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VISUAL JOB MARKETING THAT WORKS!

5 TIPS FOR USING SOCIAL MEDIA TO MARKET YOUR JOBS

By Joe O'Connor, CEO

1. SHOWCASE AUTHENTIC IMAGES TO COMMUNICATE YOUR EMPLOYER BRAND

Images are processed 60,000 times faster than text, making social media the perfect channel for reaching passive candidates. Post engaging and relevant photos of your workplace, highlight employees who rock at their job, or even create contests among your own employees to drive up content contribution. Keep in mind that readers love learning insider tips and engaging with surveys and questions!

2. MAKE SURE YOUR JOB POSTS ARE OPTIMIZED FOR SOCIAL MEDIA

Since social media is driven by visuals, it naturally makes sense to post enhanced job descriptions. Drive candidates into a visual, branded experience that works to attract, engage and inform candidates early in their job search journey. Services like **VIZI** instantly transform your text-based job description into a mobile-optimized landing page that tells an authentic story about your company. Even if the candidate doesn't apply, they will keep your organization top of mind for future opportunities.

3. POST OFTEN AND CONSISTENTLY

Work with your team to create goals for your social media efforts. Create a simple content calendar that keeps your messages frequent, valuable, and relevant. Explore one of the many free tools, like **Hootsuite** or **Buffer**, that allows you to schedule posts in advance to eliminate the risk of missing a post. Learn how to lean into existing conversations using relevant hashtags with your posts. And lastly, have fun! Think about the type of content you personally like to consume through these channels and try to generate the same emotions to drive engagement with your posts.

4. LEVERAGE YOUR CURRENT EMPLOYEES AND THEIR NETWORKS

Employee generated content is extremely valuable to attracting quality hires. It's a first-hand look into the organization, allowing an authentic view into the environment. Additionally, employee referrals are the most effective source for hires. Encourage your employees to actively participate by spreading awareness about activities in the company along with open opportunities into their networks.

5. CONSIDER SETTING UP SEPARATE SOCIAL ACCOUNTS FOR YOUR TALENT ATTRACTION EFFORTS

This way you can post relative content to your brand and keep the messages streamlined for your audience, especially if you're part of a larger organization. Think about it, if your marketing team is talking about cost savings promotions on the main feed, it doesn't make sense to pepper in sporadic job openings. Make sure to keep your message strong for the audience you're looking to engage.

QUICK CHECKLIST FOR EACH CHANNEL

Facebook: An active extension of your website! Post links to blogs, articles of interest, recent awards and employee and service highlights.

Instagram: Quality images, branded graphics, and quick wins that showcase your company. Also, don't forget to include your careers URL in your profile!

Twitter: Company news, links to explore related content, creative GIFs. Engage in conversations that are relative to your goals as this will increase exposure of your brand to new audiences.

LinkedIn: Company news, professional content, and workplace happenings. Don't be afraid to run free surveys and quizzes to spark engagement!





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