

THE ESSENTIAL GUIDE TO SOCIAL RECRUITING

The steps and strategies you need to hire talent on social media effectively, without the overwhelm.



INTRODUCTION

What is social recruiting?

Social recruiting is the art and science of finding, attracting, and hiring job candidates through social media—and it has never been more essential. New social platforms are popping up every few years, and established social networks are growing more complex. Knowing what to do, and perhaps more importantly, what not to do, can make or break your social recruiting efforts.

Whether you hope to expand an existing program, or are just getting started, this guide is meant to orient you to where you are on your roadmap, decide where you're headed, and determine which step to take next.



The number one cause of death for any new endeavor:
NEVER STARTING

This guide is for talent professionals like you who wisely suspect they can be reaching more candidates, expanding employer brand awareness, and ultimately converting more quality applicants on social media. But just as wisely, you want to know what it's really going to take before diving in.



This is the manageable primer on social media for the busy talent pro—a guide that proves you never have to hit “social media guru” status to start finding great talent online. Here you will learn how to envision and execute a realistic plan for launching or expanding your social recruiting efforts without losing your mind.

All set? Let's go.

CHAPTERS

- 1: What is social recruiting?
- 2: How to set up a social recruiting presence
- 3: How to use social media for recruitment
- 4: Types of social recruiting posts
- 5: How to optimize social recruiting posts
- 6: How to recruit candidates on Twitter
- 7: How to recruit candidates on Facebook
- 8: How to recruit candidates on LinkedIn
- 9: Key takeaways and next steps

Map it out

Most social media and social recruiting guides immediately launch into the how-to's, overlooking arguably the most important step in the process: **goal setting, consensus building, and planning.**

These steps are important for any new initiative, but they are critical for any effort involving social media—perhaps the most mysterious and misunderstood public medium today. Now, in order to create a successful route, you need to decide on the right destination. So, what are your goals? Let's build your business case for social recruiting.



Building the business case



Whether you need leadership buy-in for this effort, or if you already have the green light to push forth, this exercise is crucial. Tying your efforts to business objectives will help align and unify your efforts towards a shared goal.

Reverse engineer your plan

Too often people begin at the starting line, eager to take their first step. In a way, that sounds intuitive. But when you think about it, how all of us navigate from point A to point B—when using a map or GPS—is by first specifying the destination.

Only after supplying this information can a map or tool assess how to make the journey.

For hiring and talent professionals, it comes down to one question: ***What talent goals can you realistically achieve with social recruiting?***



Note: You must **know**, not imagine, a possible end point. The best way to envision that destination is to find proof of what is possible by knowing what others have achieved.

Here are some results which our clients have credited to social recruiting:

- YOY 53% increase in hires through social recruiting alone during the holiday hiring rush. [Read the Ulta Beauty case study](#)
- Average time-to-fill decreased by 15% for an organization that makes 16,000+ hires per year. [Read the Bayada case study](#)
- Decreased time-to-fill, cost-per-hire and turnover in a highly competitive, highly regulated industry. [Read the DRS GES case study](#)

Find qualified candidates on social media today

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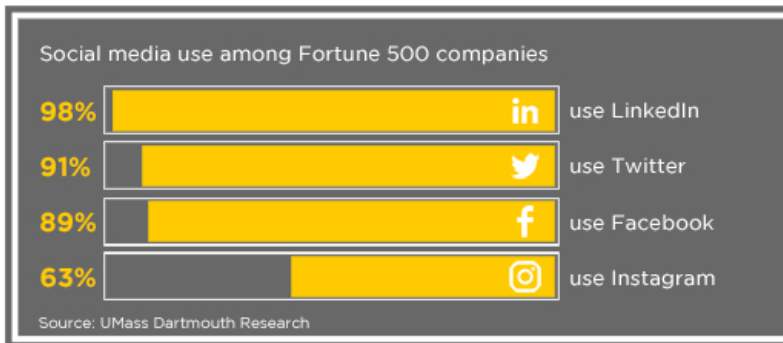
On the nature and influence of social media



Only a little over a decade ago, Facebook surpassed Myspace as the dominant social networking site. In that same year, 2007, Glassdoor was founded.

Fast forward to today when both Facebook and Glassdoor have evolved into go-to sites for job seekers.

Among Fortune 500 companies, only 4 lack a social media presence. **98% use LinkedIn, 91% use Twitter, 89% use Facebook, and 63% use Instagram.** (Source: [UMass Dartmouth Research](#))



Beyond the company website, the sites most visited by job seekers when researching potential employers were **Facebook (47%), Employer Review Sites (41%), and LinkedIn (28%).** (Source: [CareerArc Employer Branding Study](#))

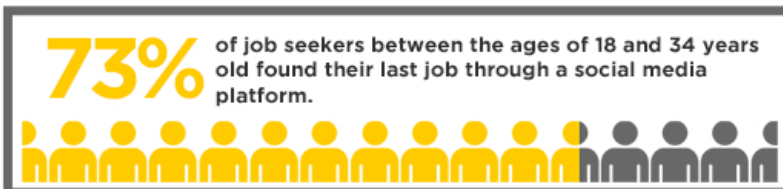
Social media offers unprecedented potential for reach and connection with people all over the world—be they friends, family, customers, or candidates. If you're in the business of people, social media is a necessary medium.

Consider these facts, stats, and demographic data on the top social media sites.

How do Americans use social media?

- 88% of Americans between 18 to 29 years old use social media.
- The median American uses three of the eight most popular social platforms with lots of overlap, or “reciprocity.” For example, 73% of Twitter users also use Instagram, while 90% of LinkedIn users also use Facebook.
- Facebook is the most popular social media site. Two-thirds of Americans across a wide range of demographic groups use Facebook, with about 74% reporting they visit the site daily. (Source: [Pew Research Center](#))

How do job seekers use social media?



(Source: [Aberdeen Group](#))



- 73% of job seekers between the ages of 18 and 34 years old found their last job through a social media platform. (Source: [Aberdeen Group](#))
- 79 percent of job seekers say they are likely to use social media in their job search. This figure increases to 86 percent for younger job seekers who are in the first 10 years of their careers. (Source: [Glassdoor](#))
- Job seekers rank social and professional networks as the most useful job search resource compared to job boards, job ads, employee referrals, recruiting agencies, and recruiting events. (Source: [CareerArc Future of Recruiting Study](#))
- 68% of millennials visit a company's social media properties specifically to evaluate an employer's brand. (Source: [CareerArc Employer Branding Study](#))

How do employers and recruiters use social media?

- 84% of organizations currently use social media to recruit talent; 9% plan to use it. (Source: [SHRM](#))
- The top reason cited by organizations for using social media to hire candidates? Recruiting passive job candidates (82%). (Source: [SHRM](#))
- Majority of employers reported social recruiting was effective in decreasing time-to-fill: 71% reporting improvements in time-to-fill for non-management, salaried positions, and 67% reporting decreased time-to-fill for management positions (e.g. directors, managers). (Source: [SHRM](#))
- 92% of recruiters leverage social media to identify high-quality job candidates. (Source: [Adweek](#))



▶ The question is no longer *if*, but *how* you are going to engage. **Let's talk about how to start.**

How to chart your social recruiting roadmap



Mapping out your course is a critical exercise that not only helps visualize what success looks like in the short and long term, but also helps flesh out the details in order to fully illustrate the business value to stakeholders.

As with the start of any new endeavor, there will be lots of questions to answer. These questions can come from your own curiosity, your team members, or even colleagues from other departments that are eager to learn where this program is headed, as well as the type of investment to get there. The key elements to investigate include:



Business Impact: Why is social recruiting the right investment? What are our chances for meaningful impact and success? How is this tied to our most immediate and/or pressing talent goals?



Investment: What resources are required to make that level of impact?



Timing: How long until we can realistically achieve that impact? Why embark on this now?



Below we walk through the steps in how to conduct the research that will inform your roadmap, and with each step we provide an example of how that research can help you build your business case for social recruiting.

As stated above, we recommend you start by marking your destination—the goal—and working backwards.

1. Study your competition

Make a list of the 3 to 5 competitive brands in your industry and/or locale who have a strong social media presence. Include links to their social profiles on Twitter, Facebook, LinkedIn, etc. Do they share career- or job-related content? Place a star where you see any job-related content, which can include a separate careers channel, a careers tab on Facebook, posts about company culture, or job posts.



We know that Competitor 1, 2, and 3 have an established social media presence which includes job-related content targeted for the candidates we also seek.

Sample conclusions as you start your research

2. Now get really specific

Approximately how many posts do they publish a day? Of the posts, how many are related to their employment brand or employment opportunities? Do they get their real employees involved? Can you determine when the page was established? Are they publishing different jobs types on different platforms?



Their careers-related content and pages appear to have been published only eight months ago, and since then they've been experimenting with distributing about 6-8 job posts on each channel. Each post links directly to their ATS.

3. Find the gaps

How can you be better? Do you see any gaps in their content? Do they appear to have candidates engaging on their page? If you click on a job post, where does it land? Do their posts have calls-to-action, links, images, and relevant hashtags?



None, however, seem to be applying the best practices in optimizing this content for search. We also find a lack of employer branding content known to engage candidates and nurture potential applicants online. These are two areas where we can definitely compete for attention and achieve results right from the start.

4. Identify the leaders

Make a list of 3 to 5 brands inside or outside of your industry that represent an ideal social presence. What do your competitors have yet to achieve compared to this ideal? What is feasible in 3 to 6 months time? What can be accomplished in a year?



While our competitors have clearly established social recruiting programs, it appears they have yet to truly make an impact. An example of a company that is making an impact is Brand 1, which has a talent community hashtag dedicated to just its employer brand and ties together an active online community comprised of existing and prospective hires.

5. Research social recruiting case studies that illustrate ROI

Look for success stories and testimonials from companies with a similar size, industry, or market reporting increased brand awareness and reach on social media. Note the number of job views, clicks, hires, time-to-fill, cost-per-hire, and other available talent metrics.



While we do not have insight into the results of our competitor's social recruiting efforts, I have found several case studies that speak to our same hiring challenges and goals, including one on Ulta Beauty, which reported a 53% YOY increase in hires through social media alone.

6.) Ground the discussion to your specific business goals and talent objectives

Now that a realistic end goal has been illustrated through examples, case studies, and competitive analysis, it's time to connect this goal of launching a successful social recruiting program to your existing goals. End with a quick summary of how you envision completing the first milestone and propose a reasonable timeline.



Since our hiring goal is to not only find new sources of talent but to also establish and grow an engaged talent pool of potential candidates, social media is a relatively low-cost, low-risk strategy for us to try now. However, the longer we wait, the more ground our competitors cover, and the faster our competitive advantage narrows.

We propose launching our official social recruiting presence in the next 2 to 3 months. This will involve working with the marketing department on scheduling several job-related posts per week on the existing company Facebook feed, as well as launching new social properties dedicated solely for careers-related content on Twitter and LinkedIn.

At this stage, the most significant investment will be bandwidth—however, since we have over 20 open jobs per month, we will also be researching tools to help streamline the social media management as we scale the program.

At this point you should have a plan!

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CHAPTER 2

Set it up

Now for the fun part. You have a good idea of the resources that are required and outcomes to expect from social recruiting. Time to start collecting assets, hit early wins and milestones, and make your presence known on social media.

But first, a check-in: Are you feeling a bit of nervous energy, a pinch of confusion, all mixed with excitement? This is common at the start of any project because it's the moment you have the most unanswered questions, some which you may have to answer to the best of your abilities just to be able to move forward. Questions like...

Wait. What *is* our brand?

Other familiar headscratchers include:

- Should we determine our Employer Value Proposition before we start social recruiting?
- What should we post to communicate that EVP?
- What tone should we convey that in?

These questions are of the "soul searching" kind, and while they are good questions that naturally pop up during this process, beware of the impulse to answer them immediately and/or "perfectly" at this stage.

Questions like these can spur a team into a thoughtful discussion, but they can also spiral groups into a larger, interdepartmental exercise that becomes bigger than the task at hand requires.

Blink once and half a month can pass by without much tangible progress made to establishing your social media properties.



Aim to navigate with an acceptable amount of uncertainty. Waiting for the "perfect" route may mean never moving at all.

To keep pushing a project forward, balancing the known and the unknown is key. Before you go down a long and winding road, we recommend the following:

- Determine what questions must be answered now, and what can wait.



NERVOUS??

Confused? Excited?
All of the above?
Help is on the way!

ALSO IN THIS GUIDE

- [How social media influences the candidate journey](#)
- [How to optimize a social recruiting post](#)
- [How to recruit candidates on Twitter](#)
- [How to recruit candidates on Facebook](#)
- [How to recruit candidates on LinkedIn](#)
- [Key takeaways and next steps](#)

- Look inward, and then outward. Do you have existing collateral on company values that can provide a direction? From Chapter 1, are there companies or competitors that you want to differentiate yourself from? How are they answering this question? How do you plan to emulate or differentiate?
- If you lack a point of reference, arrive at an acceptable answer that can help build consensus at the moment but leaves some room for revision or reinterpretation at a later point in time.

Find qualified candidates on social media today

[Request Demo](#)

Additionally, here are some webinars we recommend that can help you approach these types of questions head-on:



Employer Branding 101



Employer Branding on a Shoestring

Proof of concept



We have found that these open-ended topics become much easier and quicker to take on once you have a proof of concept around which to frame that discussion. In social recruiting, that first proof of concept is usually the social media property—the Twitter, Facebook, and LinkedIn pages through which you publish content, build community, and reach potential applicants.

You might have the autonomy to establish a company page right out of the gate, or you may decide to apply these best practices on your own social media account to first gauge the potential and achieve a viable proof of concept.

Whatever the case, Chapter 2 is about helping you achieve this proof of concept thoughtfully and quickly so you can make the best first impression on social media with your candidate community, as well as with your internal stakeholders. We will cover the more concrete concepts surrounding the type of social feeds to establish, the type of content to post, the recommended post times and frequencies, and more.

Still somewhat nervous, a pinch confused, and altogether excited? Great! You're exactly where you need to be. Onward we go!

How to establish your social media presence for recruiting talent

If you build it,
(& optimize it with keywords, geo-tags, & hashtags)
they will come

Facebook was founded in 2004. Three years later, they introduced brand pages from where companies can establish a social presence and engage directly with "fans," or what we now call "followers." Now there are over 60 million active company pages on Facebook. (Source: [Venture Beat](#))

Social media has given companies unprecedented opportunity to engage with the public more directly and more often. From that engagement, they can nurture a powerful community that spurs new customers and candidates alike.

But what if you don't have that engaged following right now?

While building an active online community is something to aspire to, rest assured that it is still possible to reach the right candidates without an active social following at the start. This brings us to one of the biggest myths in social recruiting.



Social Recruiting Myth #1:

You need to have a large online following or a recognizable brand to win at social recruiting.

Social Recruiting Truth:

Social networks act as search engines. In one day, Twitter users log "hundreds of millions" of tweets, but perform 2 billion search queries. Searching and consuming content on Twitter is the most popular activity, and that content includes job postings.

