



# Social Media Quick Tip

**Social recruiting (social media recruitment) is a method of using social media platforms such as Twitter, LinkedIn, Facebook, Instagram and others to advertise open positions and hiring opportunities, and communicating with potential recruits about your organization's mission, culture, and community reputation.**

Many if not most individuals check their personal social media accounts daily. Social media recruitment is one of the key strategies for attracting new talent.

- 73% of young adults, ages 18-34, found their last position through a social media platform.
- 75% of candidates will research a company's reputation and social media presence before applying for the job.
- Images used in a social media post are key. Sixty-three percent of social media feeds contain images. Content with images attracts 94% higher response rates than content without.<sup>1</sup>

Below are a few quick tips on how to quickly increase your organization's social media presence to access potential new recruits.

## ENGAGE

- Gather a diverse team of employees, representing multiple departments and positions as well as new hires, to review the organization's current recruitment strategies, social media presence, social media policy, and recruitment application process. Your team will have some of the best ideas to enhance the overall recruitment process, including social recruiting. ▲

Once the review is completed and the team has provided input, you may want to ask additional questions:

- How do we find new employees to join our team?
- Are there other sources we have not considered in our current process to find employees? (e.g., Chamber of Commerce, high school, workforce job boards)
- Who do you know who may want to become an employee?
- What social media channels do you use, and which ones should we add for the organization? (e.g., Facebook, LinkedIn, Instagram, Twitter, Snapchat)

- Who on the team: posts on multiple social media channels, likes to create short videos on their phone with simple editing, enjoys writing, is good at editing, and can review posts for adherence to policy and requirements?
- Why do you like working here? What keeps you here?
- What makes our organization unique?
- For new hires – tell us about your search, application, hiring, and onboarding experience?

## IDENTIFY

- It takes a team. Encourage the team to list out the top five opportunities to enhance your organization’s social media presence for recruitment. These may include:
  - Identify a social media lead and pair them with a leadership team member. ◆
  - Add a social media channel for your organization based on the team’s recommendations. Each platform has a purpose and particular demographic following. ▲
  - Consider contacting local high schools, community colleges, or universities for students or faculty willing to assist in developing and implementing a social media plan. ▲
  - Develop a calendar for focused recruitment posts 2-3 times per week on the agreed- upon social media channels. ▲
    - Select team members who are comfortable with social media to create and edit content and images for posts. The goal is to keep your organization’s social media posts at the top of the search results. ▲
    - Determine if you want to purchase social media ads, which would boost social media views. Check with each platform for pricing. ▲
    - Communicate with all employees to share the recruitment posts via their personal channels. This widens recruitment communication. ▲
- Link your social media channels. For example, Facebook links to Twitter, Instagram and others. This will help with posting content, saving time throughout the process. ▲
- If you have one, work with your current job board vendor to link the organization application with your social media accounts. The application process should be as simple as possible, with as few steps as possible from the social media site to filling out an easy application. The goal is to get the candidate to your door quickly, then you can follow up to initiate the screening and interview process. ▲

## CREATE

- Create short videos of willing employees to tell their story of why they like to work at your organization. Video length should be 1-3 minutes. ▲
  - Create a general recruitment video. Short, fun, and featuring your organization – why do employees like working there and what is unique about your organization? LinkedIn has a [resource tool](#) outlining how to create a video quickly at no cost, using a smartphone camera. ▲
  - Create a video and/or post with an image that discusses how your organization makes employee safety a priority during COVID, also addressing potential new hires in the message. ▲
  - Record employee testimonials via podcasts, short videos, and post on social media and website. ▲
  - Feature employees on Instagram. ▲
  - Harness the hashtag – Hashtags are a way to connect social media content to a specific topic, event, conversation, or theme. Hashtags boost social media engagement and will broaden the reach to potential talent for your organization. Recruitment hashtags are important and should be included in all social media posts. Make a list of the recruitment hashtags that you want to add to all of your recruitment posts. ▲

### A few tips:

- Hashtags always start with a #
- No spaces, punctuation, or other symbols
- Keep relatively short in length
- Examples include:
  - #JobSearch
  - #JobOpening
  - #NowHiring
  - #Hiring
  - #Careers
  - #Employment
  - #OrganizationnameHiring

## CELEBRATE

- Review your social media recruitment results with the team to determine areas for improvement and new opportunities to enhance your reach. ◆
- Celebrate the increased social media traffic and recruitment successes with your team! ◆

<sup>1</sup> Posted by: Profiles. (2020, November 13). 11 Social Media Recruitment Stats for Hiring. Retrieved January 31, 2021, from <https://www.careerprofiles.com/blog/social-media-recruitment-statistics-for-hiring/>.

### KEY

◆ = easy or relatively short amount of time to implement

■ = moderate time to implement

▲ = easy / moderate amount of time to implement

● = longer amount of time to implement