

Project

Employer of Choice Branding

CAMPAIGN OVERVIEW

Internal Use Only




Author: Gene Khor

Esri Singapore (part of the Boustead Geospatial Technology group)

Version 1.0

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Esri Singapore Pte Ltd | Alice @ Mediapolis, 29 Media Circle, #08-01, North lobby, Singapore 138565
Alice @ Mediapolis, 29 Media Circle, #08-01, North lobby, Singapore 138565

 +65 6742 8622  connect@esrisingapore.com.sg  esrisingapore.com.sg

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Esri Singapore

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Name	Position	Organisation
Leslie Wong	Managing Director	ESA Group
Thomas Pramotedham	CEO	Esri Singapore
Raquel Jackson	CMO	ESA Group
Alicia Kouparitsas	Group Brand Manager	ESA Group
Clarice Africa	Regional Marketing Manager	ESA Group

Document Approval

Name	Position	Organisation
Leslie Wong	Managing Director	ESA Group
Thomas Pramotedham	CEO	Esri Singapore
Raquel Jackson	CMO	ESA Group

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1 Executive summary

1.1 Background

While Esri Singapore continues to receive a high volume of job applicants for roles within the organisation, an average of only 12 hires made annually over the past few years. The number of roles to fill annually have varied, highlighting concerns on having a sufficient recruitment pool. For example, 19 replacement roles were needed and filled in FY 19/20 – but in FY 20/21, only 11 new roles have been filled, with eight more left (as of July 2020).

Quality experience was also missing in many of these applicants, sometimes owing to a lack of their visibility on our corporate identity and culture.

To address these challenges, an audit was conducted to understand the recruitment process, identify the platforms used, establish a candidate's user journey, and review content that showcases Esri Singapore's brand and culture.

1.2 Objectives

The results of these findings will support a tactical campaign to double the volume of qualified applicants, find stronger candidates for GIS consultant and analyst roles, increase interest in and awareness of Evergreen roles to build a recruitment pool, and support and reinforce Esri Singapore's positioning as an **Employer of Choice**.

1.3 Opportunities

To achieve these objectives, an ongoing brand positioning initiative will be launched – a content-driven corporate positioning strategy that addresses the challenges highlighted by key stakeholders and identified in the audit.

This strategy will be executed through new and revised content through Esri Singapore's web pages and LinkedIn profile. This document will go into greater detail on the approach.

2 Employer of choice campaign

2.1 Background

In support of Esri Singapore's growth goals – and to solidify its position as the leading authority and provider of GIS technology and services in the country – the organisation's management team deemed it necessary to review its current recruitment practices.

The metrics on the time taken to fill a position after the post is made differ depending on the seniority and role:

- Non-technical position (Executive) < 45 days
- Non-technical position (Manager) < 90 days
- Technical position < 120 days

This timeline is usually fulfilled and we continue to receive a high volume of applicants for roles within the organisation. However, consultations with key stakeholders that include the MD, CEO, and HR revealed an average of only 12 hires made annually over the past few years.

The number of roles to fill annually have varied, highlighting concerns on having a sufficient recruitment pool. For example, 19 replacement roles were needed and filled in FY 19/20 – but in FY 20/21, only 11 new roles have been filled, with eight more left (as of July 2020).

Quality experience was missing in many of these applicants, sometimes owing to a lack of their visibility on our corporate identity and culture.

This has led to gaps in key roles to be filled, split between Evergreen, e.g. Account Manager, Professional Services, etc., and Evergreen with experience in the AEC or defence sectors.

To address these challenges, an audit of the current HR program and company positioning was undertaken to:

- Understand the recruitment process
- Identify the platforms used
- Establish a candidate's user journey
- Review content that showcases Esri Singapore's brand and culture

2.2 Objectives

The results of these findings will support a tactical campaign to:

1. Double the volume of qualified applicants;
2. Find stronger candidates for GIS consultant and analyst roles;

3. Increase interest in and awareness of Evergreen roles to build a recruitment pool; and
4. Support and reinforce Esri Singapore's positioning as an **Employer of Choice**.

This will be accomplished through an ongoing brand positioning initiative – a content-driven corporate positioning strategy that addresses the challenges highlighted by key stakeholders and identified in the audit.

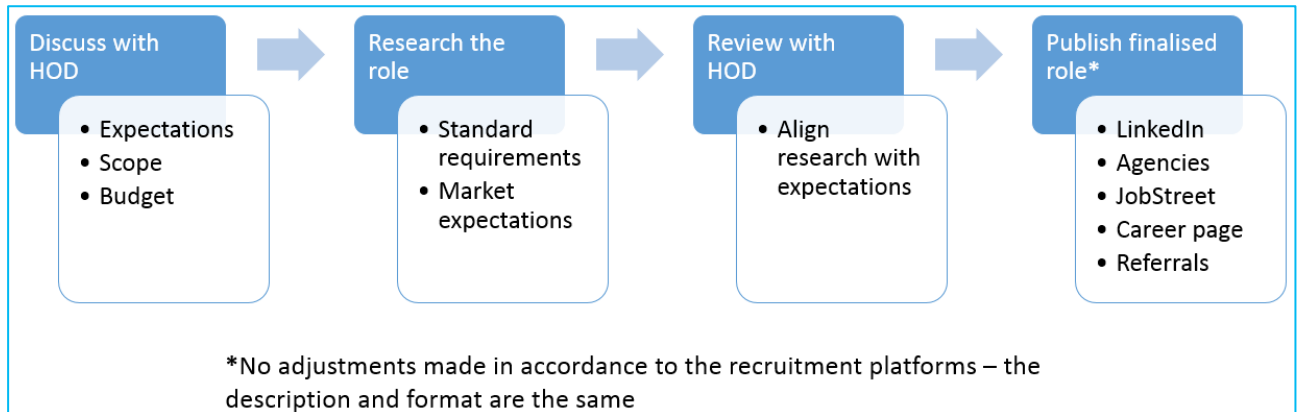
All findings and recommendations have been collated into this document to provide a comprehensive summary on the direction and execution of this campaign.

