



## 4 Essential Things Candidates Are Looking for In Your Social Media Pages

Your social recruiting strategy boils down to figuring out what your current and potential employees want and then meeting that desire. As more businesses continue to launch or upgrade their social media presence, we need to learn a few things in order to maximize on this social migration.

Think about it for a second -

*“Would you ever sling open your business doors without preparing the inside and the team?”*

Similarly you will have to **prepare your social presence as well and understand what active or passive jobseekers want** from you on social media and then giving it to them.

Implement these 4 important things mentioned below and you'll have a better shot at recruiting from your social media presence.

Let's Start.

### Professional Presence:

*In other words **Can I trust you?***

I've found some interesting things on many pages, but one thing that stood out was that many aren't taking full advantage of the valuable real estate that is their social media business pages.

Here is a list of 7 easy changes you could make today to give your business pages more impact and your visitors a better experience.

- 1) **Create a business page wherever possible.** Don't create an individual account for your business when social network offers a business page.
- 2) **Fill out all of the relevant information in the about section.** Be sure that your company bio and profile are complete and current.
- 3) **Include your website URL at the appropriate places.** Make sure to include the career section URL across social media profiles of your business page.
- 4) **Delete any empty/unused apps.** Avoid sending visitors to a blank or outdated page.
- 5) **Utilize default customization options provided.** Give your business page your branding and a more polished look.
- 6) **Be consistent across your social media presence.**



- 7) **Proof Read!** Don't miss, I know your company rocks but typos, misspelled words and bad grammar will drive candidates away.

## Personality:

*In other words **Who you really are?***

Once your business is on social media you'll end up having a social story, whether you like it or not. So why not as well be the one writing that story.

On social media candidates are looking for signs of life when it comes to identifying the right fit to start or grow their careers. To be successful you need to determine - What is the personality of your business and how will that translate into the personality of your social identity?

Here are 4 tips you can start implementing now to give your brand a personality –

- 1) **Personalize your interactions.** Make an effort to act like a human every time you respond to comments on your company pages.
- 2) **Make sure that you are authentic.** Don't try to be something you are not – your prospective employees will only be irritated by the show, and move right along.
- 3) **Provide a deeper sense of your company culture.** Photos, video, or testimonials from current employees can help to convey this authentically
- 4) **Be responsive.** The more you respond to comments/questions/feedback, the more it shows how much you value them.

## Content:

*In other words **What interesting content do you have for me?***

You need to always be looking for fresh, relevant, interesting content that will both offer value to potential hires, and help you to engage with them. This means you need to go above announcements and news. Your social page can't be all facts and figures; it has to have some interest and zing to it.

Here are 9 content ideas to help you keep candidates entertained while still showcasing your brand.

- 1) **Share the bios or testimonials of some of your employees** in an interesting way. Include hobbies etc.
- 2) **Ask a question** about what your audience would like to see from you.
- 3) **Share new products/service launch** your business did. Don't forget to include a picture!
- 4) **Showcase how your work place is different than others.** Do you have a team-dinner every Friday at office? Or you have a learning session every Wednesday? Or you allow pets at workplace? Share it all!



- 5) **Create a (short) video** on what your team is working on, your work-place, employee interview or other things of interest.
- 6) **Post jobs openings** at your company pages. Sometimes the best employees start as interested “followers.”
- 7) **Offer stories through blogs** that convey your organization’s progress and share it across your social media accounts. (If you don’t have a blog, get one now!)

## Consistency:

*In other words **Why should I comeback to visit you?***

Make no mistake here, the reason people visit your social media pages is because of the content you share. If you are not posting anything, no one will visit your Facebook page. Be prepared to offer regular updates when you have created a business page.

Here are 5 things to keep in mind while creating a content calendar for your social media pages -

- 1) **Post content often**, at least once a day. Up to 2-4 times per day is great.
- 2) **Share content evenly throughout the day.**
- 3) **Share content throughout the week** (including weekends).
- 4) **Follow 1:5 content rule for your job specific content.** Too much of jobs and PR sharing will be seen as spam.
- 5) **No short cut on this one.**

## Here is what to do next



If you found this material helpful, do us a favor and share it with just one friend who you think will benefit from it most.

There’s no way we can check up on you to see if you did it, but we know you’ll do it. 😊

**Here’s the link to the blog: <http://blog.hirerabbit.com>**