



# Everything you need to know about recruiting with social media

**WICRESOFT**  
●●● Talent Acquisition

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## Chapter 1:

# What you need to know about social media

**Often times, we hear clients say that they're interested in "ticking the box" on social media. They know it's something they should be doing to attract top talent, but, honestly, it seems like a chore.**

We're here to talk about why social media isn't just another box to check off your to-do list. It's worth investing time and effort into getting it right. It's not enough to say, "We have a Facebook page." You also need to put in the work to turn it into an effective recruiting tool.

**That's why we've come up with five things you should know if you want to truly take advantage of everything that social media has to offer to help you start thinking about and employing social media in your recruitment strategy.**

## 1. To be successful on social, you need to understand what social media is (and is not.)



**It's not a job board.** People don't go to Facebook to actively search for a job. While that doesn't mean that job seekers won't see your content on Facebook, it does mean that they aren't likely logging in with the intention to learn more about your company and submit an application.

Social media does, however, give you the ability to put your personality front and center in a way that isn't possible on a job board like Indeed or ZipRecruiter. It's your chance to show the face behind the brand and tell your story.

Social media offers unique opportunities not available to you through other recruiting mediums, and, as such, you can't take the same approach to Facebook as you do to Indeed.

## 2. Social media can make or break your online reputation.

**In an era when online reputation can greatly impact your candidate pool, social media offers you the opportunity to define yourself.** You're not completely at the mercy of your Glassdoor rating. You can provide context to those ratings, show off your company culture, and attract the ideal candidate who will thrive in your organization.

Imagine that you're juggling job offers from two companies, and you log into Facebook to learn more about the company culture. On Company A's page, you just see is a handful of posts from three months ago. Company B's page, on the other hand, is populated with fun videos, success stories from current employees, and thought-provoking blog posts that demonstrate in-depth knowledge of the industry.

**Now tell me, which company looks more appealing?**

### 3. Your choice of social platform matters.

**Facebook is different from Instagram is different from Twitter is different from LinkedIn.** Just because they all fall under the social media umbrella, doesn't mean you can take the same approach to each of them. The content that's posted to each social platform and the type of people who consume that content is going to differ wildly from platform to platform.

Facebook is still the most popular social platform by far (despite what you may hear about recent controversies). YouTube, Instagram, and Twitter, however, are not far behind. Facebook and YouTube are popular across demographics, while Instagram and Twitter tend to skew younger.

And the differences don't end there. While Instagram is all about visual storytelling, Facebook and Twitter put equal emphasis on images and text. As a result, the way you format content for each of these platforms will need to be tailored specifically for each one.



### 4. The goal isn't to get candidates to click "apply". Well, at least not right away.

**As we've said, Facebook is not a job board.** When you begin evaluating your posts' metrics and looking at impressions, application conversion rates, cost per clicks, and so on, it's unreasonable to compare those numbers to those of your Indeed job listings.

Social media is, primarily, a platform from which to share your brand. Candidates are not necessarily going to go straight to the ATS and fill out an application. However, just because they don't immediately click "Apply," that doesn't mean it's pointless. Over time, that brand awareness will lead to candidates who actively seek out your company when they're ready to make a career change. According to the Last Click Attribution Model, if they perform that search on Indeed, Indeed will get the credit for bringing that candidate to you. However, Facebook is where they really got to know your brand and first became interested in your company.



### 5. You can't improve it if you can't measure it.

**Do you know how to set realistic expectations? What do you measure, and how do you know if it's been a success?**

Followers, likes, comments—there's no shortage of easily accessible data you can use to see just how well your content performs. Utilizing this data, comparing successful posts to unsuccessful ones and analyzing the differences, is key to tweaking and improving your approach over time.





**Just don't let yourself be fooled by vanity metrics!** If, for example, you have a few thousand followers but only a handful of likes and comments, it means that overall engagement in your posts is relatively low. If, on the other hand, you have a few hundred followers, and half of them actively like, comment on, or share your posts, that's a great sign.