This document should be used in concert with the resources referenced throughout the brief.

3 Audit and findings

3.1 Role Creation

The following steps are taken by HR in their development of a job description:



3.2 Recruitment Platforms

LinkedIn

Out of all platforms, LinkedIn has the highest volume of applicants. Made via the HR lead's personal account, the job posts tag Esri Singapore and consequently appear in the Jobs tab.

Challenges: Many applicants aren't a good fit, with experience that usually isn't compatible with the role they're applying for. HR attributes this to a lack of visibility on Esri Singapore's brand and culture.

Agencies

We have been working with Olive Tree and CONNECTe International for a few years now. With a keen understanding of what we're usually looking for, they are used to source for niche and/or senior roles. They have produced strong results in finding candidates for technical and lead roles.

JobStreet

After LinkedIn, JobStreet sees the second-highest volume of candidates. It has been a strong source of non-technical roles, e.g. HR, admin, finance, etc.

Challenges: Technical roles used to be sourced through it, but given the low success rate, it is primarily used for the aforementioned non-technical roles.

Careers Web Page

Based on Google Analytics, there are an average of 173 visitors to this page monthly.

Challenges: However, there are less than 20 applicants a month.

Referrals

These are sent via e-mail by Boustead Group HR, usually every quarter – this is to remain sensitive to staff who may be leaving and are still serving out their notice. It has seen an 80% to 90% chance of successful hires. Successful referrals receive \$500 for Executive roles and \$1,000 for Managerial roles.

Challenges: While the referral updates are meant to be sent every quarter, this timeline isn't strictly adhered to.

4 Opportunities and recommendations

4.1 LinkedIn

Landing Page

Using the templates on the Career pages function on LinkedIn, a Life page can be created that is accessible through the same navigation for "Home", "About", "Jobs", etc.

At a glance, the Life page provides a snapshot of key information that potential job candidates could be looking for, e.g. upper management profiles, why they should work here, employee testimonials, photo gallery of the office, etc.

Examples of a Life page can be found in **Appendix 1: LinkedIn Life page example**.

Job Descriptions

Currently, all job descriptions follow a similar template: Beginning with the importance and relevance of GIS, followed by a short introduction to Esri Singapore – on average, they total around 120 words.

However, LinkedIn best practices recommend that job posts should be 150 words or less – such posts saw candidates apply 17.8% more frequently than job posts with 450 to 600 words.

While that may not be realistic given the intricate technical detail needed in the job description and experience required, the word count should be reduced wherever possible to ensure the best possible results.

Creating a Life page would eliminate the need for a lengthy introduction – the majority of candidates interviewed for these best practices said that they often looked for company info through its website, LinkedIn, or in interviews, rather than in the job description.

As an effective hook, the introduction can be on the details candidates focus the most on – Compensation, Qualifications, and Job Details, according to the best practices.

Excerpts of these best practices can be found in **Appendix 2: LinkedIn job post best practices**.

Branded Content

In the past financial year, social posts featuring our staff at work and play have received the highest organic engagement and impressions. This is a clear indicator that such content can be leveraged upon to create greater awareness and interest in our brand and culture, beyond simply telling people what to expect.

By regularly posting such content, we're not only reaching out to potential job candidates, but also planting seeds throughout the industry to create considerations to join us: "Wow, Esri Singapore looks like a great place to work at."

Branded content can be presented in myriad forms that can include – but are not limited to – the following:

- **Corporate "A day at Esri Singapore" video** that would take viewers through our new office and facilities. This can be also embedded on the Life page and website (for consideration in FY 21/22)
- **Lifestyle posts that feature specific staff** highlighting what they do and why it's important – this provides greater insight into the types of roles available
- **Short, snackable, behind-the-scenes videos** that showcase a moment-in-the-life from the perspective of a staff
- **Nostalgia posts that showcase the contributions we've made since being established in 1980**, an important fact that isn't immediately apparent – this would be a good juxtaposition with posts on our current work to show how far we've come
- **Sharing the job posts as social media content** – this could be presented with a visual testimonial from members from the department/team. In addition, staff can share this post, which could also spread via word-of-mouth through our followers
- **Work-related photo challenges via social media** – with staff we've identified as advocates and active on social media, we can work with them on creating photo posts they can challenge/tag other colleagues in. This content could then be shared via our social media pages to show our support and acknowledge their efforts

For this content to stand out on our newsfeed among regular posts showcasing industry and work-related news and updates, a hashtag can be added to the messaging or as an image lock-up for visual branding to enhance and streamline these posts.

