Diversity Recruitment Guide

Execute your diversity recruiting strategy with today's recruitment marketing tools.

Prepared by **Symphony Talent**

Diversity recruitment starts with organizational commitment

Focus on diversity recruitment is not new. For years, talent acquisition and human resource professionals have created business cases and translated ROI to build a strong foundation for diversity recruitment strategies.

Lack of funding, resources, leadership and commitment often forces these projects to fall on employee resource groups and ultimately fails to yield the needed change.

To make matters worse, the pandemic allowed for white-collar jobs to adapt to work from home and hybrid working conditions, while blue-collar jobs decreased at scale. Ultimately, COVID-19 and recent social movements have brought to light some things we aren't too proud to see.

Recruiting is difficult, and it isn't always fair.

Without a robust diversity strategy, inclusive culture and recruitment technology, we fail to make progress.

97% of organizations introduced new inclusion measures in 2021.

"Increasing diversity does not, by itself, increase effectiveness; what matters is how an organization harnesses diversity, and whether it's willing to reshape its power structure."

Harvard Business Review

Recruitment tech propels your diversity strategy

DEI is part of the recruitment journey and should be present in every candidate touchpoint and recruitment marketing tool. In this guide, you'll uncover how to turn your DEI plans and goals into action. Check out how DEI powers your:

Employer brand communications AI toolkit & analytics

Move your company forward with recruiting technology that perfectly executes your DEI recruitment strategies.

SmashFlyX – Recruitment Marketing Plaform Powered by Symphony Talent

The power of DEI commitment

"At Symphony Talent, we're focused on continuously listening and educating ourselves.

By prioritizing empathy, authenticity, self-awareness, respect and transparency in every interaction, we challenge our people to create real change from within.

We then bring that sentiment forward to the work that we do for our customers. Translating our DEI goals to our technology and services empowers organizations to hire more equitably and build diverse teams that will continue to use their voice to promote progress."

Kermit Randa, CEO, Symphony Talent

DEI & employer brand

Lead with authentic, human–led storytelling

To communicate your mission, goals and values, start with your employer brand. It's the foundation for your DEI journey, the DNA from which every candidate–focused campaign or message originates. And it needs to be authentic enough to resonate with all audiences.

Why are real stories important?

A fundamental tenet in DEI is passing the mic and letting employees tell their own stories in their own words to show respect and build trust.

Share initiatives and progress about your company's DEI efforts on external company channels to establish integrity. Employees and candidates will appreciate the look into your culture and commitment to diversity initiatives.

DEI is a journey of growth. Your strategies and tactics are fluid, but your mission to attract diverse, top talent and retain critical performers remains key. Ingrain DEI in everything you do to lead with transparency and tie it back to your employer brand to make a real impact.

64%

of companies have diversity content as part of their employer brand

Tips from the Fortune 500

Invest in a diversity recruitment strategy across the organization.

Establish a dedicated diversity resource page on their career website.

Communicate DEI goals and activities internally and externally.

DEI and your communications

Engage with targeted messages

Social posts, web copy and blogs highlighting important events like Black History Month are critical steps towards creating an equitable and attractive culture, but they only go so far.

You need to be authentic and integrate your strategy across your entire employer and recruitment brand to make a real impact.

If you only talk about diversity recruitment during Black History Month or Pride month, you come across as inauthentic.

Build trust through thoughtful messaging, consistency and repetition

Allow candidates to seamlessly move across different channels (for example, Facebook, LinkedIn, email, job descriptions, web pages, etc.) with consistent core messages. Integrate your channels so that every interaction with your content is relevant and engaging.

DEI messaging lives everywhere your brand goes

Does your organization provide events, programs, talent communities and affinity groups specifically for DEI candidates?

Are there statistics available to clarify your alignment with their unique goals, aspirations (and even pain points)?

Be sure your DEI initiatives consider every angle and be transparent about what action your organization is taking in your messaging with candidates and employees.

Highlight DEI via RM tech

DEI content exists in your marketing videos, testimonials and core messaging. They should also be ever-present in your recruitment marketing content such as career websites, job ads, campaigns and processes like assessments and interviews.

Programmatic Media

Use diverse job boards and brand advertising to target diversity hires and, more importantly, ensure various groups of talent see your posts. If you only post in the same place all the time, you're going to get the same types of hires over and over.

Career Sites

Share employee and customer testimonials and ERGs and enable a chat assistant to answer questions anytime. Ensure those career site pages are compliant so that your accessibility is equitable for every candidate.