The goal is to exist on that network when a candidate searches for you, your jobs, your industry, or your relevant keywords and hashtags. This is a best practice you can employ from the start, and is not dependent on your number of followers.

But before we get into the anatomy of a social recruiting post, let's first talk about a more fundamental question...



Where should you establish your social recruiting presence?



TWITTER



LINKEDIN



FACEBOOK



GLASSDOOR



INSTAGRAM

This guide focuses on the three most commonly used social media sites for social recruiting: **LinkedIn, Facebook, and Twitter**. While there are other platforms specific to your industry that are worth considering, we have found that employers across all industries find value in maintaining a social presence on at least one of these sites. Many companies build an online community across all three sites as one platform may supply more fitting candidates for one job type or location over another platform.

While establishing a presence on all three sites is ideal for most companies, you may need to narrow down your options at the start if your resources are limited.

There are three fundamental questions to consider when making this choice, in order of importance:

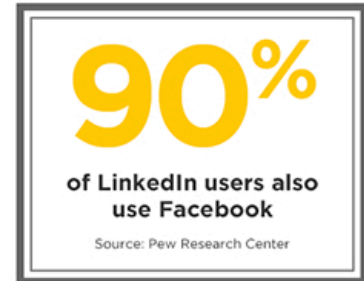
#1 Where are your candidates?

Seems like a no-brainer, but really take a moment to consider where your candidates may be actively looking for jobs, as well as where they are passively spending their time online. Strive for early wins by considering which platform may serve candidates for (1) your most common requisitions and (2) your hardest-to-fill positions. Hiring and growing a candidate pool for either of these categories of positions will produce the best proof of concept for your overall social recruiting effort.

#2 Where are your employees?

If you don't know where your candidates might be on social media, ask your employees—especially those who serve in the role of your most common open requisitions and your hardest-to-fill positions. Your employees play an important role within your social recruiting efforts by acting as Brand Ambassadors that help spread your employment brand and opportunities. Knowing where they reside online is critical to the success of your social hiring initiative.

#3 Where is your company?



By "where," we mean where they may already have a presence, as well as "where" they are culturally as a company with adopting social media. If your company has a corporate Twitter, Facebook, and LinkedIn page, then the effort of expanding that online brand awareness is ideologically an easier pitch. But if your company is less familiar with one platform—especially if it is a platform that answers the prior two questions above—then this is your opportunity to use this guide to educate the key stakeholders to the platform's potential for hiring and brand awareness.

Now that you have a sense of which platform you intend to plant your first flag, the next question is...



Which type of social recruiting property should you establish?

When we say "types" of social recruiting properties, we are referring to accounts that are specifically tailored to speak to a candidate or employee audience, as opposed to most corporate social accounts that were founded to reach a consumer audience.

Here are the types of social media accounts hiring teams typically establish that are separate from marketing-focused social media properties:

Company Pages, Career Pages, & Recruiter Profiles

What is a Company Page?



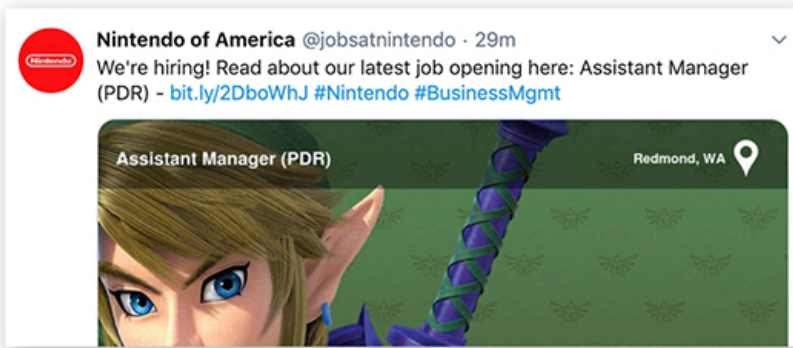
A Company Page is a branded social media page, property, or profile primarily founded for marketing purposes and typically posts content that speaks directly to customers and customer personas.

What is a Career Page?



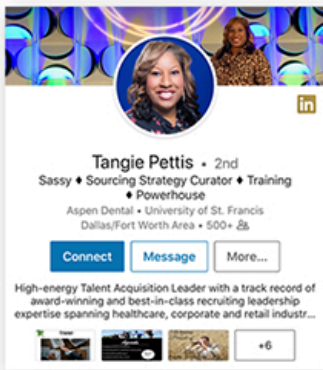
A Career Page is a separate social media page, property, tab, or profile founded for talent acquisition and retention purposes and typically posts employer branding content—company culture, employee events and perks, general job seeker tips, etc.—that speaks directly to potential candidates and current employees.

What is a Jobs Page?



A Jobs Page is a social media page, property, tab, or profile founded primarily for talent acquisition and retention purposes and typically posts job openings that speak directly to potential job candidates and current employees. These posts are often optimized for search and can even be indexed by search engines, like Google, so that they can display as Google Search results. [See Nintendo's Jobs Page on Twitter.](#)

What is a Recruiter Profile?



A Recruiter Profile is the social media page of an individual that helps reach, engage with, and ultimately recruit talent on behalf of a company. As individuals on social media, recruiter profiles can produce more varied content that mixes employer brand, company culture, and job posts, as well as professional posts about the recruiting profession.

The aim of a recruiter profile is to establish thought leadership among a candidate base that conveys an approachable and knowledgeable presence. Many candidates prefer to contact individual recruiters first to more personally and directly connect with a peer, as opposed to connecting with branded career or jobs pages.

The beauty of variety.

These separate social recruiting properties afford HR teams a more dedicated channel to communicate employment brand and opportunities. They also provide a solution to hiring teams who may have limited collaboration or access to marketing-owned and -led social media accounts. While having an independent social property for talent acquisition and branding has its benefits, it is best practice to establish a rapport and partnership with marketing as you launch your social recruiting program.



Social Recruiting: Why collaborate with Marketing?



Common goals and shared wins

HR and marketing have a lot to learn and gain from one another in the context of social media and social recruiting. HR teams who are just starting out their social hiring initiatives have a lot to gain from the already established exposure that existing social media accounts are garnering. It is much easier to build upon an existing audience than to start completely from scratch.

The marketing team, on the other hand, is always in search for more ways to increase overall engagement and traffic to social media sites. Often, what marketing teams come to discover is that company photos that highlight employees, chronicle company events, and show company culture are among the most popular pieces of content that attract likes, shares, and followers.

Marketing can also benefit from adjacent HR projects that invite participation from an employee base that may not be as active on corporate social media accounts.

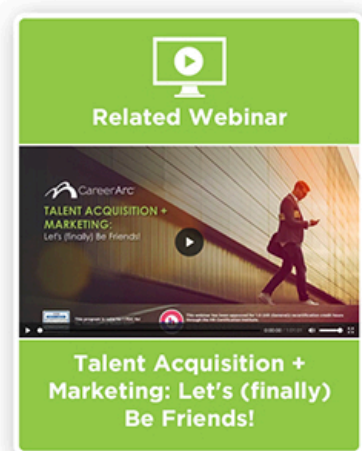
If you focus the conversation around the potential successes HR and marketing can reach together, you're more likely to form a powerful ally for a more formalized social recruiting effort.



Other reasons to collaborate with marketing early in your planning stage include, but are not limited to, the following:

- ✓ **Gain insight on marketing metrics** such as impressions, engagement, clicks, and more, which you will soon be tracking.
- ✓ **Build an alliance** that helps provide marketing support for projects outside of social recruiting, such as employer branding video production, launching candidate surveys, and more.
- ✓ **Lead and educate on the impact of employer brand reputation** on the consumer brand and the bottom line.

Another top reason to collaborate with marketing? They can help supply the assets and resources—such as logos, pre-approved images and copy, existing style and brand guidelines, and other necessities—for the journey ahead. (Trust us, you'll want that.)



What to pack: A checklist for establishing a social recruiting account



Aim for a simple and straightforward name (also referred to as a "handle") that is easy to understand, search, and remember.

Account Name & Handles

Aim for a simple and straightforward name (also referred to as a "handle") is easiest to understand, search, and remember.



For Twitter, companies should always claim their Twitter handle @[company name]. If that is already established by your company and you wish to launch an independent talent-focused account, the most common variations are @[company name]Careers or @[company name]Jobs. [Learn more](#)



Naming your Facebook company page is a little different. Once you establish a page, you are first assigned a generic URL (e.g. [http://www.facebook.com/pages/\[company name\]/857469375913?ref=ts](http://www.facebook.com/pages/[company name]/857469375913?ref=ts)). However, once you have just 25 followers, you will be able to assign a vanity URL. [Learn more](#)



On LinkedIn, you can specify your unique URL as soon as you create a page. [Learn more](#)

We take a closer look at each social network later in this guide, but since establishing your unique handle and URL on each platform is one of the first tasks to complete and should be done as soon as possible, we've provided the quick links below. Make sure to also have a valid work email address and designate a password to be shared with other members of the team.

[Create a Twitter Profile >>](#)

[Create a LinkedIn Company Page >>](#)

[Create a Facebook Business Page >>](#)

Images & Logos

You will need an official company logo for a Career, Company, or Jobs page. A recruiter profile will of course require a profile picture of that individual. Social media sites also provide a secondary branding opportunity with a banner image that spans across the top of the page. Each social platform has specific image size requirements for any assets you upload, so be sure to note those as you request assets from your team.





Profile Description & Bio Copy

CareerArc

@CareerArc Follows you

CareerArc is an HR technology company helping business leaders recruit and transition the modern workforce. #talkHR

📍 Los Angeles, CA [🌐 careerarc.com](https://careearc.com) 📅 Joined February 2009

9,941 Following 137.6K Followers

You will need to develop copy for your profile description or bio. Each social media platform will have specific character limits for this section. But for now, what is most important to note is that these words, alongside your brand image, act as a welcome message. They are the first impression you will leave with anyone who visits your site.

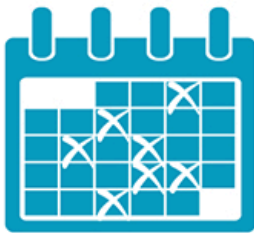
When drafting your company profile and bio, we advise to first look at your existing assets and see if there is approved copy that you can pull from or reuse. But also, remember to think beyond the standard, filler text.

Do your research on companies in your space and employers who may be competing for similar talent. Observe how they summarize who they are and what details they choose to highlight in this limited space.

Make sure to also include a link in your bio to your career site or other social channels. Links serve as a “call-to-action” for candidates to click and learn more about your company, your values, and your open jobs.



Seed Content & A Realistic Post Schedule



In the first few weeks after you establish your social media account, you want to also develop “seed content.” This content refers to the first few posts that you will be publishing in your feed soon after you claim your accounts. These posts will show visitors that your site is live and being managed, but will also serve as the first pieces of content to gauge interest and to test what gets visitors clicking.

Writer's block? Or perhaps stage fright? Both are very common when hitting “post” on your first social media update, but we caution you to not overthink it. One way to calm the fears or doubts is, once again, to do your research. See what companies in your space are doing. Evaluate both tone and messaging and see how yours compares side-by-side—an exercise your candidates may already be doing to you.

We will cover the best practices for social recruiting content in the next chapter of this guide.



PRO TIP

Writer's block? Research! See what companies in your space are doing.



Approvals & Guidelines

Depending on your corporate culture and structure, getting sign-off on any project can either be a roadblock or an opportunity to ally with other departments and leaders of your team. Especially in highly regulated industries, social media is often perceived to be more of a potential liability than a benefit to the company. However, you would be surprised to learn that industries where you expect the most strict oversight are not only participating in social recruiting, but they are leading by example.



Check out how the NSA has raised the bar for all social recruiters.

Nevertheless, it is common for marketing, legal, and even fellow colleagues in HR or Talent Acquisition to have questions about how you and your employees will be interacting on social media.

The first step is to always determine which approvals, if any, are absolutely necessary to move the project forward.

If approvals are required and you anticipate questions that could challenge the launch of a social recruiting program, we advise that you prepare to address these objections ahead of time.

A little bit of research can go a long way. Ask yourself:



Do you have competitors that are already promoting jobs on social media?



Does your marketing team already have a social media guideline in place that you can easily apply or repurpose for your social recruiting?



If none exist, are there social media guidelines freely published by other companies from which you can expand on and adopt?

Lastly, sometimes you can find guidance from fellow colleagues and even vendors who are well-versed in launching and powering social media and social recruiting efforts. Learn how we partnered with this [healthcare organization to successfully implement social recruiting](#) and boost their hiring efforts.



Detour: Keeping it personal or professional?



Perhaps there is no other rule more advised, repeated, and abused on social media than this: Be authentic.

The virtue of being authentic on social media remains the ideal that many—including, and especially, companies—are expected to adopt.

While honesty is the best policy, remember that you do have a choice on how much you reveal and the tone in which you choose to communicate.

Tone: Personal vs. Professional

While maintaining professionalism is key, social media often gives organizations some license to relax their corporate tone, which is often welcomed and celebrated by many on social media. Candidates will often come to your social media site in search of the more “human” and, well, “social” side of the brand that they may have already encountered on your website or careers page. When done right, sharing this more personal side of your brand will garner one of the most highly coveted characteristics in a successful recruiting strategy—trust.

Striking the right balance between personal and professional is a unique exercise for every brand. Whenever you find yourself evaluating whether your social media post or profile is too casual or too buttoned up, we find the “cocktail party” scenario applies to most situations:



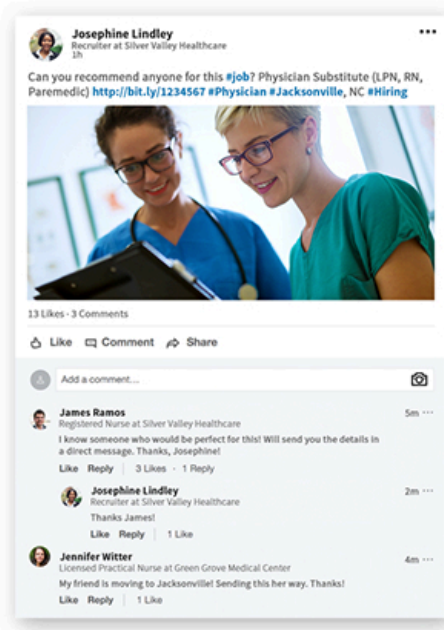
What kind of topics are fair game at these events, and what are definitely off limits? The key is to present topics that inspire thought, engagement, and (for those who are talented enough to pull it off) even laughter.

Lastly, see what tone has already been set by those in your space, and consider how you can add to, and also safely deviate from, the established norm so you can stand out at the party.

Account: Personal vs. Professional

Aside from inquiring about the right tone and content, talent and recruiting professionals often ask whether they need to incorporate their own personal social media accounts or establish new professional accounts.

To decide what's most suitable for you, consider first the followers you currently have on your personal account. Would your followers find your recruiting content engaging or worthy of sharing with their own network? If so, leveraging your existing profile and earned network of followers may help your social recruiting efforts, especially as you establish a presence.



