



Assessment of Canadian Labour Market Trends, Our Recruitment Metrics, and Our Social Media Presence with Candidates

Customer

Digital and Technology Leaders

Interviewee

Alice Zhou



Topics

- As IT-skilled workers are in high demand nationwide, many of our candidates are in IT-related roles and service lines.
- The importance of social media in recruitment and brand awareness is reemphasized and analyzed.
- Strategies for improving future media engagement rate are discussed.

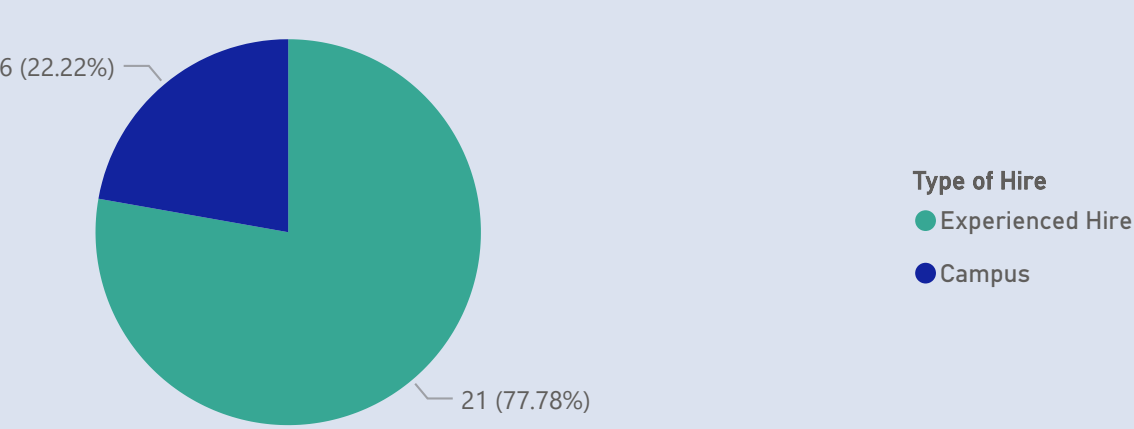


Overview of Tech Candidate Sources

Number of Candidates by Service Line and Type of Hire



Percentage of Total Hires by Type of Hire

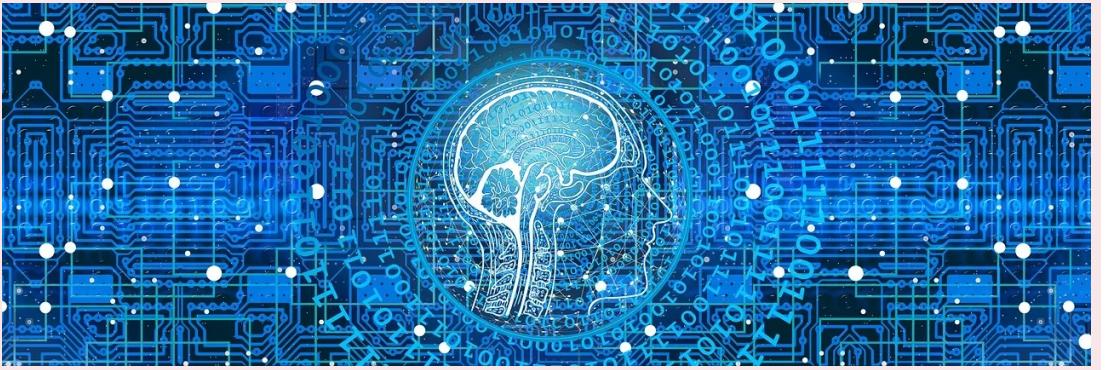


11	41%	5	38%
Tech Candidates	Tech Candidates %	Tech Service lines	Tech Service Lines %

There is no surprise that the key feature of Canada’s economic growth has been the rise of our technology sector. As more and more tech talents are in demand, the Canadian Government targets IT- skilled workers, from outside with appealing immigration programs.

As our response to the Canadian labour market trends, among the total of **27** candidates at KPMG, **41%** of them are in IT positions and **38%** of them are in IT-related service lines. The top departments that require the most tech talent include tax transformation and technology, technology risk consulting, and TRC-cyber security. Among experienced hires, **33%** of them are tech candidates. And **67%** of the campus hires are tech candidates.

In the nearest future, it is expected to see an increasing trend in tech position demand nationwide.





Assessment of Social Media Use in Recruitment

Our current recruitment process has been heavily reliant on social media. Social media platforms are used for advertising openings and positions and promoting our company culture and values. In 2020, we had

88M

Total Media Impression

246

Total Articles

10K

Visits across digital pages

To attract top talents using social media, we put more recruitment effort and brand promotions on popular social media platforms. From 2019 to 2020, the total media impressions increased by **60%** in the top 3 social media platforms. The media impressions on LinkedIn in 2020 had more than doubled from that in 2019.

Great use of the social media help us

Promote company culture and values

-> Increase organization awareness.

-> Gain more followers and job seekers.