CRM

Build targeted talent pools and communicate various DEI initiatives in relevant channels. To connect with talent, share information about new hires, employee resource groups (ERGs), events, and activities that support DEI programs.

Interviews

Reduce bias and better understand candidates with on-demand videos that help candidates explain their interests and talk to their skills in a more engaging way than simply submitting a resume. Video interviews also help reduce bias by hiding candidates' names and personal identifying information and can be used in audio-only formats, too

Assessments

Qualify hires with post-apply assessments to dig into skills and expertise rather than focusing solely on personal attributes.

Behavioral assessments identify behavioral styles, preferences and tendencies for engagement throughout the employee lifecycle.
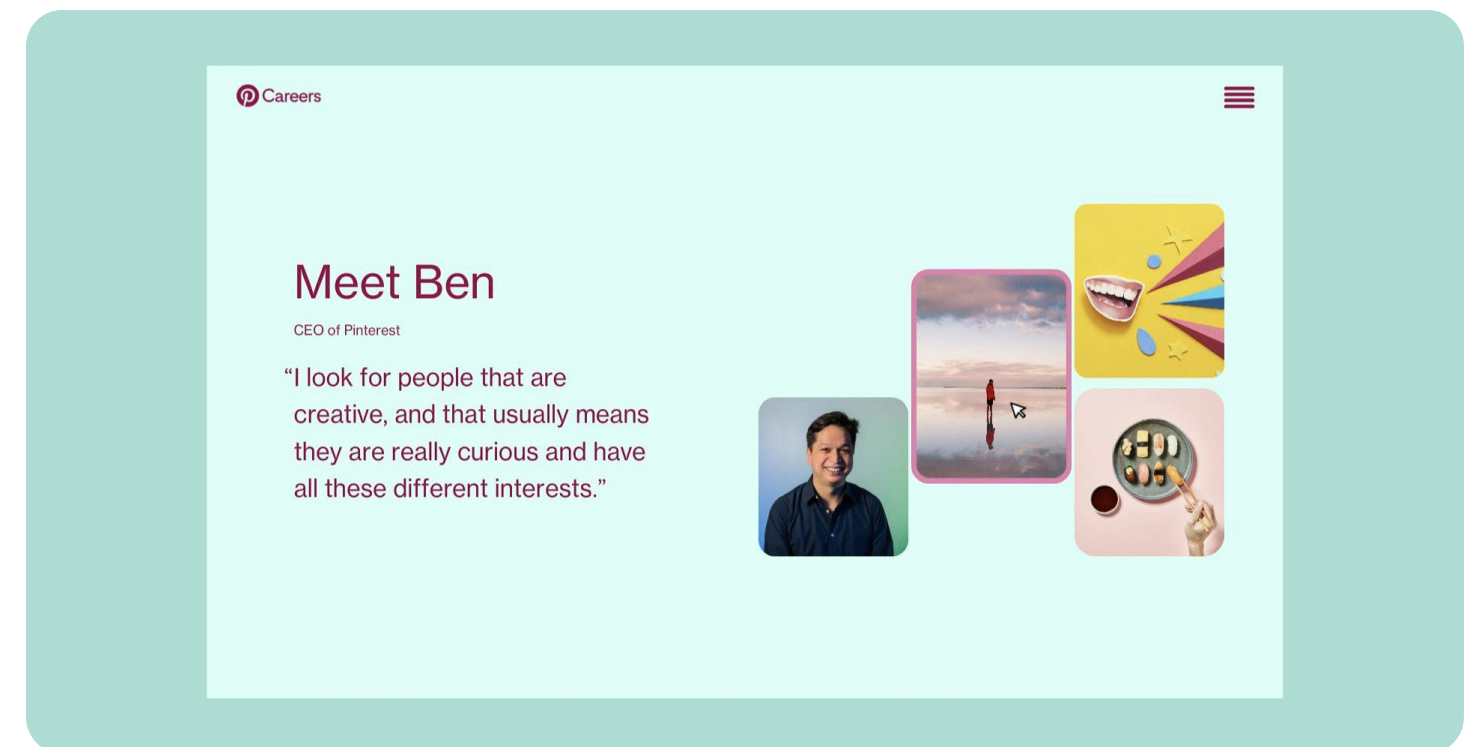
DEI and your AI toolkit

Implement DEI initiatives at scale

As we continue to advance automation and machine learning, it's imperative talent acquisition technologies continue to help recruiting teams minimize bias and strengthen inclusion.

By significantly reducing labor–intensive HR functions, AI and machine learning free up recruiters' time and energy, allowing them to focus on what they do best: building relationships with people.