However, if your followers on your personal account are mainly family and friends in which you would refrain from sharing job seeker content and job information, then you may want to establish a separate account to support your brand's social efforts.

With that said, many talent professionals find that careers- and job-related content often generates the most engagement from their community.

Why? We believe it's because posts about employees, company culture, and careers content—including posts that announce job

opportunities and openings—are typically viewed as positive, non-controversial content that can more easily garner likes and shares among your social network.

Now, the way in which you share those opportunities can increase the engagement on your post and overall page even more, and lead to greater brand awareness both within and beyond your existing social network. For example, phrasing your post as a question such as “Can you recommend anyone for this job?”, as in the example above, tends to generate more reactions, and even referrals, from your community.

Variety. Frequency. Consistency.

As a talent professional, adding job-related content to your personal and professional social feed is not only welcomed, but expected. The issue is not whether you share this content at all, but more so what frequency in which you should share it so as to not exhaust your network with job posts.

This is why content variety is key. Crafting content beyond the job posting can add dimension to your content stream, attract different members in your networks, and nurture trust in you and your brand.

Next, we'll discuss the best practices in creating quality content—both social job posts and engagement posts—that are optimized to reach more high quality candidates, engage new audiences, and expand your community on social media.

Begin your social recruiting journey.



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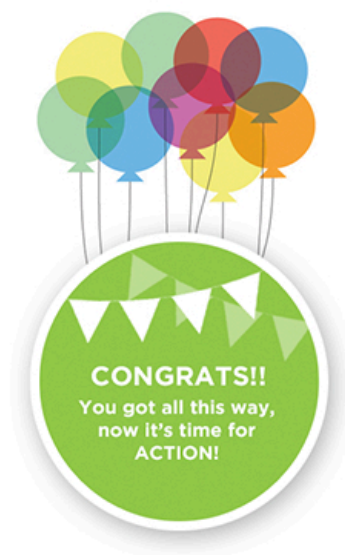
CHAPTER 3

Start it up

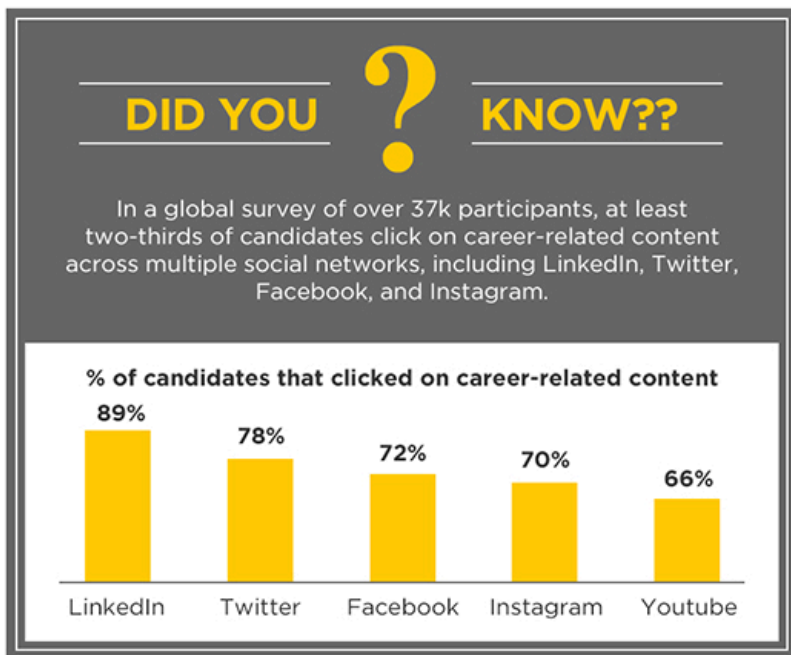
Congratulations, you've arrived! Go ahead, stop, and take a selfie—you deserve it. From mapping out your goals for social recruiting, establishing your social profiles and company pages, and setting yourself and your team up for success, you're now ready for action.

By the end of this chapter, you will have all the tools you need to:

- Craft a **social job post** optimized for social media
- Create **engagement posts** that encourage clicks, likes, and shares
- Curate content that supports your brand and attracts your target talent
- Constructively apply social recruiting best practices for Twitter, Facebook, and LinkedIn



How social media influences the candidate journey



(Source: Potentialpark)

ALSO IN THIS GUIDE

- [What is social recruiting?](#)
- [How to optimize a social media post](#)
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Do job seekers really use social media to find jobs?

This is one of the most frequently asked questions companies have when they are considering social media as a source of new and qualified candidates. It may be surprising to learn that not only have the majority of online candidates been exposed to career-related content on social, but two-thirds have also engaged with that content, according to a recent study published by Potentialpark.

Moreover, according to the Aberdeen Group, **73%** of job seekers between the ages of 18 and 34 years old found their last job through a social media platform.

To understand the recruiting potential of social networks, we must first take a look at the different paths active and passive job seekers take along their candidate journey that eventually lead them to your career site. Often, that path is nonlinear and includes multiple touchpoints that influence the candidate experience. These touchpoints could include search engine results, online advertising, employer review sites, social media, and more. Together, these touchpoints help raise awareness about employers and their job opportunities, attracting the right candidate for the job and company culture, and activating that candidate to apply for the job.

Since these touchpoints can serve multiple purposes throughout the candidate experience, they must come in different forms. This leads us to our second social recruiting myth:



Social Recruiting Myth #2:

Social recruiting is the act of publishing job posts on social media.

Social Recruiting Truth:

Social media is one of the most effective channels for reaching both passive and active job seekers online. Employers who want to garner the attention of both potential candidates must not only show what type of work is available at their organization, but why one should work at that organization.

Employers must distribute more than just active opportunities. To really leverage the potential reach and impact of a social network, employers must also develop content that encourages engagement on the post itself, be it through clicks, likes, shares, or comments. The more engagement a post or page garners, the higher its potential reach.

Generally, there are two main types of social recruiting posts: **social job posts** and **engagement posts**.

While **social job posts** inform your social networks of your current job openings and opportunities, **engagement posts** inform your community of your employer brand and employee value proposition (EVP). These posts can cover everything from company news and events, company culture, and more.

We will dig into the types of social recruiting posts in the next chapter, but first let's talk about how job seekers today are using social media to find their next job.

73% of job seekers between the ages of 18 and 34 years old found their last job through a social media platform. (Source: Aberdeen Group)

73% of job seekers between the ages of 18 and 34 years old found their last job through a social media platform.



(Source: Aberdeen Group)

3 stages of the online job search

No job search is exactly the same, and there are countless possibilities to how one learns about an opportunity and eventually decides to apply. However, there are generally three stages to a job search in which your social media presence can play a significant role.

- **Awareness:** When a candidate first becomes aware of a prospective job opportunity or a prospective employer.
- **Evaluation:** When a candidate performs further research into the organization to properly vet both the company and the opportunity.
- **Application:** When a candidate decides to apply for a position.

These are the main stages of a job search—very similar to a typical consumer journey of first becoming aware of a brand or product, and then educating oneself to a decision point or point of purchase. But remember that the speed in which one moves through these three stages can vary greatly.



Example of a Job Post on Facebook

For example, one job seeker can stumble upon your job post as they scroll through their Facebook feed, click on the job link, and then click apply once they are on the job page. The journey from awareness to application can be completed in under five minutes.

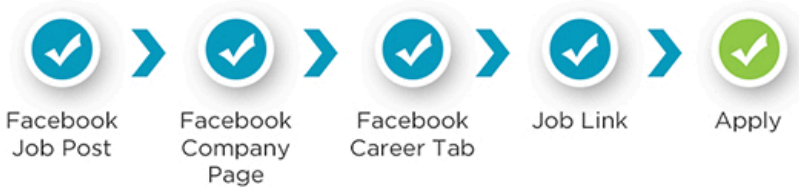


But what if that same job seeker saw that same job post on her Facebook feed, and instead of clicking on the job link, clicks on your Facebook icon to arrive at your Facebook page? That candidate then scrolls through your content, reviewing the picture taken at a company picnic last week, noticing through another post that you are a pet-friendly office, and taking note of how you respond to candidates and customers who comment on your posts.



Example of an Engagement Post on Facebook

From there, this job seeker might continue their research or click on your Facebook Career Tab to view opportunities from within the Facebook platform and click "Apply" from there.



CVS Health Facebook Career Tab powered by CareerArc

These are just three of many paths a job seeker can take after viewing a job post on her social feed. Throughout each journey above, social media virtually supports the entire candidate journey—providing influence and direction in the awareness, evaluation, and even application stages.

Sometimes, however, the job search begins outside of social media—such as the ubiquitous search engine.

Did you know? Social media platforms are themselves powerful search engines.

In **Chapter 2**, we uncovered that social networks are now a search engine platform for users searching for content.

Knowing this, the next question we should ask is, “What search query will my particular candidate perform when looking for their next job or career move?”

Understanding and anticipating these potential search terms can help determine what content, and even hashtags, to use in your social posts to make them more relevant, and thus more visible, to your target candidate.

Now that we’ve talked about the possible scenarios and pathways by which social media can lead a candidate from awareness to application, let’s talk about the type of social media posts that help spark and support that journey—and how to best optimize those posts for peak performance.



DID YOU KNOW?

Social media platforms are themselves powerful search engines.



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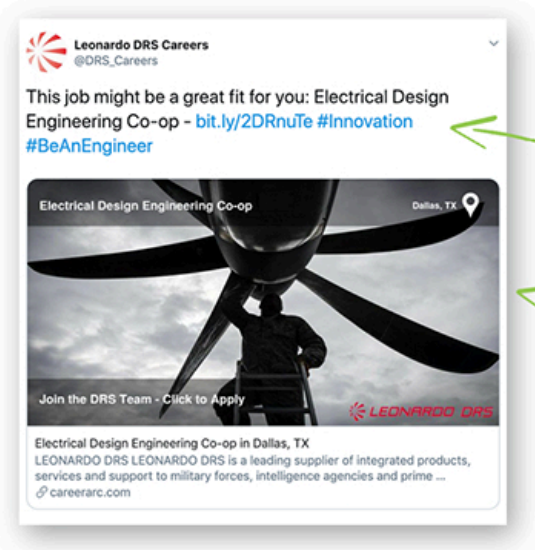
CHAPTER 4

Types of social recruiting posts

What is a Social Job Post?

In social media, a job post communicates the main elements of a job posting or job requisition within a social media post with the primary goal of attracting both active and passive job seekers to your job opportunities and converting them into applicants.

Since a social media post is designed for concise communication, employers publish job posts in order to refer a candidate to a landing page, such as a job page on your Applicant Tracking System (ATS), where that candidate can view the full job description and begin their application process.



Bit.ly link to job and custom hashtags

Job-specific image with job title and location information

ALSO IN THIS GUIDE

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The anatomy of a Social Job Post

Job posts can vary greatly, but the primary details include:

- **Job Title:** What position are you hiring for?
- **Location:** In which city or for which branch are you hiring for?
- **Job Link:** To which URL will you direct candidates so they can apply for the job?
- **Call-to-Action/Greeting:** Who are you talking to and how do you want to present your opportunities?

But not all job posts are created equally. Here is an example of a basic job post compared to an example of an optimized post:



Can you spot the differences? Optimized job posts contain a lot of elements that help elevate your post in the social media feed and target its reach.

The Challenge: Social recruiting at scale



Optimized and on-brand social job posts require multiple elements to reach the right candidates, capture their attention, and convince them to take action. A company that has a handful of open positions at a given time can probably manage the manual process of posting jobs on social media. However, publishing social job posts at scale across multiple networks, while adhering to the best practices of social media, can be a job all on its own.

The Solution: Automated distribution



For organizations who want to deliver a consistent message and flow of job content on social media, we recommend using a solution or service that can streamline this process. If you have questions on how to begin or scale your social recruiting efforts, [click here to schedule a demo](#).

What is an Engagement Post?

An engagement post in social recruiting refers to social content that helps drive interaction between you and your community, as well as communicate your brand and your employee value proposition (EVP). These posts can deliver company news and events, display company culture, highlight employee benefits and perks, and more.



While job posts focus on relaying headline information about a specific job—essentially what your candidates should apply for—**engagement posts** help convince candidates **WHY** they should apply.

By this definition, engagement posts cover a lot of different types of content, and often the content does not need to focus specifically on your company.

Providing job seekers with curated content—such as relevant information from third-party sources about interview tips—that you think your job seekers might be interested in could generate likes, clicks, and shares on your social feed. Remember, the engagement you generate from your content only helps boost your reach on social platforms, which means more awareness for your job posts and engagement posts.

Types of Engagement Posts

Wait... Why do I need to engage with candidates on social media? I thought this was about sharing my open jobs on social?

Broadcasting content is, at best, only half of what you will be doing on social media. How you interact and react to individuals in your network are the other part of the equation. Why?



Social media engagement is the currency through which you earn attention.

How your audience engages with you, and vice versa, not only speaks volumes about your brand, but it is the very key to driving more exposure to your brand. The more likes, comments, and shares you generate, the larger the potential for reaching the extended networks of those who interact with you.

Engagement is after all what makes social media, well, social. No one interacts with an online display ad, or a billboard. On social, this dynamic exchange defines the medium. Moreover, how you interact and how quickly you respond or contribute to a discussion arguably says more about who you are than the posts you craft, schedule, and publish.

Develop compelling employer branding content

Do you have a pet-friendly workplace? Do you cater lunches once a week? Do you have a thriving mentorship program? Or annual volunteer event?

Employer branding posts are where to showcase the best of what you offer employees, as well as communicate the kind of employees you seek. Potential candidates are looking for more than a bump in pay. They seek an environment where they can thrive professionally, as well as a company culture in which they can see themselves fit.



Salary and benefits hold virtually equal weight when candidates evaluate a potential job opportunity. Then, once hired, employees attribute culture and values as the biggest drivers of work satisfaction, followed by career opportunities and senior leadership. (Source: [Glassdoor](#))

Social media has become the destination that displays these benefits and thus the go-to resource where job seekers can find proof of those benefits in action.



Share company news, events, & awards

Wise candidates pay attention to the news surrounding the organization and the industry. They know their careers depend on a lot of factors, and those who want to be in it for the long haul want to know the company is on the right trajectory.



Is your company launching a new product? Or perhaps a new corporate responsibility program? Were you listed as a “Best Employer” in your city or state? Do you have an upcoming publicity event or hiring event to promote? These announcements and achievements are perfect vehicles to present your leadership, wins, and potential for the future.

Even better, your marketing and PR teams will likely love this idea as they usually head initiatives that drive awareness to the brand. This is an area where collaborating with your marketing and PR team can be a win-win and serves as a great first initiative if you are hoping to launch a partnership.

Crowdsource content and amplify reach through employee advocacy



(Source: [Edelman Trust Barometer](#))

When learning about a given company, 7 out of 10 would trust that company's employees over its CEO. This makes employees the most powerful spokespersons of your employer brand. Empowering your workforce to advocate that brand and become involved in your social media strategy could drive compounding results, helping expand your content to your employees' networks and reach like-minded peers and potential candidates.

