

March 2018 News from TRICOM

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Photo Source: gettyimages.com

Beating Facebook's Algorithm Update: How Staffing Firms Can Generate More Applications Through Facebook

By Brad Bialy, Haley Marketing Group

With Facebook reporting 2.2 billion monthly users in Q4 of 2017, gone are the days when staffing firms could disregard Facebook as a viable recruiting tool.

But, with great opportunity comes great challenge.

With 2.2 billion users on Facebook monthly, it's safe to assume that candidates (whether active or passive) are looking at Facebook as a viable means to find their next employment opportunity.

That said, with that many monthly users, how can you cut through the cluttered newsfeed and be sure your message is heard? How can you be certain your [social media strategy](#) rises above the rest and your posts outperform those from friends, family members, sports teams and bands?

[CLICK HERE](#) TO READ MORE ABOUT FACEBOOK'S NEWSFEED CHANGES AND HOW TO USE FACEBOOK FOR MEANINGFUL ENGAGEMENT.

Upcoming Webinar: Policy Considerations for Paid Time Off



Thursday, March 29,
1 pm CDT / 2 pm EDT

[Register now!](#)

One way to attract and retain talent is by offering paid time off (PTO). However, this employee benefit presents some unique challenges for staffing businesses. While it is not a federal requirement, many states and cities have enacted legislation that require employers to provide varying amounts of PTO time, with compliance for these regulations based upon what city and state the employee is working. Join TRICOM and Becker LLC for our March *Industry Insider* webinar series as Timothy Szuhaj and Brian Curtis cover the top policy considerations for paid time off; including:

- State Specific Regulations
- Policy Period
- Paid Time Off Category Types
- Granted vs. Accrual Systems
- Flat Allotment vs. Tiered PTO Schedule
- Unused Paid Time Off Regulations
- Pending Legislation

By the end of this session, you'll know how to develop paid time off policies for your staffing business.

Did You Know? Turn Information Into Insight

TRICOM clients have unprecedented information about their businesses, but that data can be overwhelming and useless if you don't know how to navigate it.

That's why we've developed a Staffing Executive Business Suite that takes your company's data and focuses on the most critical information you need to make smart business decisions. From monthly Financial Statements that allow you to see the health of your company at-a-glance (and be ready for RFPs), to the Detailed Gross Profit that pinpoints areas of high and low profitability, to a Breakeven Tool to calculate markups, to detailed Workers Compensation reporting and more, TRICOM gives you greater insight into your business.

Wendy Bennign-Swanson, TRICOM client and President / CEO of VERUM Staffing agrees. "Before I was paying a local accountant to do my monthly reconciling for all my accounts and giving me my financial statements. They weren't familiar with the staffing industry, and they kind of struggled with how to manage that accounting piece. So now I'm doing it with TRICOM. It's less work for me.... And TRICOM has a better understanding of my business and can give me more insight into those numbers."

For more information about TRICOM's Staffing Executive Business Suite features, contact your TRICOM Customer Service Representative.



Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on [Facebook](#) and following us on [Twitter](#)!

Upcoming Webinar:

Policy Considerations for Paid Time Off

Date: Thursday, March 29,
1 pm CDT / 2 pm EDT

Duration: 1 hour
Cost: COMPLIMENTARY

[Register now!](#)

Events:

March 26 – 27 — TempNet Spring Conference. Margaritaville Hollywood Beach Resort, Hollywood, FL. [tempnetstaffingassociation.org](#).

April 3 — Massachusetts Staffing Association Conference. The Conference Center at Waltham Woods, Waltham, MA. [msstaffing.org](#).

New On TRICOM.com:

The February *Industry Insider* webinar, *Lessons in Leadership*, is now available online. All business leaders have defined company objectives and getting there is a team effort. Properly inspiring and motivating your team will define whether or not success is achieved. Leaders of team-related ventures will learn the true nature of leadership and how authentic leaders don't change people, but inspire people to change themselves. Join TRICOM and Coach Bob Slowik, founder of Coach Slow's Land of Xs, Os and Beyond as we explore successful and not so successful aspects of leaders, and how their words and actions have a profound impact on teams and their ability to thrive. Takeaways include leadership skills that inspire, and how to motivate to achieve success. By the end of this session, you'll learn the skills effective leaders use to motivate their team to achieve the desired results. [Click here](#) to view the webinar.

March Fun Fact:

Many of the traditional St. Patrick's Day festivities that we typically think of as Irish actually originated in the U.S. The first St. Patrick's Day parade was in New York City in 1782, and it became an annual event in 1848. Ireland did not hold its first official St. Patrick's Day parade until 1931. Also, the Irish did not historically eat corned beef, since up until the 20th century pork was much cheaper. Eating corned beef started in the late 19th century when Irish immigrants bought corned beef from Jewish delis in New York City instead of the more common Irish St. Patrick's Day meal of cured pork (ham or bacon).

Source: [rd.com/culture/st-patricks-day-facts/](#)



Photo Source: gettyimages.com