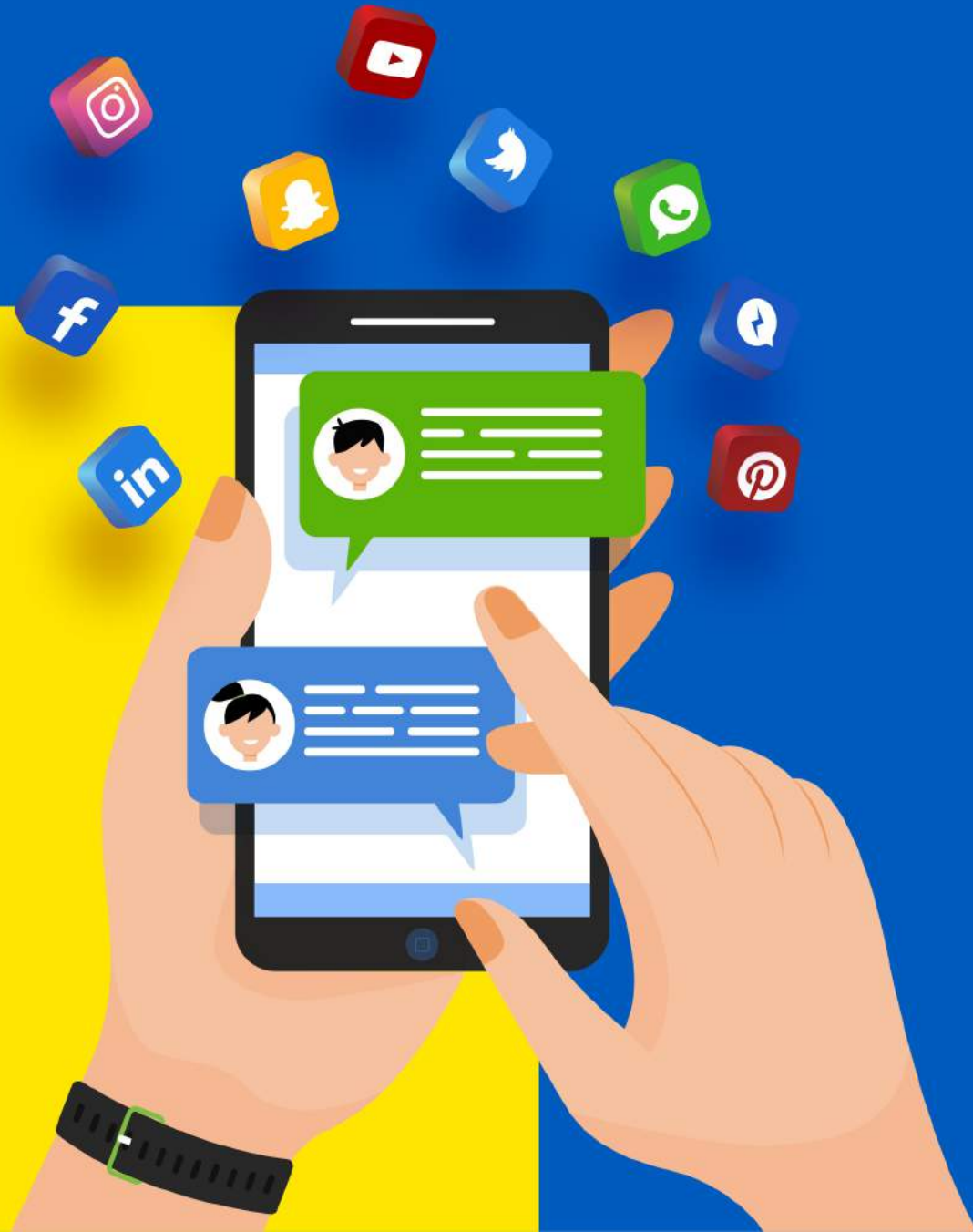


10

EFFECTIVE
SOCIAL MEDIA
RECRUITING STRATEGIES



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What is Social Media Recruiting?

'Social Media Recruiting' has become a buzzword for HR, especially since 2020 due to the Covid-19 pandemic that forced the organizations to find new ways to attract and retain talent. With the sudden shift towards remote working, organizations and employees were struggling to find new ways to conduct their daily business. However, the human spirit rose above and the adage once again proved that

“

*Where there is a will,
there is a way.*

William Hazlitt

”



So, what is this buzz about 'social media recruiting' anyway?

It can be defined as the smart usage of social media platforms and related internet-based resources such as forums, blogs, etc. to reach a wider audience to find and recruit talented individuals for the company. In other words, it simply means being visible in a space where the populace is already present and active.

So, let us dig a bit deeper to understand this phenomenon...





Why should social media be a part of Hiring?

The answer to this question can be summarized in one word: availability. The potential of social media in recruitment is enormous as most of the candidates who are searching for jobs are doing so even on these social media platforms.



Popular company review website Glassdoor found that over 79% of candidates make conscious use of social media to complement their job hunt.



These candidates will update all of their accreditations and experience on their social media profiles which the recruiters can parse through and shortlist for any particular position. Similarly, as everyone updates their current designation and employer, the HR personnel can also search for passive candidates and contact them via these platforms.

Advantages of using social hiring over legacy hiring methods

The main differentiator here is the sheer amount of active crowd on the social media space. HRs prefer social hiring due to the advanced technology it offers in presenting the jobs and tracking the postings, their reach and engagement. With the advanced search functionalities of the social media platforms and their AI-powered marketing tools, social media is becoming a viable resource for HR and it seems all set to surpass the popularity of the online job boards.