As we noted earlier, you likely won't be able to directly track the number of hires who you receive as a result of your efforts on social media. You can, however, keep tabs on engagement and see how that correlates to your hiring metrics over time.

Understanding these 5 simple ideas is most important step you'll take toward developing a successful social strategy. As long as you take the time to consider the big picture, it doesn't matter if you've never logged into Instagram once in your life. You can learn how any social platform works simply immersing yourself in it and paying attention to the posts that do well and those that flop.

So, don't be afraid to jump in and start experimenting. Yes, you will make mistakes. Everyone does. However, with these key concepts in mind, you're already well on your way to social media success.

## Chapter 2:

# How to develop a social content strategy

**To get the most out of social media, you need to think of each individual post as just one piece of the larger puzzle.**

It's all connected to an overarching strategy that takes a wide range of questions into consideration. Who am I'm trying to reach through this post? What platforms should I incorporate into my marketing mix? How should I format this content to make it engaging to this audience?

**Does this sound overwhelming yet?**

Not to worry! We've laid out a step-by-step guide to help you not only generate quality content but also create a custom strategy to maximize your efforts (and your results) on social media:

## Step One: Set useful and realistic goals

**How will you know if your social strategy is successful if you don't know what success looks like?**

Without realistic expectations for the outcomes you're trying to achieve, you'll have no clear direction for the content of your posts. You might as well be driving blind.

Social media is, of course, a completely different beast from the familiar job board like Indeed or ZipRecruiter, so your goals are naturally going to be a bit different. You likely won't be able to directly track how many applications come in as a result of your social media efforts, but that doesn't mean that they aren't worthwhile.

Remember, Facebook is not a job board! Your main focus will likely be on driving awareness of your employer brand and career opportunities. We'll talk about how exactly we measure the success of those goals later on in this chapter, but for now, it's important to understand what you're accomplishing through social media and how those goals will differ from some of your other talent marketing efforts.

## Step Two: Get to know your audience

**Who are you talking to?**

Depending on the type of candidate want to attract, your content will change because the type of content that appeals to one demographic will not necessarily appeal to another. For example, if your ideal candidate is college educated, young, and tech-savvy, you could grab their attention by showcasing the opportunities to engage with new, innovative technology. An older, more experienced worker, however, might be more interested in your retirement plan.

Also, keep in mind that your audience will also be different depending on the platforms you decide to add to your social media mix. As we talked about in the last chapter, LinkedIn's key demographic is going to be a bit different from that of Instagram or Twitter.

So, take some time to understand who you're trying to reach and the type of content to which they respond.

## Step Three: Create good content

### Easier said than done, right? Well, not necessarily.

Social media, as we've said, is about telling the broader story of your company and your brand, which means you have a lot of freedom when it comes to the type of content you can use to promote that narrative. This is your chance to get creative, go beyond the job listing, and introduce your audience to the faces behind the company logo.

Creating good content doesn't need to be difficult. It can be as simple as tapping record on your phone and talking about your job. It can be unpolished and impromptu. That just adds to the appeal because it feels authentic.

And, if you're struggling to get started, here are some examples of fun, easy content to produce for your company's social media:

- **Testimonials:** Why not hear from the people who've been successful in the key roles that you're marketing to candidates? Let them tell the story of how they came to work for the company, how they've grown professionally from the experience, and what they've been able to accomplish. Showing your audience what's possible for them is a great way to inspire and attract other top talent.
- **Day in the life:** Take the opportunity to show candidates what an average day would look like for them if they came to work for your company. Give them a tour of the office. Introduce them to some of the staff. Show them a typical meeting schedule for the week. Applying to a new job can be stressful, especially when you don't know what you'll be walking into. Help ease some of that anxiety by offering a behind-the-scenes look at a typical day in the office.
- **Company benefits:** We're not necessarily talking about your employee dental plan or holiday bonuses. Save those granular discussions for later on in the hiring process. Use social media to talk about some of the more unusual benefits that your employees enjoy. What do you offer that your competitors do not? Casual dress code? Flexible start time? An opportunity to work with the latest tech? Provide a compelling answer to the question, "What's in it for me?"

