



Mineral



Question of the Week

December 17, 2025

Question

We are struggling to find applicants. How can we more effectively get the word out about our open positions?

ANSWER

Getting job postings in front of the right audience can be a challenge. We recommend casting a wide net, tracking results, and then narrowing your efforts to focus on the avenues that have provided the best results. Here are some ways to consider sharing your available jobs:

- On your premises with a “help wanted” sign. Yes, it’s old school, but if your employees tend to come from your customer base, a visible sign may be very effective. You can modernize it by adding a QR code that links directly to your application. Simple, clear, and convenient!
- Community events and job fairs. These are great ways to introduce your organization and your open positions to potential applicants face-to-face. We recommend inquiring ahead of time about fees, expected turnout, and the kinds of jobs sought by those who typically attend.
- Local schools and colleges. Many schools have a career service department that connects students and alumni with employers. You can reach out to these departments about how to share your opportunity with their network or participate in events they hold.
- Paid ads in newspapers or general job boards. These ads can reach a wide group of potential applicants, but as they have a cost, it’s important to pay close attention to whether they’re netting you qualified applicants.

- Previous applicants. People who applied for a position but didn't get the job previously might still be interested. Consider reaching out and encouraging them to apply for current openings.
- Past employees. This approach works best if you had to conduct layoffs, but it can take time to compile a list of suitable former employees, so we'd generally suggest refraining from this path until you've exhausted alternatives.
- Employee referrals. Many companies have found success in asking their employees to help them find applicants. You can even offer a bonus for successful referrals.
- Professional associations and community groups. Think industry associations, trade groups, chambers of commerce, or veteran programs. You can also ask current employees if there are any groups you could add to your network.
- Social media. If you have a presence on social media, use those channels to share your open positions. Some sites have local neighborhood and community groups, which may be worth joining if your applicants are likely to come from a specific area.
- Applicant feedback. Ask applicants where they learned about the job opportunity on the application. This feedback can give you valuable insight into what measures are actually attracting applicants.

This Q&A does not constitute legal advice and does not address state or local law.