AI also plays an essential role in reducing bias.

Designed for pattern matching, AI can screen existing employees' resumes to learn the qualifications of a job. It can then identify right–fit candidates while ignoring factors affecting hiring decisions.

AI supports—not completely drives—candidate search. You need to regularly monitor the predictions and recommendations it's making to ensure the results are bias–free.

Proprietary machine learning

Empower recruiters to look not only at relevancy but also engagement to help eliminate unconscious bias.
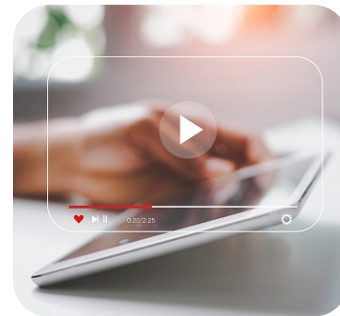
Screen initially without appearance bias with a conversational assistant.

Eliminate school, graduation dates, names and other personal fields from resumes to decrease conscious and unconscious bias around age, gender and ethnicity.

Campaigns and communication

Test your messaging, subject lines and job descriptions to better learn how language resonates with different types of talent audiences.

Integrate with niche job boards.

Focus programmatic advertising campaigns to ensure spending hits niche job boards, publications and media with diverse audiences, as well as broad demographics and regions.

Flag biased candidate communication, campaigns or advertising before release with natural language processing.

Video and audio interviewing

Expand assessments beyond the resume and keyword matching. Bring context of skills to the forefront earlier to measure qualifications.

Take action with DEI–built tools

The DEI Screener

The DEI Screener is an online tool where any content creator can copy and paste their content and analyze it for inclusive language. The DEI Screener detects unconscious bias in the content and highlights the issues that need correction.

The DEI Screener can be used to analyze content in:

- Job descriptions
- Candidate emails
- Social media posts

DEI Content Au

The outcomes from the audit are:

1. Identify Unconscious Bias in text content, including:
   - Gender Bias
   - Race Bias
   - Age Bias
   - Disability Bias
2. Identify unconscious bias in images, including:
   - Gender representation (% Male vs % Female),
   - Age representation (% < 45yrs & % > 45 yrs)
   - Race representation (% of people represented based ontheir ethnicity)
   - Showing people with disabilities (% images that showpeople on a wheelchair, prosthetic limbs etc.).
3. Explain the results with recurring patterns to fix the issues incurrent, and any new content created.
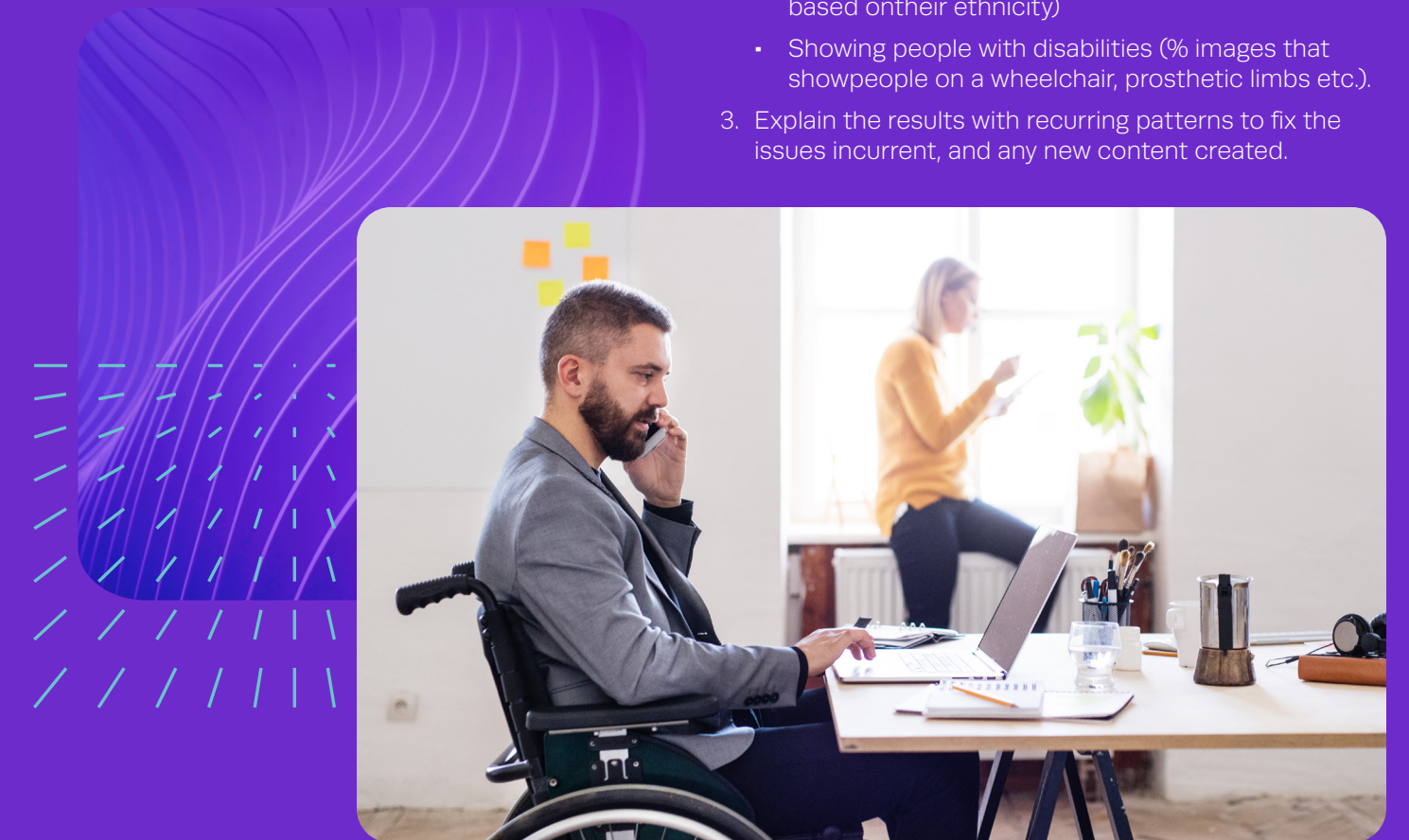
Track & iterate with data