Keep in mind that the way people engage with posts on a company page is not necessarily the same as they would in the consumer space. If you compare engagement on your social pages that are geared toward potential job candidates to those aimed at consumers, you're likely going to come up short.

Remember, your content should, above all, be informative and valuable to your audience. Everything else is up to you.

## Step Four: Collect existing content

### Okay, so we've talked about how you can generate new content from scratch, but where do you go for existing information and expertise that you can leverage to fill out your content lineup?

Here's where you'll benefit from bringing in some folks from your company's marketing department. Chances are, they're already producing some great content in the form of blog posts, white pages, newsletters, and sales materials. Their expertise in promoting the company is an invaluable resource to help kick start your social strategy. That's why we recommend setting up a social team with a recruitment focus that includes marketing and talent acquisition professionals. Working together, you'll be able to reuse and repurpose content for your new social initiative.

## Step Five: Build a content calendar

### Your social strategy will live and die by your content calendar.

It'll hold you accountable in the present and help you plan for the future. This is where you'll house all the nitty-gritty details of your social strategy roadmap—including the actual content of each post, your posting schedule, and the platforms to which each piece of content is published.

You can find a large selection of online apps and software that'll help you plan out your content schedule, get you on track, and even publish your content for you.

However, a simple Excel sheet with dates and details is all you really need to get started.

You'll want to build out your calendar to strategically take advantage of key dates and events, so as you plan your content, take a look at your industry calendar. Every industry has key events and holidays throughout the year, and you should plan your content to effectively capitalize on social activity around those dates.

Use designated hashtags. Join groups related to certain events. Staying in the loop with your industry ensures that you'll reach others within your niche and stay relevant in key conversations.

## Step Six: Format and distribute your content

### Are you ready to take everything you've developed and put it all together?

Now's the time to use what you know to craft your social content. To decide how you want to format and distribute your content, you'll need to know

1.) Who your audience is and 2.) What you're trying to communicate:

#### • Who's my audience?

In step 2, we talked about the importance of getting to know your audience, and here's where that data is going to come in handy once again. If you post your message on Instagram, you'll organically attract a different type of candidate than you would by posting on Twitter because different platforms cater to different demographics. Where you ultimately decide to post based on your audience demographic is going to partially determine how you format your content. Keep this in mind as you consider the second question.

#### • What am I trying to communicate?

Would this idea be best communicated with an infographic? A video? A quote card? Think about how you can most effectively get your message across. Some things can only fully be expressed through video, while other ideas are better suited to text.

Now, take a look at the type of content that performs well on a given platform. On Instagram, for example, IG Stories (which are, basically, short videos that appear at the top of the home feed) are extremely popular, so video content would be a natural choice for the image-sharing platform.

Ideally, you'll be able to find a platform that makes sense for both the audience you're trying to reach and the message you need to convey. The success of your social strategy will depend largely on how well you match your content for maximum impact on your chosen platform, so choose wisely.

A large, stylized number '7' in a light orange color. The word 'Step' is written in a dark blue, sans-serif font, partially overlapping the top of the '7'. The word 'Seven:' is written in the same dark blue font, also overlapping the '7'. Below 'Seven:', the words 'Measure your performance' are written in a smaller, dark blue, sans-serif font.