Esri Inc currently uses **#esriexperience**. For consistency, we can use this in our messaging, but for something more unique to our brand, we can also consider: **#YourEsriSG**.

What **#YourEsriSG** represents for job candidates or others browsing industry-related content: That Esri Singapore is the organisation of choice – we have exactly what it is they're looking for in our culture and people, beyond simply having a role that fits their experience and skills. It places a stamp on our content that highlights what they're missing out on.

Examples of this content can be found in **Appendix 3: LinkedIn branded content examples**.

4.2 Careers Web Page

Increasing Traffic

Apart from the homepage, Google Analytics indicate that visitors to the Careers page either enter from or exit to the following web pages – sorted in descending order:

1. Our people

Rationale: Potential candidates may want to find out more about our employees before deciding upon applying for a role – who they are, what they do, etc.

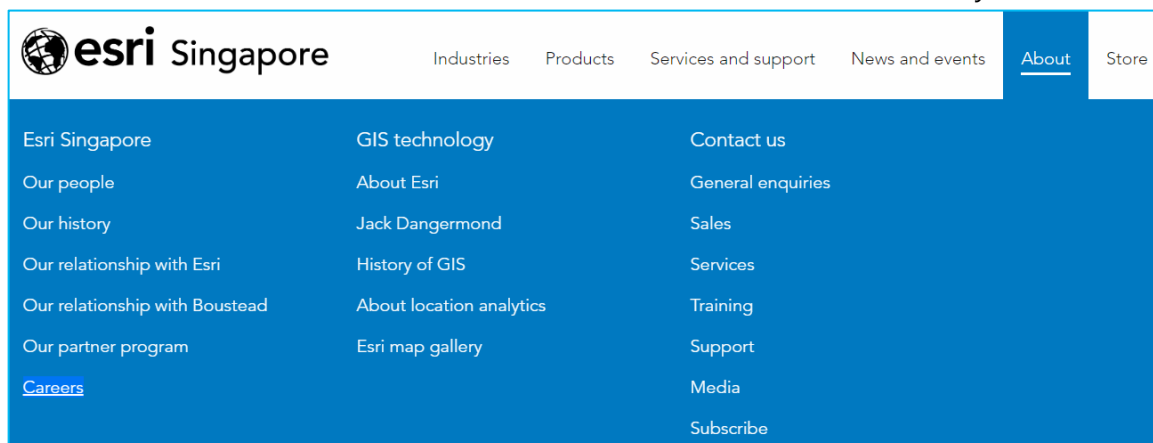
2. Contact us

Rationale: Based on a straw poll of 5 men and 5 women within the highest age demographic of visitors (25-34 and 35-44), 8 said they would go to a Contact Us page to see where the office is located

3. About Esri Singapore

Rationale: Potential candidates may want to find out more about the company before deciding upon applying for a role – who we are, what we do, etc.

Another possibility for the Contact us page traffic could be due to its location in the navigation bar – it's the closest to the About link, while the Careers link isn't immediately obvious.



To increase the odds of a higher volume of applicants to the Careers page, clearer access points need to be enabled – moving Careers as a standalone link between GIS technology and Contact us.

Sub-sections can also be created to ensure that it doesn't look too empty under the Careers header, e.g. Positions available, Testimonials, etc.

Additional considerations include including a Careers page link in the homepage carousel banner and announcing new roles in the Alerts announcement bar below it.

Web Page Revamp

Across the Careers, About Esri Singapore, and Our people pages, visitors are greeted by a wall of text – this goes against most best practices, which advocate a shorter and more visual introduction for better engagement.

Should there be a need to display a wealth of information, this can be grouped using existing page templates for greater clarity, e.g. Who we are, What we do, Meet our team, See What Others Can't, Employee testimonials, etc.

For consistency, branded content for LinkedIn can be repurposed and used for these pages, like photos of the office and staff, corporate video, etc.

And if visitors are visiting Contact us to learn our location, this would be an opportunity to make it easier to visualise – replace the current map which displays Southeast Asia and Australia with an illustrated map that zooms in on Alice @ Mediapolis.

Information to highlight that would be more attractive and useful to a candidate would be the different routes to get there, bus schedule, available eateries and amenities, etc.

Excerpts of these best practices and an example following them can be found in **Appendix 4: Web page best practices and examples**.

4.3 For further discussion

Recruitment Agencies

No issues with content identified. Consistent results in providing ideal candidates.

Referrals

No issues with content identified. As job postings are irregular, this would fall under a discussion with Boustead Group HR on internal processes and scheduling. As a matter of sensitivity and to potentially increase the frequency of the referral e-mails, these could instead be EDM reminders for staff that there are monetary incentives for successfully filled roles, which direct them to the job listings on LinkedIn and/or the Careers page.

JobStreet

No issues with content identified. As success with technical roles has been low, HR doesn't post them here. However, it continues to provide a good source for non-technical roles.

