

Engineering

[Guilds](#)

[Guru Track](#)

[Lightning Talks](#)

[Code Blog](#)

[Code With Us](#)

Marketing & Community

[Blog](#)

[Social Game of Thrones](#)

[Mean Tweets](#)

[Ambassador Program](#)

Sales

[Customer Stories](#)

[Resource Library](#)

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Communication

All of our communication should sound like people talking to people.

Regardless of the scenario, our communication should always be reflective of at least one, if not more, of the following:

We're clear; but not dry

We're welcoming; but not intrusive

We're fresh; but still accessible

We're confident; but not boastful

We're witty; but not silly or sarcastic

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Our Tools

Repping Hootsuite

LinkedIn:

1. Summary

    a. Include details about the types of positions you recruit for in your Summary to make it easier for prospects to find and get to know you.

2. Hootsuite Experience

    a. Embed the Hootsuite Manifesto in your Hootsuite experience

    b. Include #HootsuiteLife (with this link) in your Hootsuite experience

    c. Include a link to the career site

3. Example

Twitter:

1. Include @Hootsuite and #HootsuiteLife **in your bio**

2. Follow and regularly share the Hootsuite Recruiter List

3. Promote and participate in the #HootJobs Recruiter chat

4. Promote and participate in #HootHROS open source HR sharing

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Internal Tools

We "eat our own dogfood" by utilizing our tools in partnership with others we can integrate.

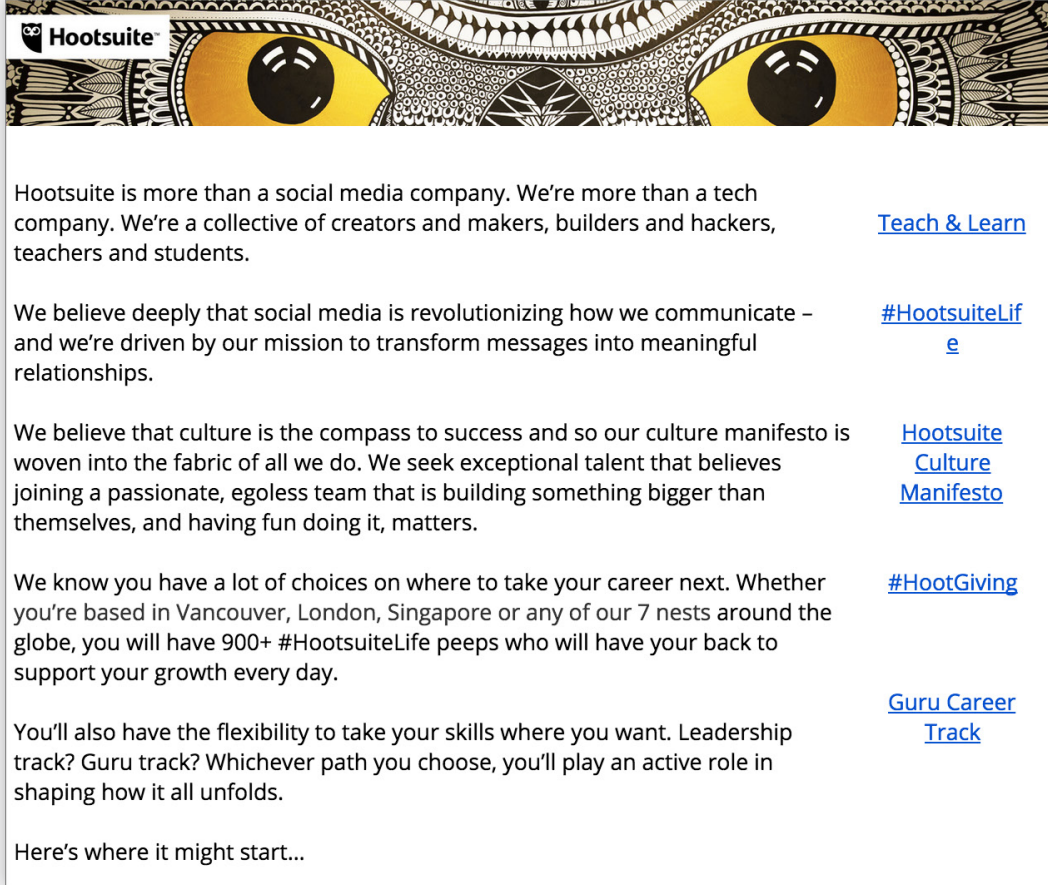But we also look at giving facelifts to long existing re-sources in HR.

