

The DO'S and DON'TS of SOCIAL MEDIA RECRUITING

The impact of social media on the modern world is unprecedented. We have the ability to connect with people all over the world in myriad ways. Job recruiters have a unique opportunity to find candidates on social media, but it must be done thoughtfully.

Here are the do's and don'ts of social media recruiting.

Engagement



Do: Engage potential candidates with industry-related information and content to **build a more genuine connection with them.**



Don't: Ignore interested candidates when they reach out with questions or concerns through a specific social platform.



Social Branding



Do: Promote your company as an upbeat, enjoyable place to work by **sharing pictures of office culture, group outings and parties.**



Don't: Only share job-postings or post when you're hiring. It looks shallow and will not attract talent.



Networking



Do: Engage your current employees to support recruiting efforts. **They can expand your reach to their personal networks and can recommend candidates they feel are the right fit.**



Don't: Artificially grow your network for the sake of gaining a larger following. Quality over quantity.



Searching



Do: Use **hashtags and tags to find candidates** who are actively using social media as a part of their job search.



Don't: Limit your search to only one social platform. Different platforms will deliver different types of results. Try your hand in at least the most popular ones (Facebook, Twitter, LinkedIn).



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