

EVERYTHING

YOU NEED TO KNOW ABOUT

Social Recruiting



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ABOUT US



LSI Media is a *full-service Digital Media Agency* that provides professional Website Design and Development, as well as Video Design and Production, and Social Media Marketing services.

We serve as an

**EXTENSION OF OUR CLIENT AND
ENTER EACH ENGAGEMENT WITH A
PARTNERSHIP MINDSET.**

In this eBook, you find out how to use different video marketing tools for your business.

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INTRODUCTION

WELCOME TO YOUR FIRST STEP TOWARDS USING SOCIAL MEDIA TO FILL OPEN A JOB POST.

This guide will be your go-to manual in promoting your business using social media in your requirement process.

Here at LSI Media, we always aim to create a better experience and connection with our clients. Through this guide, we will be able to walk you through the process of maximizing the opportunities for your business worldwide web. We will give a you step by step process in the new method in human resources.

This guide is comprised of 12 chapters with 3 sections. This is exactly is what you will be expecting to learn.

SOCIAL RECRUITING

Everything You Need To Know About Social Recruiting

In the world of social media, social recruiting refers to the process of advertising jobs, recruiting candidates, and connecting with potential employees through social media platforms. It is also referred to as "social hiring" or "social media recruiting" in certain circles.



Posting a job on your company's social media page allows you to leverage your followers' and employees' networks in order to spread the word quickly and effectively. There are only three steps to this process:

- 1 Using the social media accounts of your company, you share a new job posting.
- 2 Share the post with your followers and employees.
- 3 It increases your probability of finding the perfect candidate exponentially.

IS SOCIAL RECRUITING EFFECTIVE?



Hiring high-quality candidates can be made easier with social hiring. According to a Jobvite survey conducted in 2019, 35% of respondents learned about job openings through social media. The majority of younger respondents said they were most likely to use social media to search for jobs.

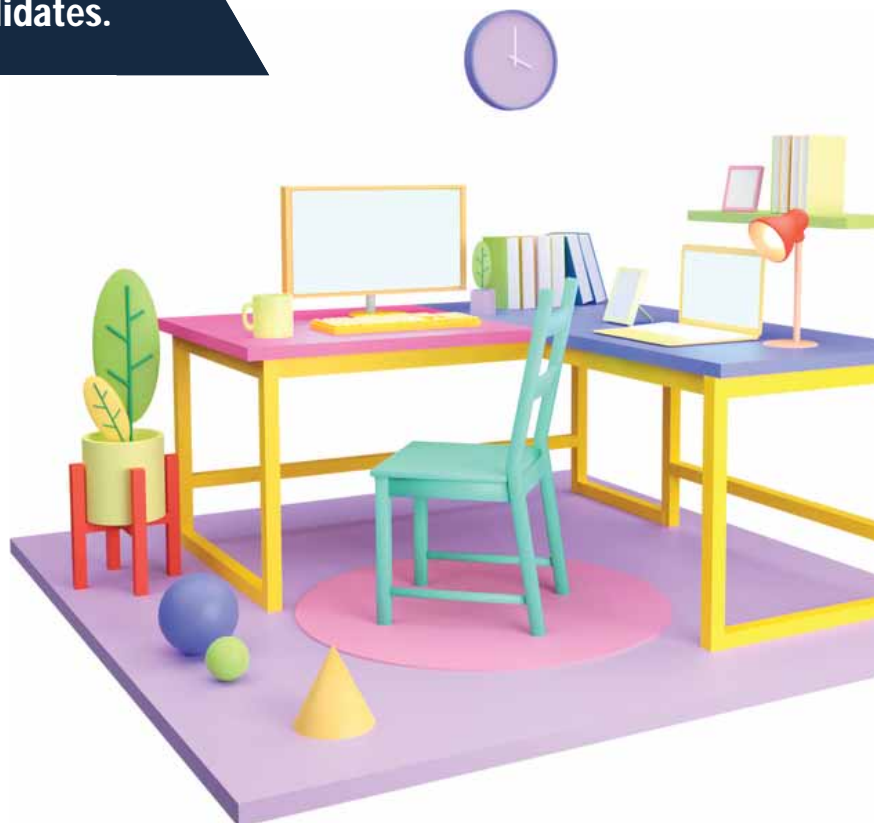
BENEFITS OF SOCIAL MEDIA RECRUITING

It is no longer a gimmick for businesses to recruit and hire through social media. Recruiters and company representatives increasingly use Facebook to promote company culture and source candidates.

THE FOLLOWING ARE SOME BENEFITS OF USING SOCIAL MEDIA IN RECRUITING:

Identify and recruit passive candidates.

Engaging passive candidates on social media is the most effective way to find and connect with them. There are a number of categories on LinkedIn, but they are mainly structured around a professional directory.



BENEFITS OF SOCIAL MEDIA RECRUITING

Develop your company's employment brand

You can create a brand for your social media channels, upload photos, and broadcast videos. Encouragement of participation in discussions should be extended to customers and job seekers alike, and employees should respond to questions and comments as quickly as possible



Potential recruits can get a sense of the company's culture through social media before submitting their application. By encouraging prospective employees to become acquainted with the company's culture before accepting a position, you can ensure that the candidate is a good fit for the organization.

BENEFITS OF SOCIAL MEDIA RECRUITING



Experience talent and passion firsthand.

