

# Rainbow Recruiting Checklist

Here are some things to consider when connecting your ERG to your LGBT recruiting strategy:

## Strategy:

- Create any or all of the following:
  - ▶ ERG mission statements
  - ▶ ERG and/or LGBT recruiting vision statements
  - ▶ Recruiting liaisons within ERG
  - ▶ Business case defined for LGBT recruiting
  - ▶ Recruiting process defined and connections to the internal recruiting organization

## Internal networks

- Connect to your internal recruiting teams at all levels: staff, experienced hire and executive
  - ▶ Partner with your internal recruiting team to conduct in-person and/or virtual career fairs using LGBT marketing messages
- Referral program** – does your company have a formal referral program?
  - ▶ Understand the needs of the organization to help refer the right people
  - ▶ Ensure your professional network chapters are connected to the firm's referral strategy (share hot jobs in quarterly newsletters)
  - ▶ Two ideas:
    - ▶ Have your ERG partner with the recruiting team to run campaigns for diverse talent in high-priority roles
    - ▶ Create a friendly contest within the ERG around who refers the most LGBT candidates
- Executive sponsors** – have you named executive sponsor at the highest levels of your firm?
  - ▶ Executive steering committees addressing all LGBT championing recruiting goals
- Internal leaders**
  - ▶ Leverage white papers and thought leadership written by LGBT leaders
  - ▶ Offer mentorships to LGBT employees by leaders at the firm

## External networks

- Partner with ERGs from other organizations to promote teaming and demonstrate your company's inclusive culture
- Leverage your ERG's national sponsorships to recruit talent
- Identify focus schools with large LGBT student populations or organizations and align to your campus recruiting strategy
- Involve your alumni to generate LGBT referrals talent
- Engage local LGBT and minority nonprofits and associations
  - ▶ Partner, sponsor and collaborate on events with LGBT community groups to attract LGBT talent
  - ▶ Work with national human rights groups to sponsor events showcasing your diversity groups
  - ▶ Have your company sponsor local events as in Pride parade and other LGBT themed events
  - ▶ Join LinkedIn groups and share updates on your internal diversity groups' events
  - ▶ Assist with managing your firm's relationship with student chapters of professional associations
- National events – branding and recruiting for LGBT talent
  - ▶ Out for Undergraduates (550 applied for 130 spots in 2015)
  - ▶ Reaching Out MBA Conference (ROMBA)
  - ▶ Out & Equal Conference

## Social media

- Build your social media business case and gain buy-in and support from multiple stakeholders: business leaders, executive sponsors, recruiting teams/HR
- Determine the social media platforms that will work for your business – what will you use?
  - ▶ Go mobile!
    - ▶ Prioritize mobile options for your career site
    - ▶ Leverage to elevate your brand presence
  - ▶ Encourage ERG members and other employees to highlight their professional successes via social media:
    - ▶ Reflects your company culture
    - ▶ Contributes to the brand
    - ▶ Highlights diversity and inclusiveness
- Highlight activities at conferences and events on social media platforms
- Share LGBT recruiting updates on social media/encourage local networks to promote recruiting events and brand via networks
- Encourage networks to download their LinkedIn contacts and invite recruiters to have a networking reception with these contacts/referrals
- Best of social media
  - ▶ LinkedIn
  - ▶ Facebook
  - ▶ Twitter
  - ▶ Snapchat
  - ▶ Google+
  - ▶ Glassdoor