



Social Recruiting Playbook

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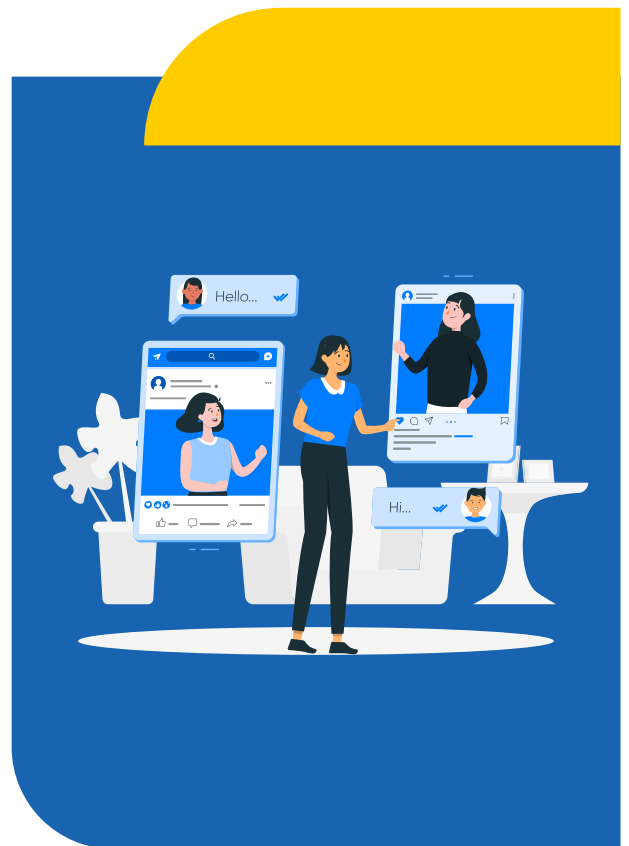
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What is Social Recruiting?

Social recruiting refers to the use of social media platforms like Facebook, Twitter, LinkedIn and more to find, engage and attract talent for open positions at your company.

The idea is that rather than waiting for people to come by your job listings on their own - or worse yet, spamming everyone with notifications about positions they might not even be qualified for - you can use these platforms as a way to show off what your company has to offer while also building relationships with potential candidates that lead into interviews.



Social Recruiting Strategy for 2023

Social media platforms provide access to a wealth of data about individuals, and the information you gather from these sources helps you make better hiring decisions because it gives you insight into potential new hires that may not be obvious in other contexts (like their resumes). It also helps you build relationships with candidates before they apply for jobs, so when they do apply, they're already familiar with your company.

Your social recruiting strategy should encompass the following:



1 Define your ideal candidate

One way to get started is by creating a "personality profile" of the type of person who would be attracted to working at your company. Think about what makes them tick and what they'd want in an employer (and vice versa). Once you've determined what your ideal candidate looks like, the next step is to make sure everything you're doing on social media is aligned with that.

2 Determine which platforms to use

The next step is to determine which social media platforms will be most effective for reaching your target candidates. To do this, consider where your target candidates are most likely to hang out online. If you're looking for software engineers, for example, they might be more active on GitHub than on Facebook. If you're looking to recruit freshers or youngsters, Tik Tok and Instagram will provide better results than Facebook.

3 Create engaging content

Once you've determined which platforms to use, you need to create content that will engage your target candidates. This content could take the form of blog posts, infographics, videos, or even just text posts or status updates. The key is to create something that will capture the attention of your target candidates and make them want to learn more about your company.

4 Promote your content

Once you've created some great content, it's time to promote it on your social media channels. Share your content with relevant hashtags, post it in relevant Facebook groups or LinkedIn forums, and even reach out to influencers in your industry who might be willing to share your content with their followers.

5 Track your results

While it's important to track overall effectiveness, make sure you're also tracking the number of applications you receive, how many new hires are made from each source, and how long it takes to fill a role. You can also calculate the cost per hire for each source to determine which is most cost-effective or simply look at data on the types of candidates that respond best to each type of post.

6 Keep an eye on the competition

It's also important to keep an eye on what your competitors are doing on social media. Take note of what kinds of content they're sharing and how they're promoting it. You can learn a lot from observing what others in the same and similar industries are doing.

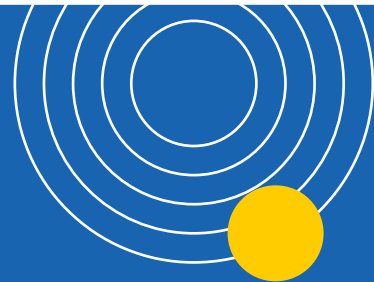
7 Take feedback from candidates

Ask for feedback from candidates who have been through the interview process. What did they like about the company? What would they change? Any friendly suggestions? This information can help you refine your recruitment efforts to attract more qualified applicants.



