

VISUAL RECRUITING THAT WORKS

# 5 TIPS FOR USING SOCIAL MEDIA TO HIRE QUALITY CANDIDATES

By Joe O'Connor, CEO

Almost 90% of recruiters and HR managers say they plan on using social media for hiring, but many aren't sure exactly what this means or how to do it effectively.

Social media is a great avenue for reaching potential, passive candidates, but does require an active, engaging strategy if it's going to work. Posts need to be thoughtful, strategic, and on point with your employer branding.

# 75% OF POTENTIAL EMPLOYEES ARE NOT ACTIVELY LOOKING FOR JOBS

WHICH MEANS THE NEED TO STAND  
OUT AND ENGAGE WITH THEM IS EVEN  
MORE IMPORTANT.

Here are 5 tips for upping your social media game to attract top talent...



# 1 USE SOCIAL MEDIA TO COMMUNICATE YOUR EMPLOYER BRAND

Social media is 100% visual, which makes it the perfect vehicle for showing potential candidates what it's like to work for you. Post photos of your workspace, highlight employees who rock at their job, or even post a Facebook Live video where you give a 5 minute tutorial on your service offering. Remember, social networks aren't the place to only talk about yourself. Provide insider tips, ask questions to followers and ENGAGE.

# 2 POST JOB OPENINGS ON SOCIAL MEDIA THE RIGHT WAY

Since we've noted that social media is visual, it only makes sense to post a visual with a open job posting. No post will die faster on social networks than one with lengthy text and no photos. Services like [ViziRecruiter](#), that take your text-based job postings and instantly transform them into visual branding statements, are perfect for use on social media as they're specifically optimized for social marketing AND for mobile.

# 3 TALK TO YOUR MARKETING DEPARTMENT

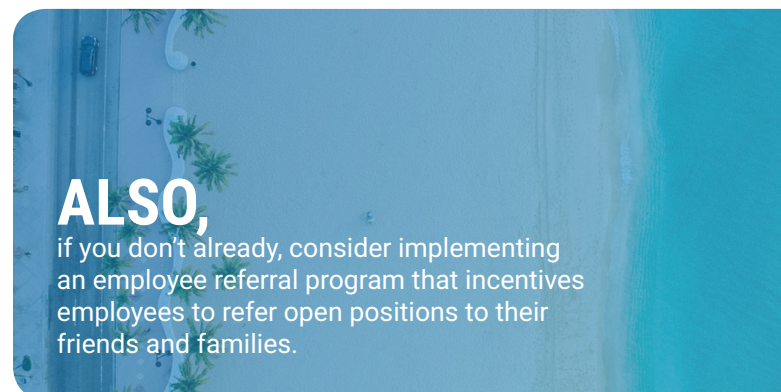
This one may be easier said than done, but coordinating with your marketing department or social media manager (if you're lucky enough to have one), will only strengthen your HR reach. Typically, marketing team members are constantly looking for content, so letting them know about a job opening or coming to them with ideas is sure to be a welcome reprieve.

# 4 BOOST YOUR POSTS

Don't have a big advertising budget? Consider boosting posts on Facebook or even running a few digital ads across your platforms. Digital ads on social media cost a fraction of the price compared to traditional ads, are hyper-targeted and you can even set your own budget for how much you want to spend per day.

# 5 LEVERAGE YOUR CURRENT EMPLOYEES AS SOCIAL AMBASSADORS

We all know that employee referrals are the top source for quality candidates, so having them serve as an active participant in your social media hiring strategy only makes sense. Encourage your employees to share your social content on their platforms (if it's naturally great, you may not even have to ask them!) They should not only share the job openings across their networks, but also content that shows off the work place, corporate culture and company projects or achievements.



**ALSO,**  
if you don't already, consider implementing an employee referral program that incentivizes employees to refer open positions to their friends and families.



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