

THE ULTIMATE GUIDE:

# USING SOCIAL MEDIA TO RECRUIT

Attract top talent with LinkedIn, Twitter, and Facebook



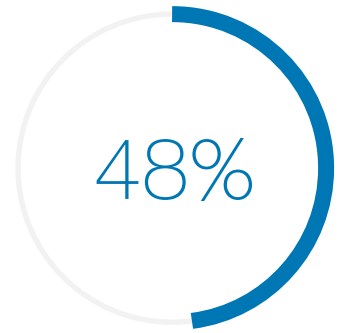
# Social media is your perfect match

Like most recruiters, you know that getting in front of job seekers is an essential part of hiring. Since countless prospects are on social media channels every day – and 70% of millennials use it as their *primary* job search tool – it's where you need to be, too.

Platforms like LinkedIn, Twitter, and Facebook can provide reach, but most importantly, they provide relevance. You can use these platforms to target passive and active candidates and engage with them through the hiring cycle.

This guide will help you get in front of top talent and increase your relevance as a recruiter and an employer. You'll get:

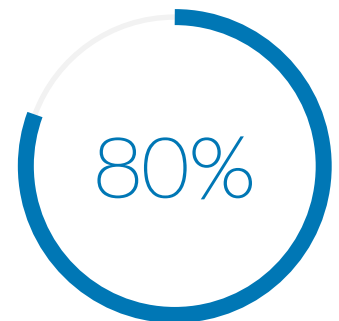
- Tips to write great social posts
- How-tos for building your brand on social
- A template to map out a content strategy
- Plus, a library of free images to use



of all job applicants are active in social media<sup>1</sup>



of recruiters say social media is their best source for finding quality talent<sup>2</sup>



of employers say social recruiting helps them find passive candidates<sup>3</sup>

<sup>1</sup> [Forbes](#), <sup>2</sup> [Bambu](#), <sup>3</sup> [Talent Now](#)

# Master social media in 6 steps

## 1 / CREATE GREAT CONTENT [GO](#)

- 6 types of content to build your brand

## 2 / PUT YOUR CONTENT TO WORK [GO](#)

- Top 3 channels to tap new talent
- Best practices and examples for:
  - LinkedIn
  - Twitter
  - Facebook

## 3 / BUILD A CONTENT STRATEGY [GO](#)

- Master the right cadence
- Map out your social content calendar

## 4 / TAP INTO ONLINE GROUPS [GO](#)

- Easily reach highly targeted talent pools

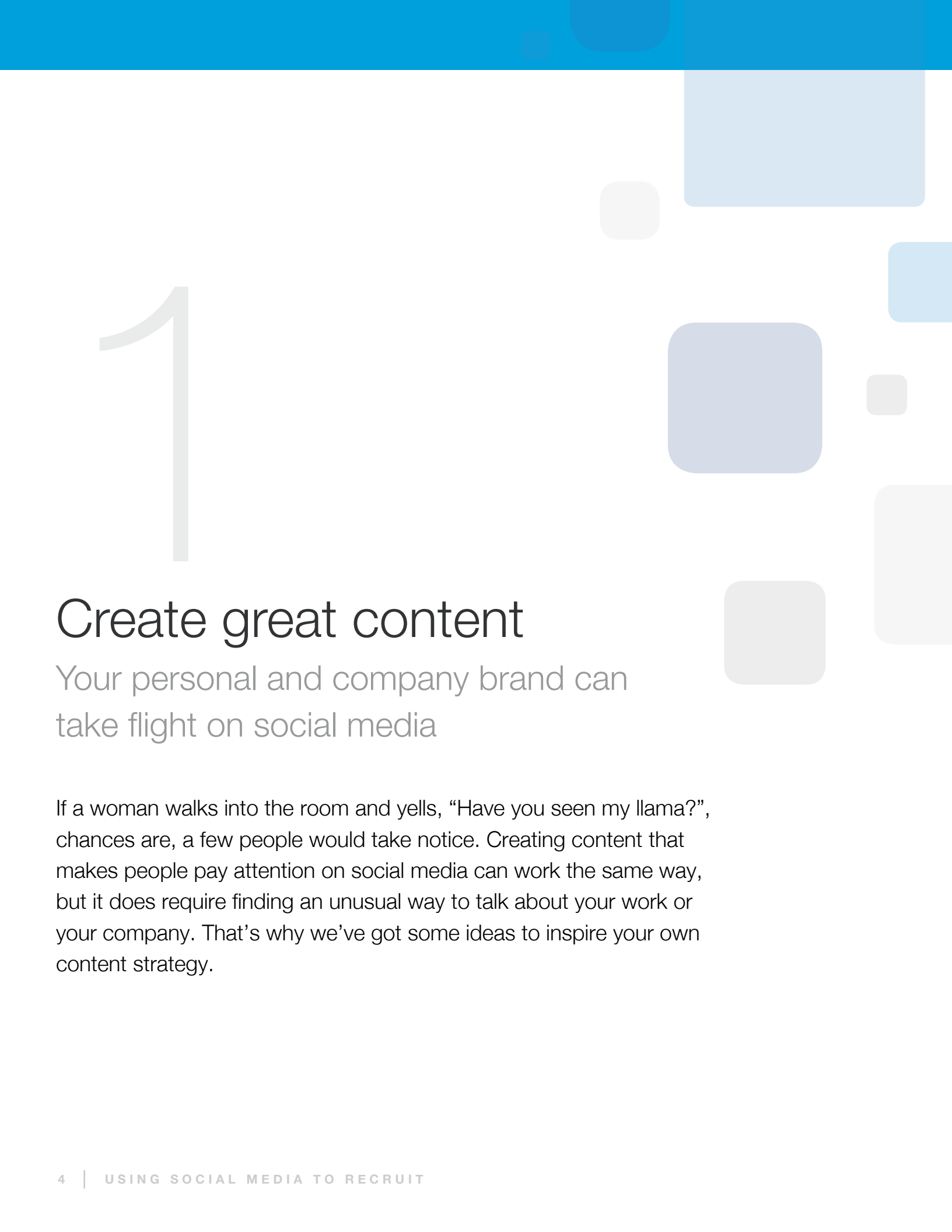
## 5 / INCREASE YOUR VISIBILITY [GO](#)

