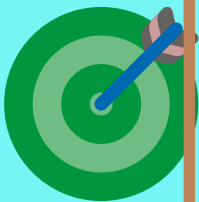


Social media for recruitment and retention

The essentials



Set objectives

What do you want to achieve?

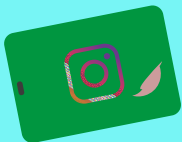
- Recruit into a specific role?
- Engage more existing staff?
- Reach a specific group of people?



Understand your audience

How can you appear relevant?

- What demographics are you targeting?
- What questions do they have?
- What do they need to see?



Select platforms

Where will you focus?

- What platforms are your candidates using?
- How much resource do you have/need?
- What functionality do you need?

Platform selection

Audience

Broad age range, but mainly 35+ years old.

Content

Video where possible. Duplicate stories from Instagram.

Best features

Events. Facebook will actively promote them to users.

Top tip - Fill in as much of your 'About' section as possible.

Audience

Popular with younger audiences, but target 25-45 years old.

Content

Create Reels to get your message seen outside of your followers.

Best features

Reels and Direct Messages – start a conversation with your candidates.

Top tip - Add multiple links to your profile – one of which is your careers page.



Audience

Senior leadership positions. Tends not to have many frontline staff.

Content

Video where possible. Don't be afraid to talk with emotion on this platform

Best features

Top tip - Ask your senior leaders to develop their personal network and support your content.



Top tip - Look for trending topics and apply to recruitment.

Remember

Quality over quantity. It's better to post less frequently with higher value content – think what your recruits need to know.

Use scheduling to take pressure off posting at a specific time.

Although a less formal tone of voice is preferable, remember you are still acting on behalf of your organisation – remain professional.

Think differently – try things out and have fun. You are trying to attract people to work for you.



Safeguarding

People you support may be able to consent to being part of your social media content. Ensure they understand what they are consenting to and where they may appear.

When filming or taking images, be conscious of who is around and whether they are vulnerable.

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