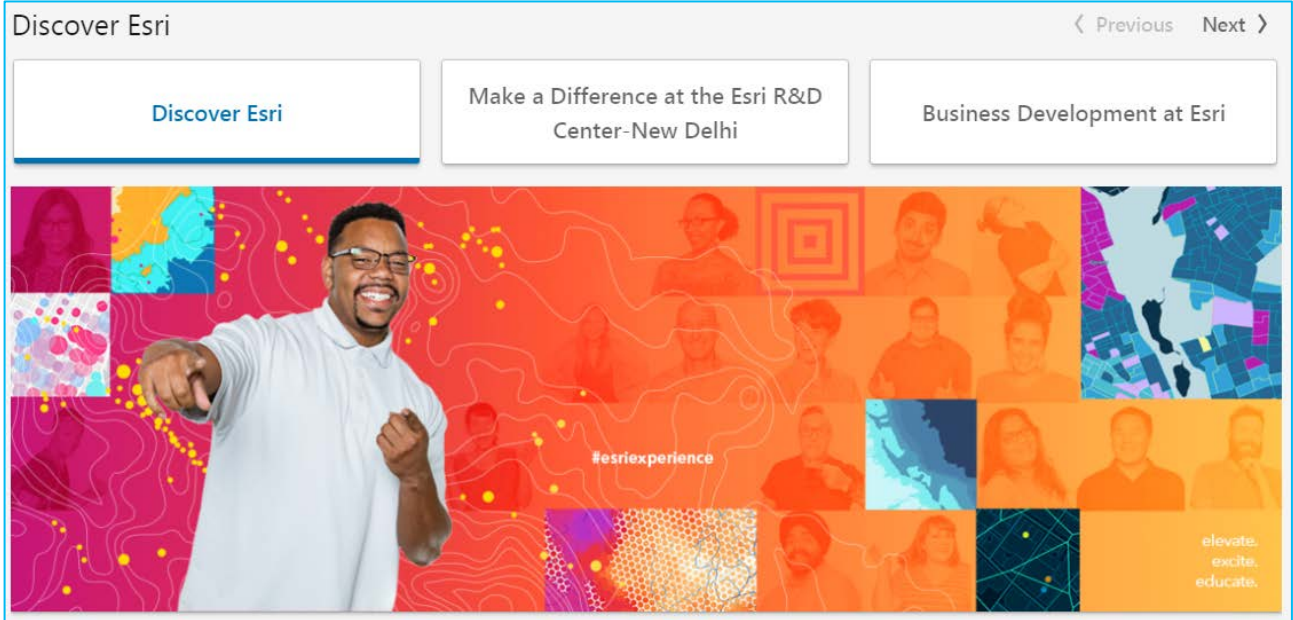
5 Campaign timeline (proposed)

TASK	Ownership	PHASES (3-Month Blocks)			
		1	2	3	4
<u>Images/Videos creation</u>					
Review current photos	Marketing SG				
Brief banner/map images	Marketing SG				
Source/brief photographer	Marketing SG				
Source/brief videographer (TBD)	Marketing SG				
Profile photography	Freelancer				
Office photography	Freelancer				
Video storyboard review/approval (TBD)	Marketing SG & AU				
Shoot corporate video (TBD)	Freelancer				
Photo review/approval	Marketing SG & AU / HOD				
Corporate video review/approval (TBD)	Marketing SG & AU / HOD				
<u>Corporate positioning content</u>					
Why Esri? draft, revisions, and approval	Marketing SG & AU / HOD				
Our Culture draft, revisions, and approval					
Our People draft, revisions, and approval					
<u>Web page updates</u>					
Discuss/confirm new layouts/navigation	Marketing SG				
Upload images/videos/text	& AU				
<u>LinkedIn updates</u>					
Life page creation/approval	Marketing SG & AU				
Branded post template creation/approval					
Job post template creation/approval					
First wave branded posts creation/approval					
Life page image/video upload					
<u>LinkedIn activation (ongoing)</u>					
Sharing corporate video (paid) (TBD)	Marketing SG & AU				
Sharing branded posts					
Sharing job posts					

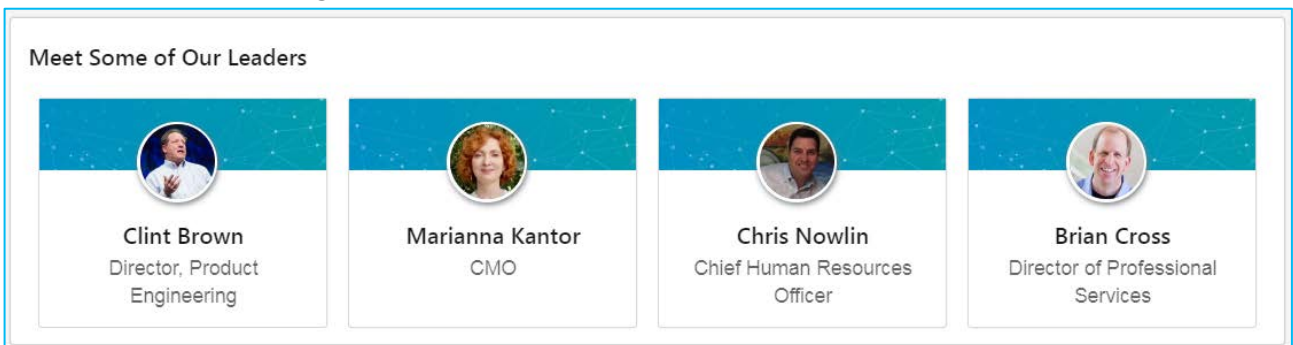
Appendix 1: LinkedIn Life page example

Reference: <https://www.linkedin.com/company/esri/life/aa15d818-4178-4c84-8541-3fd0a8657354/>