What are the human metrics you should be tracking?

"By leveraging people analytics, HR professionals can create more efficient systems, develop better client experience and create a quantitative impact on their bottom line."

Human Resources Today

Work environment

Do differently–abled employees have adequate resources to perform remote work efficiently? Are public restrooms safe spaces for non–gendered individuals?

Representation

Where are the representation gaps in your organization's pipeline? Where and why do any falloffs in representation occur?

Hiring

Is an organization hiring women and under–represented employees for entry–level and experienced roles?

Turnover

Are people of all backgrounds leaving an organization at comparable rates? If not, why are there differences, and where are people going? At what level is this occurring (may point to leaky pipelines).

Promotions

Are some talented employees sitting longer in a role before being recognized for promotion than others?

Responsibility

Are women and people from under–represented groups primarily in staff roles? If they are in line positions, do they have as much responsibility as others at their levels?

True–path analytics

Tracks recruiter adoption and usage to put actual metrics to performance, helping operationalize and scale recruiting teams by areas of success, not subjective indicators.

Spotlight

wework

WeWork sets a great example dedicating an entire page on their career site to Inclusion and Diversity, which navigate directly from the main site navigation. From talent attraction to employee development and advancement, they clearly outline their DEI initiatives giving job seekers a transparent view of the organization's culture.

DEI often gets bundled together as one "initiative," but how inclusive is it really if you're lumping everyone into one bucket?

WeWork sets itself apart by highlighting its Employee Community Groups (ECGs) that have become core to their culture. These employee-led groups serve as a resource for team members by helping foster a diverse, inclusive workplace aligned with WeWork's mission, values, goals, and objectives.

A career site is your organization's chance to make a great first impression, and job seekers know the difference between checking a box and having a system of meaningful core values in place to support your employees. So take a page out of WeWork's playbook and create a transparent, inclusive environment from the first time they hit the career site.

"Core to WeWork's values is the idea that we are better, together. We strive to be a company that builds a strong community where each individual is welcomed, included and cherished."

CEO, Sandeep Mathrani

How can Symphony Talent help

Our goal is to humanize talent acquisition technology; after all, recruiting is the business of people.

As we continue to advance automation and machine learning, it's imperative our platform helps recruiting teams minimize bias and strengthen inclusion. The SmashFlyX recruitment marketing platform supports that goal.

Symphony Talent

Tech that progresses with you

SmashFlyX is the ultimate engine for talent pipelining, sourcing, campaigning, interaction and reporting.

As your needs shift, it remains your central hub for every talent touchpoint.

CRM

Build diverse internal and external talent pipelines and communicate your DEI goals directly within email campaigns.

Career Sites

Reveal your authentic brand and commitment to DEI on your career pages and enable a chat assistant to answer questions anytime.

