

HR Dive is a news publication designed specifically for human resources leaders overseeing the business of human resources and people learning and development, diversity cover the issues and trends shaping the human resources industry.

management. Across talent acquisition, and inclusion, compensation, benefits, onboarding, and beyond, our journalists

AUDIENCE

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Explore prevailing issues

and industry evolutions

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- TOP-PERFORMING CONTENT

cooker for HR leaders, and 2023 promises to continue this trend as concerns around economic uncertainty reach a boiling point. Between hiring

The past few years have been a pressure

freezes, layoffs, and restructuring, HR departments are already dealing with major fallout before a recession has even officially arrived. Add in landmark pay transparency laws and new policies, coaxing a disengaged workforce back to the office, DE&I ups and downs, and the arrival of AI, and the extent of the burden on today's HR leaders becomes clear. Let's see what our readers have been focused on most. Top 10 HR Dive stories

'Corporate villain' TikTok: How HR can address the latest social media trend UKG lost, destroyed employee data, P.F. Chang's alleges in lawsuit

5. Diversity & inclusion

4. HR management

Top 5 topics

3. Comp & benefits

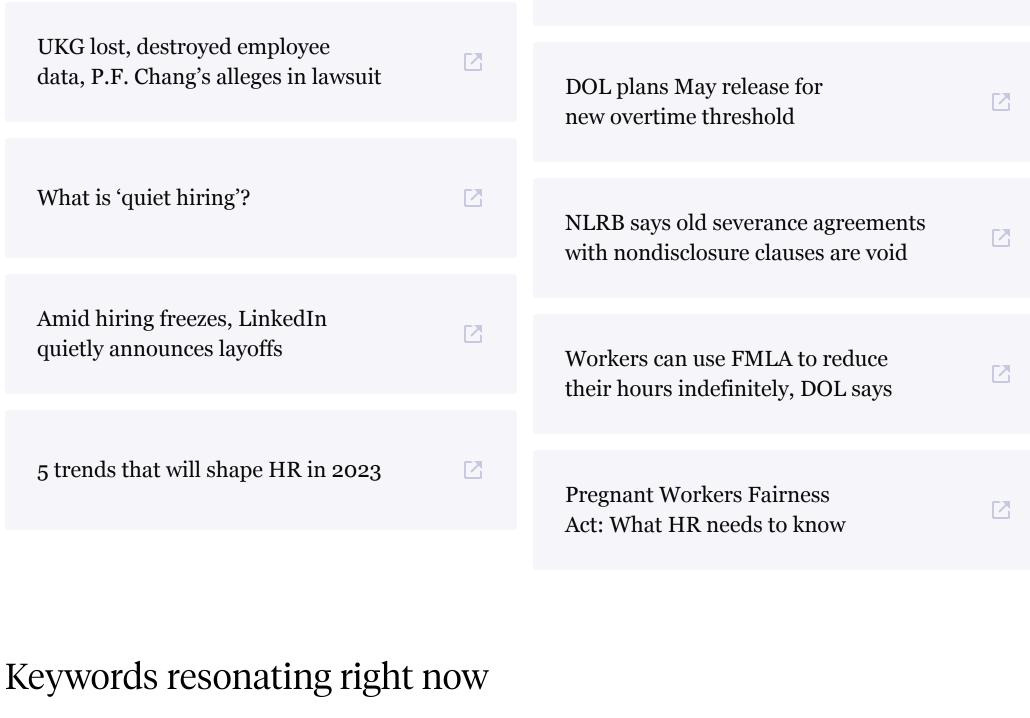
1. Compliance

2. Talent

Ex-HR director sues Honeywell

firing him because of his age

for 'sabotaging' his job,



predictive scheduling laws by state

pay parity

Pregnant Workers Fairness Act

salary history ban

FMLA for dummies

PRO act

TRENDS

Hiring slowdowns & freezes

Cost-cutting measures

Pay transparency laws Parental leave/FMLA; Pregnant Workers Fairness Act New overtime threshold

Policy & regulation

Economic implications

Layoffs

- **Employee-facing** Addressing negative sentiment
 - Increased flexibility; renewed focus on employee mental health/wellbeing Return to office; hybrid work; 4-

day work week experimentation

and dipping engagement

Shifts & shake ups Arrival of AI DE&I successes and failures

Increased scope for human

Action amid economic uncertainty

resource leaders

- Although we haven't even officially hit a recession yet, economic uncertainty is already wreaking havoc on HR departments across a majority of sectors. As companies scramble to get ahead and protect bottom lines, many have implemented hiring freezes, while others are jumping straight to layoffs and major restructuring actions. Inflation and
- worrying for their department's own job security as hiring slows. All of this action in the wake of economic uncertainty is highlighting a growing trend where the scope of the modern HR leader is widening. Today's HR execs are being called upon to work more closely crossfunctionally, particularly with financial arms of the business to analyze data and find inventive ways to reduce costs and improve efficiencies.

uphill battle.

