



Agenda Item	External Reputation
Submitted By	Cameron Brine, Vice President, Employee Experience
Guests Participating	None
Time Required	15 minutes
Expected Outcome	<input type="checkbox"/> Decision <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information

Question We Are Asking

What advice does the Governance and Human Resources Committee have for Fraser Health in terms of our external reputation in the market, particularly through the lens of Fraser Health as an employer? Given the Fraser Health Board's connections in the community, what advice does the Governance and Human Resources committee have for Fraser Health in terms of assessing our external reputation?

Background

Given the size, scale, and purpose that Fraser Health serves, it is critical that we have a clear understanding of the public perception and sentiment of our organization. This allows us to consider feedback and analyze trends from the general market so that we can revise any messaging, and even consider adjustments in relevant internal processes/approaches. Given the current Health Human Resource (HHR) challenges, our external reputation is important to measure, and ensure maintenance of its positive ranking, as we look to attract new talent in the market.

Options

Not Applicable

Recommendation

We will continue to explore opportunities to enhance our 'careers' focused social media presence with creativity, relevance in the market, and authenticity. All, with an aim to maintain and/or enhance our positive external reputation ranking in the market.

Specific Measurable

As we measure external reputation, from a talent acquisition perspective, the data points we consider are:

- 'Followership' and activity on social media channels (LinkedIn, Instagram, TikTok, YouTube, Twitter, Facebook)
- Career site visits and applications
- External career site pages (Indeed and Glassdoor)
- Awards/Recognition – Top Employer

Timelines

Internally, we track the above data points in quarterly reports submitted to the Executive Director, Leadership & Talent.

Motion

Not Applicable