



HOW TO IMPLEMENT AND PROMOTE COMPANY CULTURE

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A strong company culture is essential for attracting and retaining top talent. It is also directly linked to higher employee engagement, as well as lower turnover. In fact, **employees that are engaged** with their company culture are 59% less likely to look for a new job in the next 12 months, according to a **Gallup** study.

As is mentioned in our blog on building a strong **company culture**, you have to implement and promote this culture within your organisation in order to keep your employees engaged, motivated and productive. You can do this by:

1. Leading by example
2. Always communicating
3. Utilising social media
4. Perfecting your careers page



Lead by Example

According to **Silicon Republic**, good company culture trickles down from the top of the organisation. In order for your employees to engage with and believe in your company culture, **managers, leaders and CEOs must be the first people to illustrate a positive culture in the workplace.**

Whatever unique values or mission your company culture is aligned with, your leaders should demonstrate it with every action and behavior in the workplace. For example:



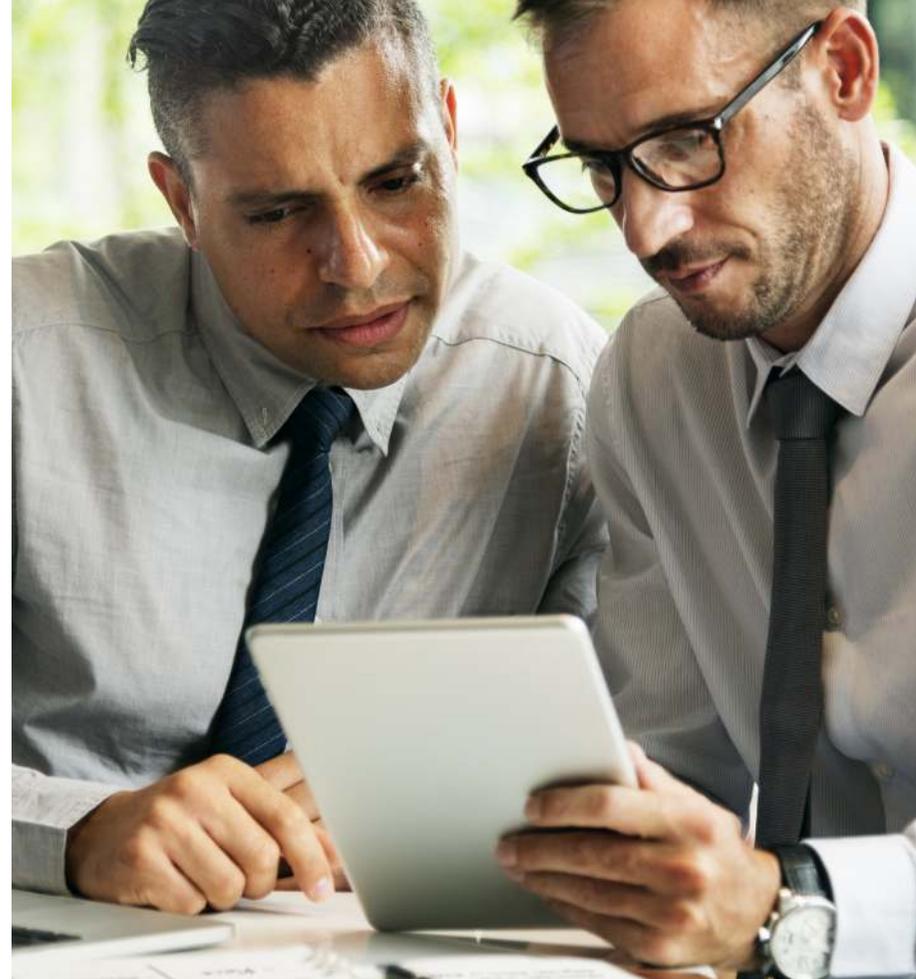
If your company culture is founded on creativity, your managers should be leading brainstorming sessions and generating creative projects or outlets for your team.



