



# 3 steps to recruit your next hire on social

Use this simple guide to find great candidates



# Introduction:

## What is social recruiting and why does it matter?

In today's competitive talent market, your team needs to be where the candidates are – and that's online, on mobile, and on social media. A strong social recruitment strategy will help you connect and engage with potential candidates, while building an authentic employer brand story.

At its core, **social recruiting is about building relationships with people** long before they become applicants for a position at your company. The goal is to use your personal connections to match the right talent to the right role.

Social recruiting is no longer a desired strategy or something to aspire to. It's now a must-have component of any talent acquisition plan.

One of the top benefits, however, is the cost. With social, you won't have to pay to share your content with a large number of quality candidates.



49%

of applicants follow a company on social media



35%

say LinkedIn played a significant role in a recent job switch

# 3 steps to effective social recruiting

There is more to social recruiting than simply having online platforms – and this guide will walk you through the basics.



STEP 1

Establish a presence  
on key channels



STEP 2

Build your brand  
on social



STEP 3

Reach out to  
potential candidates

# Establish a presence on key channels

In today's digital landscape, there are a number of channels you can use to build a social presence. The question is where do you want to devote your time and energy? Remember, a social channel that is barely maintained can negatively impact your brand more than no presence at all – so know your resources and plan accordingly.

## Choose channels to reach high-quality candidates

|                    | <b>LINKEDIN</b>  | <b>TWITTER</b>   | <b>FACEBOOK</b>  | <b>YOUTUBE</b>   | <b>PINTEREST</b>  |
|--------------------|--|--|--|--|---|
| <b>BENEFITS</b>    | <p>The world's leading professional network with 500 million+ active users</p> <p>Frequently used for job research</p> | <p>Highly viral and conversational</p> <p>Re-tweets can increase trust and credibility as an employer</p>            | <p>Chatty platform for showing a company's informal side – for instance, wacky photos from the holiday party</p> | <p>Authenticity – can showcase real employees telling real stories</p> <p>Really good videos could go viral</p>  | <p>Visual focus – images, charts, and graphics can enliven your brand</p>           |
| <b>LIMITATIONS</b> | <p>Caters to certain industries more than others</p> <p>Limited to active professional networks</p>                    | <p>No professional focus; lots of noise</p> <p>Character limits</p> <p>Need to go beyond tweeting jobs to engage</p> | <p>Social, not a professional network – most people choose not to mix social and professional identities</p>     | <p>Can be very resource-intensive to produce video</p> <p>Must produce multiple videos and refresh regularly</p> | <p>Not a professional platform</p> <p>Limited demographics (mainly women 18-34)</p> |



# Make your company stand out on LinkedIn

We're biased, of course, but LinkedIn is the natural place to start building your talent brand. There's a wealth of free and paid LinkedIn tools you can use to showcase your company as a great place to work.

## Start with your profile, and have employees follow suit

Your profile is the first place a candidate will go after connecting with you (perhaps via InMail), so it's a prime branding opportunity. Make clear what you do at the company, and why you're proud to be a part of the team. Set up your profile as a model for employees, and have the rest of the recruiting team follow suit.

### PRO TIP: Help your team update their profiles

Host a brown bag lunch to help hiring managers use LinkedIn to create a strong first impression. Show sample updates and share ideas on how to continue the practice.

### Engaging, friendly picture

Who wouldn't want to work with Stacy?



### Stacy Takeuchi

Director of Talent Acquisition - Connecting Talent with Opportunities at Worldwide Technical Institute



Connect

277 connections

Descriptive headline that goes beyond the title

### Links

to branded destinations

- Websites We're Hiring Great People! »
- WTI Careers YouTube Channel »
- Take a Tour of Our Home Office »

www.linkedin.com/stacytakechi/

Contact Info

### BACKGROUND

### SUMMARY

At WTI, we change the world one life at a time by helping students achieve the career of their dreams—it's the underlying inspirational reason for our existence and the reason we come to work everyday. Working at WTI is challenging, constantly changing and a place where you can make a real difference in others' lives and in your own career as well.

### Killer summary

Written in the first person, oozing with passion



# Spruce up your Company Page

Now that everyone on your recruiting team has refreshed their LinkedIn profile, it's time to turn your attention to your company's official presence on the platform. Your Company Page should deliver a unified experience for the candidates you're hoping to attract.

LinkedIn Company Pages are now optimized for mobile devices – which is important, since many of LinkedIn's unique monthly visitors come through mobile apps.



Members following a Company Page are **62% more likely** to respond to an InMail.