This section has competitive intel.

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Job Descriptions

Format: JD Template

Tone: The job should be written as if speaking to a candidate ("You", not "We"). It should be light, fun, honest, and informative.

Length: Prioritize mobile view experience. Target 3-6 bullets on responsibilities and qualifications.

Hootsuite is more than a social media company. We're more than a tech company. We're a collective of creators and makers, builders and hackers, teachers and students.

We believe deeply that social media is revolutionizing how we communicate – and we're driven by our mission to transform messages into meaningful relationships.

We believe that culture is the compass to success and so our culture manifesto is woven into the fabric of all we do. We seek exceptional talent that believes joining a passionate, egoless team that is building something bigger than themselves, and having fun doing it, matters.

We know you have a lot of choices on where to take your career next. Whether you're based in Vancouver, London, Singapore or any of our 7 nests around the globe, you will have 900+ #HootsuiteLife peeps who will have your back to support your growth every day.

You'll also have the flexibility to take your skills where you want. Leadership track? Guru track? Whichever path you choose, you'll play an active role in shaping how it all unfolds.

Here's where it might start...

Teach & Learn

#HootsuiteLife

Hootsuite Culture Manifesto

#HootGiving

Guru Career Track

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Email

Job search can be nerve-racking. Keep this in mind in your email communications with prospects. Things to strive for: warm, timely, direct, empathetic, open, honest, clear. Reinforce our Employer Brandchannels, as illustrated in our iCIMS email templates below, wherever possible.

Ways You Can Learn More About #HootsuiteLife:

While you're waiting to hear back about your application, we encourage you to get to know us better through some of the following channels.

- Hootsuite Culture Manifesto
- #HootsuiteLife
- Twitter: @HootsuiteLife
- LinkedIn: Hootsuite

- SoundCloud: HootsuiteLife Story-Telling Lab
- Flickr: #HootsuiteLife
- Hootsuite Recruiter List on Twitter

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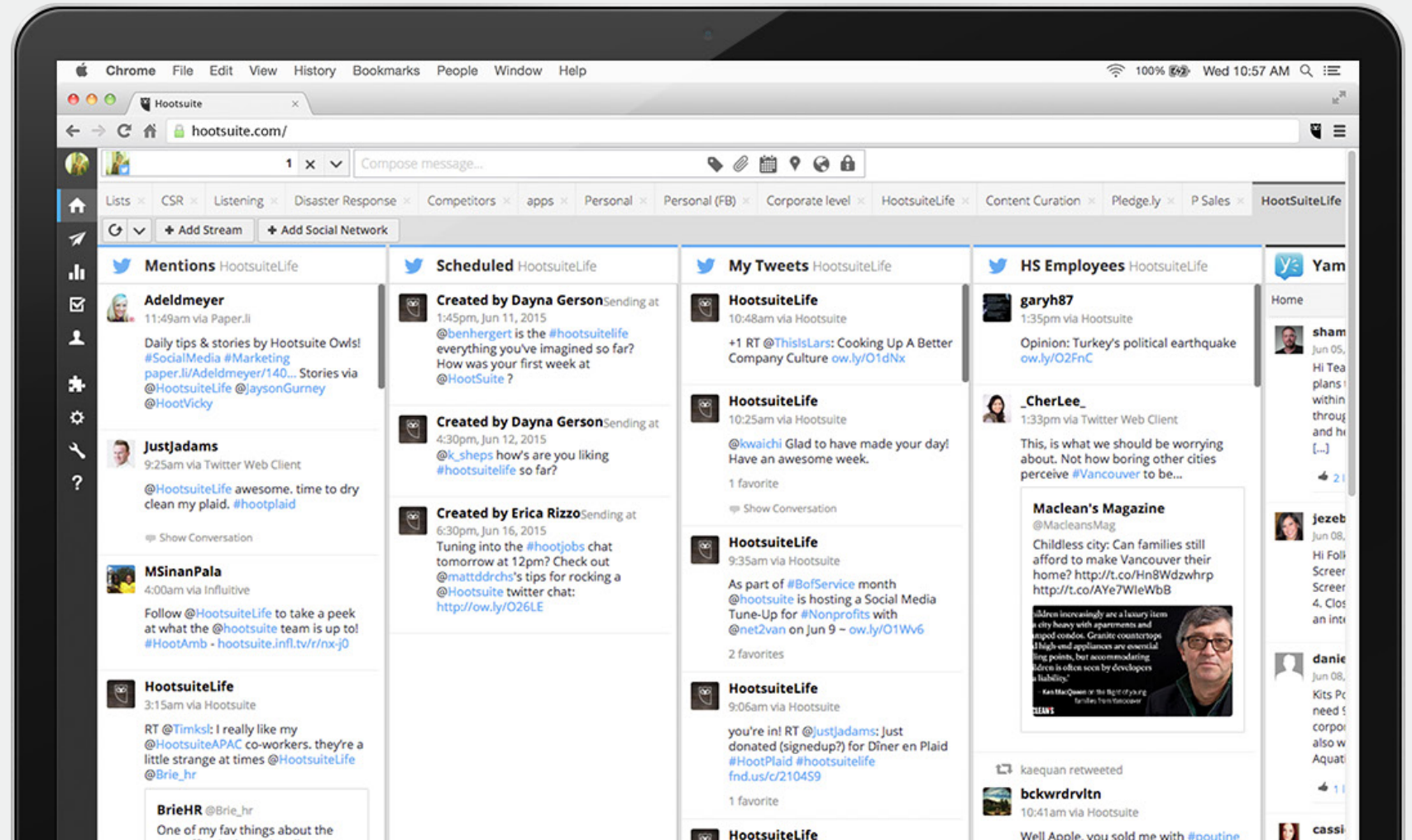# Branded Visual Assets