It is common for people to share their love for their careers on social media. The community has passionate people who are willing to showcase their work and their new ideas.



You can view resume details without a resume.

Unlike Facebook, LinkedIn provides an overview of an individual's work history and education. Before reaching out to a candidate, you'll know if they have the experience the role requires.



Find a great fit in terms of culture.

You can learn about a person's hobbies and determine what type of personality they have through social media. It is possible to find candidates who are skilled and will also fit the culture of the company.



BENEFITS OF SOCIAL MEDIA RECRUITING

Filter out candidates who are not qualified.

Some people behave how poorly on social media. By looking at what they share online, you can determine whether a candidate has a bad attitude.



You can view resume details without a resume.

As long as you don't advertise job openings through paid campaigns, social media recruiting is completely free.



ARE TRADITIONAL RECRUITING STRATEGIES NO LONGER ENOUGH?

Today's job market is intense.

The competition for top talent has increased as corporations spend millions of dollars on advertising. As a result, there has been a tremendous increase in the number of applicants with whom job applicants compete.

Many companies cannot be located by traditional recruiting strategies,

because the best candidates often don't register with the company's website or apply via email.





Traditional Recruiting Strategies have proven to be outdated due to the massive number of applicants using these websites to obtain job leads. To compete with the growing number of applicants, recruiters must use social media to attract top talent.

Today, recruiters use Twitter to post job listings, connect with candidates, and obtain personal information about them. Using social media to obtain targeted candidate information has proven to be very effective in finding and hiring new talent.

Today's companies must work harder than ever to retain talent.

Recruitment is much tougher now than it used to be. Traditional Recruiting Strategies were based on meeting the needs of the employer.

With the focus on customer service, retention, and brand building, Recruiting departments are now focusing on onboarding and culture change. These two important issues have far-reaching effects on the business's future retention and profitability.



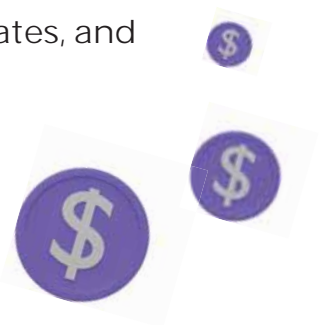
Companies need to consider using social marketing and social recruiting strategies to attract top talent.




Companies must realize that there is a big difference between attracting top talent and simply maintaining existing employees. Companies that think about the future and how to retain their talent are far more successful.

It is important for recruiting agencies to develop specialized programs that target top talent. Firms must have an understanding of the value that social marketing and social recruiting can provide.

In addition, agencies must be highly skilled at managing and executing high-quality employee retention strategies, providing high-quality candidates to companies looking to hire, developing and maintaining productive relationships with their candidates, and developing high-quality employer brand recognition.



ARE TRADITIONAL RECRUITING STRATEGIES NO LONGER ENOUGH?



Where today's businesses face a plethora of staffing and management challenges. Managing the human resources department, hiring, retaining, and developing employees is becoming increasingly challenging. Businesses must realize that a comprehensive employee referral program can dramatically enhance their recruiting and hiring efforts while greatly improving the quality of candidates they choose to bring into the company.

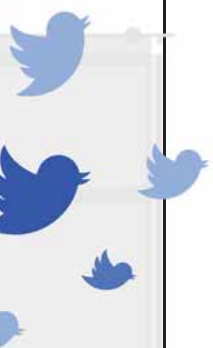
Companies must realize that quality candidates with the right combination of skills and characteristics make the best team. The right candidate selection strategy can dramatically improve the quality and efficiency of the company's recruiting and hiring efforts. Recruitment agencies must focus on developing targeted plans for each of these four key components: employee retention, job onboarding, recruiting and hiring, and engagement. This comprehensive approach is the most effective way to address challenges faced by today's companies.

There are many social networks, and each warrants a different approach. You should first decide whom you are trying to reach so that your marketing strategy will be tailored to their needs. Initially, perhaps you should familiarize yourself with just one social media site before expanding.

SOCIAL MEDIA PLATFORMS TO CONSIDER



Twitter is a massive microblogging site with a unique twist on the traditional model. Because Twitter has imposed a character limit on all tweets, you must reduce the number of words you use without detracting from your message. Although it may not appear so, selling your corporate brand in 140 characters or less is much more difficult than it appears. You can use your social recruiting tool to create 'Twitter Cards,' which allow you to attach rich photos, videos, and other media to your tweets, allowing you to pack a bigger punch with more expressive messaging that goes beyond the limits of 140 characters.





TIPS FOR USING TWITTER

You can start using Twitter with these quick tips and best practices:

Create an account by providing your company's name, a photo, and a brief bio. Follow a few relevant industry tweets, and then start following others.

The hashtag is a great way to make your job posting tweets stand out from the rest. On Twitter, you can use hashtags to filter information. By including a hashtag with a keyword in your tweet, it becomes instantly searchable.



Take your Twitter account beyond job postings. Engage potential candidates with it to keep them interested. Whether you are planning to attend an event, have company updates, or have industry news to share, you can do it here. The tweets you send out reflect the culture of your company.

You can find hundreds of contacts on Twitter if you do a quick search for a specific keyword. Follow people in your industry, people with the skills you need, or those who have a network you can tap into. You will often be followed back by these people if you follow them back.