Programmatic Media

Access the broad set of media placement types to target diverse job boards and brand advertising.

Talent Assessments

Leverage on–demand video interviews to help reduce bias and better understand candidates. Qualify hires with post–apply assessments to dig into skills and not personal attributes.

Analytics

Track your DEI efforts within one platform for a holistic view of true–path recruitment marketing analytics, efforts and spend.

The DEI Screener

Detect unconscious bias in the content and highlights the issues that need correction.

Create your DEI story

Symphony Talent Studio

We believe a diversity media strategy is more than a compliance checkbox, but should also garner results while establishing a company's sincere position as a diverse employer.

We can help tell your DEI story and deliver it— when, where and how your candidates want to engage with it — offering creative services for employer branding, marketing campaigns, content and social media.
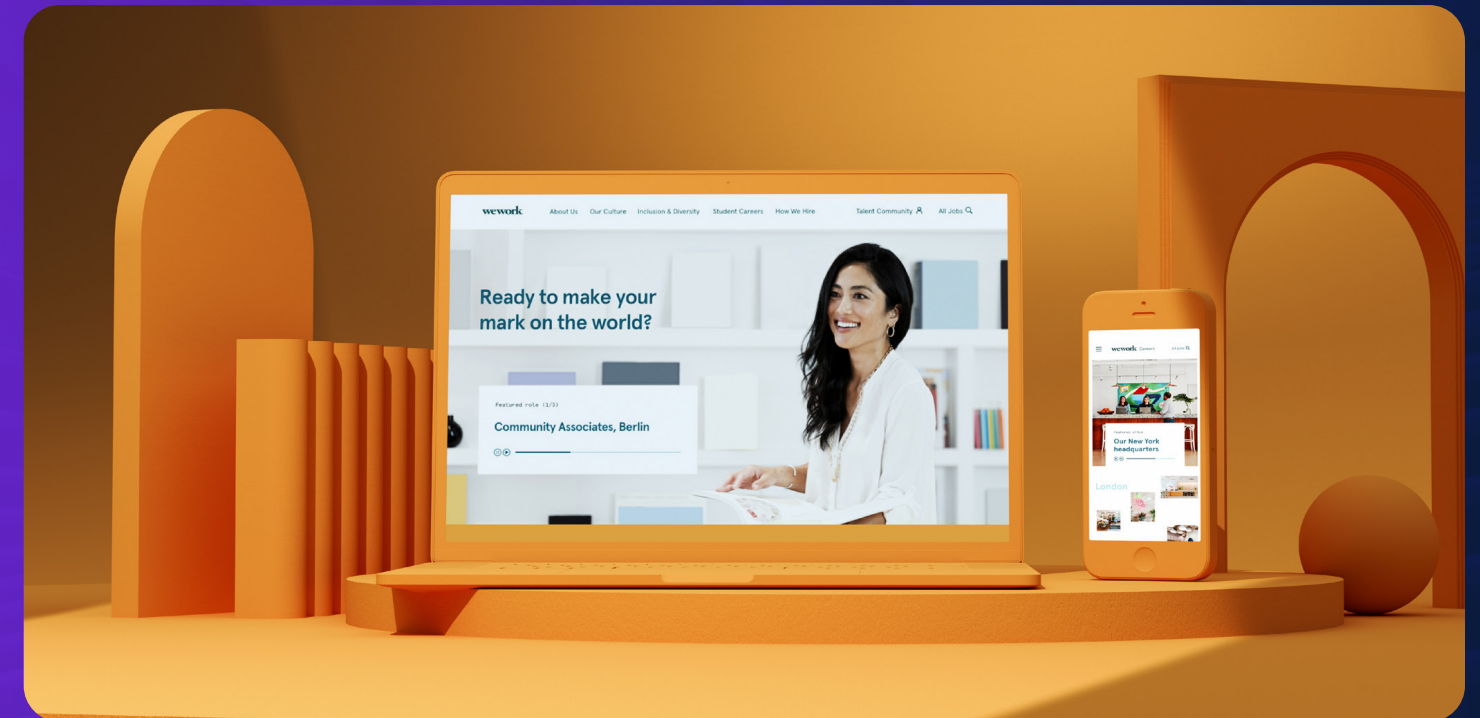
Interested in a demo? Let's chat.

symphonytalent.com

Symphony Talent is a recruitment marketing technology company that helps talent acquisition teams automate tasks and empower innovative candidate interactions.

Symphony Talent's award–winning EVP strategy, employer brand campaigns, career site design and recruitment technology support more than 600 customers across the globe, including the world's leading brands.