HR compliance pay transparency law return to office

32-hour work week California

human resource management trends

Our readers spent

nearly 2x as long on these

• The consequences of Elon Musk's

and never looked back

stories than the average story:

'hardcore' ultimatum to Twitter workers

• The companies that went fully remote —

A frustrated + disengaged workforce Despite economic concerns having seemingly reduced the previous years' trends of 'the Great Resignation' and 'quiet quitting,' employee engagement continues to decline across the board. Burn out in the pandemic era roiled employee dissatisfaction, sparking backlash against

But HR leaders are listening, and getting inventive in response. Between expanded mental health offerings, shifts to unlimited PTO policies, flexible hybrid work arrangements, and even experimentation with 4-day work weeks, HR leaders are making thoughtful moves to combat this alarming trend. **Navigating a changing landscape**

Between pay transparency laws going into effect in several states, strengthened FMLA laws, the

recently passed Pregnant Workers Fairness Act and new overtime thresholds, HR leaders have

a lot to keep up with in terms of new policy and compliance. And in the realm of DE&I, many

and people of color. Yet other reports find that DE&I efforts are largely falling by the wayside

companies are proudly revealing their latest reports that boast increases in hires of women

corporations. This movement continues to pick up steam in 2023, with waves of anti-corporate

many companies forcing a return to office against employee wishes, HR leaders are facing an

content further stirring the pot on social platforms like TikTok and Reddit. Coupled with

labor shortages also top the list of HR leaders' economic-influenced woes in 2023.

HR leaders are being forced to make difficult decisions and deal with the fallout, with many

MARKETING INSIGHTS

in corporate America — causing many to question the sincerity and hope of future DE&I now that some of the pandemic-induced furor has cooled. On the tech side, artificial intelligence has officially arrived. Many HR leaders are already experimenting with generative AI like ChatGPT and automation-focused forms. While many are thrilled about the potential AI holds to bring new speed and efficiency to the sourcing, interviewing, hiring, and management process — others fear for job security and a future where people management becomes people-less.

via trendlines

All-encompassing and on-

demand resources like playbooks

Interactive content like webinars

Content Characteristics Content Types • Insights on overarching trends Data-driven

Promote your approach with this audience by reflecting the content

preferences of over 132,400 HR Dive subscribers in your strategy:

Revolve around regulation Policy, laws, and regulations surrounding HR are always evolving. Help HR leaders stay in the loop — and most importantly, in compliance — by continually updating them on the

Policy-focused

Cautionary

Authoritative

Future-forward

latest developments in this realm. Give them a head's up as soon as murmurs start, not just when laws get passed and new policies go into effect. For laws that shift across the country, ensure you're providing comprehensive roundups of how policy differs from state to state.

HR leaders are historically glued to how their peers and competitors are fairing — especially

Fortune 100s, tech bigwigs, and other 'household names.' Provide them with stories of how

employee re-engagement, policy compliance, and AI adoption. While this group appreciates a

other leaders are responding and tackling the issues du jour like layoffs, cost-cutting,

success story, they're especially tuned into cautionary tales that help them avoid making

between economic uncertainty, new family & overtime policy, pay transparency, dipping

employee engagement, return to office, and DE&I ups and downs -2023 is no different.

Stay on trend and drive with data Each year, the HR industry is defined by a cluster of core trends and buzzwords — and

Show peers' successes & failures

similar missteps in their own departments.

Ensure you keep HR leaders close to the evolution of these core trends throughout the year with well-researched content that's driven by the latest data from authoritative sources. And don't stop at responsive coverage. This group also loves staying on the leading edge of what's to come via year-ahead and future-forward predictions based on historical and projected data.

studio / ID # # #

How are you resonating

Contact us for more details about how to apply

these insights to your marketing program.

with this audience?

Contact us