SOCIAL MEDIA PLATFORMS TO CONSIDER

in

LINKED IN



LinkedIn, which is widely regarded as the world's largest professional network and the most frequently visited social media platform for recruiting, is an important screening tool for employers. Your company can easily maintain a high-profile relationship with both active and passive candidates thanks to a vast network of valuable connections.

You can even turn to your employees for assistance through social distribution, which automatically shares job postings on their profiles for greater exposure, thereby promoting internal referral processes and promoting internal referral procedures.

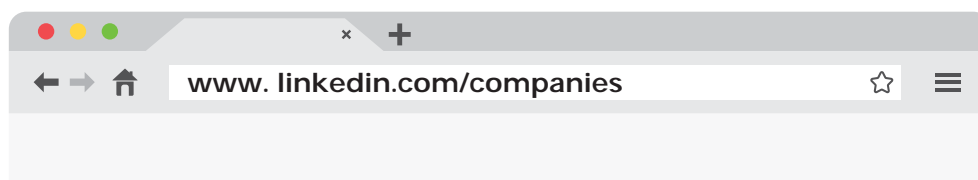




TIPS FOR USING LINKEDIN

You can start using Twitter with these quick tips and best practices:

You should start by creating your company profile. Go to



and click the “add a company” button on the right-hand side. Make sure you keep your company profiles up to date once you’ve created them. Frequently update company information and job postings.

If you search on keywords for people with the required qualifications listed in their LinkedIn profile, you can actively search for candidates among LinkedIn members. After that, you can either send an InMail directly or, if you have a mutual connection, request an introduction.

Recruiting potential candidates through groups is another effective strategy.

The last option you have is to advertise. You can target specific audiences using LinkedIn Ads based upon their job titles and functions, company size, industry, and LinkedIn groups.



SOCIAL MEDIA PLATFORMS TO CONSIDER



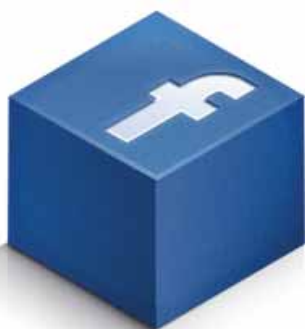
FACEBOOK



Facebook has transformed how job seekers interact with the companies that they find appealing.



It is inclusive of every age group, gender, and ethnicity, so exposure to a diverse range of people is not a concern. With such high user retention, it's the ideal place to engage with job seekers, provide industry insights, and post all of your open positions in one convenient location. Job candidates can visit a single repository and easily see what is available because Facebook provides companies with a 'Job Openings' tab that can be accessed directly from their profile.



TIPS FOR USING FACEBOOK

You can start using Twitter with these quick tips and best practices:

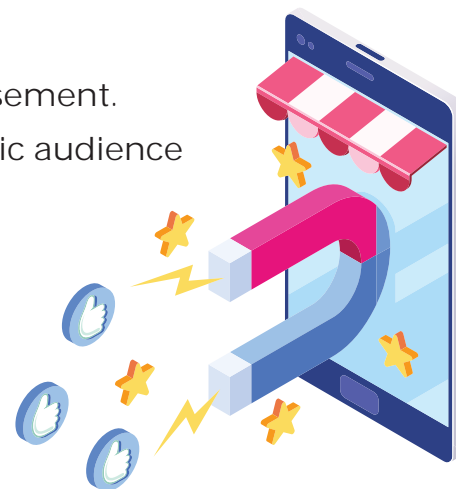


Create an engaging company page and ensure that all content is relevant and up to date before moving on to the next step.

Consider creating a public Facebook page where people can "like" your page and then receive notifications of new jobs or other updates you post.

Encourage your employees to participate by leaving comments on your company's Facebook page. Make sure you respond to all comments, whether they are positive or negative. Make use of your wall for more than just advertising job openings. Make use of it to keep people interested, which will result in more people being active on the page and seeing the post when a job opportunity arises.

Another option is to create a Facebook advertisement. Facebook allows you to target ads to the specific audience you're trying to reach.

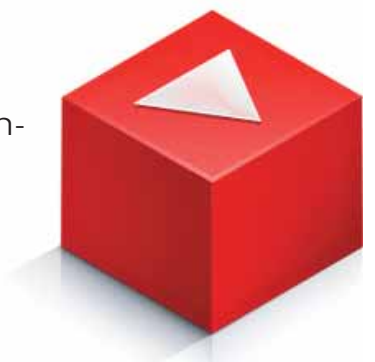


PROGRESSIVE SOCIAL MEDIA PLATFORMS TO CONSIDER



Using its video-only format, which distinguishes it from the other members of this list, YouTube allows you to broadcast your brand to a worldwide audience. Did you know that social video generates more social shares than both text and images combined on social media platforms? YouTube provides an excellent opportunity for your company to demonstrate the importance of regularly producing employee and culture-focused recruiting videos.

In addition to YouTube video content, you can post employee-generated videos that have been created in-house to your company's social media channels.



PROGRESSIVE SOCIAL MEDIA PLATFORMS TO CONSIDER



Instagram is a highly engaging platform for promoting your brand through images, videos, and text captions, while also appealing to the younger generation of job seekers in general.

Increase your reach by using the hashtag strategy that we discussed in the previous section on Twitter. However, be sure to create unique content for this channel, which prefers more personal and highly stylized content.