Many integrate this employee advocacy effort into an existing employee referral program, or conversely, some use the momentum of a social media launch to establish an employee referral program. Activating and growing employee advocacy and referrals is an initiative all on its own, but the key lies in identifying the existing champions of your brand who can become a model for other employees to follow.

For example, make a short list of individuals who have successfully referred candidates in the past. Ask if they would like to be featured in an employee spotlight or employee highlight post—a type of social media post which introduces an employee to your social network and includes details about what they do at your company and why they enjoy working there.



A post like this helps celebrate that employee and also communicates to your candidate network the type of talent they could be working with, as well as the type candidate you seek. These posts also typically generate a healthy amount of engagement from employees who are active on social media and want to show their support for a teammate in the form of a like, comment, or share.

Ask for referrals

As mentioned, building an employee referral program alongside or on top of a social recruiting launch could drive significant momentum. While it requires effort to plan and encourage employees to participate, a quick request or question addressed to one's social network has proven to generate an above average number of comments. It can be as easy as inserting a simple text question and a link to a social job post.

For example, try text-only conversational lines like these:



Do you know anyone who is looking for a job in sales? If so, we're hiring! See here: <http://jobl.ink>"



Anyone know a talented RN looking to work or relocate to Los Angeles? DM or reply below with any tips, Thanks! <http://jobl.ink>"



PRO TIP

Short questions have proven to generate an above average # of comments

These messages can be tested on branded company profiles or individual recruiter profiles, as well as given to employees who wish to participate in your employee referral program. Providing easy, ready-made copy can remove the burden of content creation from your team and allow them to share content with as little effort as possible. They can also serve as the text to accompany your more traditional job posts.

Interactive Content: Ask questions, launch polls

Studies show that posts that pose a question get 100% more comments than a standard post. (Source: [Buffer](#))

Beyond asking for a referral, you can ask questions unrelated to your hiring process but still related to your brand or offerings. These questions can be more open-ended. Think of them as conversation starters that will encourage a ready reply. You might even be able to learn valuable information about your candidates and use it to build out better candidate personas.

Examples of questions you can pose to your social network:

- Why did you choose to be a nurse?
- What is your best source of motivation on a Monday?
#MondayMotivation
- Is anyone headed to the SHRM Annual conference this year?
- Poll: Which social networking site do you use most: Twitter, Facebook, LinkedIn, or Instagram?

While you can always pose a question in text form, [Facebook](#) and [Twitter](#) allow you to launch interactive polls on their platforms, which can grab a little more attention and help you keep track of responses throughout the day.

Leverage curated content

Not all social media content needs to be made from scratch. Sharing select third-party content, also known as *curated content*, will not only help ease your social media content production and posting schedule, but also ensure that your content stream is filled with diverse voices and sources. The secret to keeping your social media followers' interests is in selecting the right content to add to the mix.

Think of content that would provide a service or value to your social network, such as industry news and recently published surveys, and can help position you and your brand as thought leaders in the space.

Curating content can help build your network when you give credit to the author of the content you are sharing. Showing support for their work can lead to their posting your content in return, or other partnerships down the line.

Participate in popular social media hashtags, traditions, and serial themes

Social networks are built to bring people together around common topics, stories, events, and themes. Posts that resonate most online are those that are relatable and provide a platform for individuals to share an anecdote or their unique take on an issue. One of the best ways to start getting involved in the wider and recurring conversations on social media is to follow and participate in popular hashtags, traditions, and serial themes.

One type of serial theme, which you have most likely seen before, is one that recurs every day of the week. The hashtags below are widely used on popular social networks, and you can see how each is used by clicking on the tags and viewing the conversation.

- Monday: [#MotivationMonday](#), [#MondayMotivation](#)
- Tuesday: [#TransformationTuesday](#)
- Wednesday: [#WellnessWednesday](#) or [#WorkoutWednesday](#)
- Thursday: [#TBT \(#ThrowbackThursday\)](#)
- Friday: [#FF \(#FollowFriday\)](#)

There are ways to leverage these hashtags in hiring. For example, the [#FF](#) and [#FollowFriday](#) hashtag is used to highlight profiles you endorse others to follow. It's a way to give a nod to the notable people in your space. Adding top candidates to this list is one way to grab their attention as anyone you mention will receive a notification on that social network.

Celebrate holidays with meaningful, authentic messaging

Holidays can mark some of the most active days on social media. Individuals and brands alike participate by sharing meaningful messages of their support and appreciation and engaging with others who often tag their posts with recognized holiday hashtags.

We recommend looking at a calendar of upcoming holidays and marking which ones your company would choose to celebrate on social media. For example, if you have an ongoing veteran hiring program, Veterans Day should be on your list. The example here shows a thoughtful message with a link to a jobs page designed specifically for veteran job candidates.



This [#VeteransDay](#) – and every other – we’re grateful for the members of our military who keep us safe. [#ThankOurHeroes](#) go.att.jobs/6019DBHYD



Find qualified candidates on social media today

Request Demo

Now you know the types of content you can share with your candidate audience. But how do you increase the likelihood that your job posts and engagement posts will be seen by your targeted talent?

In the next chapter, we’ll look at [how to optimize a social media post](#) so you can maximize your reach and return on social recruiting.

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CHAPTER 5

How do I optimize a social recruiting post?

On social, *how* you deliver content is sometimes as important, if not more important, than what you deliver. In [Chapter 1](#), we defined social recruiting as both an art and a science of finding and hiring talent on social media. Optimizing social media content is an example of this as it requires both creative thinking and up-to-date knowledge of optimization techniques to really maximize the reach of each post.



Ideally, each update you publish will not only abide by the best practices that enhance the quality of your content, but also apply the technical best practices—geotagging, hashtags, link tracking, optimal text length, etc.—that are learned social media language skills.

Like in any language, the social media vocabulary has expanded—some would say exploded—to offer a virtually endless variety of ways to express our thoughts, connect with friends, and, of course, share that next viral cat video.

Today, most of that expression happens beyond the written word and incorporates rich media, like images, videos, GIFs, and more. Below are just some of the proven ways to make your posts more optimized, targeted, and engaging regardless of which social network you choose.

Check your engine: Optimization requires testing

It is necessary to note that the idea of “optimization” requires consistent testing and iteration to prove that these tactics are truly working for your brand, as well as to gauge how to continue to improve their performance over time.

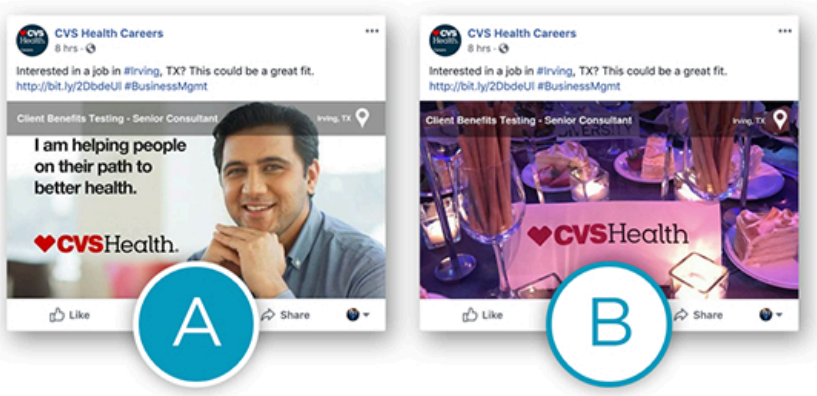
One common test or experiment implemented by most marketers and employer brand managers today is known as **A/B testing** or **split testing**. When applied to the concept of social media post optimization, an A/B test would entail comparing the performance achieved by two different posts where the one content element you want to test—such as the post image—differs between the two posts, but all other elements—such as copy, post time/date, etc.—stay the same.

KEYS TO OPTIMIZATION

Images, hashtags, and A/B tests, oh my! This section breaks it all down.

ALSO IN THIS GUIDE

- [What is social recruiting?](#)
- [How social media influences the candidate journey](#)
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- [How to recruit candidates on Facebook](#)
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We recommend you integrate the practice of data-driven optimization to all of the best practices outlined here so that you can maximize ROI on your social recruiting efforts and ideally replicate those successes across all social media platforms.

Now that we've established that true optimization requires measuring a variety of posts and content elements over time, let's talk about the variety of content elements and tactics that have shown to deliver the most impact to social media engagement and have earned their place as tried-and-true best practices.

Leverage images and videos

DID YOU ? KNOW??

On Facebook, posts with images generate **2.3x more engagement** than posts without images

(Source: BuzzSumo)

Images are a must on social. With the constant stream of updates streaming through the social media feed, an image is often the first piece of content that can hook your candidate's attention.

How do you visually communicate your job opening, company, and/or employee value proposition (EVP)? Photos, real and stock, of employees are commonly used in job posts. Feel free to get creative and think beyond employee photos.

A/B Test: Remember to test your images on both job posts and engagement posts. For example, a common test our clients execute is to see if images of real employees at a work event generate more likes, comments, or shares compared to marketing-approved stock images of employees. Another is to test the performance of job posts showing images of real employees at work against the performance of images of the company's products.



6 Tips: How to hack visual content creation for social



-  **Stop recreating the wheel.** Compose templates you can quickly tweak, reuse, and repurpose.
-  **Work with your marketing team** to acquire existing images and request access to original and stock image libraries.
-  **Crowdsource images** through a photo contest with your employees or online community. Announce the winning image and RT (retweet) the photos that garner the most engagement.
-  **Curate third-party content** that uses engaging images such as blog posts or articles that have eye-catching banner images, or infographics about your industry or roles for which you are currently hiring.
-  **Develop evergreen visual content** you can post at different times on different platforms, and even repost weeks or months later.
-  **Use a social media scheduler with an image library** so you can batch process your posting and also share assets across teams. CareerArc Social Engage automatically crops images to conform to the image requirements for each platform.

You can also use other recruitment marketing assets found right on your career site, such as a screenshot of a job map showing openings across all locations.

Have videos? Use them.

If images are a must, videos are the opportunity.

Consider these stats:

- On Twitter, a video tweet is 6x more likely to be retweeted than a photo tweet. (Source: [Wyzowl](#))
- Between 2016 and 2017, the views of branded video content have grown 2.5x on Facebook and nearly doubled on YouTube. (Source: [Wyzowl](#))
- 96% of consumers find video helpful when making a purchase decision. (Source: [Hubspot](#))
- 80% of viewers would rather watch a live video from a brand than read a blog. (Source: [Hubspot](#))

If videos are more likely to be consumed and shared, as well as most likely to influence viewers than any other form of media, it's no surprise that the use of video in recruiting and employment branding is on the rise.

Whether the videos are professionally produced or quick live streams shot on the fly, videos provide companies a greater chance to convey their opportunities and benefits, the ideal candidate they seek, and their unique culture and brand. With such high return, and a perceived high barrier to entry, video is the competitive advantage and a wise investment for your next social strategy.

Below is an example of how Team Fishel incorporates their employer brand video right into their tweets.



See more Team Fishel Video Tweets at [@TeamFishelJobs](https://twitter.com/TeamFishelJobs) and [@TeamFishel](https://twitter.com/TeamFishel), and more employer branding videos on [YouTube](https://www.youtube.com).

Include hashtags

What are hashtags?

Hashtags are a versatile tool in the social media language. Both informative and functional, they are used across multiple social platforms to link posts to an ongoing topic, keywords, and even serve as a punchline. In job posts, hashtags can help tag your posts with relevant keywords that social media users may be searching for or following. You can transform your job titles, locations, and more into hashtags.

Does the role that you are hiring for require any certifications? These titles are often used as hashtags to identify a professional community. For example, the hashtag **#CRNA** is used by a twitter community of Certified Registered Nurse Anesthetists and employers alike.

To make your hashtags more targeted and effective, we advise that you first research the community you hope to reach and find what conversations they most actively engage in online. Take note of the hashtags they use most often and observe the conversation taking place on that thread.

How often does someone post using that hashtag? Are there other employers posting on that channel? Answers to questions like these could help guide your post content and frequency once you are ready to begin engaging in that community.

HASHTAG EXAMPLE

#CRNA

is used by a twitter community of Certified Registered Nurse Anesthetists

Experiment with emojis



Emojis have shown to increase engagement on posts across platforms. Tweets with emojis drive 25.4% more engagement. On Facebook, using an emoji typically results into 57% more likes, 33% more shares, and 33% more comments. (Source: [Social Media Today](#))



Not sure which emoji to try out first? Here's Hubspot's list of the [top 10 most popular and most engaging emojis](#) to get you started.

Be funny

Okay, we know... easier said than done, right? But if you have a penchant for humor, use it. Humorous content wins big on social media. The funnier you are, the more likely your posts will be liked, shared, and commented on.

A study of nearly 400k highly engaged and shared tweets revealed that 62% contained images with humorous content. (Source: [Quicksprout](#))

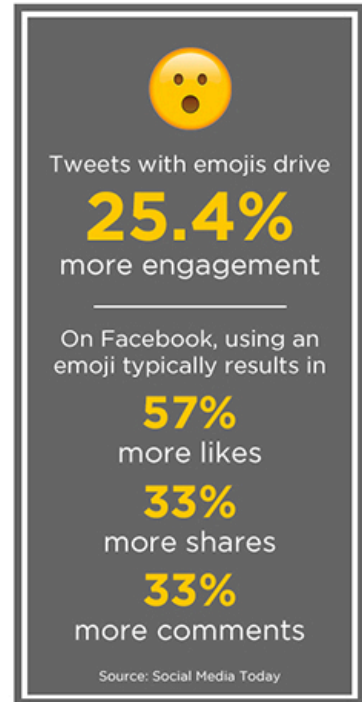
If you want to experiment with humor, using GIFs is one of the best ways to get started. Just be sure to double and triple check that what you post is actually funny for all. Everyone has heard at least one cautionary tale of a tweeted joke that's led to brand disaster. Observe some of the brands that do this well, see what you can emulate, and always, *always*, think before you post.


Find *your* optimal post time

When to post is sometimes as important as what you post. Post time and frequency is one of the most hotly debated best practices in the field, with a variety of industry experts weighing in on sometimes differing "best" posting time and schedule for each social platforms.

The truth is these "optimal" times can vary according to the industry, company size, follower count, target audience's job or profession, and more. This is because the prescribed times also often describe high traffic times—like a morning or afternoon "rush hour"—where more cars on the road (i.e. users on the platform) could also mean more brands posting at the same time and driving up the competition for exposure.

Below we summarize the general consensus on post times and post length, but we also include some notes and exceptions to these rules to illustrate how these suggested times best serve as general guidelines rather than hard and fast rules.