## Step Seven: Measure your performance

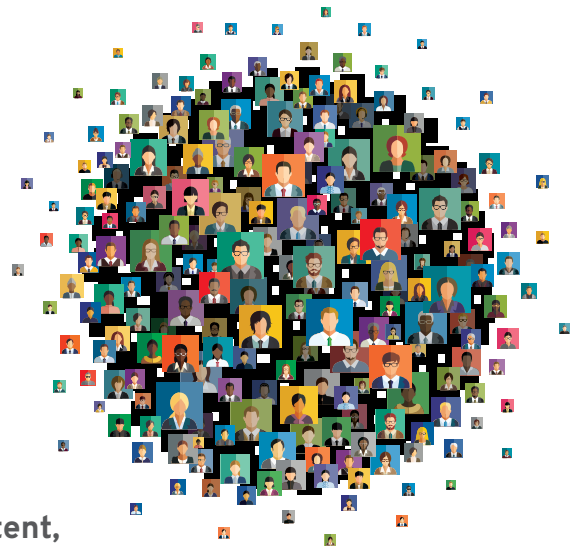
**Remember those goals we set in step one? Well, now's the time to actually measure how well your social strategy is living up to those expectations.**

Social media platforms tend to offer a great number of different metrics you can use to determine the overall success of your content. The trick, however, lies in figuring out which metrics are the most valuable to you. Tracking how well each post performs based on key engagement indicators will be key to tweaking and improving your strategy over time.

Keep in mind, however, that while scoring 100+ likes on a Facebook post might be a great ego boost, it may not necessarily be the most useful metric to figure out how effective your posts are at driving awareness of current employment opportunities. In addition to those so-called “vanity metrics” such as likes and followers, you’ll also want to take a look at whether or not your content is inspiring your audience to take action. In other words, are they clicking through to your career website? Different metrics will tell you different sides of the story, so make sure you understand what each one means and how it relates to your overall social strategy goals.

Remember to review and revise those goals from time to time because your strategy and your approach will naturally change and evolve over time. It’s all a part of the process, which makes it even more important that you have a strategy in place that you can reflect upon and use to improve.

## Chapter 3: Building a social following



**Obviously, you want people to see your content, but let's face it, there are millions of people on social media. It can be difficult to make yourself heard over the crowd.**

That's why it's important to cultivate a dedicated following that can help amplify your voice. After all, you didn't spend all that time on content creation just for it to go unnoticed.

While we do recommend that you keep an eye on your overall engagement metrics (including shares, likes, and comments) to get an overall picture of your performance on social media, amassing new followers is still a vital piece of your overall social strategy. So let's take this opportunity to take a look at some tactics you can use to grow your follower base and get more views on your social posts:

### Brand your content

**Wherever your post is shared, you want to make sure it all links back to you.**

Your first step will be to include a watermark with your logo in any imagery that appears in your social media post. That way, your brand will always be front and center, even if it's shared by another person or company.

You can also add a call-to-action at the end of all your text that tells users where they can go for more content from your company (e.g. "Join our Facebook group for more exclusive content." "Go to our career page to learn about career opportunities at our company." "Follow us on Instagram for a behind-the-scenes look at life in our office.") Then, make sure to link to your career site or other social pages wherever it's appropriate. We've even seen companies dedicate an entire section of their career site to displaying their social content, which ensures that they'll get more eyes on their social accounts and grow their follower base.



## Reach out via your ATS

Between your applicant tracking system, talent communities, and candidate management systems, you have a wealth of connections at your fingertips.

The best thing about using these resources is that you have a pre-existing relationship with the applicants and candidates in your database. These are people who have already expressed interest in your company, and, at one point or another, were interested in learning more. Obviously, it will be much easier to convince them to engage with your content than it is to convert a



stranger into a follower. Your ATS is an invaluable, and often under-utilized, resource you can use to create touchpoints that keep people engaged and interested in your employer brand. While your trusty ATS is probably already a key instrument in your recruitment marketing toolkit,

you may not be using it to its utmost potential (if you suspect that's the case, then stay tuned for more tips from our future Talent Marketing Solved podcasts). Reaching out and promoting your social channels via your ATS is just one way to get the most out the information already at your disposal.

