Employment Website Etiquette

Giving Respect To Get Results

Clickable Contents

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Employment website visitors are people. This is very hard to remember. Your site may be rude or inconsiderate. You probably don't know.

Although it may be hard in the beginning, you can teach your website to have good manners.

Websites can seem very compli-cated. Usually, technical people work on them. But, they can be trained to have good behavior.

A good website cares about its visitors. They feel like their time is well spent. You can help your website be more effective. You can teach it manners.

Manners are simple things. We say "Please" and "Thank-You". We smile and shake hands. We say "Good Morning" or "Good Night". We wait until others finish speaking before talking. We take turns.
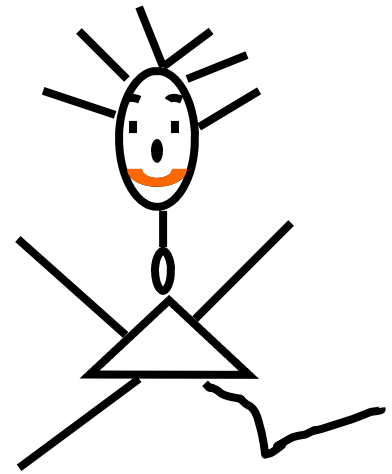
We share our things. We don't whine when we don't get our way. We don't rush to the head of the line. We try to make a good first impression. We are gracious.

Manners show RESPECT:

Responsive

    Effective

        Secure and Private

            Personal

                Efficient

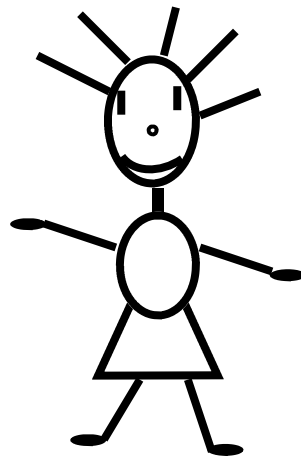   **C**ourteous

                        Transparent
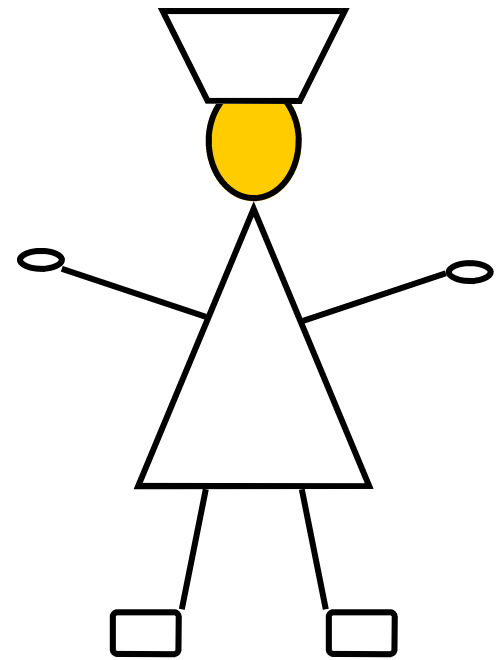
A great employment website delivers RESPECT.

Employment Experiences

Roberta Looks For Jobs

Let's look at some employment website manners.

