
Ways to use Social Media for Recruitment

On average, users spend about two and a half hours on social media each day. With so many users hanging out online, social media recruitment has become a great way for companies to find talent, advertise job postings and connect with potential candidates. Company social media profiles are also a place to express company culture.

1. **Community building:** A powerful way to leverage social media's visibility is by creating business pages where job seekers can learn about company culture, career opportunities and get to know the team. To do this, start by formulating a strategy and plan for managing your social pages. Before developing the strategy, ask yourself these questions:
 - a. How can you showcase company culture?
 - b. What kind of content will you post and how often?
 - c. What will the look and feel and tone of voice be on your page(s)?
 - d. How will you share job opening and what will the application process be?
2. **Showcase culture:** A great way to express the culture at your company beyond your website is with a content strategy that includes behind-the-scenes content, employee and leadership highlights, and company news and updates.
3. **Post and promote job opportunities:** It's also a good idea to share job openings with your audience on your business page feeds. Social platforms like Facebook and LinkedIn also have the option to post and manage job applicants and target potential candidates within the platform.

For example, we managed a recruitment campaign with our client to find talent to fill technicians and management roles. With a small budget, we ran a sponsored job posting for a few weeks. Our client had candidates directly submit their applications via the Facebook job posting, and was able to identify a highly qualified candidate to interview for a management position. The client was pleased with the turnout of the promoted post that we continued to run recruitment campaigns through Facebook.

Depending on your industry and audience, decide which platform makes sense to put a budget behind to promote your listed job openings. For this specific client, Facebook made the most sense and is where we saw the most success.