

Attracting In-Demand Workers

One of the unanticipated side effects of COVID-19 is the rising demand for qualified, local workers in your industry. As always, we're here to help! Below are some best practices to attract workers if your company needs workers now.



Share Safety Protocols

Include any health & safety protocols that you have adapted for COVID-19 directly within your job post. Wonoloers feel more comfortable accepting jobs when they know the company takes steps to protect their health.



Meet the Living Wage

A timeless tactic to attract workers is to increase wages. We suggest offering compensation in line with the [Living Wage](#), or the minimum income rate necessary for a worker to meet their basic needs.



Increase Lead Time

If you're struggling to fill your shifts, increase the lead time on your job. A best practice is to post your job at least a week in advance to give Wonoloers time to plan out their work schedule.