Posting the same content across multiple channels (without tailoring it to the unique angles audiences expect on each channel) communicates to users that you aren't interested in providing them with the customized experience to which they have grown accustomed.



HOW TO RECRUIT ON SOCIAL MEDIA

Companies should develop their transparently through unique social media recruiting strategies. To get started, here are a few ideas that will help your company:

1

Talk to the right people

Cutting through the noise and finding the right people on social media is the key to successful recruiting on this platform. Becoming involved in LinkedIn groups and employing hashtags are excellent methods of getting your job openings in front of the candidates you want to hire. On Twitter, for example, the hashtags #devjobs and #NYChiring can assist you in reaching the appropriate candidates.

2

Promote your culture with a soft approach

The use of social media for recruiting goes beyond simply posting open positions on company accounts. You should also share content that demonstrates that your company is a great place to work to attract candidates on an organic basis. People enjoy talking about companies with distinctive cultures, which is why this type of content is frequently shared widely.





Make your approach more user-friendly and make your application more straightforward.

In today's world, social recruiting has emerged as a powerful solution for modern businesses, not only because it provides them with access to a larger pool of potential applicants, but also because it has the potential to make the recruitment process more efficient. Businesses must monitor and update their strategies regularly if they are to be successful.

Companies are beginning to recognize that simply posting job openings on job boards and doing nothing else will likely not be sufficient anymore. According to the Bureau of Labor Statistics, one-quarter of all job seekers (and seven out of 10 Millennials) are currently using social media as their primary job-search tool—a figure that will only increase as more hyper-connected digital natives enter the labor force.

The use of social media for recruiting goes beyond simply posting open positions on company accounts. You should also share content that demonstrates that your company is a great place to work to attract candidates on an organic basis. People enjoy talking about companies with distinctive cultures, which is why this type of content is frequently shared widely.



4

Be sure not to overlook niche networks.

Yes, everyone and their mother is on social media sites such as Facebook, Linked In, and Twitter these days. However, by scouring niche networks and forums, you can find specific candidates to interview. Developers, for example, are sharing their knowledge on GitHub and StackOverflow, among other places. Marketers are exchanging ideas on Moz and Warrior Forum, where they can be found. And your next great leader may have just provided a thought-provoking response on Quora.

5

Every employee should be involved.

You likely have some social media influencers in your organization. To promote openings on social media, encourage your entire team to do so and, in general, act as an evangelist for your company. Even though some companies have strict social media policies, allowing your employees to speak about their work experiences responsibly can pique the interest of a potential candidate.

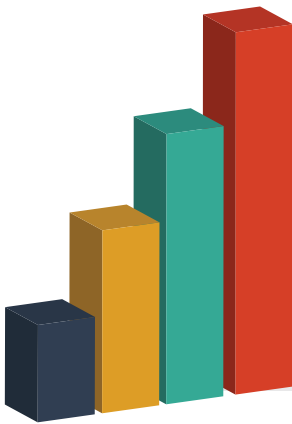
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Develop a social media presence for your recruiters.

There are limits to what corporate accounts can accomplish. Individual recruiters can make face-to-face connections with candidates, but they must first be familiar with social media best practices and maintain their accounts regularly to be effective.



MAKE USE OF THE ADVANCED SEARCH CAPABILITIES PROVIDED BY SOCIAL MEDIA PLATFORMS.



The importance of understanding your target demographic on each network cannot be overstated, as they can differ significantly from one platform to another.

Once you know who is listening, you can tailor your message to ensure that it reaches the appropriate individuals at the appropriate time. Many people are unaware that most of the major social networks have advanced search features built right into them. This is something many people are unaware of. You can actively target the types of individuals you are looking for and engage with them on a one-to-one basis by utilizing these advanced search features.

FACEBOOK GRAPH SEARCH

Facebook allows you to search for people based on various characteristics of their profile (Location, interests, pages liked, areas of study, etc.) If you want a more refined result, you can join multiple queries together.



CONSIDER THE FOLLOWING SCENARIO:

You are looking for people who work, live in New York, and are studying computer science:



You also can run queries such as "People who are interested in Social Media and Computer Science and live in New York City," which will return results. The Graph search on Facebook allows you to identify individuals or groups of people who you believe would be a good fit for your company based on their interests, likes, and a variety of other identifying characteristics.

LINKEDIN ADVANCED PEOPLE SEARCH

The fact that LinkedIn is geared toward business professionals means that their advanced search capabilities give recruiters a significant advantage over other social media platforms.

While approximately half of their advanced search features are available for free, some require the use of a LinkedIn premium account to be able to access. Despite this, the free portion of their advanced search still provides a great deal of flexibility and power in terms of finding qualified individuals who may be a good fit for the position you are hiring for at your company.



TWITTER ADVANCED PEOPLE SEARCH

However, if used correctly, it can be extremely useful. As you are probably aware, tweets are limited to 140 characters in length, so this search is more effective for locating individuals who are tweeting with a specific phrase or hashtag. Investigate which hashtags are most frequently used in your line of work, enter them into the advanced search, and use the geographic location filter to narrow your results.

SOCIAL RECRUITING PROCESS

BUILDING A SOCIAL RECRUITING PROCESS

ESTABLISH GOALS AND METRICS

Do you want to increase the number of people who apply for your position? Reduce the length of the hiring process? Are you looking to reach more qualified candidates?