## 5 ways to jumpstart your Company Page

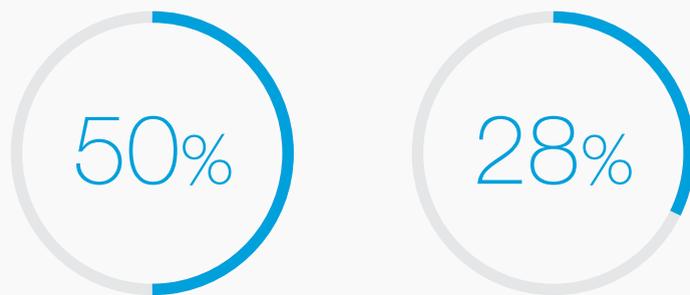
1. Coordinate your strategy for the page with the marketing team.
2. Include a vibrant image that welcomes visitors and showcases your brand.
3. Post status updates to initiate conversations with interested people.
4. Highlight the products or services your company offers, and ask for feedback. Being open to new ideas can inspire interested candidates to reach out and connect.
5. Include groups that potential candidates visit, and invite new people to follow your page.

## STEP 2

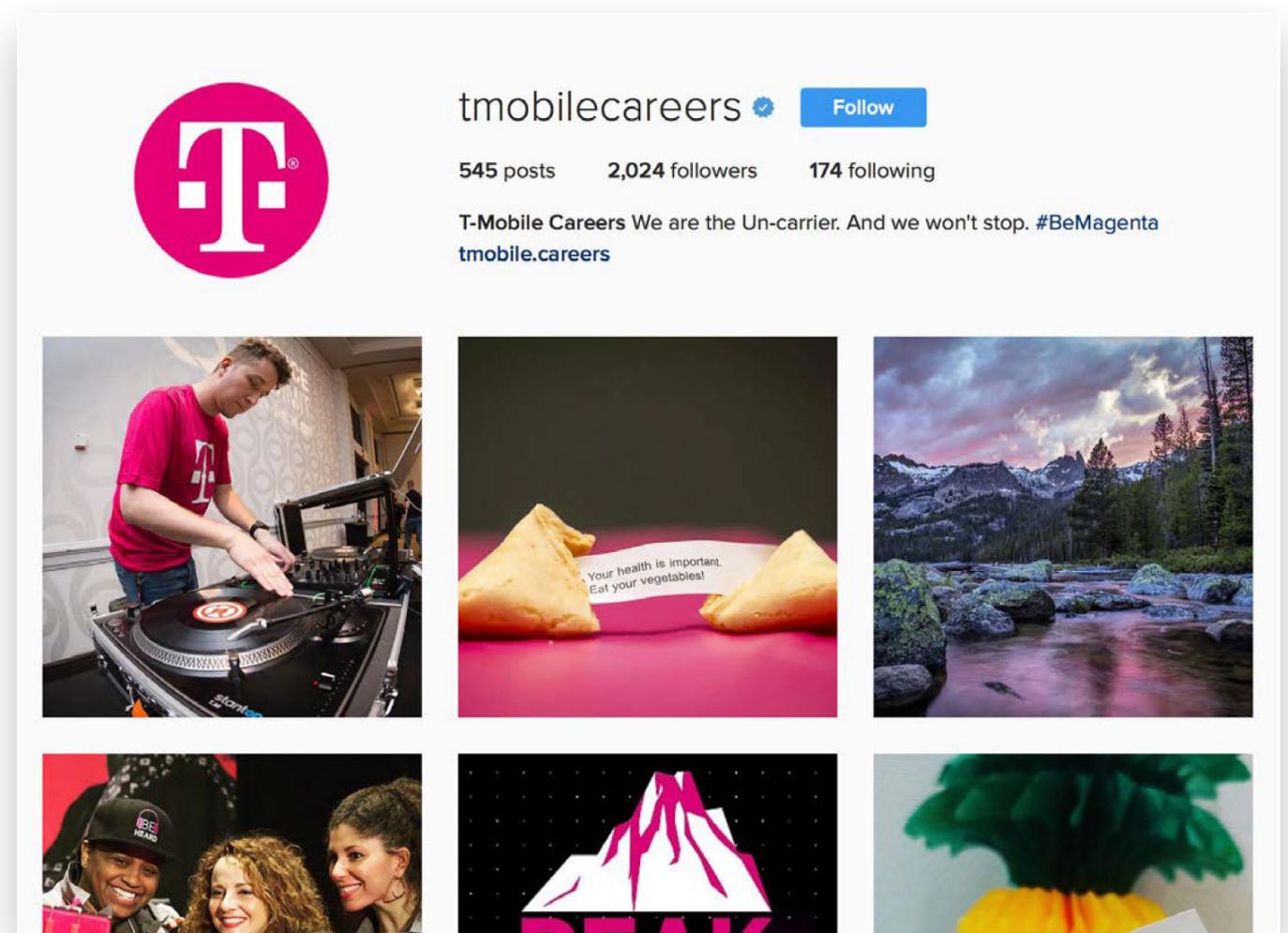
# Build your brand on social

Whether you share, post, tag, tweet, like, pin, or bust some other social move, your brand will soon be operating in an entirely new world.