- Maximize impact with paid promotions

## 6 / DESIGN FOR IMPACT [GO](#)

- Think like a marketer
- Social media starter kit (20 free images)

## CONCLUSION [GO](#)



# 1

## Create great content

Your personal and company brand can take flight on social media

If a woman walks into the room and yells, “Have you seen my llama?”, chances are, a few people would take notice. Creating content that makes people pay attention on social media can work the same way, but it does require finding an unusual way to talk about your work or your company. That’s why we’ve got some ideas to inspire your own content strategy.

# 6 types of content to help build your brand

Social media recruiting involves more than just sharing job openings. It's a tool to help build both your personal and company brand. But what should you share beyond job posts? Good content isn't complicated, and on social media it can be refreshingly brief. Here are six ideas to inspire your own content strategy.



## Company life

Paint an ongoing picture of company life: recent awards, a company outing, or new products – anything that describes a positive workplace.



## Internal team innovations

Share regular updates about interesting work done by specific teams. For example, if you're looking for a copywriter, share new work from the creative department.



## Open forum

Engage your audience with a question: What was their first job? Best advice? Most influential figure in their industry?



## Community news

Good companies have a close relationship with their cities and communities. Local news that affects your talent pool is a handy source of fresh, relevant content.



## Corporate culture

Give a quick reminder of your company's mission, guiding principles, and charitable activities. Snap photos or videos at work to show life on the inside.



## Expert ideas

Pull expert content so you become an industry resource and attract relevant candidates when you're searching for specific roles.

# 2

## Put your content to work




Every day, hundreds of millions of people engage across various social media channels. So which channels will help you reach your recruitment goals?

In this chapter, we'll cover the three best places to reach top talent and offer inspiration and best practices for LinkedIn, Twitter, and Facebook.



# Choosing the right channel

When it comes to evaluating your options for social recruiting, it's important to know the strengths and differences of each channel. Here are the top three places recruiters go to reach new talent plus a snapshot of what each platform is best for.

CHANNEL	 LinkedIn	 Twitter	 Facebook
ACTIVE USERS	540+ million	330+ million	2+ billion
ABOUT	The world's leading professional network for job seekers, networking, recruiting, and talent branding	As much a news platform as a social network; used for posting updates and engaging users through retweets and direct messages	Popular platform lets companies join the social conversation — promoting products, causes, corporate culture, and job openings
BEST FOR	<ul style="list-style-type: none"> <li>• Sharing company, industry, or product news</li> <li>• Thought leadership tips and articles</li> <li>• Highlighting company culture, perks, awards, and more</li> </ul>	<ul style="list-style-type: none"> <li>• Thought leadership</li> <li>• Quick, snappy career tips</li> <li>• Touting employee accomplishments</li> <li>• Sharing open roles</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting company outings or fundraisers, usually with photos and videos</li> <li>• Asking questions and seeking feedback</li> </ul>



# How to use LinkedIn to recruit

Inspiration and best practices

LinkedIn is a natural place to highlight what makes your company unique and also build your personal brand as a recruiter. Use LinkedIn to talk about your career growth, share professional opinions, and highlight open roles at your current company.





# Don't hide your good news

If you like where you work, make it clear – potential hires will take notice.