Choose metrics that will assist you in measuring those objectives, and then evaluate how your current recruiting strategy compares.

Some popular social recruiting key performance indicators (KPIs) are as follows:

- ✓ The amount of time spent on each applicant
- ✓ The cost of each hire
- ✓ Participation in social media
- ✓ Percentage of employees who refer others
- ✓ Number of clicks from social media to your hiring page
- ✓ The acceptance rate of job offers

IDENTIFY YOUR IDEAL CANDIDATE

When you use social recruiting, you can more accurately target the type of candidate you are looking for because you know what experience, characteristics, and skills they possess. The use of social recruiting is an excellent way to determine whether a candidate is a good fit for your company culture because it allows you to see how they live out their values and represent themselves online.

LOOK AT YOUR COMPETITORS

Are your competitors using social media to communicate with you? If this is the case, are they using their accounts to recruit?

You are not required to be present in all of the locations where your competitors are. The location of their social recruiting posts, on the other hand, can be useful in determining what you're up against if they have high-quality engagement with their posts. When a company's social recruiting efforts fail to generate interest, you can learn what not to do—or identify opportunities where your posts will stand out.

ESTABLISH YOUR EMPLOYER BRAND.

You must first define your employer brand before you can begin to market it. Select the characteristics and values that you want potential candidates to see, and then double-check that your social recruiting posts and employee-generated content reflect those characteristics and values.



CREATE YOUR EMPLOYER BRAND FROM THE INSIDE OUT.

Communicate openly with your employees about the various initiatives taking place throughout the organization.

Among the methods for increasing transparency within your organization are:

- ✓ Newsletters sent to employees within the company
- ✓ Employees have the opportunity to be heard at monthly town hall meetings.
- ✓ Salary and benefit disclosures are made transparently.
- ✓ Conversations about diversity, equity, and inclusion that are open and honest
- ✓ Special events and team-building activities are held throughout the year.
- ✓ Volunteerism and social corporate responsibility initiatives are examples of this.
- ✓ You could put everything on the internet.



Select the right social media platforms

Even if you post everything on every social media platform, this is not an efficient strategy. Determine where your employees and ideal candidates spend their time online, and then select the best social media recruiting platforms for your organization.

CHOOSING THE MOST APPROPRIATE SOCIAL MEDIA PLATFORMS NECESSITATES DECIDING WHAT TYPES OF CONTENT TO PRIORITIZE.

If you want to recruit through Instagram, you'll want to concentrate on creating visually appealing content. You can curate a combination of text, images, videos, and links if you think your candidates will be more likely to be on LinkedIn.



ESTABLISH AN EMPLOYEE ADVOCACY PROGRAM

Promoting company values and culture is essential for attracting top-tier employees and employees of distinction.

Create an employee advocacy program and use your employees' networks to help your employer brand stand out and reach a greater number of potential customers and clients.

What's a great way to get started with this type of program? Work with an employee advocacy platform, such as PostBeyond, to increase employee engagement. Have you thought about implementing an employee advocacy program in your organization? You should be aware of the following information before launching your program.

OBSERVE, OPTIMIZE, AND REPEAT

Measure the effectiveness of your social media recruiting efforts regularly.

Examine your social recruiting objectives and ensure that they are consistent with your broader company objectives and hiring requirements.

You can then make any necessary adjustments to your strategy. Test different platforms and content until you find what works best for you in terms of improving your target metrics.

SOCIAL RECRUITING COMPANIES THAT HAVE MASTERED THE ART

When compared to the previous year, a significant 59 percent of companies are increasing their investment in their employer brand. As part of this, the company will assign dedicated employees to populate the company career page with entertaining, company culture-related content, as well as respond to all reviews and inquiries in a timely and thorough manner. It's an enormous undertaking, but these five companies are doing an outstanding job of executing their plans



Intel

Intel has struggled with a problem that many large corporations face: the appearance of being untouchable.

"What we discovered from candidates was that we were largely perceived as a closed-off company," recalls Sejal Patel (@smileysejalee), a social media strategist with the Santa Clara, California-based chipmaker. "We wanted to change that perception." There were very few people outside Intel who were familiar with what it was like to work here.

In addition to establishing a strong social media presence across a variety of platforms such as Facebook and LinkedIn, they hope to maintain a consistent and open dialogue with job seekers. To ensure that every inquiry or question is answered personally, they've gone so far as to implement a "no comment left behind" policy, which requires recruiters to respond to every inquiry or question with a personal response.



Key to success:

- ✓ Engage in social media in an approachable manner
- ✓ Engage your followers in a dialogue
- ✓ Answer each candidate's questions as quickly and thoroughly as possible





UPS

UPS has been named one of the Top 50 Recruiters on Twitter, and the company is widely regarded as one of the best in the social recruiting business.

The company's career pages on Facebook and Twitter, which include personal videos and stories, place a strong emphasis on highlighting the humanity and diversity of its employees. They also interact with their followers by posing daily questions and discussion topics, and they are extremely responsive to their followers' questions and comments.



Key to success:

- ✓ The power of storytelling and job postings
- ✓ Company culture can be showcased by employees
- ✓ Engage daily with candidates





Marriott's

Marriott's career page has 1.2 million likes, which is four times the number of likes on Facebook's page.