 <p>Optimal length 25 words</p>	<p>Best time to post Office hours during weekdays, primarily in the mid-week.</p> <p>Notes & exceptions LinkedIn is most active during the workweek, showing that LinkedIn is used by many as an on-the-job networking tool. But think about your candidates who are likely reserving their job search while outside of work, on the weekends.</p>
 <p>Optimal length 71-100 characters</p>	<p>Best time to post Weekdays, specifically during lunch hours between 12 pm to 3 pm.</p> <p>Notes & exceptions Track Maven found that optimal times differed from industry to industry. For example, for airline brands, 1 pm on Friday is the best time to post. Are airline passengers checking their airline's social media posts more often right before they take off for their weekend travel? When are your candidates most likely checking your industry's social pages?</p>
 <p>Optimal length 40-80 characters</p>	<p>Best time to post As the most active and populous network, Facebook has the broadest optimal window for post reach and engagement. A broad suggestion would be anytime on weekdays and weekends between 9am - 7pm. Want more of your posts shared? 1 pm is the ideal time to post. Want more clicks? Post at 3pm.</p> <p>Notes & exceptions Posting outside of the "rush hour" may help increase post reach and engagement. With less competition, your posts have a higher chance to reach the feeds of followers who may not have been exposed to your posts during peak traffic times.</p>
 <p>Optimal length 138-150 characters</p>	<p>Best time to post You can post on the social network anytime, however 3 pm to 4 pm between Monday and Thursday appear less optimal for engagement.</p> <p>Notes & exceptions Since Fortune 500 companies post during business hours, experiment with posting outside of working hours to see how your content performs with less brand competition.</p>

(Sources: NeilPatel.com, SEOPressor)

When to break the rules of the road

With the dynamic nature of social, optimal post time and post frequency are some of the types of recommendations that have changed over time and will continue to do so. We advise that as you start out, adopt the guidelines that make sense, but also observe how your posts perform and don't hesitate to experiment.

For example, some employers have found success posting content on LinkedIn on the weekends—not commonly recommended for most, but this time frame actually makes a lot of sense for some companies looking to hire talent who reserve their job search for the weekend.

On that note, let's start with the birthplace of the hashtag: **Twitter**.

Start optimizing your social recruiting strategy today.



CHAPTERS

- 1 What is social recruiting?
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- 4 Types of social recruiting posts
- 5 **How to optimize social recruiting posts**
- 6 How to recruit candidates on Twitter
- 7 How to recruit candidates on Facebook
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- 9 Key takeaways & next steps



CHAPTER 6

How to recruit candidates on Twitter

Wait.. Why are we starting with Twitter?

Great question.

First, Twitter is one of the most active social networking sites today. In 2009, when CareerArc was founded, Twitter was in the midst of its meteoric growth, and our first software offering focused on Twitter job distribution. Today, with the help of Twitter, we log tens of millions of job views (clicks to job links) each year for our clients. As one of the most popular sites used by job seekers and working professionals alike, Twitter is one of the best platforms to grow your social presence as an employer.

Secondly, while not the first social networking site to be established, the Twitter microblogging platform became the birthplace of many standards of communication used across multiple social networks, including the hashtag (#) and the @ mention (tagging)—both of which are used on Facebook, LinkedIn, and Instagram.

As you become familiar with each social network, you will see that they offer similar ways to communicate with individuals, brands, and groups. “Friending” someone on Facebook is like “following” someone on Twitter; “direct messaging” someone on Twitter is like sending an “InMail” on LinkedIn.

We thought it would be helpful to present these rules of engagement first through the lens of Twitter. Know that the section below that covers Twitter engagement can generally be applied to other platforms and will be referenced, rather than repeated, in later chapters.

ALSO IN THIS GUIDE

- What is social recruiting?
- How social media influences the candidate journey
- How to optimize a social recruiting post
- How to recruit candidates on Facebook
- How to recruit candidates on LinkedIn
- Key takeaways and next steps



ABOUT

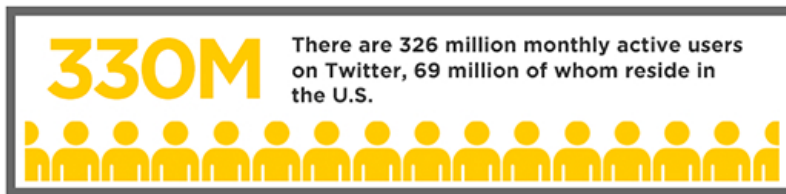


TWITTER

Twitter was founded in March 2006, and in 2012 reached 100 million members. Today, Twitter has grown to over 330 million monthly active users worldwide. The original microblogging platform, Twitter is known for both breaking and making news. Serving as the platform for launching and sustaining some of the most significant cultural moments in recent history—from viral hashtags to global social movements—Twitter has influenced the way we consume and contribute information to the events of the era. Once strictly limited to 140 characters, Twitter’s text message size was extended to 280 characters in November 2017, granting users more freedom than ever to express themselves one tweet at a time.

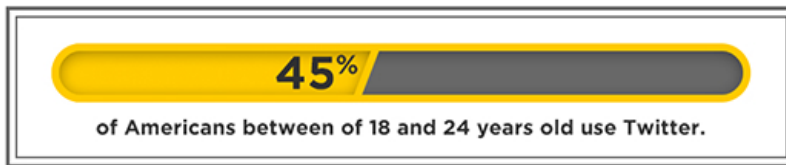
Surprising Twitter stats every recruiting professional should know

Twitter usage stats



- There are 326 million monthly active users on Twitter, 69 million of whom reside in the U.S. (Source: [Omnicores](#))
- Each day on Twitter, half a billion tweets are published and 2 billion search queries are performed; 80% of this activity is done via mobile. (Source: [Omnicores](#))
- Engagement on Twitter is increasing year over year. Most recent reports show 91% or near double growth in ad engagement year-over-year. (Source: [Omnicores](#))

Twitter demographics



- 45% of Americans between 18 and 24 years old use Twitter. (Source: [Pew Research](#))
- Twitter users are among the most active social media users, reporting usage across multiple social networks: 93% of Twitter users also use Facebook, 65% also use Instagram, and 54% also use LinkedIn. (Source: [Pew Research](#))
- There is a larger share of college graduates on Twitter than high school graduates. 32% of U.S. adults with a college degree use Twitter, while only 18% high school graduates (and non-graduates) use Twitter. (Source: [Pew Research](#))



Twitter best practices for recruiting talent



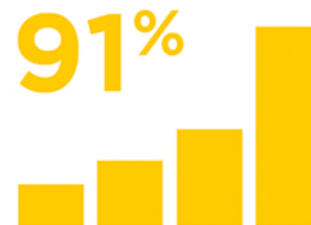
Below we cover the top tips for Twitter recruiting—specifically how to optimize your Twitter profile and engagement to appeal to and connect with your candidate audience.

BILLIONS

Each day on Twitter half a billion tweets are published, 2 billion search queries are performed, and 80% of this activity is done via mobile.



Engagement on Twitter is increasing year over year. Most recently reporting near-double growth in ad engagement at



Twitter users are among the most active social media users, reporting usage across multiple social networks:

93% also use Facebook
65% also use Instagram
54% also use LinkedIn



There is a larger share of college graduates on Twitter than high school graduates. 32% of U.S. adults with a college degree use Twitter, while only 18% high school graduates (and non-graduates) use Twitter.



CHECKPOINT:

Before proceeding, we recommend you first review the following sections, which outline best practices for social media setup, content strategy, and optimization techniques. Here are some landmark lessons we've covered so far:

- Chapter 1:** What is social recruiting?
- Chapter 3:** How to use social media for recruitment
- Chapter 5:** How to optimize social recruiting posts

However, if you're ready to learn Twitter-specific social recruiting strategies and tactics, then please drive on through and refer to these checkpoints to take you back to key chapters.

How do I optimize my Twitter profile?

Pick a profile photo: Select an image that best represents your company—or yourself as a talent professional. A company logo or a good headshot are your best bets. Keep in mind that the maximum file size for profile photos is 2MB; recommended dimensions are 400x400 pixels.

Choose a right-sized header image: On Twitter, the recommended dimensions for your header image is 1500x500 pixels. You should also pick an image that does not include details on the lower left hand corner of the image because your profile image will overlap the detail.



Add a link in your bio: One of the most important pieces of your Twitter account is your bio, which, beyond acting as a bite-sized “About Us” section, also typically houses your call-to-action (CTA) such as a link to your careers page. For individual or recruiter Twitter profiles, you can include a link to a different page, such as your LinkedIn profile, if that is where you would prefer candidates to connect with you. The Twitter bio is one of the first things people read when they visit your page. Its contents also appear in search results, so make sure your message aligns with your company and/or personal brand.

How do I engage with candidates on Twitter?



When we covered the types of engagement posts, we discussed the value of engagement and the increased exposure it can drive to your brand. Engagement can also help grow your network. When your followers like, share, or

comment on your content, that content can show up on their news feeds and thus be seen by their followers.

But engagement goes both ways. Often, how you gain a follower is by following them first or by liking their posts. Let's look at the many ways you can communicate and connect on Twitter and begin building a candidate community.

Following









Followers are other social media users who choose to subscribe to your tweets. Each follower is viewed as someone who is interested in your brand, so by gaining followers, your brand gains more authority, which could potentially increase the exposure of your account to more Twitter users.

How do I earn followers when I'm new to Twitter?

Upon signing up for Twitter, you will notice that following other Twitter accounts is the first recommended step. Twitter encourages this moment of discovery by listing accounts that are relevant to your interest. We suggest you take the time to follow several accounts right away.

If you already have a Twitter account established for your consumer brand, check to see if it has a readymade Twitter list of influencers in the space that you can also follow. Often, partners and brands will follow you back.

Don't forget to follow some influencers within the HR space. Here is our Twitter list of HR influencers we recommend:

 @KerryNoone Follow	 @Jon_Thurmond Follow
 @sbrownehr Follow	 @thecandidategen Follow
 @media2knight Follow	 @glarocque Follow
 @ImSoSarah Follow	 @shally Follow

Can following Twitter accounts serve as a recruiting technique?

In recruiting, especially for individual recruiter accounts, following a candidate's account is a popular technique to gain attention from a potential job seeker. It's also a great way to discover what hashtags that candidate participates in that might point you to a community of professionals and peers on Twitter.

If you're new, keep an eye out for this on Twitter

Who to follow



@SHRM

[Follow](#)



@HRCertInstitute

[Follow](#)



@CareerArc

[Follow](#)

When you follow a potential candidate, that individual will be notified that they have gained a new follower. For this reason, we advise that you optimize your profile so that when someone is alerted of you as a new follower and clicks to your profile page, they see your headshot, your bio, and of course, a link within that bio to check out your job openings.

Likes

Liking a Tweet is how you show appreciation for a specific post. It's the digital high five, a gesture of approval, for what someone has shared. It's one of the most common ways to interact and show approval.

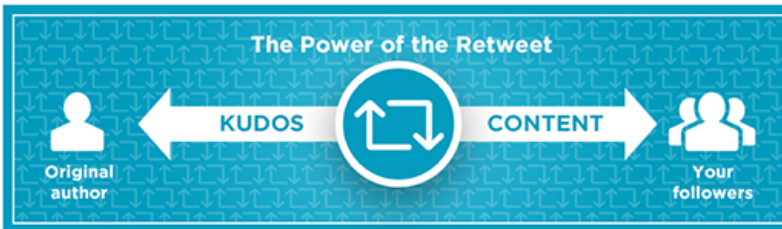


To like a post on Twitter, simply click or tap the like icon and it will turn red, confirming that you've liked the Tweet. You can view liked Tweets through the Likes tab on an account's profile.

Remember: liking a post can show up in your followers' news feed, so only like what you'd like others to see.



Retweets (RT)



Think of Retweets as the equivalent of forwarding a message to a friend. Retweeting is sharing what someone has posted with your network, and by doing so, also giving credit to the original author of the post. Retweeting also conveys to your network that you want to draw attention to this content and maybe even endorse what is being said.

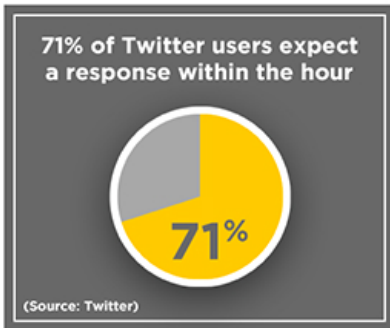


Retweet a post by clicking on the Retweet icon on a specific post. You also have the option to add your own comments before retweeting.

Say a potential job candidate tweets an article relevant to his profession or industry that you enjoyed. Liking and/or retweeting this content serves as a nod to that candidate, who will be notified of your action in real time.

For more information on Retweets, read Twitter's [Retweet FAQs](#).

Replies



When you want to reply to or comment on another user's Tweet, simply click or tap on the Reply icon beneath the post and compose your message. The original author will then get an alert notifying them of your reply. Keep in mind replies are not private messages. They can be read by anyone who visits your Tweets & replies page; the back-and-forth might also show up on your followers' timelines.

Mentions

Mentioning (also known as "tagging") another Twitter user entails you adding that Twitter user's handle (@name) to your tweet, effectively looping them into that conversation or directly addressing that comment to that Twitter user. Unlike Direct Messages—which are private Twitter messages—Mentions serve as public conversations that involve Twitter user(s) who have been mentioned within the tweet.



Use this when you want to include someone in the conversation or give them public acknowledgement or credit. For example, when you're attending a conference or event and would like to quote a speaker, you can include their handle to give them credit and encourage your followers to follow that speaker.

Another way to use mentions is within replies to Tweets, to alert others to join the conversation. You may find these types of replies on your job posts, where a user replies to your post simply with another user's handle. This often signifies that the person who replied to your tweet intended to inform another user of your job opportunity.

Direct Messages (DM or DMs)

Direct Messaging on Twitter has become a powerful tool for many recruiters. Direct messages are one-on-one or group private messages that only show up to those involved. Think of DMs as LinkedIn InMails, except they're free and have no limit on the number of messages you send.



With that said, refrain from sending multiple unsolicited messages that go unanswered. It's best to keep DMs conversational and short, and aim to project the same brand voice and tone you use publicly. If you gain new followers, you can send over a friendly DM to thank them for following you and welcome the chance to start a conversation about their career goals and your current opportunities.

How do I expand my Twitter network and gain more followers?



Beyond the common modes of Twitter communications listed above, there are many other ways to build and nurture a growing community on Twitter.

The importance of real, engaged followers

As with any social platform, the quantity and quality of your engaged followers on Twitter can determine the depth and breadth of your brand awareness. Followers of your page are more likely to see your posts on their Twitter feed and are more likely to recognize and remember your brand. That also increases the chances of their reacting to your post, and through that action, exposing their extended network to your content. Understanding, nurturing, and providing value to your engaged followers is the key to generating compounding returns from social media.

You'll find that some tactics below are surprisingly straightforward, while other tactics require earnest engagement with an online community. Both types of approaches are required to continuously discover new followers and also build attentive communities and stronger ties to your brand.

Brand assets with your Twitter handle and ask for a Follow

It may seem too obvious to state, but you will be surprised to learn that many create a Twitter page without actively promoting that the page exists nor clearly stating what to do when one arrives on the page.

You can spread awareness about your page through the simple insertion of your Twitter handle on online and offline media. For example, when branding your next swag for a conference giveaway or for your employees, consider printing your Twitter handle along with your company logo.

Call-to-action messages can be effective when added to the occasional tweet or even other forms of branded media. For example, we at CareerArc might add a simple line like "Follow us @CareerArc for the latest job postings" on a job post, employer brand post, email signature line, or even career website footer. Such short messages can promote your Twitter page as well as suggest subscription.

