



LooksharpTM
powering InternMatch

11 Must-Haves for Millennial Recruiting

Introduction

According to our 2014 State of the Internship report, 83.4% of all students have an online profile, and nearly two-thirds use social media in their search for opportunities. As such, it is increasingly important to cultivate your online presence to attract candidates.

And because less than 43% of students will accept jobs at organizations with missions or cultures that don't match their own views, attracting millennial talent is about a lot more than just a good job description.

That's where we come in. With all this talk about Millennials taking over the workforce and how best to entice them, we want to make your job easy, and what's easier than a checklist?

Looksharp is the leading website for Millennials to discover employment at amazing companies. Over 10 million students, 40 thousand employers, and 1,000 universities use Looksharp each year to connect. Access to Looksharp is completely free for students, who can build rich profiles to jump-start their professional brand, apply for internships and jobs, and access hundreds of cutting edge resources. Employers can promote their unique employment brand and recruit from the most active and robust Millennial network in the United States.

To learn more drop us a line at feedback@looksharp.com.

Checklist

In your Job Description

- Have a clear company mission**
Millennials like knowing what a company stands for.
- Have an authentic voice**
One North Carolina company posted a role that said, "Our founders attended UNC, Duke basketball fans need not apply." A little humor can go a long way.
- Tell a student what they'll learn**
Have a section your job description dedicated to all the new skills an intern or recent grad will learn at your organization.

In Your Recruiting Program

- Have a Twitter presence**
Get on Twitter and most importantly be responsive. The younger generation does a lot of their company research here.
- Offer behind-the-scenes views**
Office tours, shadow opportunities, and one-on-ones with department heads are all great ways to engage the next generation.
- Be mobile**
83% of Millennials own a smartphone, and almost half of them use it to access business sites at least once a day.
- Convert your interns to ambassadors**
Millennials trust friends, social media connections and user generated content, far more than they trust brands.

In Your Program

- Offer opportunities to make a difference**
84% of Millennials believe that making a difference in the world is more important than professional recognition.
- Be open to new ideas**
78% of Millennials are influenced by how innovative a company was when deciding if they want to work there.
- Upward mobility**
Millennials want to know their hard work will lead somewhere, particularly up.
- Offer feedback**
Millennials want to know how they're doing, both on the job and off. If you decide not to hire one, take a minute and tell them why.

Feel free to download our intern feedback template [here](#).