

[Checklist]

Best practice social recruiting

A checklist to get started with best practice social recruiting

- ✓ **Firstly, your company should have accounts** on any platform you intend to use, and hopefully you have built up a following. Once you post a job listing, your followers can share the post with their friends and networks, who will share it with theirs, and so on. The more who share the post, the more reach you have, and the more applicants you have the potential to receive.
- ✓ **Set your goals.** What are you trying to accomplish? Perhaps you want to shorten your company's hiring process. Maybe you want to attract more high quality applicants. You can do both. Once you know what you want to do, you can choose metrics to measure how well you are doing, which may suggest how to do more. Some popular recruitment KPIs to use are cost per hire, time to hire, how many clicks to your hiring page are coming from social media, and time spent per applicant.
- ✓ Once you have your goals set, spend some time thinking about what kind of applicants you want to attract. Understand what **skills and traits** this person would need to perform well in your company. This will lead you to targeting just such a person in your recruiting efforts.
- ✓ Now that you know who you are seeking, think about where you can find them. Some social media sites may be aimed at the kind of applicant you want, so you will want to post your listing there. **Knowing where your ideal candidates spend time** online will guide you to the correct platform. **TIP:** ask your current employees which social media sites they frequently use.



86%

of job seekers use social media in their search

- ✔ **Look at what your competitors are doing** successfully in their own social recruiting. They may be engaging well on their social media pages, and you can learn from that. But if they are not doing well, you can learn from that as well what NOT to do. Either way, you will know exactly what you are up against.
- ✔ **Nail down your employer brand.** To promote your company culture on social media, you need to know what it is. Your posts and other content should reflect that. Inform your employees of company initiatives, so they can participate in your recruiting in their own way, such as writing content about the workplace and sharing job listings on social media to their networks.
- ✔ **Create attractive job descriptions** for your open positions. Be sure that you include the location and job title in your job post. It seems obvious, but you would be surprised how many recruiters neglect to add this information to their listing. And don't forget to add a descriptive yet catchy caption as well as choose a high resolution image that communicates what the role/your company stands for. You just want to make it as easy as possible for qualified candidates to click "apply".
- ✔ **Now push the button if you are a Talentech customer** or go for the more expensive and time-consuming option and have an agency or marketing pro help you advertise on each individual social media platform.

71%

of employers using social recruiting say it helped them screen applicants