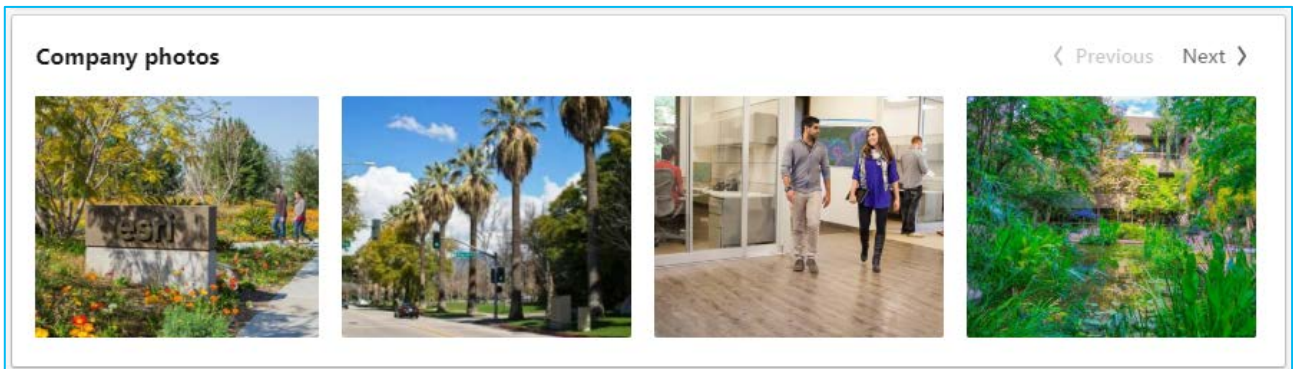
Description: Section navigation and banner



Description: Upper management showcase



Description: Photo gallery of the office



Description: Company snapshot – information that appeals to job candidates



Why Esri?

Our answer could go many ways, but the straightest is also the most convincing—to be part of something that matters. Our 4,100 employees aspire to give people the means to do amazing things: work more effectively; make better decisions; and live safer, wiser, and more productively.

Our technology introduced a new way to think and act and has shown the world what the application of geographic information can accomplish. We meet each day with the same impulse: what else can be achieved?

[Learn more about what we do and why we do it](#)
[See how our technology is used around the world](#)

Our Culture

Esri encourages creativity, conversation, and collaboration. We're all evangelists for Esri, because we love the work we do and we love being part of this company. We're committed to the idea that we can—and must—make the world a better place.

Our staff come from all corners of the world, working in small teams to make big ideas happen. We learn from each other and from our customers as we work to build and share solutions to global problems.

Join us, and maybe our next big idea will be yours.

[Hear from Esri employees](#)
[Get a glimpse into the #esriexperience](#)



Our Users are Creating the Maps that Change the World

ArcGIS provides our customers with deeper insight into their data. They look at solutions to local and global problems—designing better cities, delivering clean water and electricity, sustaining population growth, educating a community, fighting crime, slowing climate change, stamping out disease.

Our work is never finished. The power of science and technology constantly evolves as Esri grows and the world changes.

[How Esri Customers Use ArcGIS](#)
[WhereNext Magazine](#)

Appendix 2: LinkedIn job post best practices

Reference: <https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/resources/pdfs/job-descriptions-ebook.pdf>

Description: Write shorter job posts to get more applicants

KEEP IT CONCISE

Job posts with 150 words or less got candidates to apply 17.8% more frequently than job posts with 450 to 600 words.

Less is more. Shorter job posts had a higher application rate than longer ones, according to LinkedIn's behavioral data.

Keeping things concise helps candidates immediately get the info they need. And since more than 50% of job views on LinkedIn are on mobile devices, shorter descriptions are a better fit for modern candidates.

Description: Focus on job details, requirements, and pay

LET CANDIDATES KNOW WHAT'S IN IT FOR THEM

Compensation, qualifications, and day-to-day details were highlighted as the most helpful parts of the job description.

At this stage, candidates may only spend a few seconds on your job description, so make sure you provide the information they're looking for.

In our survey, candidates indicated that they want to know how much they'll make, what kind of work they'll be doing, and whether they'll have a real shot at getting the job.

Description: Don't let your company become the focus of the job post

DON'T SPEND TOO MUCH TIME TALKING UP YOUR COMPANY



Candidates rated company, culture, and mission as less important, and rarely highlighted them as helpful.

Candidates do care about your company and culture – it's just not what they're looking for in the text of your job description. Many people in our study mentioned that they often look to get info on a company through its website, LinkedIn Company Page, or in interviews, rather than in the text of a job post.

You should make it easy for candidates to learn more about your company in places like your website or Company Page. When it comes to the limited real estate of your job post, however, focus on the job itself.

