



## Recruitments

### Powerful Tips For Social Media Recruiting | Aparna Sharma | Consulting Editor | The People Management



Over 50% of the world population are using social media in 2021. Millennials and Gen Z, the current and future main workforce spend a large amount of their lives on social networks. Regarding this global phenomenon, recruiters and headhunters are focusing more on social media recruiting to discover and approach high-quality candidates.

Social media is a gateway to effective branding and recruiting, so if you're not already in the game, you are missing out on a lot of opportunities.

#### What is Social Media Recruiting?

Simply put, Social Media Recruiting is using social networks such as Facebook, Twitter, LinkedIn, Instagram, etc. for discovering, attracting and hiring talent. And it is not a substitute for job boards and



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advertising on a corporate website; rather, it supplements all these activities.

It can offer you a myriad of benefits, namely:

Reaching passive candidates – those who are not actively looking for jobs or haven't heard of your company.

Attracting those with potentially better culture fit.

Saving a lot of money, you will spend much less than traditional advertisements.

Getting more referrals.

Being able to establish a more personal connection with potential candidates.

Here are 8 powerful tips to master your social media recruiting campaigns.

### 1. Build An Online Reputation For Your Company

Millennials and Gen Z are notoriously idealistic; a company is only deemed worth working for if the company's values align with theirs. They need to form an emotional and ethical connection to be able to commit to their work. Therefore, the broadcast of your brand's characteristics is extremely vital if you want to attract millennials and Gen Z candidates.

### 2. Involve your employees in sharing posts on social media

This method is inarguably the easiest to implement, since all you have to do is to encourage your employees to share your content. You can spice things up by also having them make referrals and give bonuses to employees who can make new, high-quality referrals.

### 3. Be creative with your content

To build a good brand image, you need to be a good story teller. No matter how cool your company is, if you fail to convey that wonderful idea, no one will notice you and your company will forever remain underground.

Frankly, visuals are the best way to capture attention. What you need to do is to create and share viral photos and videos. Show the world who you are, what you do, what you believe in, and what it's like to be a part of your business.

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#### 4. Connect with the right people

There is an online community for almost every topic you can think of. Those places are full of potential candidates skilled in what they do who are finding a chance to prove and develop themselves.

#### 5. Be active on multiple platforms

Most recruiters are actively hunting talent on LinkedIn, but it is not enough. Remember, you cannot create an image and make a good impression in the public if you narrow your audience to a sole platform.

#### 6. Harness the power of the hashtag

Hashtags are your ladder to Trending posts, enabling you to be recognized easily by a larger audience.

#### 7. Use social recruiting software

Using social recruiting software enables you to simplify the process and streamline social media recruiting. Similar to other recruiting methods, technology can play a significant role in making your job easier and more convenient. Social recruiting software can help you sync all of your company's social media accounts, schedule posts, and automate responses, etc.

#### 8. Livestream videos

This is a great way to hold conversations with potential candidates. With this feature, you can organize Q&A sessions where you can provide tailored answers to specific questions job seekers have in mind. This is also a chance for you to hold conversations and build rapport with your target candidates.

#### Conclusion

The majority of your target candidates use social networks frequently for both recreational purposes and career prospects. Social media recruiting strategies are therefore crucial to building a good employer brand and reaching job seekers.

The aforementioned 8 tips are just a starter, it's your turn to pick one to start testing and decide what works best for your company. Whatever niche you are planning to go for, do well and be the best.

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