Candidates can ask questions about working for Marriott and receive real-time responses from employees who are identified by their first names to personalize the interaction. The "Career Chat" feature is one of the most prominent features. Moreover, they regularly highlight the personal accomplishments and success stories of various employees. These efforts contribute to humanizing the process and providing job seekers with a glimpse into what it might be like to work for their organization in the future.



Key to success:

- ✓ Transparency and honesty can be achieved through Q&A
- ✓ Personalized interactions with candidates
- ✓ Reward your employees regularly for their accomplishments





Zappos

After making headlines in 2014 for their decision to do away with job postings entirely, Zappos has continued to make news since.

Instead, they invested months in developing a cross-platform social presence through their "Inside Zappos" pages. Information and news about the company culture, campus, events, and employees are shared on the intranet site.

Interested job seekers are referred to as "Zappos Insiders," and they can register to speak with recruiters in a more real-world, informal setting. This allows both parties to become acquainted with one another and evaluate each other for the possibility of a future relationship.

Stacy Donovan Zapar, the lead social recruiter for Zappos, explains that instead of reviewing applications all day and sending countless sign-off emails, recruiters are concentrating on proactive sourcing, driving people to join our Insider program, having two-way conversations, meeting people, networking, chatting with Insiders, answering questions, engaging on social media, employer branding, and proa.

Key to success:

- ✓ Proactively recruit top talent, rather than waiting for them to find you
- ✓ Utilize relationship-based recruiting to build a network of talent
- ✓ Consider more than just open positions when selecting candidates





Sodexo

Sodexo struggled with brand recognition despite the fact that it was the twentieth largest employer in the world.

They turned to social media to help spread the word about their company and its values, as well as to educate potential candidates on the wide range of job opportunities available.

The company's social media platforms, which include a popular blog and mobile app, were used by nearly half of its current employees to either find a job or prepare for an interview, according to the company's statistics. The increased use of social recruiting resources, according to the company, has resulted in a significant improvement in candidate quality and employee engagement.



Key to success:

- ✓ Develop a candidate-focused approach
- ✓ Blogs are great tools for educating and preparing candidates
- ✓ Take advantage of mobile technology to reach talent on the go



SOCIAL MEDIA JOB POSTING GUIDE

The search for an employee who will fit not only the job you're looking for but also the culture of your company regularly even though using and frustrating. You used to be able to place a job advertisement in the newspaper and immediately receive a flood of applications, some of which were highly qualified and others which were not so qualified.



However, while newspaper advertisements were effective, they were not always successful.

The internet has displaced newspapers as the primary source of information for the vast majority of people on the planet today. On job-searching websites such as Monster, Indeed, Craigslist, and others, how do you make your job posting stand out in a sea of endless possibilities?

Writing the content

Whatever your hiring needs are, whether you're looking for immediate hires or need seasonal help, online recruiting requires serious consideration. Here are a few guidelines to keep in mind as you begin to plan how you'll advertise your open position.

Be Specific

The importance of getting your message across quickly and emphasizing the most important information in a job posting cannot be overstated, given that the average reader will only read 20% of the content and that job seekers spend an average of only 30 seconds on each job posting. Maintain high levels of intentionality in your content and make the full job description available on your website, with only the most important takeaways being shared on social media.



✓ **Keep it as simple as possible.**

Excessive use of corporate jargon and big words in the job description will make it more difficult to understand. You are not required to dumb down your post, but if you include too many acronyms or language specific to your company, your prospect may find it difficult to determine whether or not they are qualified.

✓ **Don't forget to make it memorable**

Concentrate on the exciting events and activities that your office hosts or participates in throughout the year. Make a point of highlighting any fun or unique perks that come with working for your company, such as a gym available to employees, free coffee, opportunities for professional development, or company outings, to transparently have to get people excited about working for your company. Making a public display of your company's culture is certain to attract the attention of candidates who share your values and would be a good fit for your organization.

✓ **Make it easy for applicants.**

Always include a link that directs applicants directly to the online application form on your website. If you are unable to include a link in the content you are creating, make sure to include a “next-step” for anyone interested in applying, such as an email address or telephone number.



HIRING SOCIAL MEDIA POST WRITING GUIDELINES

Facebook Recruiting

Facebook has recently entered the world of recruitment, and it has the potential to make the process of finding your next job a piece of cake. Continue reading to find out how to advertise a job on Facebook in the most cost-effective way possible.



We're Hiring Facebook Post Template



Is a Facebook post announcing that "we're hiring" enough to get your attention? The job description link needs to be on your website, as well as copy and creative assets. The following tips are also helpful: Be specific, keep it simple, keep it memorable, and make it easy to apply.

For best results with Facebook posts, follow these tips:

- 1 Use one sentence whenever possible (An AdEspresso survey found that 16 words or fewer had the most resonance).
- 2 If you need to explain your job opening in more than one sentence, use bullet points or emojis
- 3 If your company has received any workplace awards, highlight them
- 4 Use words like "today," "now," or "this week" to convey immediacy.
- 5 Make your call-to-action clear and direct
- 6 Make sure your copy directly relates to your creative (an image or video).

How to Post a Job on Facebook

1. You need to log into Facebook
2. Ensure you have access to your company's Facebook page
3. Go to <https://www.facebook.com/jobs/>
4. Click the green button labeled "+ Create Job" at the top right of the screen.
5. Choose your company page and fill out the form

Using these steps, users will be able to access your job and others that suit their needs via a Facebook job search. They can use different search criteria to locate your job and others.