Photos of our peeps with embedded #HootsuiteLife and hootsuite.com/careers to reinforce our anchor recruiting assets. Use these branded images with social shares for more impact.

Hootsuite.com/careers
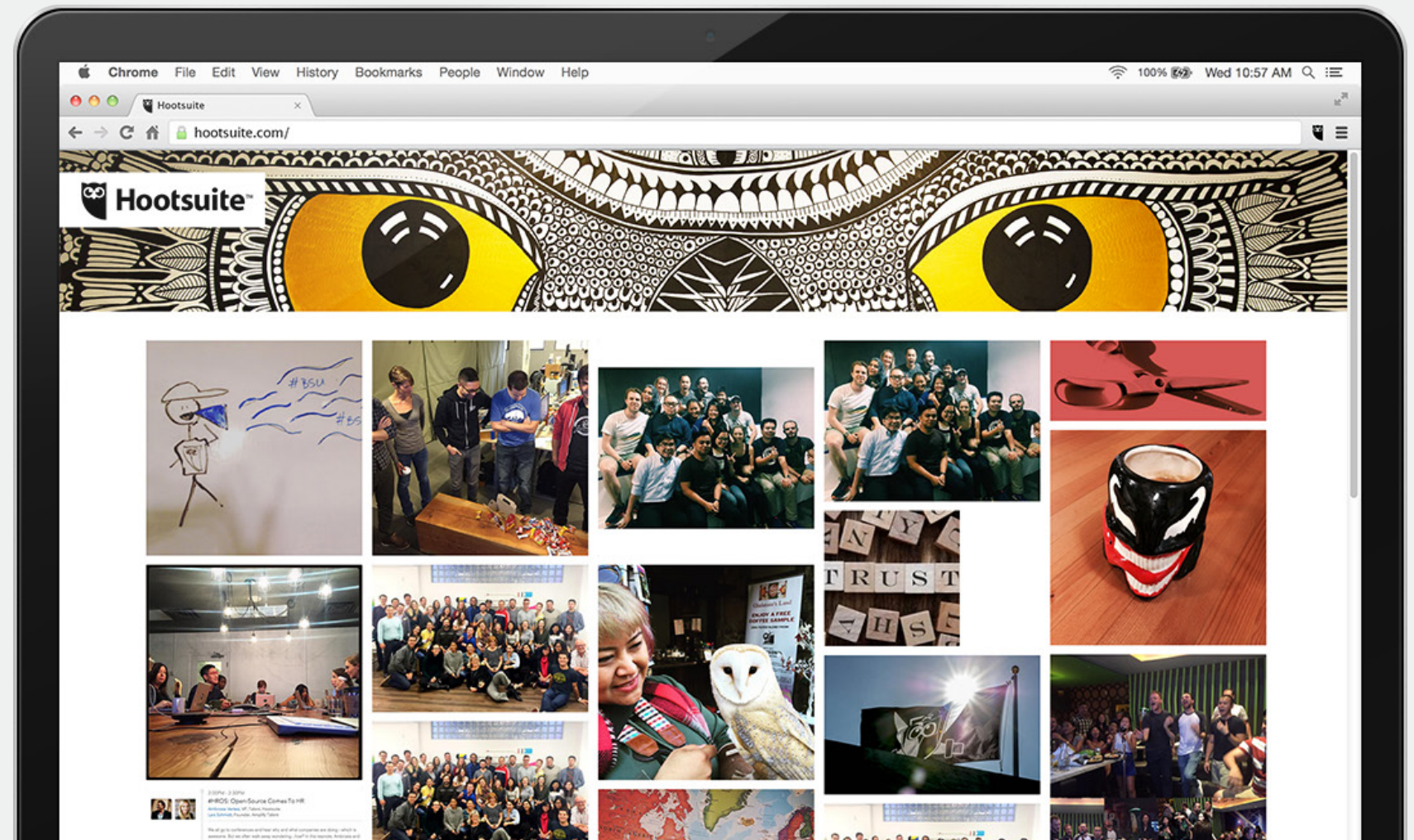
#HootsuiteLife

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#HootsuiteLife Tab

