Social Media Recruiting

Social media recruiting involves more than just sharing job openings.

It’s a tool to help build both your personal and company brand.

But what should you share beyond job posts?

Good content isn’t complicated, and on social media it can be refreshingly brief.

Use social media to craft a brand

Your socials shouldn’t just been seen as a “sales” tool. Utilise it to communicate your voice and values to your audience.

Find out who your target demographic are and hang out there - is it Linkedin? Instagram? Facebook?

At the very least you should have an active Facebook business page - and by active I mean with at a minimum 1 or 2 posts per week.

The Facebook algorithm works by disseminating your posts to your followers who frequently engage with you, if you aren't posting, then your followers can't engage and Facebook doesn't know who's newsfeeds to drop your post into.

Potential clients aren’t the only people doing Google searches on you, prospective employees can be craftier than even the best Facebook stalkers. Dull, boring or a non existent digital presence can turn younger job seekers off (IE: < 35 years) because you are an unknown entity

Give considerable thought to having an Instagram account, particular if there’s a part of your business that isn’t dictated by location. Millennials & Gen Z bailed on Facebook about 30 seconds after their Grandma sent a friend request and commented on their photo’s. Instagram is where it's at for a younger crowd, and an incredibly cheap way to market your business Australia wide and / or Globally#dontbeleftbehind
Brand + Values = Workplace Culture

Throughout the recruitment process your focus should be on finding a candidate who's values & behaviours align with yours.

Hire for behaviours & values, train for skill - recruitment that focuses solely on skill will undoubtedly result in poor team fit, or worse, disfunctional team environments. Even if the candidate who will fit best has less experience, you are much better off investing in extra training than to appoint someone who just isn't going to make it.

Employees that fit in well with the culture and share a strong belief in the values will most likely excel within your organisation. Employees who fit well with their organisation, coworkers, and supervisor have greater job satisfaction, are more likely to remain with their organisation, and show superior job performance.

Identify what sets you apart from the competition and shout it from the rooftops

This is not a piece of marketing spin; this is your elevator pitch to potential employees.

What are you going to do for me that I can't get from every generic employer in the industry?

Just as an organisation has a brand for the external market, there needs to be an employer brand that can effectively communicate the employee experience, this is your value proposition, when you can define your purpose, values & point of difference for candidates they will be motivated to apply.

Employers unable, or, unwilling to do this will need to be prepared to pay a premium with benefits, wages or other perks.

An environment of skills shortage can drive up wages and turnover, employers need to understand that candidates are consumers too; in order to attract and engage the best and brightest, they need to offer something tangible and appealing.

Be authentic

Don't make promises you can't deliver on. Be honest about the realities of the role, it's critical the candidate knows exactly what he or she is walking into and can make a smart decision about the future. The only way to know if it is a fit is for both parties to have open eyes and clarity.

48% of all applicants are active on social media

59% of recruiters say social media is the best source of quality talent

80% of employers say social recruiting helps them find passive job seekers

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Here are some ideas to inspire your own content strategy.

Open forum
Engage your audience with a question: What was their first job? Best advice? Most influential figure in their industry?

Corporate culture
Give a quick reminder of your company’s mission, guiding principles, and charitable activities. Snap photos or videos at work to show life on the inside. Profile your staff in staff bio’s

Talk about your business
Paint an ongoing picture of company life: recent awards, a company outing, or new products – anything that describes a positive workplace.

Expert ideas
Pull expert content so you become an industry resource and attract relevant candidates when you’re searching for specific roles.

Talk up your team
Share regular updates about interesting work done by specific teams. For example if you’re looking for a fitter, share a recent job completed in your workshop (remember not to mention the client unless specific approval is given)

This information has been taken from our Client Guide - Employee Benefit Program.

Our Employee Benefit Program is FREE to all clients and can;
- Improve your Employee Value Proposition with employee benefits to stand out from the competition
- Save employees a significant amount of money through salary packaging and everyday discounts at a host of local business
- Show appreciation to staff and help them extend their disposable income without a big organisational expense.

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