Follow others

Sounds too simple to be true, but yes, following others can often prompt a quick follow back. Be mindful of who you follow though. The name of the game here is not sheer quantity but rather the quality of your followers. Why? Because your aim is not only to find community but also to build it so that your followers can interact meaningfully with each other.

When someone follows you, you can make a good first impression by sending that individual a Direct Message (DM) thanking them for their follow and even commenting on something you learned from their bio. For example, a new follower for CareerArc's Twitter account might get this message: "Thanks for the follow. See you're a Lakers fan. As a growing LA company, so are we!" If a new follower seems like a promising candidate, you can add a short link to a careers page that is relevant to that follower's profession or career interests.

Research and join hashtags used by candidates and peers

As we mentioned in [Chapter 5](#), hashtags are a way to track conversations on Twitter, as well as on other platforms. Think of them as the knots that tie tweets about the same topic together. They also operate like links—once you click on a hashtag found within a post, Twitter immediately opens up a page that shows all tweets containing that hashtag so you can view the latest and most relevant comments and content shared on that channel. You can also create hashtags on the fly just by adding the hash symbol “#” to the front of your text string.

For maximum effect, hashtags are best employed not as one-offs but as part of a cohesive plan, or a hashtag strategy. This involves researching and optimizing the use of hashtags on social job posts and engagement posts. While you're starting out, there are several tools you can use while researching hashtags to determine the potential reach, the type of audience, the most influential users making use of that tweet, and more. RiteTag, Hashtagify, and Trendsmap are a few tools to consider.

Developing a hashtag strategy is an important part of CareerArc's social recruiting approach. At the start of our partnership with each company, a dedicated CareerArc Client Success Manager is paired with the company to collaboratively develop an optimal approach.

Interested to know how our award-winning Client Success team can serve your enterprise? [Speak with us to learn more.](#)

Join and create Twitter chats and hashtags

Once you've mastered hashtags, you can use them to host Twitter Chats, which are basically Twitter conversations that happen around a hashtag. Twitter Chats illustrate both the strength and the ideal of real-time exchange on Twitter. Conferences, for example, often create unique hashtags so that attendees or fans can easily follow what others at the conference are talking about.

Twitter Chats can be created around any topic, whether it's an event, a person, an industry, or just an idea. At CareerArc, we created a [#talkHR](#) hashtag upon launching our webinar program as a way to facilitate and brand the Twitter chat that runs simultaneously with our live webinar. Our [#talkHR](#) webinar program now garners over a thousand registrants each month. [Click here to sign up for our next webcast](#), where we feature industry leaders in talent acquisition, recruitment marketing, employer branding, and more.

Here are a few other chats we recommend in the world of HR and talent:

- **#Nextchat** - Hosted by SHRM
- **#EBchat** - Chat on all things employer branding
- **#WorkTrends** - Topics cover HR, HR tech, and recruiting
- **#HRSocialHour** - Weekly podcast and monthly Twitter chat

Use Twitter to find high quality employees today.



CHAPTERS

- 1 What is social recruiting?
- 2 How to set up a social recruiting presence
- 3 How to use social media for recruitment
- 4 Types of social recruiting posts
- 5 How to optimize social recruiting posts
- 6 **How to recruit candidates on Twitter**
- 7 How to recruit candidates on Facebook
- 8 How to recruit candidates on LinkedIn
- 9 Key takeaways & next steps



CHAPTER 7

How to recruit candidates on Facebook

With nearly two-thirds of Americans reporting they use Facebook, chances are you have some experience with this platform. You are likely familiar with the basic functions such as publishing a post or an update, liking a post, friending another user, and sharing a post.


“Facebook” is the most popular search term on Google.

(Source: Ahrefs)

Here we will build on that knowledge and outline some best practices for using Facebook in the context of acquiring talent and amplifying employer brand. If you need a complete introduction, we recommend getting the basics right from the source: Visit [Facebook: Get Started](#).

First, a little background.

ABOUT



FACEBOOK

Facebook is the largest and most frequented social network in the world with over 2.2 billion monthly active users. Having first launched Facebook as a closed social network exclusive to Harvard students in 2004, founder Mark Zuckerberg continued to expand Facebook membership beyond university and high school student populations. Eight years later, the company held its initial public offering (IPO)—and Facebook was valued at \$104 billion.

In April 2012, just months after the IPO, Facebook once again shifted the social media landscape when it acquired Instagram, the fastest growing social network. That photo-sharing app is now used by 35% of U.S. adults—more than double its share since being acquired by Facebook.

ALSO IN THIS GUIDE

- [What is social recruiting?](#)
- [How social media influences the candidate journey](#)
- [How to optimize a social recruiting post](#)
- [How to recruit candidates on Twitter](#)
- [How to recruit candidates on LinkedIn](#)
- [Key takeaways and next steps](#)



Surprising Facebook stats every recruiting professional should know

Facebook usage stats



- Facebook is by far the most widely used platform in the world, with over 2.27 billion monthly active users (MAUs) and 1.49 billion daily active users (DAUs). (Source: [Facebook](#))
- About two-thirds of American adults (68%) use the social network—three-quarters (74%) of users access Facebook daily. (Source: [Pew Research](#))
- Americans spend an average of 58 minutes on Facebook each day. (Source: [Recode](#))

Facebook demographics

% of U.S. adults who use each social media platform

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	26%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%
Suburban	67%	34%	27%	23%
Rural	58%	25%	13%	17%

(Source: [Pew Research](#))

- Facebook boasts the most diverse user population across multiple demographic factors—including age, gender, race, education, and residence—compared to any social networking platform. (Source: [Pew Research](#))
- 81% of Americans under the age of 30 are Facebook users.
- 77% of U.S. college graduates use Facebook.



Facebook best practices for recruiting talent

Below we cover the must-know tips for reaching and recruiting talent on Facebook, including how to optimize your Facebook profile and engagement techniques to attract and connect with your candidate audience.



CHECKPOINT:

Before proceeding, we recommend you first review the following sections, which outline best practices for social media setup, content strategy, and optimization techniques. Here are some landmark lessons we've covered so far:

Chapter 1: What is social recruiting?

Chapter 3: How to use social media for recruitment

Chapter 5: How to optimize social recruiting posts

However, if you're ready to learn about Facebook recruiting strategies and tactics, then please drive on by and refer to these checkpoints to take you back to key chapters.

How do I optimize my Facebook Page?

With 96% of Fortune 500 companies owning a Facebook Business Page, and many small and mid-size business following suit, chances are your company already has a Facebook presence.

However, if you have yet to establish a Facebook Business Page, go to [Facebook Business](#) to set up a page for free in minutes. Click on "Create a Page" and you will be prompted to provide basic information about your company to complete the setup.

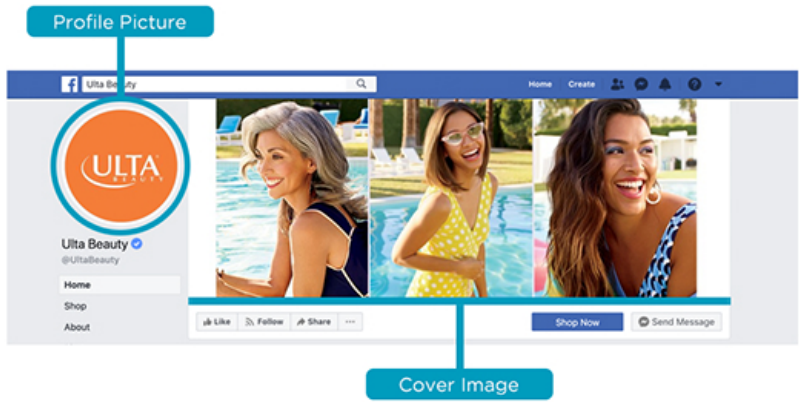
Not ready to publish your page? Don't fret. You can continue to edit the page and launch it once you're ready to share it with the world.

What assets will you need to set up your Facebook Page?

Page Profile Picture

We recommend you use an official company logo for your page profile picture. Remember that this image will not only occupy the top left corner of your page, but also be featured on your posts, comments, and replies to user's posts. Keep the size at 180x180 pixels. Note that your profile picture will remain as a square shape on your profile page, but will be cropped to a circular shape in posts and comments.





Cover Image

Your cover image must be at least 150x400 pixels. For optimal page load speed, Facebook recommends an sRGB JPG file that's 315x851 pixels, and less than 100 kilobytes.

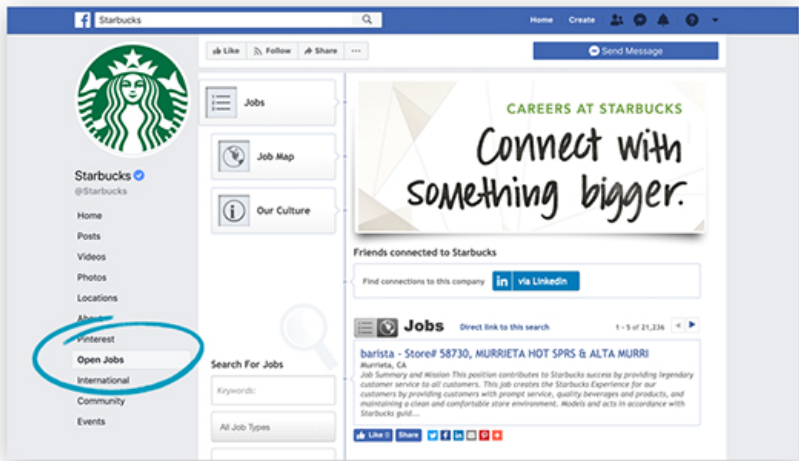
About Section

This section summarizes who you are as a company and brand. This is an often overlooked opportunity to communicate your brand vision and values as an organization, and of course as an employer. Some companies also take this opportunity to tell their story, including how and why they founded the business.

This is the place where companies often cross-market their careers site as well as their presence on other social networks. Add the URL to your LinkedIn, Twitter, or Instagram page so you don't miss a chance to gain followers on a network of their preference.



Add a Facebook Careers Tab



This section summarizes who you are as a company and brand. This is an often overlooked opportunity to communicate your brand vision and values as an organization, and of course as an employer. Some companies also take this opportunity to tell their story, including how and why they founded the business.

This is the place where companies often cross-market their careers site as well as their presence on other social networks. Add the URL to your LinkedIn, Twitter, or Instagram page so you don't miss a chance to gain followers on a network of their preference.

The **Facebook Careers Tab** that CareerArc powers for brands like **Starbucks**, **ULTA**, and **Panera Bread** can be found in the main left navigation pane of a Facebook Page. Clicking here opens up a page that serves as a micro-careers site but offers a social-first experience, interface, and functionality. For example, the careers tab can list all recent, open jobs in list view or map view, and provide the ability for any page visitor to share that job post with a friend in just a few clicks.

Visitors can also proactively search for a reference and in just a few clicks see who among their Facebook and LinkedIn network may also be connected to or employed at your company.

Candidates can do all this and more without ever leaving the Facebook platform, effectively delivering a job seeker experience—including job discovery, referrals, and employer brand engagement—within the most popular social platform today.

Already have a Facebook presence? Ask how you can add value

If your company already has an established Facebook page, as well as a healthy following, then you have a head start. Whether or not you decide to establish a separate careers-dedicated Facebook page, we recommend that you experiment with occasionally posting social job posts and engagement posts on your existing page to see how they perform, as well as to get an early read on how your audience reacts and engages with this type of content.

If your company already has a Facebook page in place, we suggest that you quickly review **Chapter 2** where we discuss why, how, and when to consider branching out with a careers-dedicated Facebook page on a social network in which your brand may already have a consumer-facing presence. In that chapter we also covered the

Sometimes, it takes time to build partnerships and align these goals. Many of our clients have found that by adding a Facebook Careers Tab to their existing page, or simply contributing a handful of jobs-related posts or company culture posts per week to the main Facebook feed, serves as a quick first step towards proving out the concept of social recruiting, and often results in a quick win for HR and marketing teams.

Social job posts and engagement posts are the two main types of social recruiting posts. Read more on **Chapter 3**.





How do I engage with candidates on Facebook?



Before you read the pointers below, make sure you've reviewed the sections above, including **Chapter 4: How to engage with candidates on Twitter** that lists the most common standards of social media communication which more often than not translate across social platforms. Liking, commenting or replying, and direct messaging are three of the most fundamental types of engagement you will see across Twitter, Facebook, LinkedIn, and Instagram.

Here is a list of common actions that are synonymous on both Twitter and Facebook:

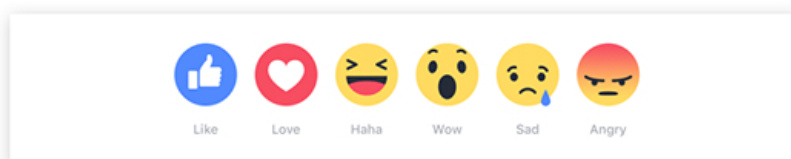
	
Following	Friending individuals and/or Following pages
Liking	Liking with expanded options: "Love," "Haha," "Wow," "Sad," or "Angry"
Replying	Commenting
Mentioning	Mentioning or Tagging
Retweeting (RT)	Sharing
DM / Direct Messaging	Messaging through Facebook Messenger, Facebook's integrated messaging app

Engage with candidates through post activity

Below we cover notable details about these types of engagement that are specific to Facebook.

Liking

Facebook unveiled the first "thumbs up" like button in 2009. Similar to Twitter, a like on Facebook signals appreciation for what has been shared. In 2016, the "thumbs up" was expanded to include other reactions and emotions, including "Love," "Haha," "Wow," "Sad," or "Angry." Hover or longtap the like button to access these expanded reactions.



Mentioning / Tagging

As on Twitter, you can mention other Facebook users within your posts and comments (replies) using the @ symbol. On Facebook, a drop down menu of Facebook profiles or pages will appear as soon as you begin to type the first few letters of the person or page you intend to tag.

You are also able to tag photos you upload onto a post by clicking or tapping on the image and typing that person's name or handle. Again, a drop down menu will appear to assist in identifying the person you wish to tag.

Direct messaging candidates through Facebook Messenger

Facebook Messenger is Facebook's integrated direct messaging app that works both within the Facebook platform when accessed through a desktop computer, and independently as a separate Facebook Messenger app when accessed through mobile.

That said, the practice of messaging candidates directly on Facebook comes with a few pros and cons:



Pro: Unlike LinkedIn where you must pay to send InMails to someone who is not a connection, Facebook allows you to message anyone for free.



Con: However, if your message recipient is not your Facebook friend, there's no guarantee that they will see the message immediately. Messages sent to someone who is not your friend will be sent as a "Message Request," which the recipient must approve to receive and read. These Message Requests are filed in an area that takes **a few steps to access**.