Before you mass-post about an open position on a variety of social channels, think through your outreach strategy, along with your messages and audience on specific channels. Remember, everything you do should align with your company's overall mission and values.



Companies that have a strong employer brand see up to **50% less cost per hire** and **28% less turnover rate**.



### CASE STUDY: T-Mobile

T-Mobile, a telecommunications company, uses eye-catching colors and hashtags on their Company Page and across all their social media channels. It's inviting and energetic.



# 8 tips for building your brand on social

Here are a few guidelines to help promote (and protect) your talent brand on social media:

1

**Make your culture shine**

It's never just about the jobs. Focus on your people – their stories and emotions.

2

**Target your messages**

The more relevant your message is to a particular audience, the greater its impact will have.

3

**Stay energetic**

Connect and follow other companies you admire and use their feed for inspiration.

4

**Look in the mirror**

Make sure that what you do (and don't do) is what you'd like employees to emulate.

5

**Be visual**

Bold and colorful images, graphics, charts, and videos can bring your brand to life.

6

**Inform your leadership**

Use data to gain support, ease concerns, and help explain your choice of platforms.

7

**Don't bite off more than you can chew**

Show that your efforts are scalable and sustainable on one platform before moving on to another.

8

**Ask employees to spread the word**

With clear guidance and lots of encouragement, your people are an invaluable way to bring in new talent.



## STEP 3

# Reach out to potential candidates



Now that you have a strong brand presence on LinkedIn and other social platforms, it's time to make a splash and let your network know you're hiring. This is your chance to get creative – think through how a mix of communication channels can draw in more great candidates. Always tailor your message based on the channel of communication and audience.

### Tap your network to find high-quality candidates



**Keep things personal.** When posting an open role on social media, tag contacts who might be a good fit and include your thoughts on what you love about the role.



**Ask your contacts** if they'd be willing to share the role with potential candidates.



**Give people something to share** about the role. And don't be shy about giving praise to people who help you out (lots of praise!).



**Make each email as personal as possible.** With LinkedIn Recruiter, you'll immediately see shared connections and groups when composing an InMail, making it simple to customize your message.



**Not sure who to reach out to?** Consider employees, fellow recruiters, and even past candidates you've worked with. The more diverse the group, the better.

#### PRO TIP:

Facebook is a great place to forge relationships and promote yourself as a recruiter. Try to give advice related to your industry and navigating the hiring process. Bonus points for sharing articles that reflect company values.

