



## 5 Creative Ways to Find Employees Post-Pandemic

Let's face it. You can't throw a rock these days without hitting a help wanted sign. If someone wants to work, there is little stopping them on the employer side. (There may be things like childcare or scheduling on the employee's side but that's another article.)

If you're running ads along with all the other employers out there, you're at the mercy of their budgets—and if they have a larger one than you—they may be able to get their wanted ads in more effective places more often. A sign in your place of business can also be effective but only if the right person passes your place. To stand out in this employee's market, you need to get creative.



### 5 Creative Ways to Find Employees

#### Host an Event

Host an event at your place of business around something other than hiring. For instance, if you're an art studio, host an event around a new artist or a workshop on a painting technique. While people are having fun, enjoying your business and getting to know your staff, let them know what positions you have open. This approach allows you to lead with the culture of your company, which can be a big seller.

Join the Chamber (and participate)

Joining the chamber will allow you to meet a lot of new people but that is only the beginning. Yes, you can share the type of employee you're looking for and the chamber pros may know someone who's perfect for you. But don't stop there. That's what everyone is doing. Instead, get involved. Volunteer, participate, make your own introductions to uncover who is looking for what. The chamber audience is business-minded and working. But don't just hard recruit. Look to be of service and people will want to help you too.

Sponsor a Team or PTA

Get plugged into your local children's sports program and sponsor a team or work with the PTA at a school in your area. Mention to these entities that you are hiring. Your PTA may have a newsletter you could advertise in or may put you on their website. Sports teams may allow you to hang a banner at their sports complex.

Empower Your Employees

No one wants you to fill those positions more than your overworked team so give them an additional incentive to get the word out to friends and family. As a bonus, you are less likely to be ghosted by someone who has a connection to your business.

Turn to Facebook

There are local groups on Facebook. Run a search and see what comes up in your area then ask to join them. Each group has rules about posting for businesses but if you're trying to help with a job and not selling, you likely can post when you want to. These groups are comprised of people who live in the area and those who are interested in moving. Keep this in mind when you post.

Hiring is one of the most difficult challenges facing businesses today. It's not enough to simply tell people that you're hiring and what the position pays. For people to want to come to work for you, you need to show them what's in it for them. Why will they enjoy working for you? What makes your business better than others? Use these creative approaches to find job candidates and then show them why your business is where they want to be.

*[Christina R. Metcalf](#) (formerly Green) is a marketer who enjoys using the power of story and refuses to believe meaningful copy can be written by bots. She helps chamber and small business professionals find the right words when they don't have the time or interest to do so. Christina hates exclamation points and loves road trips. Say hi on [Twitter](#) or reach out on [Facebook](#).*