We'll start with Roberta. She is a Pediatrics nurse with two children, a single Mom. Her responsibilities keep her very busy. She wants to make more money and have more challenge. She loves living in Indianapolis.
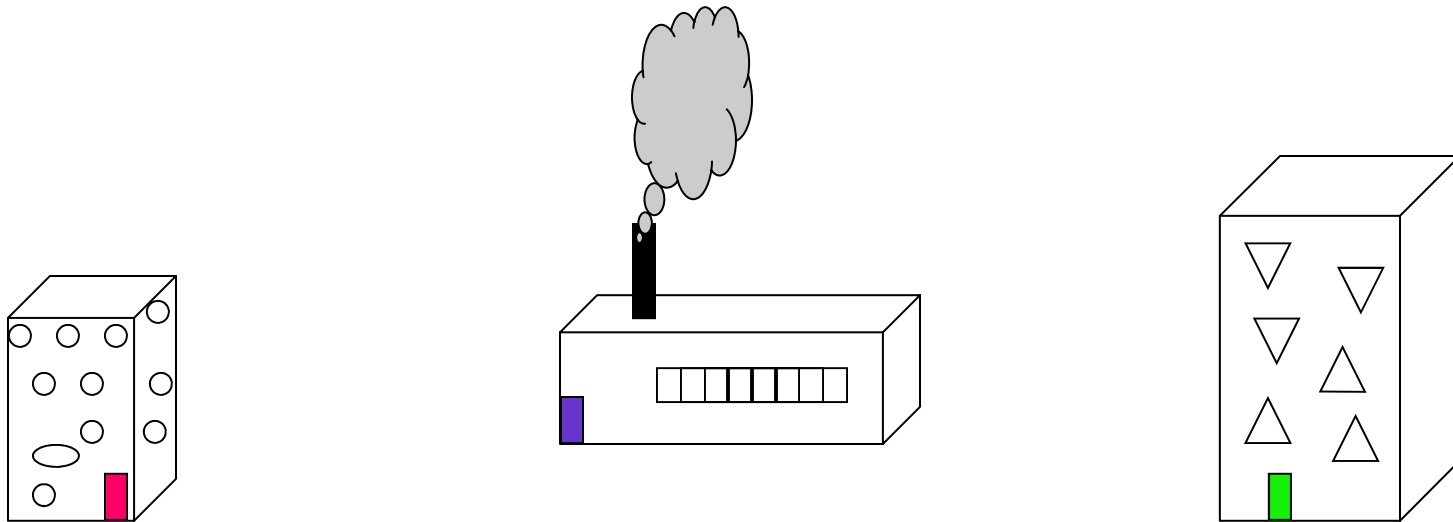
Indianapolis is a bigger city than you might think. It has 12 hospitals and 60 clinics. There are 6 different staffing companies. Indiana has an 8% nursing shortage. In 2002, there were about 2,500 open jobs for nurses in Indiana. Roberta has lots of choices.

Roberta uses a 56K modem to reach the Internet. She sends email to her friends. She spends about an hour a day online. Usually, it is after the kids are in bed.
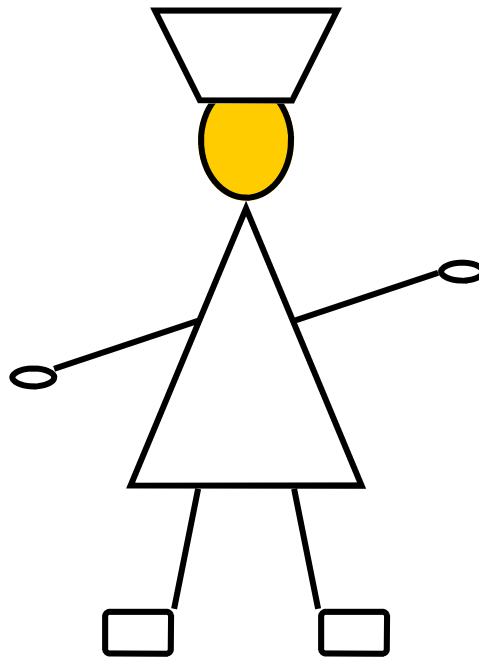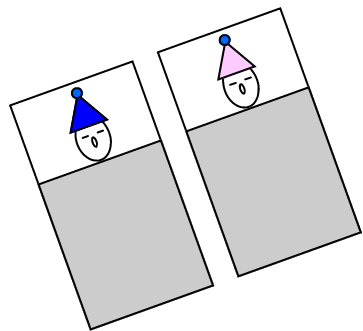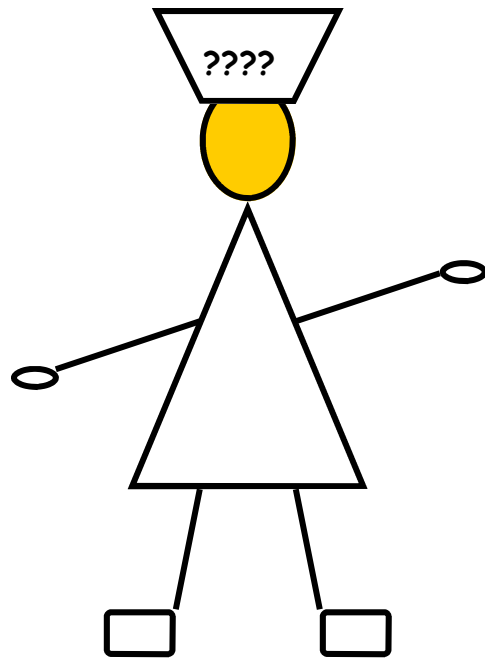
Roberta has lots of questions. She visits websites to find the answers. The most important question? "Are there any jobs for me at this company?"

