



Contact:

Nancy Loftis
VP Marketing & Public Relations
4308 West Main | Kalamazoo, MI 49006
844.238.4228, x 1442 | adviacu.org

For Immediate Release: November 12, 2019

Advia Credit Union partners with Consumers Credit Union to provide valuable Insight on Recruiting in Today's Talent Market

Parchment, MI— Advia Credit Union and representatives from Consumers Credit Union shared valuable information relevant to modern day employee recruitment practices at a recent Michigan Council of the Society for Human Resource Management Conference.

In October, Monica Lloyd, Advia's Manager of Organizational Development, and Jennifer Smith, Consumers Credit Union's Senior Recruiter and HR Specialist, presented at MISHRM event to support the State SHRM chapters and serve other HR professionals with their expertise in social media recruiting, development opportunities, and other overall best practices. The event was well received, hosting over 900 human resource representatives across various organizations statewide.

"At Advia, we are committed to our members and our employees, and finding the right candidates is a huge part of our success", says Monica Lloyd. "We realized adding a Social element to our existing recruitment strategy is going to be a necessity to remain competitive in the talent market."

As the job market continues to grow more competitive, employers need to begin to think of the employees of the future. Millennials now make up the largest demographic in the workforce. In a very real sense, engaging and recruiting Millennial candidates is simply engaging and recruiting modern employees. Close to half the world's population (3.03 billion people) are on some type of social media, and 73 percent of millennials (18-34 age group) found their last position through a social media platform. It is also important to choose the right social media platforms and share the right kind of content that shows your company is the right choice. Another thing to note is to be targeted in your post times. Social media usage has peaks and valleys and you want to make sure your content is up during peak usage times. Most people are on Facebook mid-week, mid-day, Instagram late in the week, late afternoons, and on LinkedIn on Wednesdays during working hours.

"Monica's passion for people paired with her ability to identify and interpret market indicators has really helped Advia stay on the forefront of what is needed to continue to be successful at recruiting talented and engaged employees," says Renae Sisk, VP of HR for Advia. "Talent is and will continue to be the differentiating factor for business success and our talented team is a big reason why we are included in West Michigan's 101 Best and Brightest Companies to Work For."

In today's job market, individuals have options, and staying at a job where you are undervalued can be a career nightmare. If Advia feels like an employer you would like to know more about, check out [advia_careers](#) on Instagram and Twitter, or visit adviacu.org.

About Advia Credit Union - Advia Credit Union's mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to nearly 170,000 members in Michigan, Wisconsin and Illinois. Advia's team of nearly 600 professionals delivers excellent service and innovative products at 32 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit www.adviacu.org to learn more about how we provide Real Advantages for Real People™.