Appendix 3: LinkedIn branded content examples

Description: Esri Singapore LinkedIn social posts with strong organic engagement and impressions

<p>Esri Singapore 3,708 followers 6mo • Edited •</p> <p>#Christmas came early to the Esri Singapore office yesterday! Everyone ate, drank, and was #merry, with additional festivities for the December #birthday babies #EsriCelebrates</p>  <p>125 • 3 Comments</p> <p>Like Comment</p> <p>Organic impressions: 7,838 Impressions Show stats</p>	<p>Esri Singapore 3,708 followers 4mo •</p> <p>We're excited to be part of JTC Corporation's development of the Punggol Digital District, by powering its digital building life cycle. And thanks to Senior Minister Teo Chee Hean, Senior Minister of State for Transport Janil Puthucheary, and ...see more</p>  <p>79 • 1 Comment</p> <p>Like Comment</p> <p>Organic impressions: 3,947 Impressions Show stats</p>
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References:

<https://www.linkedin.com/feed/update/urn:li:activity:6610788489225211904>

<https://www.linkedin.com/feed/update/urn:li:activity:6623878241969147904>

Esri Singapore
3,708 followers
2mo •

From traffic route planning to calculating the clearest line of sight at each building's level – we're proud to offer our #GIS solutions in the #3D Singapore Sandbox, as part of our ongoing collaboration with the Singapore Land Authority to ...see more



Nationwide geospatial 3D data made available to businesses for first time in SLA initiative
straitstimes.com

41 • 4 Comments

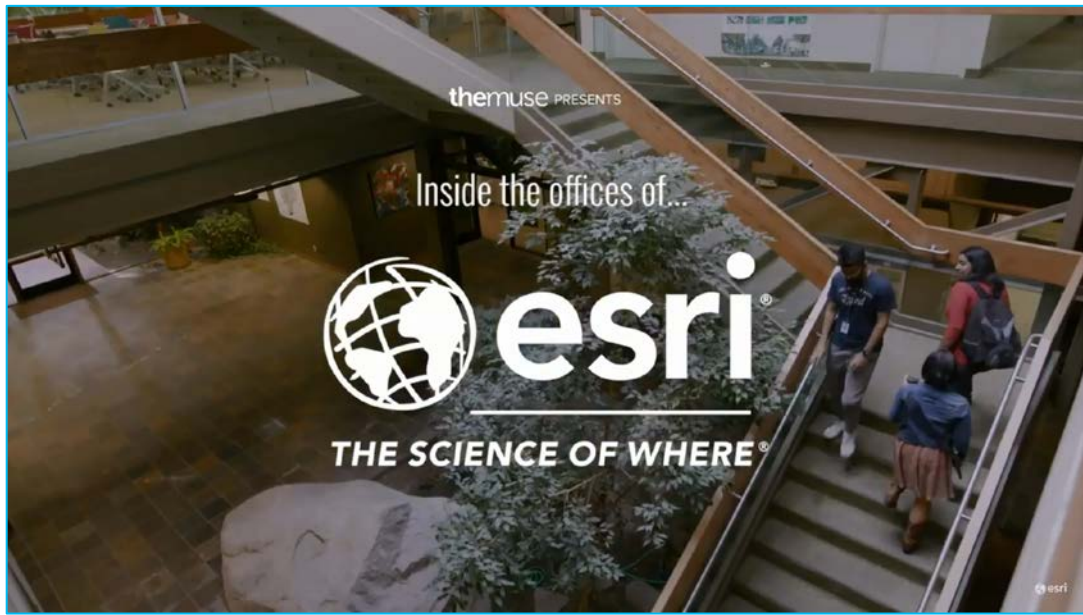
Like Comment

Organic impressions: 1,538 Impressions Show stats

Reference: <https://www.linkedin.com/feed/update/urn:li:activity:6647703434269200384>

Description: Screenshots from "Inside the Office of Esri"

Reference: <https://www.youtube.com/watch?v=41NHgLQitgk>



Description: URA's LinkedIn posts that spotlight their employees

Urban Redevelopment Authority of Singapore (URA) + Follow ...
18,233 followers
3mo • 🌐

At our Digital Planning Lab, data scientists such as Songyu plug into and analyse various datasets to provide another set of eyes for our planners that can better support strategic #planning outcomes, such as moving towards a more car-lite and #sustainable environment in our city.


"For example, in the planning of new walking paths, we analyse #bigdata such as anonymised EZ-Link transactions to understand daily commute patterns. Beyond these patterns, we also incorporate network analysis and commuters' preference model to measure the potential likelihood of active mobility demand on the pathways.

"These insights can then inform planners how we can build and improve existing walking paths or potentially build new walking paths," he said.

They continually explore and apply various analytics techniques and approaches like statistical, spatial as well as machine learning to answer different planning questions.

"At times, we also tap on our creativity to design our own methodology to better suit Singapore's context. This is how we can derive more meaningful insights that are eventually share through our in-house planning tools.

"Planners from URA and other agencies can then access these insights and be in a better position to make more data-informed planning decisions," he added.



👍❤️🌐 92 • 1 Comment

Urban Redevelopment Authority of Singapore (URA) + Follow ...
18,234 followers
5mo • 🌐

To many, a parcel of land is quite literally an empty plot.


Not to Evi Susanti, Executive Civil Engineer with our Development Services Group, whose role requires her to study that land parcels are fit for its intended development.

"We look through all available information and go to the site to study if it has different terrains, or if it can achieve the intended plan before it is launched for tender under the Government Land Sales programme," says the structural engineer by training.

"Before a site is launched for sale, there is a lot of work and coordination with other agencies to anticipate and resolve issues that may be faced for the development. We also ensure the land parcel can be optimised to meet future needs and demands," she says, adding that digital tools have helped make access to data faster and coordination work more efficient.

"In a new growth area for example, we have to study and coordinate with the agencies the utilities and infrastructure network. We study how the network is able to optimise and serve all the land parcels as well as to support the overall planning vision before the sites are announced and launched for tender."