LinkedIn Recruiting

There's no denying that LinkedIn is the ultimate destination for job seekers.

So, if you aren't already utilizing it to promote your new job listing or to share it with the rest of the world, now is the time to get going. According to LinkedIn, more than 75% of people who recently changed jobs used LinkedIn to help them make their decision about their new career.

Employers, as well as job applicants, are beginning to recognize the importance of it. According to LinkedIn, new employees who are hired through the company's LinkedIn page are 40 percent less likely to leave the company within the first six months of employment. Consequently, not only can you use LinkedIn to learn more about your applicants' professional history, but you can also be confident that candidates who come through this platform are likely to be in it for the long haul.



LinkedIn Job Description

Despite the fact that LinkedIn job descriptions should be professional and tactical, this does not imply that your social media posts should be the same. To make a lasting impression on potential candidates, you should create a LinkedIn post that is "out of the box" and represents your job description in an innovative way that stands out from the crowd.

How to recruit on LinkedIn

Make use of your company's LinkedIn account to share posts about open positions as well as to promote your company's culture and core values to potential employees.

As the year 2020 approaches, people will continue to have even more opportunities to share their experiences and thoughts online — which is something your brand and company can take advantage of to tell the story of who you are and what you believe in. If you use LinkedIn effectively, you will be able to recruit people who will fit in seamlessly with the environment you have worked so hard to create, which will save you time and money.



If you need assistance with online recruitment or would like to see an example of its action, take a look at the significant impact inbound marketing had on this company's recruitment efforts, which can be found [here](#). Follow these suggestions the next time your company is on the lookout for new employees. When you post on social media, you'll get a much larger response from potential candidates.



LinkedIn Recruiting Tips

- 1** Complete your brand page. A completed company page appears in search results on LinkedIn and provides you with the opportunity to highlight your company's unique culture. People looking for work will be able to find your page, view your available positions, and learn everything they need to know about your company.
- 2** Filter candidates according to their qualifications. Recruiters can use filters to find potential candidates on LinkedIn because there are so many people registered on the platform. Consider the following search parameters: location, current and previous employers, years of experience, and a variety of other factors that help you narrow down the pool of candidates who meet all of your requirements.
- 3** Personalize your approach. On LinkedIn, a large number of recruiters reach out to experienced and talented individuals. Don't send the same message to everyone you try to connect with by copying and pasting it. Instead, describe what about the candidate piqued your interest and made you believe they would be a good fit for your company.



HOW TO BUILD AN EFFECTIVE EMPLOYEE REFERRAL PROGRAM

Given that talent recruitment remains one of the most difficult business needs to meet in several industries across the United States, many companies domestic and international are beginning to rethink their hiring solutions.

One outcome of this new approach to hiring is the implementation of employee referral programs. A company's recruitment strategies and overall talent acquisition programs can be revitalized and enhanced through the use of technology. Apart from the fact that a well-designed referral program improves the quality of applicants you receive, referred employees also have higher levels of engagement and higher retention rates, among other advantages.



EMPLOYEE REFERRAL PROGRAMS: WHY YOU NEED THEM

Candidates with higher quality

Referral hires have the potential to be five times more qualified than candidates sourced from other sources. After all, your current employees are unlikely to post their position on the internet for anyone to apply for. They want to be recognized for making a fantastic hire.

Employee engagement is better

Employees who are referred by a friend have lower turnover rates and make for better overall hires than those who are not referred. 44.5 percent of people say they are more likely to apply for a job if they learn about it through a friend's social media feed rather than through another source. Despite this, only 9.4 percent of employers say they use social media to assist their company in recruiting new employees.

A time-saver for recruiters

When you implement an employee referral program, you encourage your employees to participate in the hiring process, which reduces the time and resources typically spent on talent acquisition.

CREATING A PROGRAM THAT WORKS FOR BUSINESS

Provide an environment employees can be proud of

Building a work culture that has a positive impact on your employees is the first step in any exceptional process. To put it another way, you must create an environment in which people are willing to refer their friends.

Therefore, exceptional company culture is essential for any successful referral program to be a long-term success. You must create a positive work environment that promotes effective internal communication and high levels of employee engagement.

Communicate with employees, recognize and reward hard work, and provide opportunities for advancement to make your company one that people will want to recommend. If you don't get these areas under control first and foremost, no amount of effort will encourage employees to recommend your brand to others.

Paying attention to the little things in daily employee interactions or identifying impactful ways to recognize key contributions can both help you build stronger relationships with your employees and improve your bottom line. Those relationships will serve as the foundation for your employee referral program, and you should cultivate them.



Clarify referral messages

Having a disjointed message can be detrimental to even the most successful referral programs.

The importance of having everyone on the same page when it comes to company goals, motivations, and aspirations cannot be overstated when using employees as an extension of your hiring team.

One method of accomplishing this is by developing an employee referral program outline (along with referral program examples) to serve as a guide throughout the process.

Create a detailed description of how you want employees to describe your company and its culture, along with more practical details such as the following:

- ✓ What employees can do to refer others (e.g. with links, social media posts, emails, etc.)
- ✓ What types of people should be referred (who is your ideal candidate, and what characteristics do you want to avoid) should be referred to whom?
- ✓ How employees will be notified when new job opportunities become available
- ✓ Exactly how will employees find out if their referral was hired
- ✓ It may also be beneficial to train employees on the importance of participating in an employee referral program. This will allow them to better understand what they are contributing to the company and may prompt them to think more carefully about the suggestions that they make in the future.