Measuring Your Social Recruiting Strategy

Social media recruiting is a powerful tool that can help you find new candidates, engage with them, and ultimately hire the right person. But in order to use social media effectively, it's important to know which KPIs (key performance indicators) are most relevant for measuring your success.



Impressions

This number indicates how many times your ad has been viewed in the last 24 hours by a potential candidate. You can use this information to better understand where you should be putting more attention or effort when posting on social media platforms.

Click-through rate

Click-through rate (CTR) is the percentage of people who click on your ad. It's a good indicator of how engaging your ad is at first glance, and how well it's performing.

- **Click-to-submit rate**

This indicates the percentage of candidates who clicked on your ad and submitted the application. A low click-to-submit rate could mean that the listing wasn't interesting enough or relevant enough to candidates, or they may not have been aware of the link in their social feed. Or worse, this could indicate that candidates are unable to complete the application process due to a technical difficulty or ambiguous process.

- **Response-to-inquiries rate**

This metric measures how many times a day, and how quickly your company responds to a potential employee's inquiry about a position using social media.

- **Internal referral hires rate**

This is the percentage of hires done from employee referrals received for your open positions. Employee referrals are the best source of hires, and employees are more likely to respond to a post on social media than an email or internal announcement.

Top 10 Social Recruiting Best Practices

The use of social media platforms as part of the recruiting process has become common enough in today's world that we've developed some best practices around how best use them:



1 Create a strategy (Choose the right channels!)

First, you need to choose the right channels for your brand, audience and job posts. For example, if you're a company that has never before used social media as a recruitment tool and is looking for generalist salespeople, LinkedIn might be a good choice because it's already where recruiters are posting jobs. But if you're an engineering firm with a high-end clientele looking to hire someone specialized in machine learning who can work closely with software developers on creating new products, consider using one of Facebook's groups or Google+ Communities instead.

2 Integrate socials with your ATS

Integrating your social recruiting channels with your Applicant Tracking System (ATS) is a key component to leveraging the power of social media. When you integrate, you can use social media to source candidates for jobs and then manage the process through your ATS.

3 Engage candidates regularly

Engaging candidates on social media is a great way to get them excited about your company and your jobs. You can reach out to candidates on their personal Facebook, Twitter, or LinkedIn pages. They will be more likely to click on your job postings if you have already established some rapport with them.

However, don't be annoying! Don't comment "Hey! What do you think of this job?" every time they post something new. It might seem harmless enough, but it can come across as creepy and unprofessional in the eyes of the candidate.

4 Appeal to non-desk workers as well as candidates who work in an office.

You can't just focus on LinkedIn and Facebook. Candidates these days are looking for jobs using more than just two platforms, so you must have a presence across all the major social media channels in order to reach your audience. Consider using platforms like Instagram, Snapchat and Twitter as well. If you're really ambitious (or want to look cool) you could also start exploring niche networks like Quora or Reddit that are popular with certain types of employees (like tech candidates).

5 Take advantage of the resume database

A robust resume database is a recruiting must-have, and social media platforms are great places to leverage it. Invite candidates who have applied for roles in your company through a site directly from its platform by sending them an email with instructions on how to upload their resume for consideration for jobs at your company.

This way, every time you post a new job opening on LinkedIn or other social networks, you'll be able to quickly reach out via email and invite anyone who has already applied through that channel back into the pipeline, and build a candidate database with your ATS!

6 Get creative with your recruiting content - be human and fun!

In order to connect and engage with potential candidates, you need to get creative with your recruiting content.

It's time for you as a recruiter or employer brand manager (EBM) to show off your personality - let candidates know who you are behind the desk! You can use humor, but be respectful of different cultures/ethnicities and religions. Use images, videos and gifs in order to make your posts more visually appealing - they work well on mobile devices too! Don't forget about emojis, stickers and memes!

7 Focus on quality, not quantity.

Recruiting is all about the numbers. With such a large number of potential applicants, it seems like a good idea to cast as wide a net as possible. But this approach actually undermines your ability to really understand who you want and where they are, both in terms of fit and location. After all, if you're working with thousands of people who aren't going anywhere near your company culture or mission statement, why bother?

Instead, focus on quality over quantity when it comes time to narrow down your candidate pool- and make sure that everyone involved in the process knows exactly what kind of person qualifies for consideration (even if those qualifications change). Then use social media platforms like LinkedIn or Facebook to find these people - and only these people!

