

How to Use the Web to Retain your Graduates

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Companies spend thousands of pounds recruiting top graduate talent to their organisations each year. Losing them to more attractive offers, or dare we say it, a change of heart - does not go down well in the Boardroom. Employers are becoming increasingly imaginative to ensure that they don't fall prey to predators.

Julia Porter, Senior Recruitment Manager at T-Mobile got thinking about Web 2.0 when making 50 offers to graduates in March - when they would not join T-Mobile until September of that year. Her concern was over the high dropout rate of graduates in previous years and the lack of contact between the graduates themselves - and directly with T-Mobile.

Knowing that the graduates were online and active social networkers, T-Mobile set up a forum for the group. Initially, the messages were around, 'Have you had your interview yet?' but as relationships evolved the group exchanged more information that enhanced their relationships.

Things progressed to 'Does anyone want to share a house with me?'

On the start date, all 50 graduates showed up - when normally there would be a 10% drop out rate. Porter says, 'The beauty of it was that they felt like T-Mobile people' - before they had joined. Since joining, the group have stayed together coaching and supporting each other.

The benefits of running a social networking forum for graduates, shows through the T-Mobile example, that the dropout rate is improved and the transference of a pre-employment network into sound, cross function working relationships supports retention.

If you would like to advertise your graduate vacancies www.1st-step.co.uk (free of charge) please email us at contact@resourcingmatters.com.