## Leverage influencer marketing

**We often think of big-name influencers like the Kardashian clan whenever the subject of influencer marketing pops up, but the truth is that an influencer can be any social media user with a large and active following.**

The important thing is finding the type of person who is influential in your specific niche. (Remember, it doesn't matter how large their audience if you're not reaching the right people.)

The easiest way to find influencers in your niche is simply by turning your attention to within your organization.

From your CEO to your interns, everyone is on social media. Chances are, someone within your organization has started to build up a following that you may be able to leverage to raise awareness of your brand.

Additionally, you can't forget about your alumni community. Employees who leave your organization on good terms can make for effective brand ambassadors. The offboarding process is a good time to suggest that exiting employees keep up with your company on social media and ask for help with promoting to their network of connections.

If you opt to look outside of your organization for an influencer partner,

consult your marketing departments for help developing a strategy. While HR should be taking the lead role in creating content that speaks to the type of candidates the organization is seeking to attract, marketing can lend a hand by highlighting influencers within your niche. Those marketing professionals may have connections to subject matter experts in your field who you can leverage to share your social media content.

Industry shows, professional associations, and publications all offer an opportunity to reach new people and, potentially, new audiences.



## Be social When it comes to social media, you can't just set it and forget it.

To drive engagement, you need to be involved with the larger community. Social media is about, you guessed it, being social. To raise awareness of your brand, you should actively seek out and participate in discussions within relevant groups online. You can do so by searching popular industry hashtags on Instagram, joining chat groups on Twitter, or even starting your own group on Facebook. Just don't be a wallflower!

Taking a few minutes to like, share, and comment on posts from within your niche will be key to attracting more followers. With more followers, you'll have more eyes on your content and more opportunities for your content to be shared online.



## Get employees involved

Now, you might be thinking to yourself, “We do NOT have time for all this.” We understand.

The good news, however, is that you don't have to do it alone. Your employees are an excellent source of content and social media engagement.

As anyone who's directed an employee referral program will tell you, you won't be able to get people on board with a “one and done” email. You'll need to thoughtfully execute an ongoing campaign to educate employees on the importance of talent marketing and their role in recruiting top candidates to the company. People are more likely to lend a hand if they understand the reasoning behind the request.

Try gamifying the process by offering a small incentive or recognition for the employee who contributes the most to your social media efforts. You can decide what role you want employees to play in your social strategy—whether it's actually creating content to post to the company page or simply sharing content produced by HR. The important part is educating and involving them in the process.

## Chapter 4:

# When and why to spend money on social media

**When Indeed, ZipRecruiter, Glassdoor, and every other job board has failed to deliver results for hard-to-fill positions where do you go next?**

Facebook just may be the answer to your recruitment woes.

With the majority of people spending a large amount of time on social media, it's your best bet to get your message across to the right audience. However, if you want people to see the content you put out on social media, you'll need to "pay-to-play." Even if someone follows your page, they may not see your content. The recent changes to Facebook's algorithm prioritize content from close friends and accounts you interact with frequently. So, if you want to guarantee eyes on your recruiting content, you'll need to put some money behind your posts.

Now, you may be thinking, "Is this really worth it? Why should I pay to promote my content when I can already post it for free?"

From our experience running paid social campaigns for our clients, we can tell you that the answer to your first question is yes. It is worth it. Besides guaranteeing that your content will be seen, paid social media also has a few other key advantages over any other recruiting medium:



## Precise audience targeting

**The most exciting advantage of using paid social media is the ability to determine the specific type of demographic you want to target through your campaign.**

Social platforms like Facebook and Instagram gather a vast amount of information about their users, and for a price, they allow advertisers to use this information to accurately target people based on their location, interests, demographics, and posting history. You can even use an existing email list to find and target people who have used that same email to sign up for their social media account.

When you post a job to Indeed, on the other hand, you don't get to choose who sees your listing and who does not. Sponsoring a job listing on Indeed will display that job listing prominently in related searches, but it does not deliver targeted content to users in the way social media does.