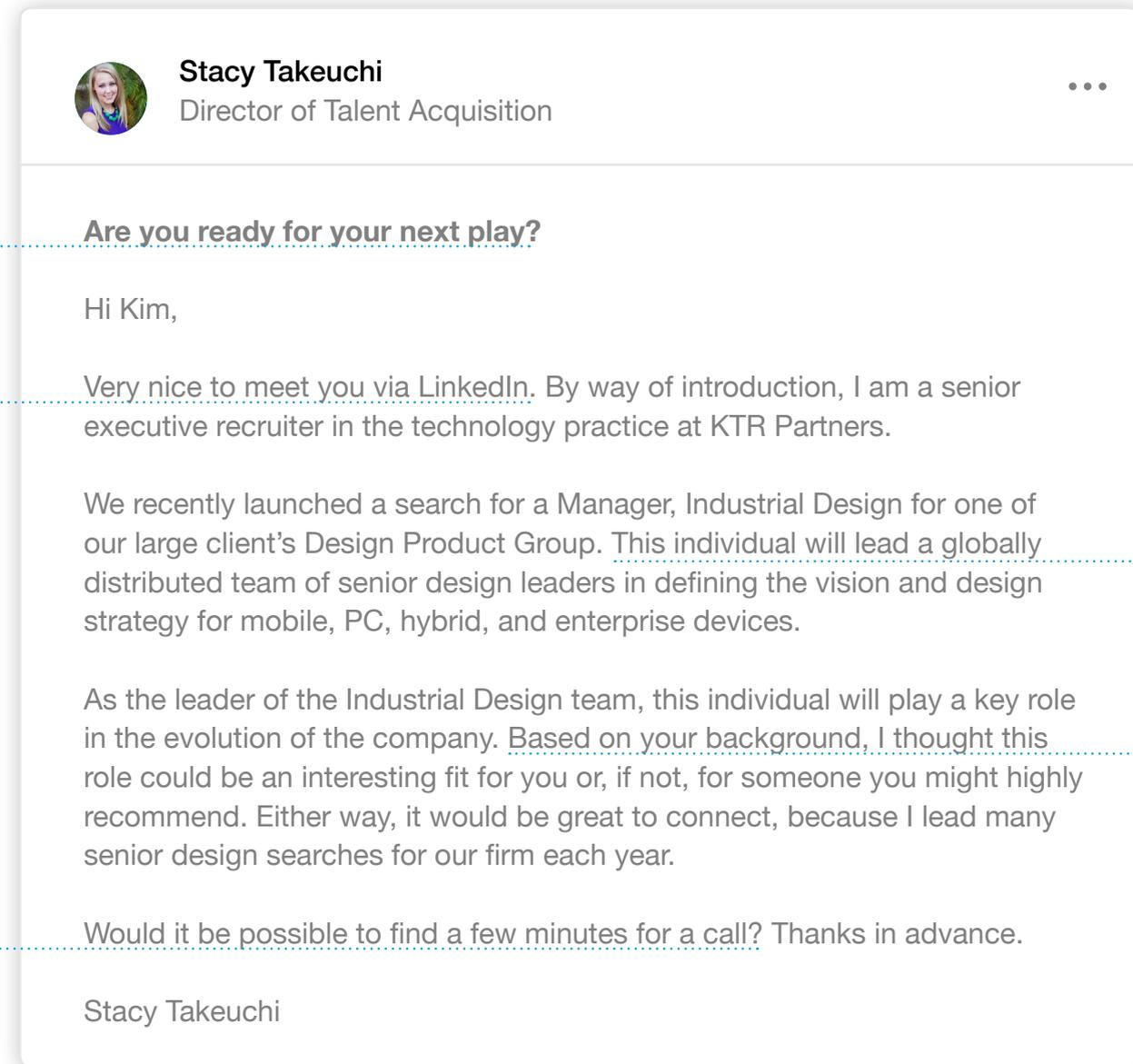


# Attract top talent with every message

By drawing on your social network, you should have a range of potential candidates. On LinkedIn, you'll want to reach out with an InMail message. Before sending, ask yourself if you would open, read, and reply. If not? Make it more personal.

## Checklist before hitting "Send"

- 1 Avoid aggressive subject lines
- 2 Take a personal approach
- 3 Include what's in it for them
- 4 Make it short, sweet, and mobile-ready
- 5 Praise the candidate's skills and experiences
- 6 End with a clear call to action



1

2

4

6

3

5

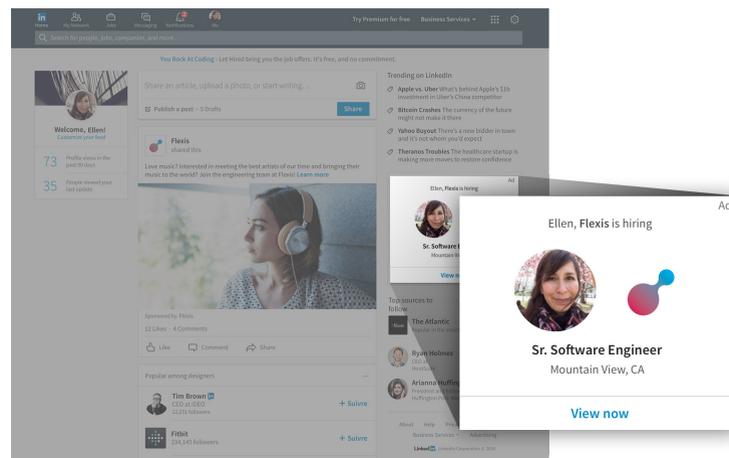
# Continue your social narrative on LinkedIn

There are several tools from LinkedIn Talent Solutions that will put your social media strategy to good use. Here are two places to start:

## Work With Us Ads

Think of your employees' LinkedIn profiles as prime ad space for attracting great talent. By using Work With Us Ads, we can automatically show open roles to each visitor.