If there are jobs, she has other questions. But only if there are jobs.

What do you think happens?

Home		More Stuff		HR		More Stuff		Job Listings
	Click		Click		Click		Click		
Scan		Scan		Scan		Scan		Scan
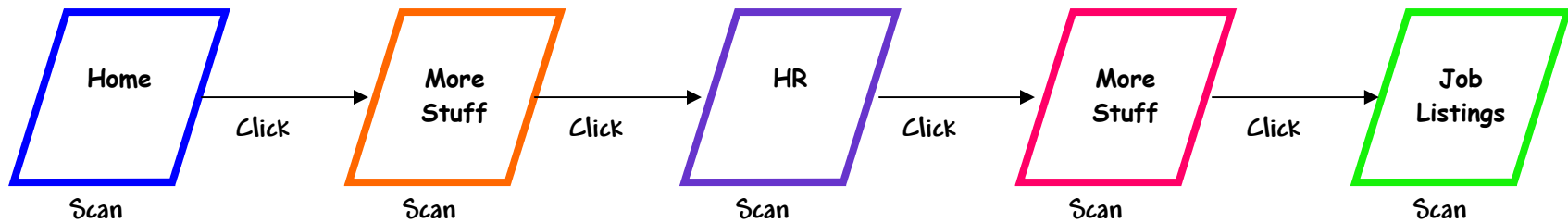
On Roberta's computer, a mouse-click takes 20 seconds. Then she must find the next click. Scanning each page takes 25 seconds. It takes 5 minutes to see if there are any jobs. She thinks they will waste her time at work, too.

She likes websites that make it easy for her.

Home		Job Listings
	Click	
Scan		Scan
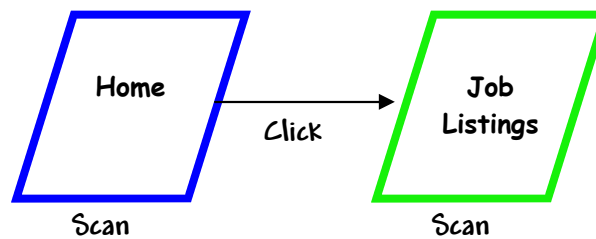
Roberta values privacy. She knows how important confidentiality is. That's a big part of her job.

The websites ask her for personal information. They hardly ever tell her what they do with it.

This is rude and disrespectful. She wonders if that's how they treat patient information. She wonders if they will tell her boss. She doesn't apply at these places.

If there's a job, Roberta has more questions. "What is it like to work there?" "What are the benefits?" She is often surprised. Many companies work hard to say nothing. She doesn't want to work with lazy people.
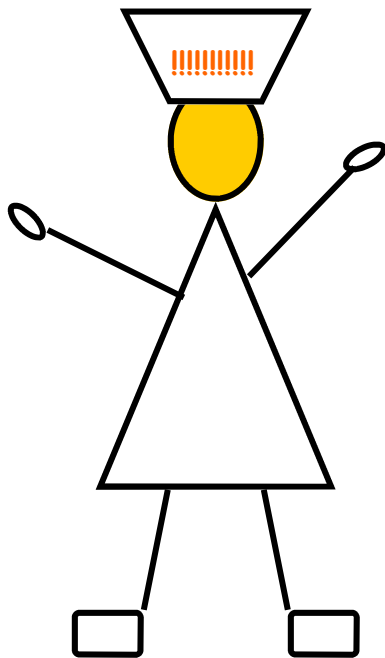
!!!!!!!!!

