



# 4 TIPS ON USING SOCIAL MEDIA TO GROW YOUR CANDIDATE POOL

**92% of recruiters use social media to evaluate and engage talent.** Additionally, 74% of 18 to 34 year olds found their last job via social media, including LinkedIn, Facebook and Twitter. Social media has a vast array of candidates willing and ready to look for new job opportunities, which is why it can have such an impact on increasing your candidate pool.

Here are some tips to perfect your recruiting social media strategy:

## 1. USE THE SOCIAL MEDIA PLATFORMS THAT MAKE THE MOST IMPACT

Just because there are plenty of social media platforms out there, doesn't mean you have to or should be using all of them. Determine which social media platforms perform best for you by asking the following questions:

- Which platforms give you the most **responses/engagement**?
- Which platforms give you the most **qualified candidates**?
- Which platforms are giving you **ROI for the time spent**?

## 2. CREATE A SCHEDULE TO HAVE CONSISTENCY WITH REACHING OUT

While social media seems like an easy part of your daily job, it is just as easily forgotten. By creating a **social media calendar** and **scheduling your posts**, you'll be able to ensure the best success across your social platforms. By **being consistent** in posting through a schedule, you'll also be able to **identify trends** whether by time of day or day of week.

## 3. CREATE A CONTENT STRATEGY TO SHARE VIA SOCIAL MEDIA

Does your organization **have a blog**? Have you used LinkedIn to **publish an article**? Write a blog post or an article on LinkedIn to attract the right people. The more you can set yourself apart – especially in the area you're hiring for, the more relatable and trustworthy you'll come across to job seekers across social media.

## 4. USE SOCIAL TO BE PERSONABLE

Another advantage of finding and recruiting candidates via social media is the **personalization** you can have and the **relationships** you can curate. By approaching candidates on a channel where they are to engage in things they enjoy, from hobbies and news, to keeping up with friends and family, you have an opportunity to approach candidates in a way an email or voicemail never could. Look at their social profiles, **message them** about something they recently shared or seem passionate about. By **engaging passive candidates** on social with topics and things they actually care about – you will likely have a much better response rate.

So there you have it – **four tips** to help you grow your candidate pool by enhancing your efforts across social media. Whether you've used social media in the past or not – honing in on the platforms that perform, creating a schedule you can stick to and making that extra personal effort can help you increase your candidate pool and be more efficient in your role.