Add a personal take on company successes

Speak from the heart. Readers will be turned off if you brag – but they will listen to authentic passion.

Link to outside source to build credibility



**Pablo Crawford**  
Senior Recruiter, Flexus  
1d

I'm so proud to be part of the team honored as a **2018 Best Place to Work**. No lie, it's a blast here!



**Flexus Recognized as a 2018 Best Place to Work**

[bizdaily.com](http://bizdaily.com)

22 Likes



Like



Comment



Share



# Act as an ally

Share articles that your followers will find helpful. Offer insight into how to ace an interview or post about leadership skills.

Gain credibility by providing valuable tips and sharing your expertise



**Pablo Crawford**  
Senior Recruiter, Flexus  
1d

Sell your ability (and minimize your insecurity) during an on-site interview – get tips from our company blog.



**Speak With Confidence: Words to Interview By**

Flexus.com

22 Likes



## Pro Tip

- Post frequently to become a regular in people's newsfeeds



# Celebrate coworker wins

Support colleagues or other industry thought leaders by sharing their accomplishments or content.

Add commentary to explain why it matters to you



**Pablo Crawford**  
Senior Recruiter, Flexus  
1d

Inspiring words from our very own CEO! [Kelsey Bargananski](#), you've taught me everything I know and I can't wait to hear more.

Tag the original author to boost the exposure of your post on LinkedIn and, at the same time, build goodwill with the author



**Startup lessons from first-time SaaS founder Kelsey Bargananski**

bizdaily.com

22 Likes

Like Comment Share



## Pro Tip

- You can re-share pretty much anything that's interesting, helpful, or aligns with your company's mission



# How to use Twitter to recruit

## Inspiration and best practices

With 500 million tweets produced every day, Twitter is a platform with huge recruitment potential. To join in, you'll need to be active daily.

Become a valuable community member by retweeting, engaging in conversations, and sharing third-party articles that relate to your business. Find hidden talent pools by searching for specific hashtags or topics. (Need to find Drupal developers? Search for #Drupal and #Drupal8 to see a world of options.)



# Celebrate your voice

Twitter is a great place to be yourself and highlight your personality. Try to tweet using images and hashtags as they perform best, so long as you don't overdo it.

Add a personal touch

Include a photograph, external link, or hashtag

**Ciara Peter**  
@c\_peter  
WHAT IF your job was to write content and your desk was next to my amazing recruiting team?! [#livingthedream](#)

Join me:

**Content Marketing Coordinator, full benefits**  
[careers.flexus.com](https://careers.flexus.com)

1.1K 84K 411K

Show this thread

## Pro Tip

- Keep updates short, and feel free to post the same content on different days. That way your message will be seen by more people.



# Have fun with it

Research shows that tweets without links get more engagement. Show off some internal memo or motivation with just an image and good use of hashtags.

Hashtags can provide context and improve engagement – plus they show up in searches



Ciara Peter

@c\_peter

Refer your friends! It's the law here. :) [#lovemyjob](#)

Include an image that gets people's attention



1.1K 84K 411K



## Pro Tip

- By adding a compelling visual, you'll receive 94% more total views on average

[Source](#)





# Share the love

Expand your reach and engage community members by sharing articles that include helpful tips and news.

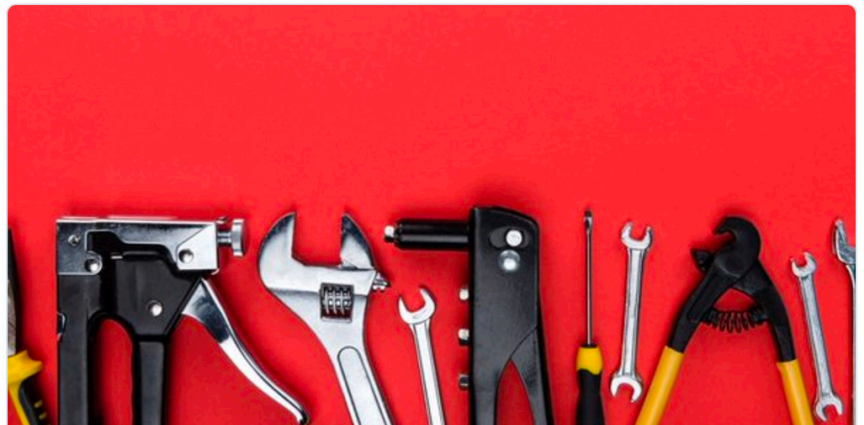
Always attribute author and resource to share appreciation



**Ciara Peter**

@c\_peter

Without a doubt, [@hey2scrumpy](#) has made my life easier by sharing her favorite productivity tips for [@IncWaiCo](#): <https://bit.ly/2rz9> #workhacks



### 9 Amazingly Useful Productivity Tools

Searching for products that will help you work faster and more effectively? We've got you covered with this comprehensive guide to a more organized, creative workflow.