Our collaborative social dashboard for smoother team coordination and activity.

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#HootsuiteLife Campaigns

The Campaigns url aggregates all #HootsuiteLife content in a branded platform.
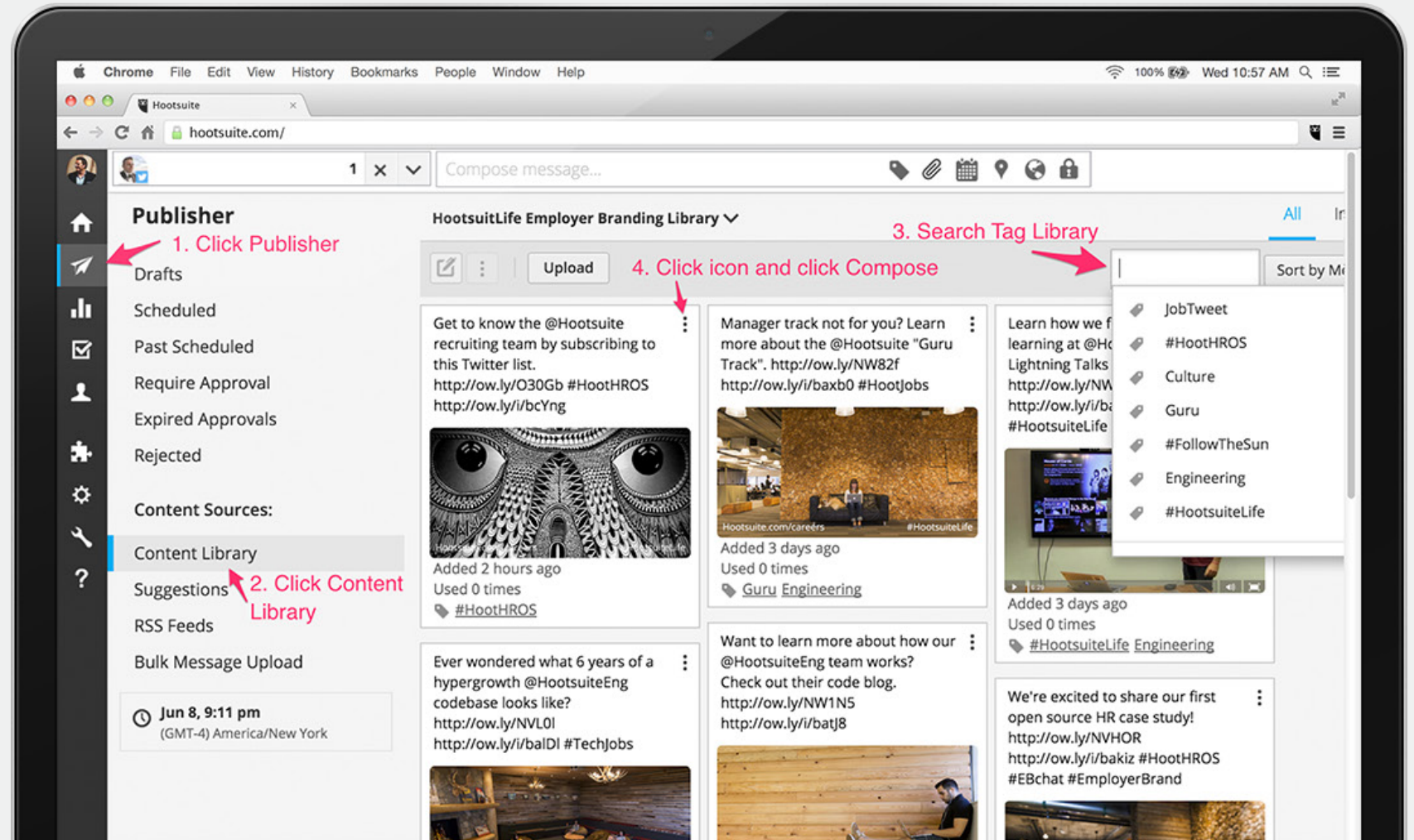
[This url](#) should be used to share with prospects.