8 Work together with HR and marketing

In order to have effective social media recruiting strategies and develop employer branding campaigns, it is important to work together with HR and marketing - which can be challenging.

The first step in working effectively with HR is to clearly define your employer brand and the candidate experience you want to deliver.

Then, work with Marketing to develop a strategy and identify which platforms will be most effective based on your employer brand messages and goals for attracting talent (e.g., "We value diversity!" vs "We offer great benefits!").

In addition, make sure that both parties agree on which metrics will be used so that they're all measuring success using the same criteria - and then hold each other accountable if these metrics aren't met!

9 Integrate social media share buttons into your career site

Integrate social media share buttons into your career site so that job seekers can share opportunities with friends and colleagues on their own networks. This is a great way to attract new applicants, especially if you're looking for passive candidates.

In addition, social media buttons make it easy for job seekers to provide feedback on their experience with your company or organization - and this can help improve your hiring process in the long run.

10 Measure results and optimize

To get the most out of your social recruiting strategy, it's important to measure the right metrics and use the data to optimize your strategy. The goal should be to drive more engagement with candidates on social media in order to increase conversions and candidate quality.

This can be done by tracking two main metrics: page likes and candidate applications per post. These metrics will help you understand how well your content performs, so that you can continue producing engaging content that attracts new followers and generates positive brand awareness for the company.

Top Tips for Effective Social Recruiting



1. Be consistent with outreach

You can be consistent across different platforms. You can also be consistent with your tone and messaging, whether it's a specific brand voice or a more general approach. This is especially important when it comes to recruiting on social media, because if you keep up a consistent message and tone in each post, then your audience will be able to recognize the characteristic that makes you unique!

2. Use a targeted strategy

To get the best ROI from your social recruitment strategy, you'll want to use a targeted approach. A targeted strategy means narrowing your scope and looking for specific types of people rather than just throwing out blanket job postings and hoping that someone clicks on them. You can target many different things when it comes to social recruiting: location, industry, skill set or other factors that are important for your open positions.

3. Have a measurable goal

Before you begin to search for a new hire, it is important to have a clear picture of your company's goals. When determining what kind of people you want on board, ask yourself:

- What problem is my company trying to solve?
- How does this person fit in with our mission? (This can also be called "personality fit.")
- How will this person affect our bottom line?
- Will they help us grow as an organization and make more money than the one before them? If so, why?
- What will they do that will make all of these things happen?

These questions may seem daunting at first glance, but by answering them for yourself and understanding how each answer affects your business' overall performance, you'll be able to create a structured hiring process that ensures every candidate fits seamlessly into your team.

4. Experiment with different platforms

Now that you have an idea of what social recruiting is, it's time to experiment with different platforms. You can use a mix of platforms to reach out to different audiences and see what works best for your company. If you are just starting out, try a few different platforms and see what works best for your company. Like we said earlier, why not try #TikTokResumes for a change?

5. Figure out when you engage the most, and when to post

Knowing when you're most active on social media is a key piece of the puzzle. So how do we figure out when to post? There are many tools available online that can help us learn more about our audiences - for example, Facebook provides analytics data based on user demographics and interests. You can also try experimenting with posting at different times to see what works best for your brand's audience.

