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November 1, 2022

The Ultimate Guide to Social Recruiting

Recruiting has changed drastically in the past decade. Businesses must rapidly grow their workforce in an increasingly competitive landscape. In order to attract top talent, social recruiting strategies are pivotal.

The job market is shifting. Not only are companies searching for new skill sets and talents, but the way that businesses find their ideal candidates has turned on its head. In fact, [49% of HR professionals](#) say their organization plans to increase virtual methods of recruitment and candidate engagement.



The question for modern organizations is: how can you make this work to your advantage? As a generation of digital natives enter the workforce and Millennials transition into leadership positions, social media will continue to be an important source for employers sourcing new talent.

Social media recruiting through [employee advocacy](#) and referrals could allow companies to

tap into brand new spheres of talent. In fact, plenty of businesses have already gotten into the social recruiting game. Nine out of ten brands now use some manner of social media to source, attract and engage their new recruits.

Source: Shannon Burton, Sprout Social

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**Average
amount of
ERC funds
secured
per filing:**

\$125,000

Have You Filed for Your Employee Retention Tax Credit Yet

The deadline to amend your Q2 2020 taxes is coming up in Q2 of 2023?

The Wisconsin Restaurant Association has partnered with Adesso who has ERC tax experts on staff that specialize in filing amendments for the hospitality industry.

We encourage you to sign up for a 10-minute consultation with an Adesso ERC tax expert to see if you have money to claim. So far Adesso has filed nearly \$5 million in ERC dollars in just the past few months for restaurant owners in Wisconsin alone and over \$300 million across the country.

[Check Today To See If You Qualify for ERC](#)

Want to talk about this first, feel free to reach out to Dawn Faris, Vice President of Membership & Business Development for the Wisconsin Restaurant Association at 608.444.9481 or dfaris@wirerestaurant.org

Don't miss your chance to amend your 2020 taxes and claim your ERC dollars!

More Info

The Real Truth About Hiring + Staffing in Food & Beverage and Hospitality

A widely held belief is that recruiting & hiring workers in the food service or hospitality industry is a pretty straight forward affair, though anyone in management will admit it has gotten considerably tougher the last 3+ years.



Labor costs have increased across the board as a percentage, and new workers entering the industry have dropped, especially amongst the sub-21 crowd. With fifteen-million employees spread amongst over one-million and counting food & beverage locations in the US alone, competition for quality industry workers has never been higher or more dramatic. And the competition for US consumer dollars dictate that businesses operate fully staffed, lest they run the real risk of losing out to the competition and dying a costly, albeit quick, death.

Labor Costs are not just what an owner-operator spends to employ someone in the food & beverage and hospitality industry. It should include all costs associated with turnover such as job postings, interviews, hiring, training, and consider the time spent by management on each task. But it goes well beyond this, whether that be a restaurant or bar, hotel or banquet facility, catering operation, and so forth. To calculate the actual cost of turnover one must consider the cost of being short-staffed as a consequence. A consequence that drives the cost substantially to the tune of \$146,000 annually, per location on average in the US. A staggering sum for the average F&B business with razor thin margins to account for.

Source: Blog, SNAPSHYFT

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Restaurant Staffing: 15 Tips for Building the Best Team

Your restaurant is decorated to the nines. Your bar is stocked with only the best. And your menu is a study in perfection. But even the best decor, liquor, and food in the world is nothing without the staff to serve it and show it off.

Unfortunately, restaurant staffing is an oft-overlooked aspect of running a successful restaurant.

Getting the right person for the right job can help your restaurant stand out from the crowd by giving you a reputation for quality service. And that doesn't just apply to the servers. Quality service includes everyone from the head chef all the way down to the dishwashers and everyone in between. Without each person doing their job—and doing it well—your restaurant can flounder. So to help you maximize your restaurant's success, we've compiled the 15 best tips for getting the most out of your restaurant staffing.

Source: Sling, by Toast

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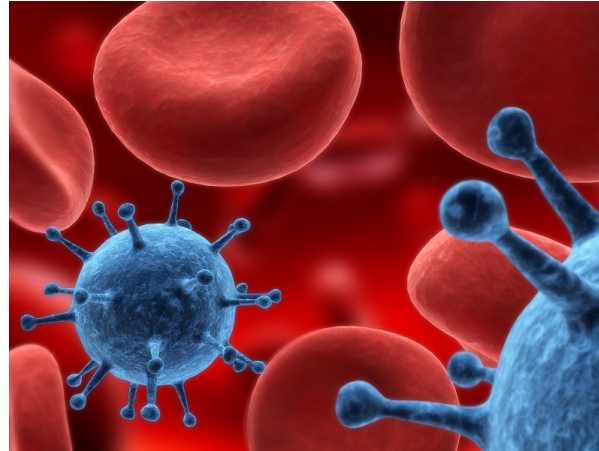
Warning of a Possible COVID Surge - the White House Urges Businesses to Act Now

The Biden administration has issued new recommendations for protecting workers as the nation heads into fall and winter.

Remember COVID?

The Biden administration is hoping to keep the threat top of mind among restaurateurs and other employers as the nation moves into fall and winter, when coronavirus infections have spiked earlier in the pandemic.

The White House issued a [“fall playbook”](#) on Tuesday to help businesses safeguard their employees from the virus.



Source: Peter Romeo, Restaurant Business

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Have a question for the Wisconsin Restaurant Association team?
Not a WRA member and interested in learning more?

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