We take pride in the variety of benefits we offer our employees. Because the benefits vary based on the specific entity for which you may be working, we have provided information below for each specific entity. Each list provides a combination of employee benefits that are employer paid as well as employee paid. Please keep in mind that this is by no means a complete listing of all of the benefits offered, and will change over time. Benefit Eligibility also varies by position; not all positions are eligible for all benefits we take pride in the variety of benefits we offer our employees. Because the benefits vary based on the specific entity for which you may be working, we have provided information below for each specific entity. Each list provides a combination of employee benefits that are employer paid as well as employee paid. Please keep in mind that this is by no means a complete listing of all of the benefits offered, and will change over time. Benefit Eligibility also varies by position; not all positions are eligible for all benefits.

Roberta's experiences teach us:

- Make it easy to find the jobs
- Have a clear privacy policy
- Don't waste visitor's time
- Websites create impressions
- Visitors are people
- Accidental rudeness is still rude

There are many different types of people. Each one has needs, values, experience and background. Manners mean different things to them.

Good manners begin with considering who they are.
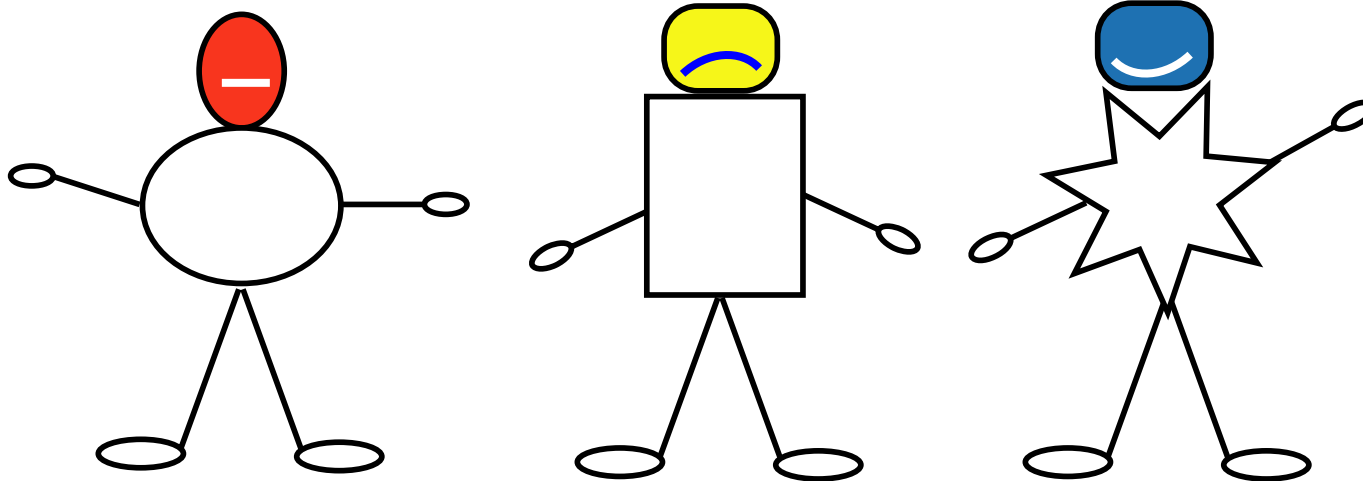
Some people have special needs. The web can make provisions for the Legally Blind, deaf, attention disorders and concentration problems.

This is called Accessibility. It is good manners.

Making your site Accessible solves liability problems.

Visit Bobby.

(http://bobby.watchfire.com/bobby/html/en/index.jsp)

This website will diagnose your site for Accessibility Issues. It will suggest ways to fix the problems.

Here are some other kinds of people:

College Graduates all have lots of internet experience. They expect speed and clarity. They judge the company more on the website than anything else.

People who want jobs now are different than people who are thinking about jobs. One group wants to see the listings. The other group wants to learn about your company.

Diversity requires an entirely different perspective. Saying 'we practice' diversity isn't enough. Examples, case studies and career paths are very informative and persuasive.

Managers are different from clerks. They want different things from a job or career. What appeals to one will not appeal to the other.

Successful organizations celebrate the differences between people. It's just good manners.