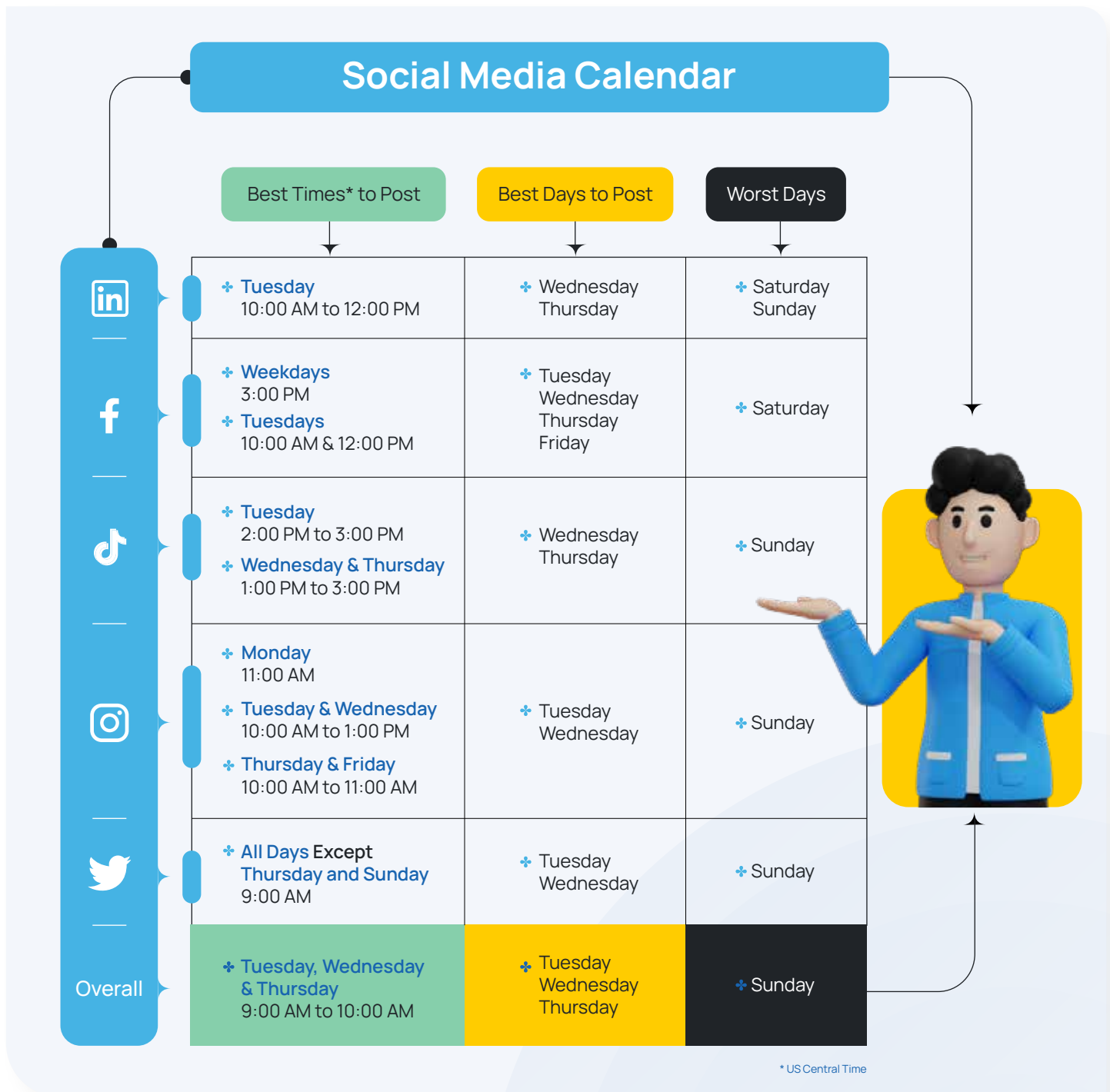
6. Use it to build employer brand awareness

Social recruiting can help you build your employer brand. Employer branding is a way to attract talent, employees and customers by creating a clear picture of who you are as an organization and what kind of value you bring to the world. As employers, it's important to have a strong employer brand because it's what attracts candidates who align with your values and mission. Having a strong employer brand will also help you gain visibility in your industry by increasing awareness about where your company stands in comparison to other companies in the space.



So, the verdict is in, and it's overwhelmingly positive. No matter what type of job you're looking to fill, recruiting on social media can help your company find a more diverse and qualified applicant pool at a far lower rate than traditional methods. If that sounds good, it's time for you to jump in head first and get started!

Check out the bonus infographic that will give you a comprehensive view of the best (and worst) days and times to post across various social media platforms!



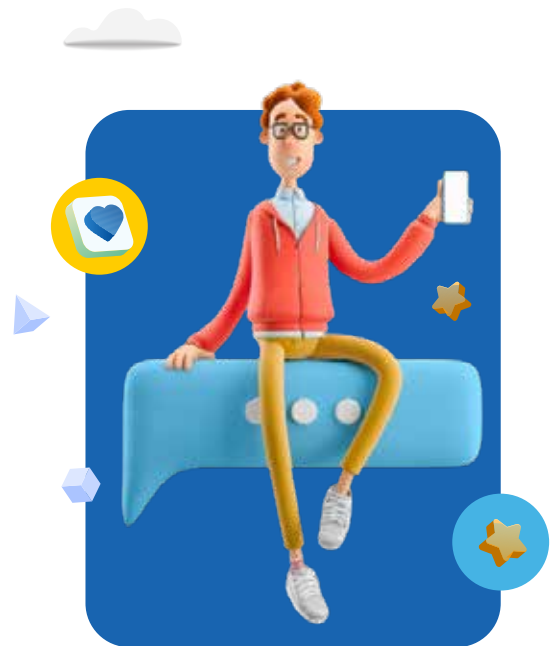
Did You Know?

One of the best ways to attract, engage and retain talent with social recruiting is to automate and streamline the process using an ATS!

Click here for a FREE eBook to learn more about AI-powered ATS and recruitment automation!



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