So, instead of first resorting to sending a Facebook Message to a candidate, many talent sourcers and recruiters try a few alternatives:

- **Seek candidates on other platforms**, like LinkedIn or Twitter, and send them a direct message there.
- **See which Facebook friend(s) you might have in common** and request a referral.
- **Engage with candidates on their public posts first**—such as liking, commenting, sharing their posts—then reach out with a short, friendly message. Facebook users are notified of who engages with their post, so doing this can increase the likelihood of your direct message appearing more familiar and thus more likely to be read.



Prior to sending a private message, try engaging on a candidate's public posts first.

How do I expand my Facebook candidate network and gain more followers?



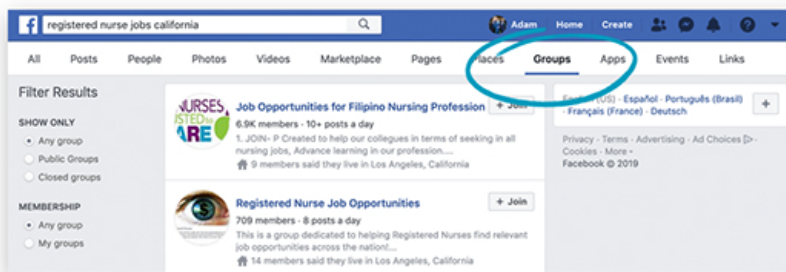
Just like on any medium, executing branding and marketing efforts on social media cannot rely solely on one-touch interactions. The old marketing "Rule of 7" claims that a consumer must be exposed to a brand at least seven times before making a purchase decision.

That said, your goal should not be to canvas the entire Facebook platform with posts and ads about your company and your jobs, but rather to think about audience depth and content breadth.

The goal is not to be everywhere, all the time, but to be at the right place, at the right time, more often.

So how do you ensure that you are at the right place and time in an online platform of over two billion people? Facebook offers several ways to find niche communities and local audiences to make the most populous social platform feel a little bit smaller.

Join Facebook Groups your candidates would join



Facebook Groups are online communities within Facebook that can act as public or private forums for discussion and collaboration around a particular theme or topic. Anyone on Facebook can create a group, and as creators and administrators of the group, they can decide who can join the group and outline the rules of engagement. Worldwide, 200 million Facebook users are members of Facebook groups. (Source: [Facebook](#))

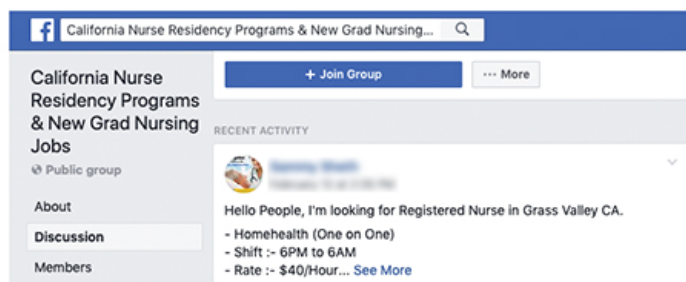
One great benefit to joining a Facebook group is it allows you to reach candidate audiences who may not fall within your direct friend network. Facebook members can post messages to the group feed which can be seen by all group members. Some groups are even formed by a group of professionals and have career-related themes.



How do I pick the right Facebook Groups to join so I can reach target candidates?

Search for a Facebook Group using Facebook Search. At the top of the Facebook page you will find a search bar where you can type in and run a search for “registered nurses jobs california.” Be sure to click on the “Groups” tab at the top navigation bar to filter the search results.

Note that the group may specify who can join as a member. This information is typically found in the About section. Click the “+ Join Group” button to request your membership. Depending on how the group is set up, your membership request may require additional review and approval by the designated group administrator(s).



Promote your next hiring event or job fair through Facebook Events

Facebook Events is a great place to spread the word about your in-person events which then become searchable on the Facebook platform. The event pages also provide a convenient way to summarize event information and get a sense of how many candidates may be interested in attending or confirmed to attend. If a job seeker clicks on the “Interested” or “Going” button on the page, this action can be seen by that job seeker’s friend network. This way, the event can attract more local attendees with similar talent.

You can post a hiring event by going to your Facebook business page, clicking on the “Events” tab on the menu, and then clicking the “+ Create Event” button.

Earn and keep engaged followers with share-worthy content

Like all social platforms, Facebook occasionally makes adjustments to what content it deems as important and thus prioritized on your news feed. According to Facebook, these following actions significantly help to bring content to the top of your news feed:

- When content gets shared over messenger
- When users comment on or like the post
- When content generates multiple replies

What gets deprioritized? Clickbait. If you include phrases requesting likes—such as, “Like this post if you agree...”—your post will be pushed further down into the news feed.

So what's the most share-worthy content on Facebook? Video.

Videos by far capture the most attention and engagement on Facebook. Video posts generate 59% or more engagement than other post types on Facebook. Videos also outperform photos on the platform by 73%. (Source: [Buzzsumo](#))

Want to really boost your video game? Try Facebook Live. Facebook Live videos are watched 3 times longer and generate 10 times the average amount of comments than regular videos. (Source: [Wired](#))

For more best practices on creating and optimizing social recruiting posts, review [Chapter 3](#) and [Chapter 4](#).

Start engaging with more candidates on Facebook today.



CHAPTERS

- 1 What is social recruiting?
- 2 How to set up a social recruiting presence
- 3 How to use social media for recruitment
- 4 Types of social recruiting posts
- 5 How to optimize social recruiting posts
- 6 How to recruit candidates on Twitter
- 7 **How to recruit candidates on Facebook**
- 8 How to recruit candidates on LinkedIn
- 9 Key takeaways & next steps



CHAPTER 8

How to recruit candidates on LinkedIn

LinkedIn has become the destination site to showcase one's professional side and working life. Growing at a rate of two new members per second, LinkedIn now hosts over 630 million users who are looking to expand their careers, offer opportunities, and share their expertise.

As a destination site for working professionals, as well as passive and active job seekers, it's no surprise that LinkedIn is the most used social network among employers today. But as the social media site most leveraged by recruiters and HR professionals, LinkedIn can be a competitive platform to attract candidate attention. In this chapter, we explore how to establish a LinkedIn presence that stands out and reaches the right talent.

ALSO IN THIS GUIDE

- What is social recruiting?
- How social media influences the candidate journey
- How to optimize a social recruiting post
- How to recruit candidates on Twitter
- How to recruit candidates on Facebook
- Key takeaways and next steps

ABOUT
in
LINKEDIN

Founded in December 2002 and officially launched in May of 2003, LinkedIn today is the world's largest professional network with over half a billion registered users worldwide. As one of the top destination sites for professionals to connect with their colleagues, communicate with existing and potential employees, and search for relevant job opportunities, LinkedIn has become a staple resource for the talent professional providing a powerful alternative to the traditional job boards that dominated in the decades that preceded it.

In 2016, Microsoft acquired LinkedIn, further cementing its position in both areas of business technology and social networking.



Surprising LinkedIn stats every recruiting professional should know

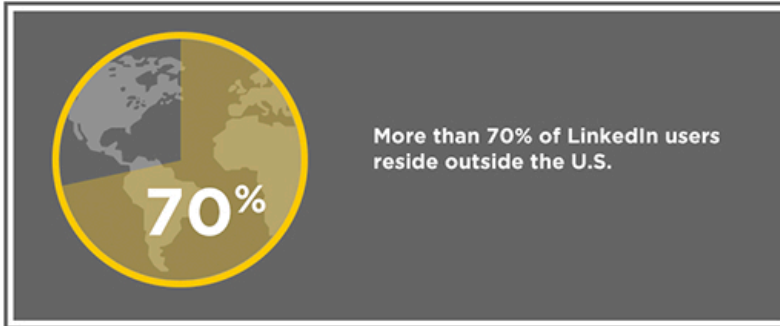
LinkedIn usage stats

590M

LinkedIn has over 590 million registered members, 40% of whom access LinkedIn daily.

- LinkedIn has over 590 million registered members. (Source: [LinkedIn](#))
- 40% of whom access LinkedIn daily. (Source: [Omnicores](#))
- Over 30 million companies are represented on LinkedIn. (Source: [LinkedIn](#))
- 90% of LinkedIn users also use Facebook. (Source: [Pew Research](#))

LinkedIn Demographics



- 87 million (38%) of global LinkedIn users are millennials, 11 million of whom are decision makers. (Source: [Adweek](#))
- About half of American college degree holders use LinkedIn, compared with only 9% of those who hold a high school diploma or less. (Source: [Pew Research](#))
- Over 70% of LinkedIn users reside outside the U.S. (Source: [LinkedIn](#))

LinkedIn Recruiting Stats



- There are more than 20 million open jobs listed on LinkedIn Jobs. (Source: [LinkedIn](#))
- 96% of employers use LinkedIn to recruit talent. (Source: [SHRM](#))

LinkedIn best practices for recruiting talent

Below we cover the must-know tips for reaching and recruiting talent on LinkedIn, including how to optimize your LinkedIn page and engagement techniques to attract and connect with your candidate audience.



CHECKPOINT:

Before proceeding, we recommend you first review the following sections, which outline best practices for social media setup, content strategy, and optimization techniques. Here are some landmark lessons we've covered so far:

- Chapter 1:** What is social recruiting?
- Chapter 3:** How to use social media for recruitment
- Chapter 5:** How to optimize social recruiting posts

However, if you're ready to learn about LinkedIn recruiting tips and techniques, then please move on through and return to these checkpoints to access key chapters.

Over 75% of people who recently changed jobs used LinkedIn to inform their career decision.

(Source: [LinkedIn](#))

As one of the most visited websites during a candidate's job search, LinkedIn can play an influential part throughout multiple stages of the job search and even facilitate all three stages—Awareness, Evaluation, and Application—without the candidate's ever leaving the platform. (See [Chapter 3](#) for more on the three stages of the online job search.)

With more than nine out of ten employers using the site to actively recruit and screen job candidates, the platform has quickly become a highly competitive hiring environment, and as such, it provides multiple ways for companies and recruiters to reach candidates and their professional community at large. The most popular methods are through a dedicated LinkedIn Page (a.k.a. LinkedIn Company Page) and through the individual LinkedIn Profile.

Because of this, we recommend companies establish and optimize a LinkedIn Page as well as individual LinkedIn profiles for external and/or internal recruiters and talent acquisition professionals responsible for identifying and reaching candidates.



How to establish your LinkedIn Page and LinkedIn Profile

- To create a LinkedIn Company Page, you first need a personal LinkedIn Profile. [Go here](#) to establish your personal profile if you have yet to do so.
- [Go here](#) to create your LinkedIn Company Page.
- [Go here](#) to read about the basic components of a company page and how to edit each element.



How do I optimize my LinkedIn Profile?

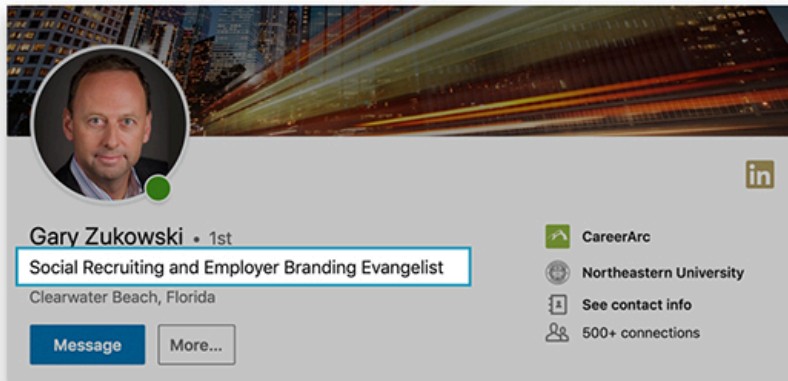


As mentioned, LinkedIn serves as a professional social network and a job board. However, like other social networks—and *unlike* traditional job boards—the quantity and quality of your LinkedIn connections can impact your reach on the platform and can even affect where your company page, profile, and posts appear on search results within the LinkedIn platform.

The #1 way people discover a new job is through a referral.

The first step to optimizing your profile for recruiting is to ensure you have completed your profile. The more information you provide in your profile, the more likely you will show up in search results both within LinkedIn and on search engines like Google. While other social networks may give you one brief blurb to express who you are, LinkedIn gives you more options, namely the Headline and the Summary sections.

Headline



Just like a headline of a news story, the LinkedIn headline is where you hook a reader. Your headline can hold 120 characters and is one of the most visible elements of your profile that appear alongside your profile picture and your name whenever you share, like, or comment on a post. It will also show up in a LinkedIn search result and even Google search results.

Remember that while an accurate job title can do, testing a more memorable headline could result in more clicks and connections. A mix of your job title and a creative one-liner is a happy balance.

For example, instead of Senior Recruiter, ACME Company, consider:

- Sr. Recruiter | Identifying future leaders in robotics at ACME Co.
- Sr. Recruiter | Matching top technical talent with their dream careers
- Sr. Recruiter | Actively hiring technical talent in New York City



Summary

Now that you've hooked a candidate with your headline, time to pull them closer with a compelling story. Your summary is where you can do just that. With up to 2,000 characters to tell your story, the summary gives you a chance to stand out among the crowd of recruiters and talent professionals.

Instead of simply paraphrasing your work history (which, would only be duplicating the work history you outline in the Experience section found below the Summary), we suggest literally telling your story that illustrates why you work in the talent profession and what makes you different from other recruiters in your area, field, or industry.



Since top candidates are choosy about who they invite into their network, the story you tell in the summary section should give them a reason to want to learn more about you and about the opportunities you may share on your feed.

Before you write your own summary, perform your own LinkedIn search of recruiters and talent professionals in your industry and read their summaries to get a survey of what is commonly published. From there you can plan what elements to emulate, but more importantly, how to stand out from the crowd.

Media

Another area you can showcase your expertise and your brand is in the Media section where you can upload examples of your work in multiple file formats or links to your work. If you gave a presentation on the evolution of the tech talent, or maybe you have a quick PowerPoint guide for job seekers who wish to work at your company, this is where to share it.

Headshot

The LinkedIn headshot is where that professional headshot is the most expected. No need to hire a team of photographers: camera phones are now fairly equipped to take and even edit your headshot.



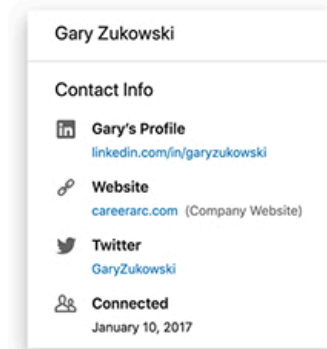
Need more pointers?
[Here are the 6 worst LinkedIn profile pictures](#) to avoid.

Cover Image

Give your LinkedIn Profile a more personal feel by adding a cover image. A horizontal version of your company logo—or some other attractive image that represents your brand or industry—are good ways of visually communicating your interests and affiliations. The recommended image size is 1584x396 pixels.

Contact Info

Since your LinkedIn acts as a virtual calling card, the contact information you display here will be viewed as the best and preferred means for candidates to contact you. This is a great place to cross-market your Twitter handle and link to your careers site.



How do I optimize my LinkedIn Page (a.k.a. LinkedIn Company Page)?

Your LinkedIn Page is the face of your company on this social network. It lets LinkedIn members quickly access basic information about your company, as well as browse available jobs, identify and learn about employees, and get a general sense of the company culture.