If your company culture is founded on health and wellness, your leaders should be organising group based health-centric activities and promoting workplace wellness programmes.



If your company culture is founded on work-life balance, your supervisors should take their annual holidays and email team members only during work hours.



Erik Severinghaus, AVP of **DocuSign**, which has a company culture that values hard work and respect says, “I try to work harder than anyone else, never be too good to do the jobs that no one wants to do, and most importantly treat everyone with honesty and respect.”

Always Communicate

In order to ensure your company's culture is attractive to both current and potential employees, **communication is key.**

As **Derek Flanzraich**, the CEO and founder of **Greatest**, says, "Each morning, we get together for the only mandatory part of our schedule: the morning meeting. We go around answering first what we're most excited about doing that day, and then second a silly question....It's a refreshing way to start the day and laugh a lot (one of our core values)."

When promoting your company culture, it's essential to **create time and space to listen to what your employees want most in their workplace environment.** It's also important to align the values of your company culture with those of your team.

Implement regular feedback, both giving and receiving, with:

- ✓ Weekly breakfast briefings
- ✓ Quick morning updates
- ✓ Communal message boards that are updated daily

A member of your HR team should also schedule frequent individual check-ins or surveys to ensure that your company culture suits not just some, but all of your employees. Don't be afraid to embrace the diverse ideas and backgrounds of your team, as this will lead to a more open, inviting and innovative company culture.



Utilise Social Media

In this digital world, **your social media presence is one of the best tools at your disposal** when implementing and promoting your company culture.

Your social media pages should accurately and positively reflect the overall culture of your organisation. Use this checklist in order to successfully promote your company culture on social media:



✓ **Share posts about the achievements and activities of your team.** Emphasise visual content that supports your culture, such as videos from company events and behind-the-scenes photos of your team carrying out their daily activities.

✓ **Encourage your employees to connect with your company on social media.** Invite them to share, like or comment on your posts that

highlight the aspects of your culture that they love most.

✓ **Get creative with social media initiatives.** Consider allowing an employee take over your Twitter or Instagram account for a day-in-the-life campaign, or create your own hashtag that allows other people in your industry to interact with your company.

✓ **Ensure that you stay current with the social media platforms you**

use. The digital world is constantly changing, and you want your social media strategy to evolve in a way that aligns with your unique culture, whether that means focusing on LinkedIn blogs or Instagram stories.

✓ **Create a consistent and streamlined posting strategy.** You should be posting on various platforms a few times a week, and you want each of your posts to reflect your company culture in a recognisable way.

Perfect Your Careers Page

Along with social media, **your company careers page is the perfect platform to promote your company culture.**

Dedicate an entire page to your company culture, and use this page to explain how your company mission and values align with your daily work environment. You should **focus on what makes your company culture unique**, such as your in-depth development opportunities or your creative work environment.



Promote your culture on this platform by:

- ✓ **Posting engaging images and videos** that provide a window into daily life at your workplace
- ✓ **Creating a company blog** that describes how you incorporate your organisation's values into your company culture
- ✓ **Displaying employee spotlights** that introduce and show appreciation for your team members
- ✓ **Publishing a culture code** that clearly outlines what makes your work environment unique
- ✓ **Outlining the employee perks and benefits** that make your company culture appealing and unique

About Us

Promoting a strong company culture is essential for retaining employees, but it's also crucial during the recruitment process. Here at **BidRecruit**, we simplify your hiring process so that you have more time to focus on your culture and finding the best people for your business

We are a recruitment software company that wants to make your hiring process faster, easier and stress-free. With the help of A.I. technology, **BidRecruit** can greatly reduce your recruitment admin, time & costs as well as improving the entire process. We'll post your job descriptions across 16+ recruitment channels, score and filter your CVs, and give your hiring team the tools to keep up with this rapidly-changing industry.

Book a demo with one of our product experts and start hiring smarter today!

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