IncWaiCo



## Pro Tip

- Try not to start a tweet with an @mention – that way, everyone can see your tweet, not just the person mentioned



# How to use Facebook to recruit

## Inspiration and best practices

Facebook is a great tool to build relationships by posting questions or quotes to get the conversation started, and a place to promote your company culture with photos and videos. Your goal is to give candidates enough information to picture themselves at your company. The highly visual nature of Facebook makes this easy to achieve.





# Be the friendly recruiter next door

Your audience on Facebook is more likely to interact with first-person examples. Keep it fun and highly visual.



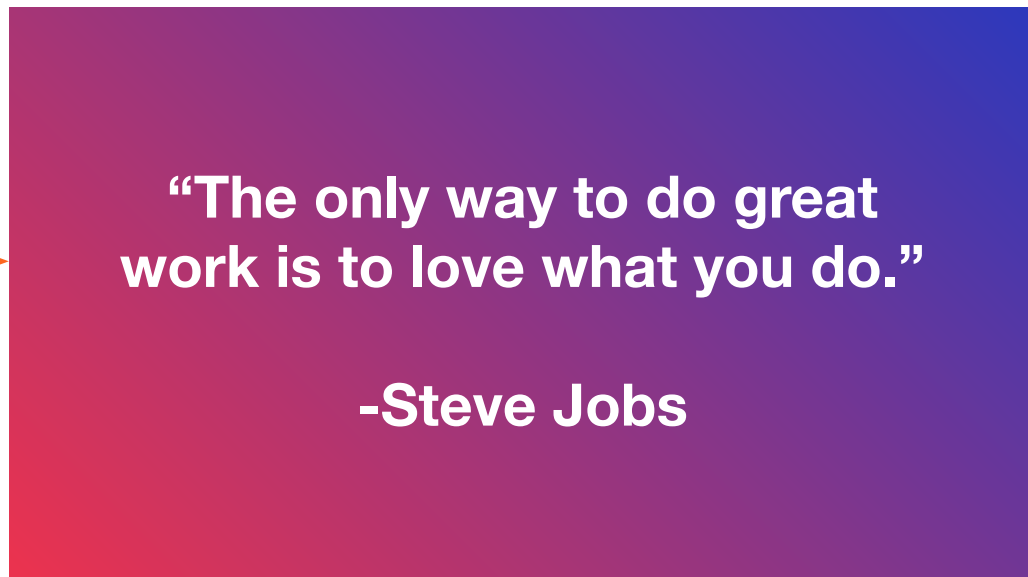
**Ciara Peter**

Yesterday at 7:45pm

Meeting potential hires is one of the best parts of my #dreamjob! (What do you love most about what you do?)

Ask a question to start a conversation

Choose bold colors and graphics



93 views



## Pro Tip

- Facebook makes it easy to stand out with attention-grabbing colors in a few simple steps. When composing a post, choose “Background Color” and add a quote or phrase.



# Show off the culture

Workplace culture is a wide-ranging topic, so experiment with using a mix of posts. Highlight company perks or noteworthy professional accomplishments.

Highlight your company culture with updates about your personal journey



**Ciara Peter**

Yesterday at 7:45pm

Getting a few extra hours of teaching before I'm officially a yoga instructor ... love that my office provides a great space so all my coworkers can help me train (what amazing sports)! ;)

Include an image whenever possible



93 views

Like

Comment



## Pro Tip

- Demonstrating work/life balance can be a huge factor in attracting candidates



# Share first, sell later

Genuinely share something about why you love working at your company, before asking friends to join you on the adventure (and include a link to the company career page).

Write as though you're talking to a friend and avoid sounding too salesy



**Ciara Peter**

Yesterday at 7:45pm

Kind of love that I don't have to go anywhere to catch the Giants #WorldSeries Parade! Jealous of this office view? It can be yours too! Ping me if you see an open role you love. [flexus.com/careers](https://flexus.com/careers)

Include a link to job posts

Show your company's community involvement when possible

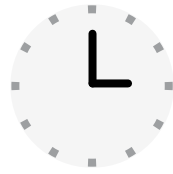


93 views

Like

Comment

# 3



## Build a content strategy




A consistent story takes planning

It isn't luck that'll help you build a strong social presence, it takes strategy and planning. It also takes knowing about the right post frequency and cadence to avoid follower fatigue. In order to keep things fresh, use a content calendar to maintain consistency and make managing the process easy. In this next section, we'll cover all the basics to help you create a successful content strategy.

