

# Company Advertising Policy Template

## 1. Introduction

- The purpose of this policy is to outline the guidelines and procedures for advertising job openings at our company.

## 2. Job Posting

- All job openings must be posted on our company website and other approved job boards.
- Job postings must accurately reflect the requirements and responsibilities of the position.
- Job postings must comply with all applicable laws and regulations.

## 3. Advertising Channels

- In addition to our company website, job openings may be advertised on social media platforms, industry-specific websites, and job fairs.
- Advertising on external websites must be approved by HR to ensure consistency with our company branding.

## 4. Diversity and Inclusion

- All job postings must use inclusive language to attract a diverse pool of candidates.
- HR will monitor the effectiveness of advertising channels in reaching underrepresented groups.

## 5. Monitoring and Evaluation

- HR will regularly review the performance of advertising channels to assess their effectiveness in attracting qualified candidates.
- Any changes to the advertising strategy must be approved by HR.

## 6. Compliance

- All advertising efforts must comply with company policies and legal requirements.
- HR will provide training to hiring managers on best practices for job advertising.

## 7. Conclusion

- By following this policy, we aim to attract a diverse pool of qualified candidates and promote our company as an employer of choice.

### Sources:

- *Equal Employment Opportunity Commission. (<https://www.eeoc.gov/>)*

- *Society for Human Resource Management.* (<https://www.shrm.org/>)