



VISUAL RECRUITING THAT WORKS

# VIZI 101: HOW TO USE A VIZI

By Joe O'Connor, CEO

# THE VIZI FORMULA HELPS YOU EFFECTIVELY ATTRACT QUALITY CANDIDATES.

A Vizi does much more than pretty-up your job postings. When you follow our proven Vizi Formula, you will attract and engage more qualified candidates compared to using a job board alone.

**Showcase your culture, your corporate DNA and your points of differentiation with Vizi.**

*Follow these steps for maximum effectiveness in attracting great talent:*

## 1 POST IT TO SOCIAL MEDIA

Vizis are made for social media. Social media is fueled by visuals, which makes posting and sharing Vizis on social media platforms seamless.

Vizis work on:

- Facebook
- LinkedIn
- Twitter
- Google+

Instead of displaying a regular link, a featured visual automatically appears on your post. Post Vizis directly to your company social media pages and personal pages.

When people click on the Vizi image, they'll be automatically directed to a beautiful, interactive Vizi job posting!

## 2 POST IT TO JOB BOARDS

Vizis work with leading job boards. In many cases we can manage this through our direct feeds.

## 3 CUSTOMIZE KEYWORDS FOR MAXIMUM SEO RESULTS

Use of certain keywords can have an exponential impact on visibility and search results of your job opportunity. Vizis enable easy editing in minutes and changes post in real-time, so that you can refine your message for those hard to fill positions.

## 4 LAUNCH YOUR EMPLOYEE SHARING NETWORK

Employees are far more likely to showcase a vizi on their personal social media pages, as well as, emailing and texting to their networks than a traditional job link. Utilize our simple *Employee Share Tip Sheet* to encourage employee sharing.

## 5 TAKE ADVANTAGE OF YOUR BRANDED ALL VIZIS PAGE

We create a branded company page for you that host all of your open Vizis. This can be used as a landing page in conjunction with your social media efforts, complement your current careers page, or serve as a single destination to facilitate easy employee sharing.

## 6 TEXT AND EMAIL YOUR VIZI TO CANDIDATES

Engage passive candidates where they live and breathe - on their smartphone! Vizis are device optimized and display with a beautiful visual for talent attraction.

## 7 USE VIZI TO MARKET YOUR BUSINESS

Vizi is a powerful HR Branding Statement. Additionally, 100% of people who view your Vizi are potential consumers of your products or services.

Interested in learning more?  
Contact us at 1(800) 681-9654



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