Certainly more than meets the eye where Evi is concerned when the developments are finally built on the land parcels afterwards.





👍 59

References:

https://www.linkedin.com/posts/urasingapore_planning-sustainable-bigdata-activity-6632795629594734592-ecwN


https://www.linkedin.com/posts/urasingapore_to-many-a-parcel-of-land-is-quite-literally-activity-6612527903278227456-F6TB

Description: Amazon's LinkedIn video posts that feature a moment-in-the-life with their staff

 **Amazon**
15,270,717 followers
6mo • 



+ Follow ...

Max O. tells us about managing a team of associates at Amazon right after college as an Area Manager. Kick off your post-grad life and chart your own path in Amazon Operations: <https://amzn.to/3apQmQx>




0:06 / 0:31 So, I went to Ohio State back in Columbus, Ohio

Max, Area Manager

 **Amazon**
15,270,721 followers
8mo • 

+ Follow ...

"I think I actually have one of the coolest jobs in the organization." Lisa H. drives the software architecture for Scout, get a closer look at what the team does here.
#WomenInEngineering <https://amzn.to/2PVPkUO>



Lisa H.
SENIOR SOFTWARE DEV ENGINEER
AMAZON SCOUT

0:08 / 0:29 architecture for the device, so this is

Behind the scenes with Scout

References:

- https://www.linkedin.com/posts/amazon_max-area-manager-activity-6625133583520661504-TCQv/
- https://www.linkedin.com/posts/amazon_behind-the-scenes-with-scout-activity-6600064896010989569-Vm8i/

Description: URA's LinkedIn posts that commemorate milestone projects

Urban Redevelopment Authority of Singapore (URA) + Follow ***
18,234 followers
6mo • Edited • 🌐

While 2019 marks the 30th year of our Conservation Programme, plans for conservation in our city centre had been in the works since as early as the 1960s.

At the time, Singapore's population was rapidly growing and urban renewal was a pressing task for planners and architects such as Mr Alan Choe. He had worked with UN planning experts on redevelopment plans and headed the urban renewal unit (the forerunner of URA!) back then.

Mr Choe took daily walks around the city centre then too, where he was "awakened to the beauty and charm in some old buildings and sites". He factored in conservation plans in redevelopment efforts for the city, such as identifying parts of Little India, Chinatown and Kampong Glam for possible conservation and making a case to protect historical landmarks such as the Hajjah Fatimah Mosque.

Find out more about Singapore's conservation journey at our '30 Years of Conservation' exhibition at the URA Centre happening now till 16 Dec. You can also read a longer article on Mr Alan Choe (pictured in the middle below) at <https://lnkd.in/fEt53P4>



👍❤️🌐 117 • 2 Comments

Urban Redevelopment Authority of Singapore (URA) + Follow ***
18,234 followers
6mo • 🌐

In 1987, French architect Didier Repellin and a team of French and Singaporeans restored 53 Armenian Street to its former glory within just 10 days. ...see more



👍❤️🌐 104 • 6 Comments

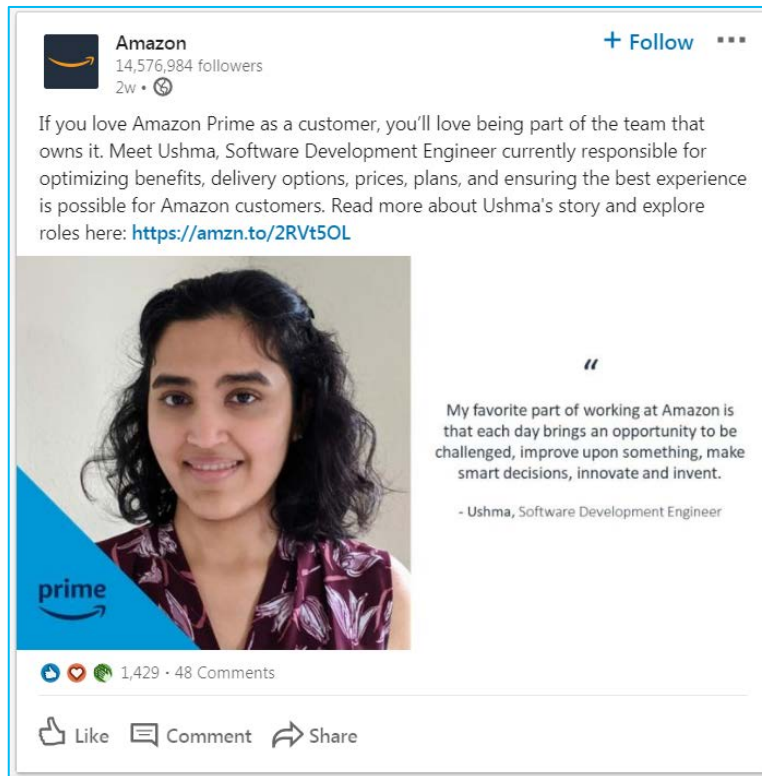
References:

https://www.linkedin.com/posts/urasingapore_while-2019-marks-the-30th-year-of-our-conservation-activity-6607154964634669057-wlIN

https://www.linkedin.com/posts/urasingapore_in-1987-french-architect-didier-repellin-activity-6604636222814023680-fzIZ

Description: Amazon LinkedIn post sharing a job posting by using existing staff as advocates


Reference: https://www.linkedin.com/posts/amazon_if-you-love-amazon-prime-as-a-customer-you-activity-6669582274482225152-D5xH



Amazon
14,576,984 followers
2w •

+ Follow ...