Conclusion

Good manners make effective employment websites. Treating visitors with individualized respect improves the quality of your database.
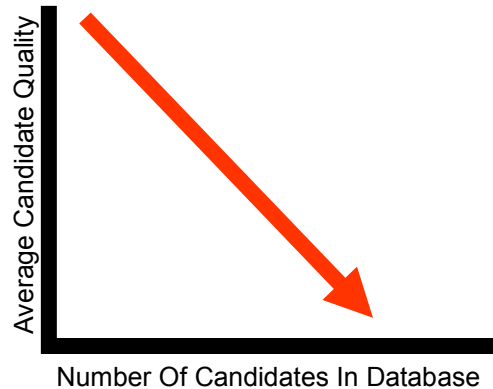
There are many, many more kinds of people than this little book can cover. Workforce planning helps you understand who you are trying to attract. A great website expresses your desires while meeting theirs.

Fifteen Things To Improve Your Employment Website Etiquette

1. Perform a comprehensive Accessibility analysis. Make your offerings available to the legally blind and other ADA categories.
2. If you hire non-English speaking people, make translations available.
3. Create an employment-specific Privacy Policy. Write it in plain English.
4. Create a Data-Disposition Policy. Tell people when you are going to purge the database. Tell them what happens to their personal information.
5. Add an "Email-A-Friend" capability. This allows people to look for a job on your site without upsetting their boss. It's a privacy feature.
6. Always acknowledge the receipt of an application. Automated processes are sufficient. Not doing so is rude.
7. Delete administrative details from job descriptions. Leaving them in makes you look lazy.
8. Make the job search function easy to find. Make it no more than two clicks from the company home page.
9. Make the employment section easy to find from the company home page.
10. Give clear and meaningful benefits information….the details and an easy way to understand them.
11. Write job descriptions in exciting and compelling plain language. Check their readability. College graduates read at the 9th Grade Level.
12. Don't bombard candidates with unsolicited email. They'll think your company sells 'herbal Viagra'.
13. Always explain the value that you both get when you ask for information. Say Please and Thank-you.
14. Treat visitors like decision makers who need information. Taking a new job is a bigger decision than buying a house.
15. Help people understand when they won't fit in. It saves them time and improves your database quality.

The Problem:

Candidate Quality Decreases With Volume

Average Candidate Quality

Number Of Candidates In Database

The Cause:

Unfiltered Data Goes Directly To Database, Bypassing Corporate Employment Site

Job Boards and Other Sources

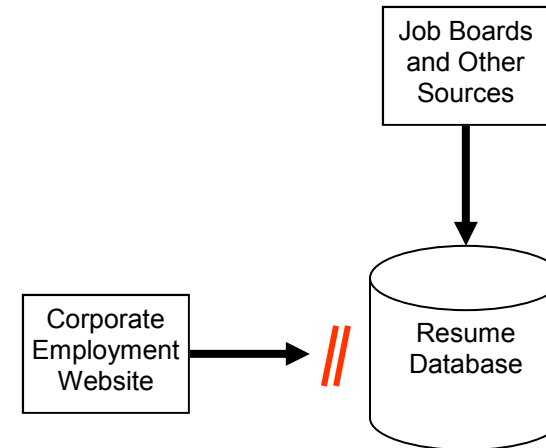Corporate Employment Website

Resume Database

- **Quality of New Hires Declines**

- **HR Reputation Decays**

- **Hiring Manager Frustration Levels Increase**

- **Low Candidate Commitment**

- **Unprepared For Coming Attrition Bomb**

  40% of current employees have plans to change jobs...
 once the economy improves

- **Job Board Volume Comes At Your Expense**

- **Candidates Not Considered In Site Design**

- **Site Results Unmanaged - Unmeasured**

- **Required Candidate Experience: RESPECT**

- **External Evaluation Required**

  2% of Candidates who visit a corporate employment site complete an application... Usually, the desperate ones.
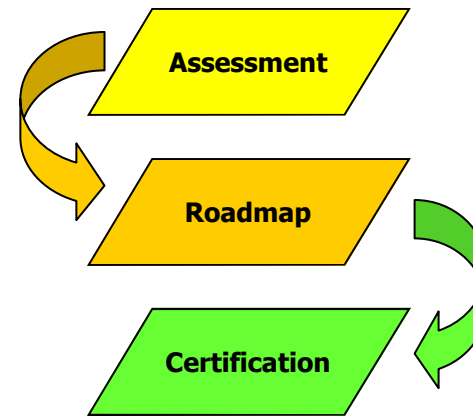
The Desired State:

Recruiting Is Critical Competitive Advantage
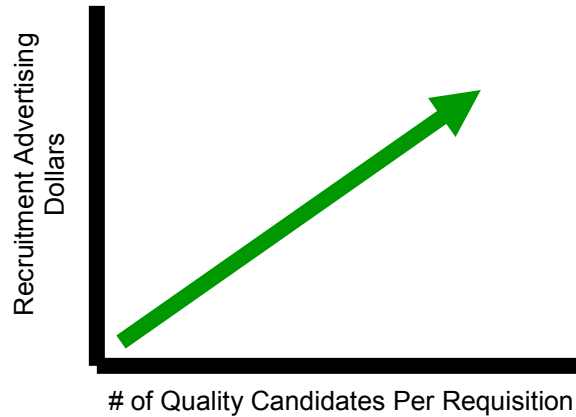
- **Database Quality Increases**

- **Recruitment Ad Budget - Improved ROI**

- **HR Gains Credibility**

- **Committed Candidates Want To Work Here**

- **Happy Hiring Managers**

The Solution:

**Improve Corporate Site Productivity—
Guarantee Candidates A Valuable Experience**

· **Guarantee Candidates Respect**

· **Benchmark Your Performance**

· **Get The Improvement Feedback You Need**

· **Understand How You Are Perceived**

· **Put Planning In Perspective, Gain Control**

· **Let Candidates Know You're Different**

About Candidate Voice™

Candidate Voice™ is a subsidiary company of IBN, Inc. Founded in 1993, IBN, Inc. focuses on the tools and techniques of Electronic Recruiting. Through its daily newsletters, the company reaches over 40,000 Recruiting professionals around the world. The company promotes benchmark tactics and advocates forward movement in the state of the art.

After several years of reviewing the relative failure of corporate on-line recruiting, IBN, Inc. launched a second, tightly coupled company in late 2002. Candidate Voice™, the new firm, evaluates and certifies corporate employment websites.

Using a highly structured analytic framework, the company combines 60 discrete measurements with a thorough 'look and feel' analysis. **The resulting certification gives prospective candidates a guarantee that their time will be valued, not wasted.** Candidate Voice™ establishes performance standards that guarantee positive experiences for candidates and effectiveness for recruiters.

About The Author

John Sumser is the CEO of Candidate Voice.

Resources and References

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2. **User Experience Design** see: http://www.interbiznet.com/ern/archives/030221.html

3. **Basics Of Employment Website Design** see: http://www.interbiznet.com/ern/archives/030409.html

4. **5 Planes of High Performance Recruiting** see: http://www.interbiznet.com/ern/archives/5planesrev4.html

5. **Employment Branding** see: http://www.interbiznet.com/ern/archives/030507.html

6. **Accessibility Guidelines** see: http://www.w3.org/WAI/eval/

7. **Accessibility Testing** see http://bobby.watchfire.com/bobby/html/en/index.jsp

8. **Readability** see: http://school.discovery.com/schrockguide/fry/fry.html

9. **Workforce Planning** see: http://www.interbiznet.com/ern/archives/021029.html

10. **Website Usability** see: http://www.useit.com/

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"Manners are made up of trivialities of deportment which can be easily learned if one does not happen to know them; manner is personality, the outward manifestation of one's innate character and attitude toward life." -

"Manners are the conduct that makes civilized life worthy"

"The structure of etiquette is comparable to that of a house, of which the foundation is ethics and the rest good taste, correct speech, quiet, unassuming behavior, and a proper pride of dignity."

"A gentleman never takes advantage of another's helplessness or ignorance, and assumes that no gentleman will take advantage of him. "

"Unconsciousness of self is not so much unselfishness as it is the mental ability to extinguish all thought of ones self exactly as one turns out the light. Simplicity is like it, in that it also has a quality of self-effacement, but it really means a love of the essential and of directness. Simple people put no trimmings on their phrases, nor on their manners; but remember, simplicity is not crudeness nor anything like it. On the contrary, simplicity of speech and manners means language in its purest, most limpid form, and manners of such perfection that they do not suggest 'manner' at all."

- Emily Post

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