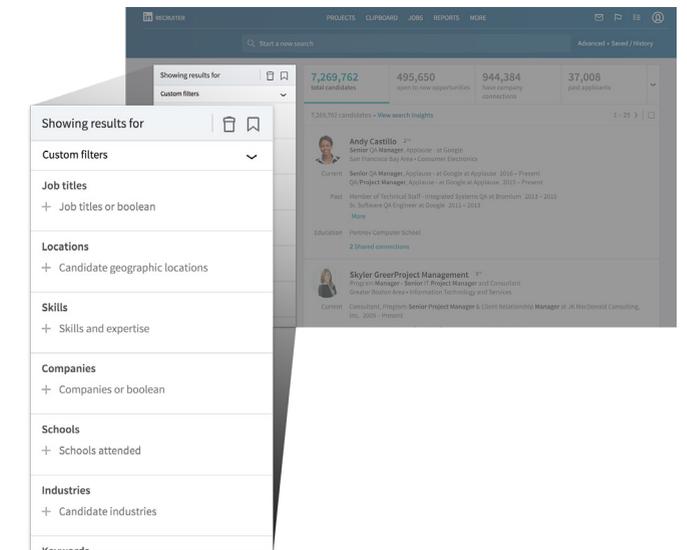
- Use the ad space on all of your employees' profile pages so you can reach out every time a potential candidate connects with one of your employees
- Display jobs personalized to each viewer and drive more interest to your jobs and Career Page



## Recruiter solution

With LinkedIn Recruiter, you can find, engage, and nurture ideal candidates faster and more cost-effectively. Zero in on people who are likely to respond to your InMail messages.

- Contact anyone using up to 150 InMail messages/month
- Share interesting candidate profiles and manage outreach on a collaborative dashboard
- Contact more candidates faster with one-to-many InMail templates



# Measure, monitor, and adapt

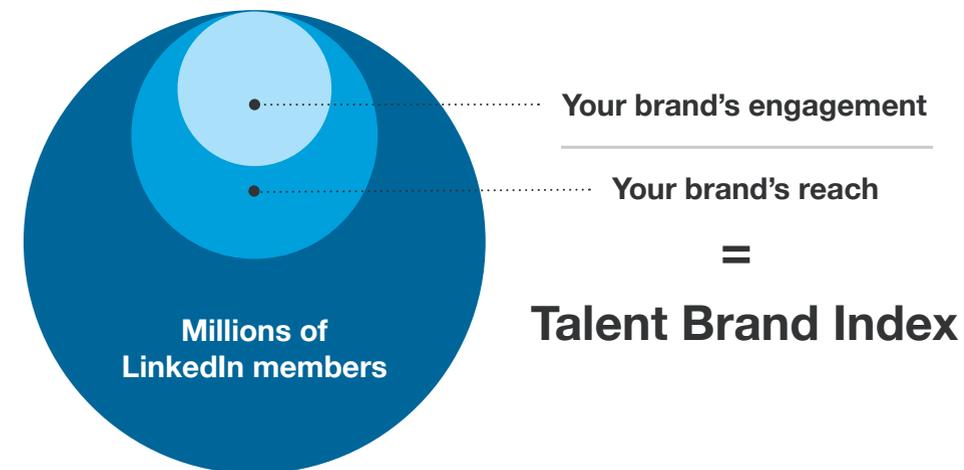
Now you'll want to step back and assess where your best leads are coming from. Unsurprisingly, this will be an ongoing process. You may find that a social channel you thought would return fantastic results doesn't perform the way you hoped – so you'll want to divert your time and attention to a different channel.

## Here's how to strategize for stronger results:

- Monitor who's viewed your profile, engaged with your updates, and published posts
- Know your follower statistics and how you rank for profile views
- Track content engagement and number of quality applications
- Create a baseline, track increases, and adjust as necessary
- Be open to trying new tactics, but set a clear plan for measuring impact

### PRO TIP:

**Talent Brand Index** from LinkedIn will let you see how your company ranks vs. your industry peers when it comes to talent preference. The higher your index score, the easier it is to attract the right candidates for your roles.



# Summary:

## Start recruiting like a marketer

As a recruiter or hiring manager, social marketing tactics can play a significant role in getting qualified candidates to notice the job you're looking to fill and the company you want them to join. Most job candidates will research your social presence and use that to decide if they want to pursue an open role.

At LinkedIn, there are many tools and experts to help you on your journey of crafting and maintaining a strong social brand. Start by helping employees update their LinkedIn profiles, and continue the social narrative across your Company Page and in every InMail you send to potential candidates.

Success can be greatly enhanced by creating quality content and authentic social interactions – necessary to gain the trust of potential candidates. With this guide, you now have the basics to tackle the social landscape.

## LinkedIn® Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 500+ million members worldwide, including 75% of the U.S. workforce, LinkedIn is the world's largest professional network.

### FIND US ON SOCIAL



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