Companies that complete the details on their page receive 30% more weekly views.

(Source: LinkedIn **Product Page)

Overview

The LinkedIn Page overview is similar to the headline on your LinkedIn Profile. Take the time to craft a short description of your company. Since LinkedIn members can search for companies using keywords, consider including words that clearly state your business' mission and focus.

Logo

Add your company logo in a square format. LinkedIn allows you to easily format and crop your logo to fit its specifications.

Cover Image

Select a cover image that you feel best represents your company. Here's a place where you can be creative. A photo collage of your employees, a visually attractive rendering of your company tagline, or an image that represents your industry are all good options. Since your logo will be juxtaposed against the cover image, you might consider color coordinating the two images. The recommended image size is 1584x396 pixels.

Organization Info

In this section, add your company website, industry, type, founding year, and specialties. This will allow visitors to your page quickly find other ways to contact or learn more about your company. You can also include the company address—or multiple addresses, if you have more than one location.



How do I expand my LinkedIn network and gain more followers?



The most significant change you can make to optimize your profile, and thus optimize your overall use of the LinkedIn platform, is by increasing your network connections.


But unlike the other areas of profile above, the breadth and depth of LinkedIn connections—the people in your network—is not something you can quickly edit with a few clicks and keystrokes. This is a number that you build over time and should start building right away. Why? Because like your headshot and your headline, the other influential profile detail that follows your activity on LinkedIn is your Degrees of Connection.

How big is my LinkedIn network?

Your LinkedIn network is comprised of your 1st-, 2nd-, and 3rd-degree connections, plus the members of LinkedIn groups you have joined. The depth of your connections not only dictates how you can interact with each member, but it can also influence if your connections' network will connect and interact with you.





When you share, like, or comment on a post, or when you request to connect with another member, your Degree of Connection will be displayed alongside your name, headline, and profile picture.

Pro tip: It's very easy—maybe a little too easy—to view someone's connections. If you want to keep your connections private, you can by limiting [who can see your connections](#).



How do I engage with candidates on LinkedIn?

There are several ways to contact other users, including potential job candidates, directly on LinkedIn.


Degrees of Connection	LinkedIn Messaging
1st Degree 	Send a message on LinkedIn free of charge.
2nd Degree 	Invite them to your network by clicking on the "Connect" button on their profile page. You can also contact them through InMail—LinkedIn's paid messaging service.
3rd Degree 	If the member's full name appears on their profile, then you can invite that member to connect. However, if only the first letter of the member's name appears, then the Connect button will not be available. Sending an InMail will be the next best option.
Group Members 	One of the many benefits to joining a LinkedIn Group is having the ability to communicate with group members for free even when they are not your 1st Degree connection. Note that there are a few rules, go here to learn more.

Leverage LinkedIn's recommendations

LinkedIn facilitates your connections to fellow users and memberships to relevant groups by recommending them regularly on the "My Network" page which you can access from the main navigation pane. Here you will find suggestions for whom to connect with next, which groups to join, and even which hashtags to follow based on your activity.

Recommended for you


[People](#) [Groups](#) [Companies](#) [Hashtags](#)



Rachel Jardine
Reviewer at The Bill
Check

1 mutual connection


[Connect](#)



Dylan Toy Loy
System Software
Specialist - Microsoft

1 mutual connection

[Connect](#)



David Fidalgo
Senior Software
Developer

3 mutual connections

[Connect](#)

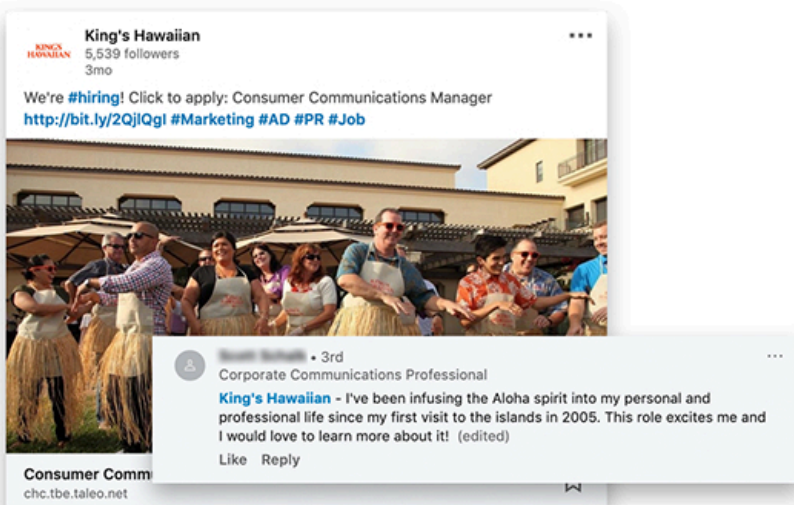


The Multi-Touch Approach: Distribute social recruiting posts on LinkedIn Pages AND individual LinkedIn Profiles

LinkedIn is where posting about your open jobs is almost expected, and it is for this reason that your individual profile can prove instrumental in engaging with both passive and active candidates at every stage of their job search. Why? Because top candidates will often perform two actions to engage with brand on LinkedIn:

- #1** Follow the LinkedIn Page of companies they are interested in hearing from; and
- #2** Seek out recruiters and talent professionals representing that company that may share information about job openings, candidate criteria, and company culture.

This is the multi-touch approach you should aim for on all social channels, and because of the careers-focused environment that has been established and cultivated, it is an approach we highly recommend you execute on LinkedIn.



High-volume job posting: Having multiple channels of influence on LinkedIn is also particularly helpful if you have 20 or more open jobs at a given time. Rather than posting all of these jobs between your LinkedIn Page and your Profile Page, promoting jobs across the channels of other recruiters or members on your team exposes your job posts to a wider, more diverse candidate audience.

Depending on the number of job openings you are promoting, it could prove challenging to coordinate manually posting your jobs on social media. We suggest looking into social media management tools to streamline the process. CareerArc provides a solution which you can learn more about [here](#).



Mix in Engagement Posts tailored to your professional audience

As we covered in [Chapter 4](#), there are two types of social recruiting posts: job posts and engagement posts. Having a healthy variety of both types ensures that you are always providing valuable content be it in the form of industry news, professional advice, how-to articles, a job opening that just posted, or a discussion you spark from posing a question.

In [Chapter 5](#) we covered the best practices for crafting engaging, optimized social media posts, all of which can be applied on LinkedIn. We will discuss more best practices for creating engaging LinkedIn updates that can help grow your LinkedIn following and network. First, let's discuss the other important LinkedIn property we recommend you establish and manage—LinkedIn Pages.



How do I grow my LinkedIn page following?

When a LinkedIn member follows your company, that follower is 95% more likely to accept your InMail message and 81% more likely to reply to your InMail than those who don't. (Source: [LinkedIn](#))

So far, we've covered how to contact candidates and other members in your network through direct messaging, LinkedIn Groups, and job posts. As we've covered for Twitter and Facebook, the other way to interact with and grow your network is by posting LinkedIn updates and engaging with others who post relevant content, namely by liking, commenting, and sharing their content.

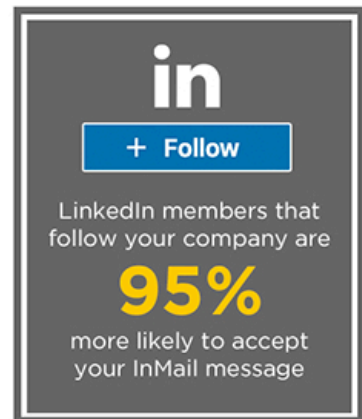
Remember that when you share a news story or feature article, you will likely gain more reactions to that post if it is accompanied with a few lines of text that convey your unique take on the issue, or an excerpt of one of the main stats shared in the post, or even a question to solicit comments from your community.

Activate your employees

Did you know?

Employees become automatic followers of their company's LinkedIn page.

This is great news since LinkedIn has discovered that employees have 10 times more connections than an organization's followers, and thus can significantly expand your brand reach and messaging with each like, comment, and share of your posts. One of the first things to do after you've published your page is to alert your staff so they can connect to the page.



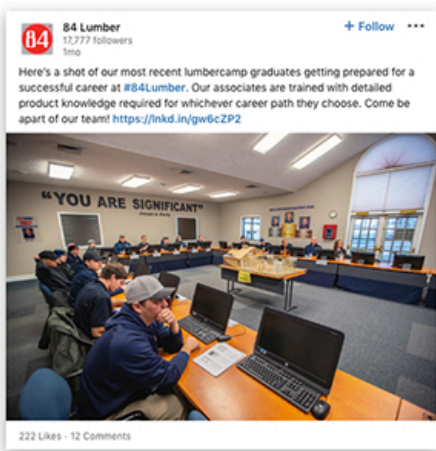
(Source: LinkedIn)

We also highly recommended that company executives and managers establish personal pages marking the company as their employer. Top candidates often investigate the senior leaders at a company when considering a position.

Leverage hashtags



LinkedIn has embraced the use of hashtags. When you create an update on LinkedIn, related hashtags will be suggested to you to include in your post. Like we've discussed in [Chapter 3](#), hashtags help tie topics together and link updates containing that hashtag to drive more connections across a given network. Hashtags are a great way to both discover new content to potentially reshare with your community, as well as discover post authors who use related hashtags who may just become your next page follower, or maybe your next hire.



Use images

On LinkedIn, images typically generate a 2x higher comment rate. Recommended size: 1200x627 pixels. See [Chapter 3](#) for tips on how to optimize your post images. You can also launch an A/B test to build a practice of iteration and improvement into your social content strategy.

Share videos



LinkedIn reports that videos are five times more likely to start a conversation on their platform than any other media. Try creating and posting videos that showcase your company culture or initiatives.

By building an online community on LinkedIn, you will get your brand in front of both active and passive candidates. See what optimizing both your company LinkedIn Page and individual LinkedIn Profiles does for your recruiting goals.

We've covered a lot of ground. It's time to look back and assess where we've come, and plan where to go next. So let's roll the post-journey slideshow and talk **takeaways and next steps**.

Still have questions about social media and recruitment?



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CHAPTER 9

Key takeaways & next steps



Social media can be an incredibly powerful tool to help you reach your recruiting goals. After all, the best candidates often aren't actively searching job listings, which is why many companies today employ social recruiting tactics to find passive job seekers where they are—on Twitter, Facebook, LinkedIn, and other social sites.

As a talent professional, you can harness social media to identify, attract, and hire talent from around the world. If you've followed us this far, you've learned how to:

- 1 **Set your social recruiting targets.** Social recruiting can help you achieve multiple goals at once: reaching more candidates, expanding employer brand awareness, and finding more quality talent. Now you have the tools to figure out what talent goals you can realistically achieve through social recruiting, build consensus around your business case, and chart a social recruiting roadmap specific to your company.
- 2 **Establish your social media presence for recruiting talent.** You now have the knowledge to decide which social media platforms will best support your recruiting goals—and what assets you'll need to get started on those platforms. Plus, you're prepared to coordinate with your marketing and other departments to synergize your social media efforts.
- 3 **Evaluate how social media influences the candidate journey.** By learning about the three stages of the online job search, you're now aware of the various ways pathways potential candidates might take to find—and eventually apply to—a job with your company.
- 4 **Use social media for recruitment.** Through case studies and best practices examples, you've learned how to craft a social job post optimized for social media—and create engagement posts that encourage clicks, likes, and shares of those posts. In addition, you know how to curate content that supports your brand and attracts your target talent.

ALSO IN THIS GUIDE

- [What is social recruiting?](#)
- [How social media influences the candidate journey](#)
- [How to optimize a social recruiting post](#)
- [How to recruit candidates on Twitter](#)
- [How to recruit candidates on Facebook](#)
- [How to recruit candidates on LinkedIn](#)

Get help developing your social recruiting strategy today.

[Request Demo](#)

5 Optimize social recruiting posts. From adding images and video to including hashtags to experimenting with emojis, you have the key information you need to create effective social media posts for recruiting candidates—and know when to publish your posts to get the most engagement on social media and beyond.

6 Recruit candidates on Twitter. You have the basic knowledge to leverage this popular, minimalist platform toward your social recruiting goals—by creating posts just 280 characters long. You’ve mastered tweets, retweets, likes, replies, and mentions—as well as the tools for gaining new, engaged followers through hashtags and Twitter chats.

7 Recruit candidates on Facebook. You’ve discovered how to leverage the power of the largest social media network in the world to find and attract the job candidates you seek. You know how to go beyond creating an attractive Facebook Page to take influential actions, like adding a careers tab, joining relevant groups, and posting job seeker events.

8 Recruit candidates on LinkedIn. The connections on this network—which serves as both a hi-tech job board and a social media network—are crucial for communicating with existing and potential employees. You now know how to optimize both your company LinkedIn Page and individual LinkedIn profiles of talent professionals to synergistically raise your company profile and find valuable job candidates.

Where to now?

Congratulations on making it to the end of this guide! We hope you feel energized and prepared to start putting into practice the steps and strategies we’ve discussed.

There is no one-size-fits-all approach to crafting a social recruiting strategy. We’ve covered many basics and best practices, but just as your social recruiting goals are unique to your company, your strategy too should be tailored to meet those targets. Whatever your desired results, the tips and tools in this guide will help you begin crafting an individualized approach. If you would like additional guidance, [reach out to us today](#) and we can discuss how to develop the social recruiting strategy that can best support your company’s needs.

Leverage technology to maximize your efforts and measure ROI. Publishing job posts, developing employer brand content, and engaging with candidates on social media can be a full-time job. On top of that, measuring your post performance and optimizing your approach is the key to maximizing your recruitment ROI. For many talent teams, managing all of this manually can become prohibitive, if not impossible. Consider leveraging a [social recruiting solution](#) to keep up with the pace of social and ensure you reach your full social hiring potential.



Lastly, remember to stay flexible. All the social media platforms discussed in this guide have grown and transformed tremendously in the last few years. The next few years too are sure to bring radical changes. Be on the lookout for new ideas, and be willing to experiment—with new strategies on existing platforms and with entirely new platforms altogether. The best way to get better at and stay current with social recruiting is by actively engaging and adapting with it. To stay abreast of new developments in social recruiting, read the [CareerArc blog](#) and subscribe to our newsletter.

Of course, continuing to seek out new information about social recruiting will also keep you on the cutting edge. Here is some free recommended resources to help further hone your social recruiting skills:

[Social Recruiting Webinars](#)
[Social Recruiting Success Stories & Case Studies](#)
[Social Recruiting White Papers & Industry Reports](#)

Your social recruiting adventure is just beginning. Enjoy the journey!



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CareerArc is the leading HR technology company helping business leaders recruit and transition the modern workforce. Our social recruiting and modern outplacement solutions help thousands of organizations, including many of the Fortune 500, solve critical business issues with 21st century tools and technology. By leveraging the cloud, running on world-class infrastructure, and combining web, mobile and social media applications, we help companies gain a competitive edge in recruitment, employment branding, and benefits.

Learn more about CareerArc's enterprise solutions at www.careerarc.com.