# Mapping out your content

01

Regular updates on social media – plus a strong narrative – tend to lead to more notice from candidates. The best way to ensure a consistent presence is to plan out what you'd like to talk about, and how frequently, for a week, a month, or even a year at a time.

	PEAK ACTIVITY	BEST FOR	POST FREQUENCY
 <b>LinkedIn</b>	7-9 am 5-6 pm	Content that educates people on your company, industry, and talent brand.	Try 2-3 times/week to start. Move to once per day.
 <b>Twitter</b>	1-3 pm	Quick updates on industry news, job openings, and company accolades.	Try 2-5 times/day.
 <b>Facebook</b>	6-8 am 1-4 pm	Highly visual content with conversational tone. Showcases company culture.	Try 2-3 times/week to start. Move to once per day.



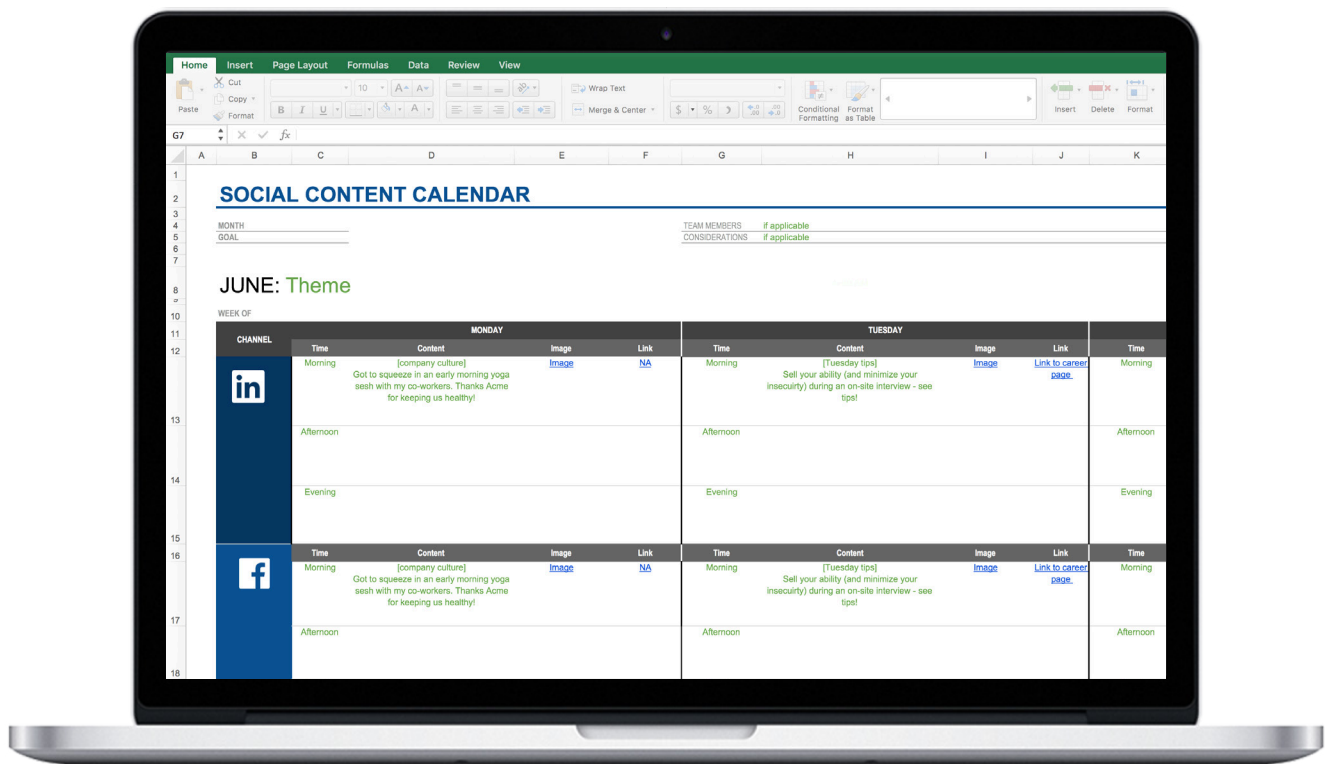
## Pro Tips

- Timing matters: the day of the week – and even time of day – you post can determine the effectiveness of your message

# Social media content calendar

01

1. Download and save this editable [content calendar](#)
2. Find themes that promote your brand as a recruiter, and fill in related content for each platform
3. Make sure to consider where different types of content will be most effective, and find ways to use the same content across multiple channels



# 4



## Tap into online groups

Share common interests. Make better connections.

One of the most effective tactics for recruiters is to join online groups. These open forums allow you to target potential candidates with relevant experience, and engage with them informally. LinkedIn Groups is consistently among the most popular tools for recruiters looking to drill down into specific talent pools.