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Employer Branding Asset Library

Launched to make it easy for you to amplify our programs, initiatives, and resources across your social channels.

Allows you to search and share media-rich updates on any network with a few clicks, and is updated regularly.

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Event Activations

This is competitive intel but your event activation strategy should include how your recruiters and employees should represent your company at events, including what tools and resources they should be prepared to share and before/during/after engagement opportunities.

This section has competitive intel.

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Campaign Examples

#FollowTheSun

Operation #FollowTheSun was a global employer branding campaign on Periscope used to highlight our peeps and global offices.

Channels

1. **Blog Post**
   a. Pre-launch Blog Post
   b. Post-launch Blog Post
2. **Social:** @Hootsuite, @Hootsuitelife, @HootsuiteLife Periscope
3. [#HootHROS Case Study](#)

Steps To Develop & Launch Campaign

4. Create a marketing brief (who, why, what, how)
5. Follow the Marketing Requests procedure

Periscope Live Broadcast Schedule			
Hootsuite Office	**Timezone (GMT)**	**Timezone (PST)**	**Hootsuite Owl**
Singapore	GMT+8	7AM PST	@deanbrks
Romania	GMT+3	8AM PST	@mihneadb
UK	GMT+1	9AM PST	@holeytonal
Commercial Break with our CEO	GMT-7	9:05AM PST	@invoker
Brazil	GMT-3	10AM PST	@hoot_cferraz
Boston	GMT-4	11AM PST	@bpcockerell
San Francisco	GMT-7	12AM PST	@kimitated
Vancouver (HQ 2)	GMT-7	1PM PST	@mohamedzahid02
Vancouver (HQ 1)	GMT-7	2PM PST	@noelpullen

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#HootJobs Recruiter Chat

The #HootJobs Recruiter Chat is a monthly twitter chat where the Hootsuite recruiters answer questions and engage prospects.

1. Channels

   a. Launch Blogpost

   b. Social: @HootsuiteLife and #HootJobs hashtag, participant handles

   c. Storify recap of our first chat for reference

2. Steps

   a. Promote to your networks ahead of the chat date

   b. Configure your Hootsuite dashboard ahead of the chat (guide)

   c. During chat - answer Q's, engage participants, have fun

   b. After the chat - check your @ mentions for Q's you may have missed

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#BCorp Initiative: #BofService

The B Corp community offers opportunities for B Corps to engage every month. June was volunteer month for all #BCorps and here's how we took part.

1. **Channels**

    a. Invite offices to participate after5@hootsuite.com

    b. Share in #BtheChange Fb@Work Group

    c. Promote to #BCorp community on B Hive

    b. Blogpost: 2000+ organic social shares

2. **Assets**

    a. B Corp ad, B Corp logo

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Open-Source HR (#HROS)

Open-Source HR (#HROS, formerly #HootHROS) was launched as a way to "work out loud" and share our work to give back and inspire the HR community as we've been inspired. It was originally launched under our Employer Brand umbrella, but has not grown into a movement beyond Hootsuite. Open-source HR is comprised of two primary components:

1. Channels

    a. Social Media Shares - share links to articles, hacks, white papers, etc that are educating or inspiring you

    b. Case Studies - Case studies are the "meat" of HROS. A HROS case study break down the key elements of a successful HR campaign or initiative. Each case study consists of the following components: what the campaign is, the problem you're trying to solve, how we executed, results and metrics, what we got wrong, and key takeaways for HR.

2. Assets

    a. HROS Case studies

    b. Hootsuite.com/HROS

    c. HROS.co

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What's Next?

What's Next?

Employer Branding is dynamic, as will be our approach. We'll iterate and explore.

Here are a few of the things we're thinking about...

- More audio/storytelling

- Stronger video strategy

- More Periscope / live streaming integrations

- Expanding #HROS with more contributing companies

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What should we be exploring?

We're all shepherds here, so if you have an idea on how we can share the employee experience let us know!

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