If you love Amazon Prime as a customer, you'll love being part of the team that owns it. Meet Ushma, Software Development Engineer currently responsible for optimizing benefits, delivery options, prices, plans, and ensuring the best experience is possible for Amazon customers. Read more about Ushma's story and explore roles here: <https://amzn.to/2RVt5OL>



“

My favorite part of working at Amazon is that each day brings an opportunity to be challenged, improve upon something, make smart decisions, innovate and invent.

- Ushma, Software Development Engineer

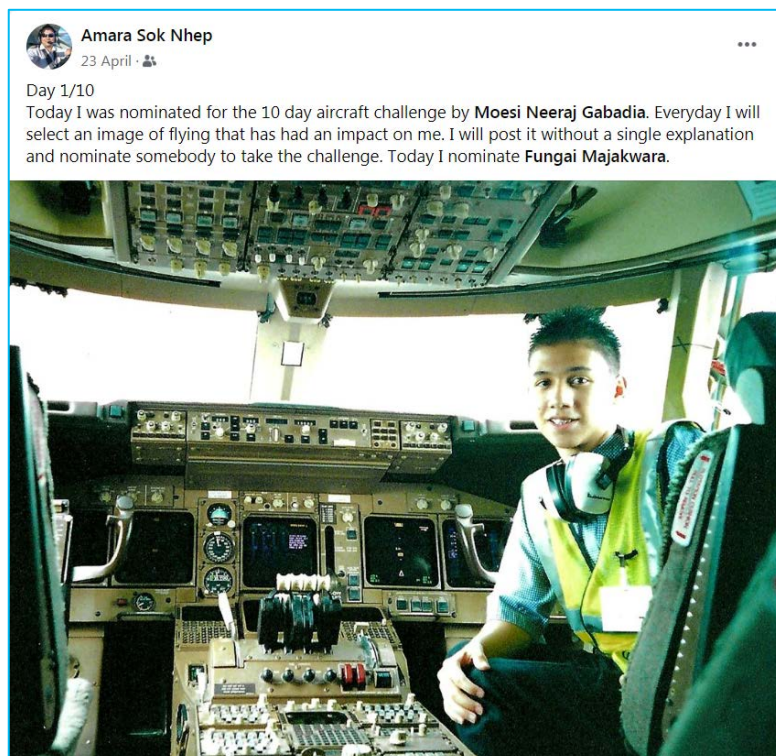
prime

1,429 · 48 Comments

Like Comment Share


Description: A pilot makes a Facebook post in response to a photo challenge he's been tagged in

Reference: <https://www.facebook.com/soknhp/posts/10158283761899413>



Amara Sok Nhep
23 April ·

Day 1/10
Today I was nominated for the 10 day aircraft challenge by **Moesi Neeraj Gabadia**. Everyday I will select an image of flying that has had an impact on me. I will post it without a single explanation and nominate somebody to take the challenge. Today I nominate **Fungai Majakwara**.



Appendix 4: Web page best practices

Reference: <https://www.recruiting.com/blog/best-practices-for-writing-corporate-career-site-content/>

Description: Engage your website visitors visually

Show me, don't tell me. Sometimes showing can be more powerful than telling, especially when it comes to setting expectations. As an example, visually showing employees in their workspace and wearing work attire sets clear expectations for candidates. If they aren't keen on what they see, save yourself and the candidates time and effort by parting ways before they ever apply.

Description: Trim and group the information for easier consumption

Give your home page a diet. The homepage is the primary landing place when people come to your website. It's the introduction. Just like when you meet someone in person, you don't want to share your entire life story in the first 10 seconds. Use your homepage to capture their attention and help them find "common ground" or the information on your career site that is most relevant to them.

Encourage "scanning." Focus on getting people the most important information quickly and easily. That's why we recommend content blocks of light copy with headlines. Plus, it's more digestible for people on smaller screens (read: 65 percent of people using their mobile devices to look for a job). Remember that being clear is more important than being "cute" when it comes to headlines. People and [search engines](#) appreciate knowing what the information following is really about.

Reference: <https://www.autodesk.com/careers>

Description: Screenshot of Autodesk's careers page, which follows the best practices listed

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CAREERS / [Home](#) [Students](#)

COME SHAPE THE FUTURE WITH US

We make the software and tools that help people imagine, design, and make a better world. Join us and help lead the future of design.

[SEARCH ALL OPENINGS](#)

If you are a student or new grad [start here.](#)

WHY AUTODESK?

AWESOME PRODUCTS

We make tools for everyone – from designers and engineers to architects and makers. Our products are used across almost every industry you can think of. If it's been 3D modeled, digitally prototyped or manufactured, our products were likely used to design it.

MEANINGFUL WORK

Helping people imagine, design, and make a better world isn't just a statement – it's our reason for being. We bring our mission to life by leveraging our innovative tools and having some of the best people in their industry creating new technologies. From software development, to cloud and mobile to reality capture and 3D technologies, you can see how our products have helped (sometimes literally) shape the world.

Reference: <http://richardbowring.co.uk/new-illustrated-maps-nottingham-university/>

Description: Illustrated map of Nottingham University