# Narrow in on the best candidates



Did you know you can search for groups of potential candidates based on industry, title, geography, and even lifestyle and interests? It's a way to narrow your search to find the right person for a specific role. To help you get started, here are eight LinkedIn Groups to try:

- Engineering Career Opportunities [Join >](#)
- Media & Marketing Professionals Worldwide [Join >](#)
- Product Management [Join >](#)
- Sales & Marketing Executives [Join >](#)
- African American Leadership Program [Join >](#)
- e-Learning Latino [Join >](#)
- Network After Work [Join >](#)
- Public Speaking & Presentation Skills for Professionals [Join >](#)



## Pro Tips

- Don't over join: to be an active participant, try doing more with less
- Ask questions and drive the conversation. LinkedIn promotes top contributors.
- If the group you've joined isn't lively and well-populated, find another one
- To get more information on finding and joining Groups, use the [Help Center](#)





## Increase your visibility

Paid promotions are designed to help

Marketing professionals know that the right message is only part of the equation for success. You also need to get that message seen by the right people. There are several ways to increase the visibility of your social outreach, and using paid promotional tools is one way to help.

# Turn your employees' networks into a sourcing tool



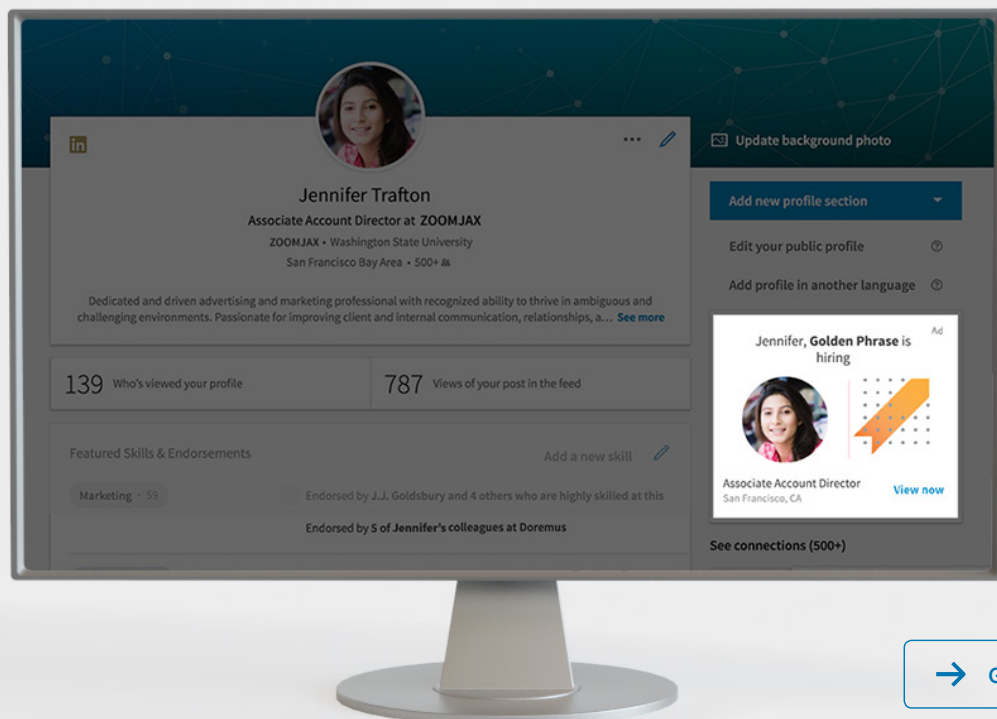
Make your employees' LinkedIn profiles a place to attract the right talent with LinkedIn's [Work With Us Ads](#). People viewing your employees' profiles will automatically see open roles matched to their skills and experience.

## LinkedIn Work With Us Ads

50x higher click-through rates than typical recruitment ads

Drive interested professionals to your jobs, Career Pages, and other places on LinkedIn

Easy set up, always on: ads appear on employee profiles, targeted to relevant candidates



[→ GET STARTED](#)



# Advertise your company to find great candidates

With Sponsored Content, amplify your LinkedIn posts beyond your Career Page followers to get in front of a highly targeted audience. Promote noteworthy company news, events, or even jobs in a more authentic and interesting way.