Statistics such as "47 percent of referrals stay with companies for more than three years" or "60 percent of employers consider referrals to be a better fit to company culture" will demonstrate to employees the importance of their networks as well as the opportunity they have to make their company a better, more successful place to work.

Make your referral program more effective by using a platform

An employee referral program is used by 43 percent of businesses to find the best candidates for open positions. Developing a strong, foundational framework for employees to use and build upon is essential if you want to achieve those kinds of results.

Application processes that are easy to navigate are critical for not only convincing new candidates to apply but also encouraging existing employees to participate in your program.

If your referral process is lengthy or complicated, you will most likely have difficulty completing the adoption process. One-third of the companies that have an employee referral program make use of software to facilitate the process.

By relying on technology, you give recruiters and hiring managers the ability to quickly (and easily) send out referral requests for specific positions, all while keeping everything on a single platform. Also included is the empowerment of employees with on-brand and consistent messaging to attract the right type of candidate to join your team.

Celebrate the engagement of your employees

Any new employee who comes from a referral program generates 25 percent more profit for a company than a new employee who comes from an outside source.

This demonstrates how critical it is to demonstrate to employees that you value their efforts and contributions. In the same way that regular rewards and acknowledgments help to improve employee engagement, referral programs can benefit from simple incentives such as acknowledging and celebrating employee engagement.

Employees are more motivated to refer new hires if they believe there is a chance for them to gain something from the referral process. Even though there are no hard and fast rules to follow when deciding which incentives to offer or what kinds of achievements to recognize, a good first step is to ensure that you are acknowledging staff participation in the current situation.

Although candidates accessed through an employee referral program do not have to be hired immediately, it is critical that you at the very least offer them an interview and communicate with them as quickly and effectively as possible.

By ensuring that referral candidates have a positive hiring experience, you can reduce the likelihood of tainting the relationship between you and current employees.

To improve employee engagement, you can also implement a feedback system for referrals. By doing so, you demonstrate to employees that you truly value their suggestions and set a standard for any future referrals they may send your direction. Feedback options will assist you in cultivating a higher quality of referrals that are better suited to your company's specific needs.

Identify your referral program's goals & track them

Learning about employee referral program best practices has numerous advantages, which are well worth the time and effort. However, while referral programs can save you up to \$3,000 per hire, it's equally important to ensure that your strategy includes the right outcomes for your company's brand

When putting together an employee referral program, keep in mind the types of long and short-term objectives you, your team, and the company as a whole want to achieve



This will aid in the identification of the metrics that should be used as benchmarks on the road to success and their respective importance. For example, your objectives might be as follows:

- ✓ Increasing the quality of job applicants is a priority.
- ✓ Increasing employee retention is important.
- ✓ Increasing employee satisfaction is important.
- ✓ Increasing employee alignment with the company's culture



There are a variety of ways to track each outcome, from comparing the costs of employee recruitment to traditional hiring practices to considering the amount of time saved by implementing a referral program. *You can even examine the productivity and production levels of new hires to determine whether referral candidates outperform external applicants in terms of results.*

Creating a referral program that works

When implemented properly, an employee referral program can be extremely beneficial in assisting a talent acquisition team to better source and track down candidates within the appropriate employee networks, streamline the hiring process, and reduce costs associated with hiring.

According to the results of the Yello Recruiting study, 94 percent of employees would recommend their current employer to a friend. This means that these programs have the potential to be effective and to surface better candidates because they are delivered by people who are familiar with the characteristics and skills that are most important to your company.

Once you've identified excellent new hires through social recruiting and employee referrals, make sure the rest of your onboarding and training flow is as streamlined as possible and reflects your company's culture to improve employee retention and morale.



BOTTOMLINE

From recruitment to retention, ensuring that your employees are engaged at every stage of the process contributes to the development of a highly productive workplace.

Even though social recruiting is a fantastic match for the needs of today's job seekers, employers must follow up on an efficient recruiting process with meaningful onboarding and a well-developed retention strategy to establish a consistent culture.

Although the importance of a well-designed strategy that spans the entire employee lifecycle, from recruitment to retention, may not be immediately apparent, it is something that businesses must consider if they are to remain competitive. It's difficult to put in place a new framework for promotion and growth if you're constantly spending more money on new hires or dealing with the productivity and morale issues that arise as a result of high turnover rates.

In the end, it is not the salary or bonuses that are most important in your company's culture, recruitment, and retention – it is the ability to engage your employees in an environment that fosters respect, opportunities for advancement, and empowerment.



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THANK YOU!

We hope this eBook has provided you information that your business needs to start and maintain digital marketing strategies.

Keep in mind that your Social Media Accounts will require up keep but should be innovative to interact with current and potential customers.

With these tips and some trusty analytics, building your Social Media presence is easy as 1,2, 3.

If you feel like you need a little extra help with your Social Media presence, you're on the path.

LSI MEDIA will help your company ignite its spark.

To learn more about the leading Social Media analytics and marketing platform you can visit our website www.lsi-media.com

If you'd like to speak with someone on the team about your needs, feel free to email us at info@lsi-media.com or call us at 1.866.960.8737

We look forward to hearing from you!