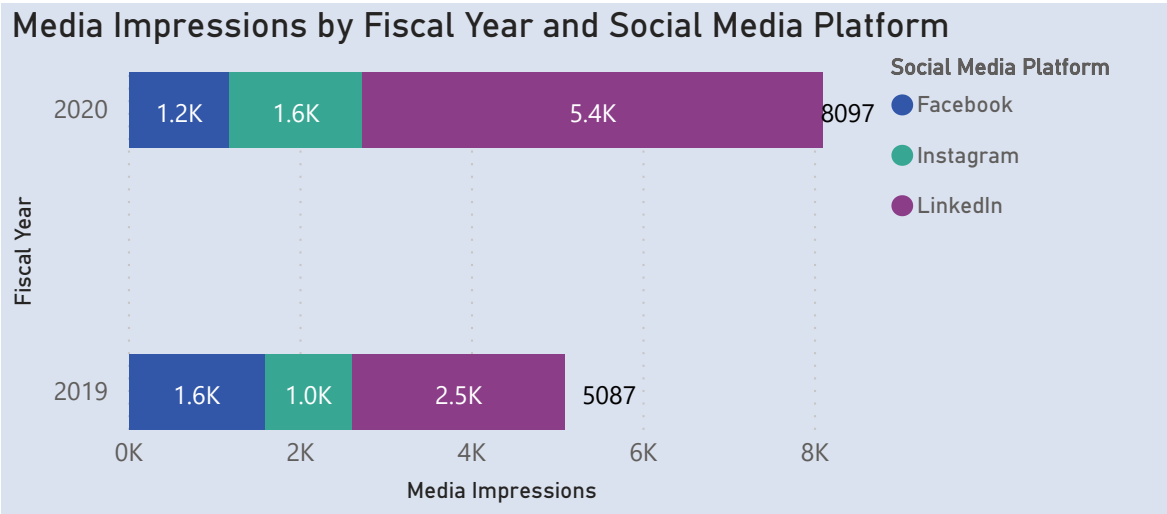
-> Attract potential customers.

Improve communications with candidates

-> Connect with both positive and passive candidates.

-> Build trust with potential employees.

-> Shorten hiring time and save money.



As a result of our social media campaign in 2020, on the career page, we had

12K

Views for Experienced Roles

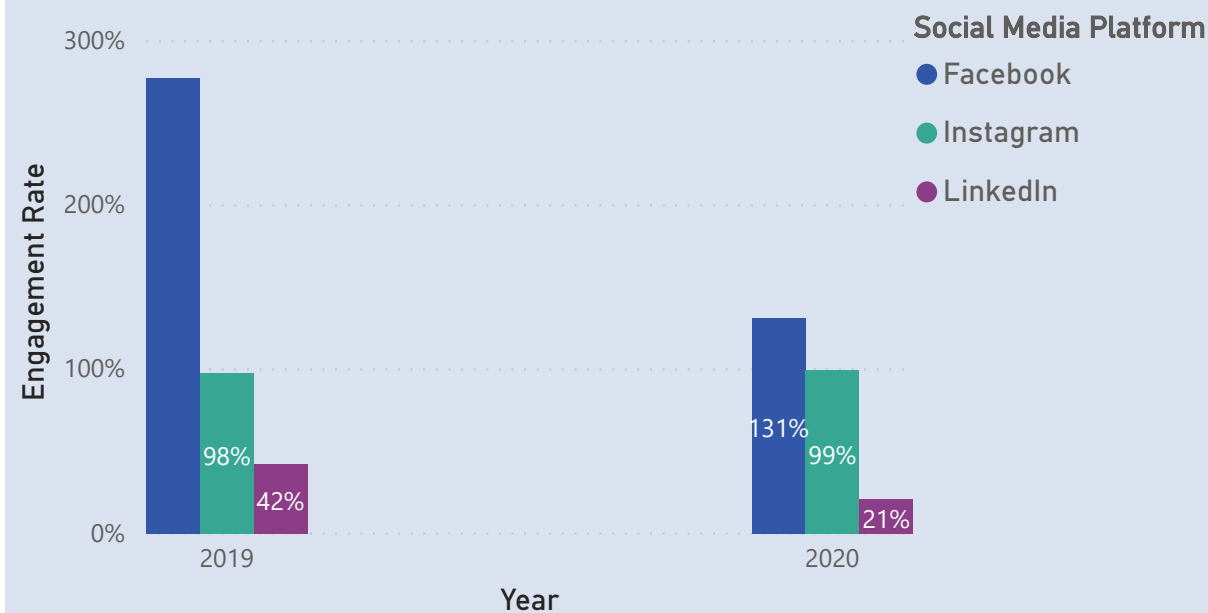
5164

Views for Campus Roles



Social Media Engagement Challenges

Engagement Rate by Year and Social Media Platform



From 2019 to 2020, media impressions increased drastically, but social media pages saw a lower engagement rate than before.

Engagement rates from the top-left diagram are calculated by the number of media engagement divided by the number of media impressions of the corresponding platform and year. Both Instagram and LinkedIn engagement rates decreased by roughly **50%**.

How to improve the media engagement rates? What can we do?

Produce better content, involving more interesting, entertaining, and useful topics and graphics.



Encourage employees to share company information with their connections and advocate company culture and values on social media.



Create more interactive activities with the audience such as polls, surveys, contests, and giveaways.



Improve the media engagement with the audience