## LinkedIn Sponsored Content



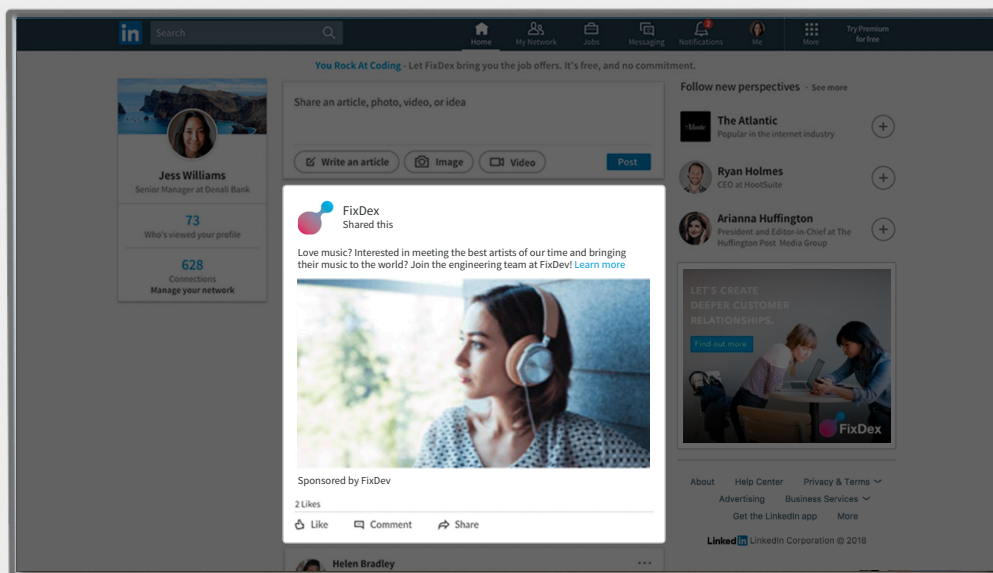
Reach a highly engaged audience with native ads in LinkedIn's news feed



Drive new applicants, build brand awareness, nurture candidate relationships



Build your ideal audience with LinkedIn profile data that targets the right people



→ GET STARTED

# Keep your message moving



Show what life is like at your company with an eye-catching video ad. Video ads hold attention 3x longer than static Sponsored Updates, and make it easier to reach a targeted audience.

## LinkedIn video ads



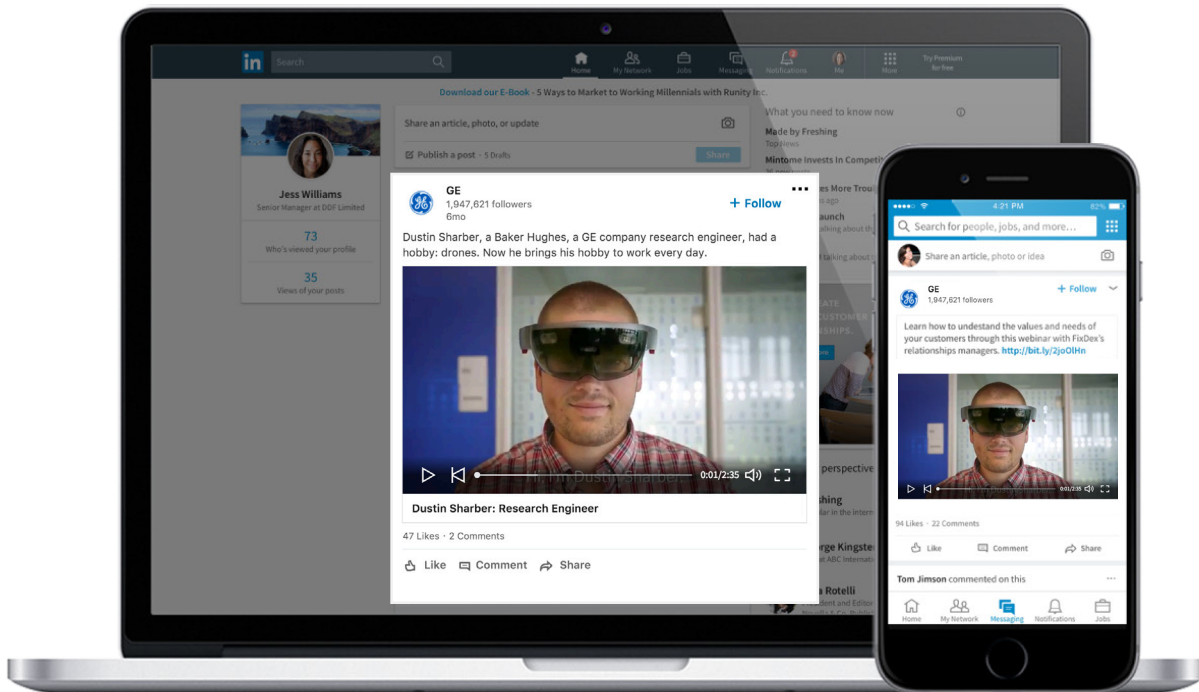
Proven attention-getter that increases your views and shares



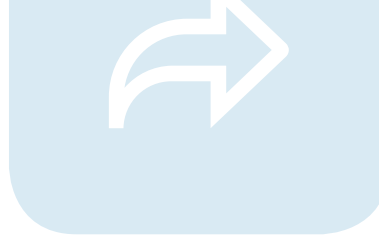
Offers insight into company culture



Raises your company profile, drives website traffic



→ GET STARTED



# Design for impact

Make your social posts pop

A picture can speak faster than your brain can think. That's why images in social media are so important. It's the best way to capture attention, and to quickly communicate a full story about your place of work. In fact, LinkedIn posts with images receive 200% more engagement than text-only posts.