Social media platforms also provide tools to strategically reach a particular subset of the audience by using search filters that can be based on a variety of factors such as their demographics, education, experience, etc. This makes it much easier and far efficient compared to what is possible using the traditional methods with a fraction of the cost incurred, in terms of time, money and effort.



How relevant is social media recruiting in 2021?

2021 is a tough year for everyone. The world has slowly started accepting the harsh reality of the pandemic and the fact that things cannot be normal until we find a cure for the virus. The companies are trying their best to help their employees in these harsh times by helping them both financially and mentally.

In this scenario, recruiting has become a challenge as the very definition of 'office' has changed from the dedicated workspaces to our home desks. On the other hand, it has become harder to find talented personnel to work in physical 'offices', especially in the case of occupations where remote working is not possible. In this situation, HRs are under pressure to recruit the best available human capital within the constraints of the 'new normal'. Hence, the first option in accomplishing this task is to start looking for these individuals where they can be easily found: Social Media.



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PROVEN STRATEGIES FOR **SOCIAL** RECRUITMENT



1. Choose your social media platforms wisely
2. Customize the message for the platforms
3. Stay updated with the social media
4. Develop a unique identity
5. Share creative mobile-friendly posts
6. Always have a link to the application page
7. Present a day in the work-life
8. Focus on the value proposition
9. Promote your company culture
10. Constantly observe your campaigns and profile

1. **CHOOSE YOUR SOCIAL MEDIA PLATFORMS WISELY:**

This is the most crucial step in social media hiring as not every individual uses every platform. It is also a good practice to identify niche social media which caters to a specific audience such as DeviantArt (for designers) or GitHub (for programmers).

For example, if you are looking for a senior executive with 5-7 years of experience, search on LinkedIn or Facebook. On the other hand, if it is an entry-level position, search on newer trending platforms such as Instagram.



2. Customize the message for the platforms:

This is similar to the first strategy since different social media platforms have their vibe and hence using the right tone goes a long way in attracting the right talent. This strategy applies to every form of communication you have on the platform such as posts, images, videos, etc.

For example, you can be more casual and informal on Facebook than on a more professional platform such as LinkedIn.

3. Stay updated with the social media:

Social media is a volatile platform. Hence, staying updated with the trending topics will help in leveraging the short attention span of the social media audience. It will also aid in tweaking and applying the successful strategies which your competitors use to attract talented candidates.

Similarly, new social media sites like Tik Tok, Snapchat, etc. can become viral overnight and it is wise to be there before your competitors come on board.



4. DEVELOP A UNIQUE IDENTITY:

Social media is an oversaturated space and hence, to grab people's attention, one needs to showcase one's individuality. Generic posts have already become outdated and if you speak their 'language', people are bound to notice you!

You should add that additional dollop of individuality and creativity
see what I did there? I added 'dollop' which made you take notice!

This is what you need to achieve with social media recruiting – catching your targeted audience' attention.



5 .Always have a link to the application page:

Have you wondered how easy it is to complete the online shopping process? Well, it is an intentional choice which the UX designers have implemented to make sure that the process is as smooth as possible for the buyers.

Similarly, to ensure that the candidate applies for the position, it is a must to have a link to the application page along with your post which makes the whole process seamless.

6. Present a day in the work-life:

This is the application of a simple concept: 'What You See Is What You Get' approach. Showcasing an employee's daily routine as a visual story helps prospective candidates recognize what their daily duties & responsibilities would be. This helps them make an informed decision while also helping you find candidates whose mentality aligns with the company culture.



7. SHARE CREATIVE MOBILE- FRIENDLY POSTS:

Data for the first quarter of 2021 suggests that 54% of global website traffic is coming from smartphones. This number is surely bound to rise with further penetration of the internet.

Hence, it is crucial to develop posts and other content with the mobile- first approach.

For example, creating 1:1 aspect ratio posts and vertical videos ensures that they are best viewed on a mobile phone.



8. Focus on the value proposition:

It is always best to highlight the value proposition of the company or the designation as it helps the candidates understand whether the position is worth their time and effort. This can be done in several ways such as focussing on additional perks & benefits like remote working, flexible hours, etc. This helps in differentiating your job and company from the rest.

9. Constantly observe your campaigns and profile:

By observing your social media profiles, you will be able to understand your audience better from which posts and comments they engage with. Similarly, by analysing recruitment-related ad campaigns, you will be able to understand what kind of users are clicking on the ads and tweak it to appeal to the kind of audience you target.



10. PROMOTE YOUR COMPANY CULTURE:

When it comes to the number one factor while choosing a job, company culture is the top priority for:

42% of Gen Z

41% of Gen Y

43% of Gen X

45% of Baby Boomers.

Hence, it is crucial to help them understand the company culture by showcasing your company culture whenever possible. It can be a part of your social media descriptions as well as a part of the images and videos that you upload.



Summary

If you are an HR and have already implemented a social media recruitment plan, you can implement these proven strategies to take it to the next level. And if you have not boarded the bandwagon, what are you waiting for? Have a meeting with your team and deploy a successful social media recruitment drive using the tips discussed above and I assure you that you will be happy that you spent your valuable time going through this eBook!



About Pocket HRMS:

Established almost two decades ago, Pocket HRMS is a leading HRMS software in India. Its core values are ensuring the best in customer service, cost effectiveness, and powerful module offerings. The latest update has incorporated an improved AI-based attendance system and an AI chatbot- smHRty, that can interact with employees to apply leaves, answer queries, and more. Additionally, Pocket HRMS offers HRs a unique global look at their database with smHRt searchHR which is one of the first implementation of its kind in the HR domain.