## Variety of Content Options

**You can't really show your company's unique culture and personality through a job description. You can, however, put that employer brand on full display with social media.**

Provide a video walkthrough of a typical day in the office. Publish a success story from a top employee. Post pictures from a corporate gathering. Social media gives you so many options for creating quality content to engage your audience, and through the magic ad targeting, you can deliver content that's customized to appeal to different demographics based on the position you need to fill and where they are in your recruitment funnel.

## Cost-effectiveness

**On a traditional job board, your listings show up organically for free.**

However, on social media, getting your message in front of the right audience is dependent upon sponsoring your posts and paying to target the audience you want to reach.

The good news is that running an ad on social media is surprisingly cheap, and it can deliver some amazing results. Whether you have \$200 or \$2000, you can run an effective paid social campaign. Your budget dictates how long your ad will run and the number of people who will see it, but you don't need to put thousands of dollars behind your ads. For as little as \$150-\$200, you can still get hundreds of eyes on your content, many more than would have seen it otherwise.

## Maximizing returns on your paid social campaign

There are certainly benefits to putting aside a portion of your budget for paid social media, but only if you do it the right way. Failing to match the content of your post to your target audience, their preferences, and your own procedures will leave you with some pretty lackluster results.

Depending on a few key factors, the content of your posts and how you act on the leads you generate is going to vary dramatically. While we can't tell you exactly what to post, we can give you three questions that will help you determine the answer for yourself:

### *Where is your audience located within your recruitment funnel?*

The type of content you create for your ad will depend largely on where your audience is in your recruitment funnel.

For example, if you are targeting individuals from your email list—a group of people who have already expressed interest in your company—providing general information about the company isn't going to be the best use of your social budget. In that case, asking them to apply for an open position will be the better option. If, on the other hand, you are introducing yourself to a completely new audience who may be unfamiliar with your company, it may be worth providing some information about your employer brand to pique their interest.



### ***What's the easiest way for your audience to respond to your call-to-action?***

If you have a lengthy, complicated application process, it's generally a bad idea to direct social traffic to your ATS. Many of the individuals who see your ad will be on mobile, and they'll likely be distracted by all the other content calling for their attention on social media. With that in mind, your goal should be to make your call-to-action quick and easy for your audience to follow through with.



Alternatively, you could direct your audience to your career website so they can explore and discover more content or use a simple lead ad form. In our forms, we just ask respondents for their first name, last name, and email address. That way, we can reach out to interested candidates at a later time and open a wider conversation.

### ***How will your recruitment team respond to any leads generated through paid social?***

Are you funneling those leads through your normal recruitment process? If not, do you have another process by which you can quickly and efficiently respond to those leads?

If you use a lead ad form, keep in mind that the information will not be funneled through your ATS, so you'll need to implement another process to get those leads into your system. The beauty of a lead ad form is that you can get information quickly. Don't lose out on those leads by waiting too long to respond, and don't use an ad lead form if you don't have a system in place to act on that information.

With these three questions in mind, you can craft your content to get the best bang for your budget.

## **Conclusion**

The right mindset is key to your success on social media. If you think of it as another "box to tick," you're unlikely to get the results that make your social media efforts worthwhile. Social media is deceptively simple in that way. It isn't difficult to get started, but it can take time and attention to master it.

That's where Wicresoft comes in. We'll not only take social media off your to-do list, we'll turn it into the most powerful talent marketing and acquisition tool in your arsenal. It's time to join the conversation. Give us a call today, and learn what an effective social strategy can do for you.



Paul Wills, Sr. Director, Client Strategy | e: [pwills@wicresoft.com](mailto:pwills@wicresoft.com) | n: 972.658.6691  
 Laura Martinelli, Staffing Account Coordinator | e: [lmartinelli@wicresoft.com](mailto:lmartinelli@wicresoft.com) | c: 720.270.5418