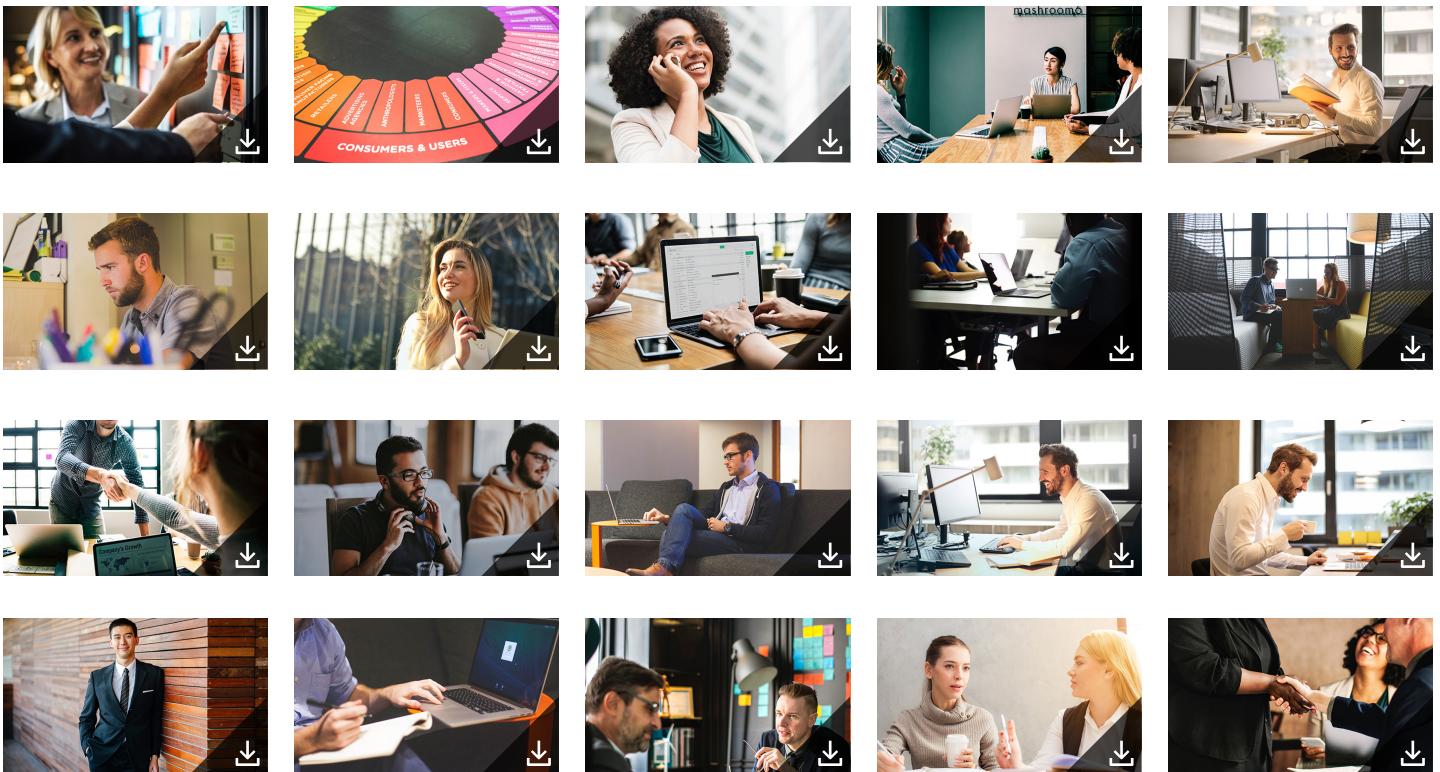
# Social media image gallery



You don't need a marketing team to add design to your social media recruiting efforts. Just follow these steps:

1. Download our gallery of images for social media
2. Upload to your favorite social media channel
3. Add an inspirational message, and include a link to drive more interest in you or your company
4. Share with your network

[Download your design starter pack](#)



# Put social media to work

Using social media is not just a necessity, it's a smarter way to recruit. Now you have the tools, strategies, and guidelines to launch your hiring practices on social media, and start enjoying the returns.

## 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 540+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

[Request free demo](#)



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