



6 DO'S AND DON'TS OF SOCIAL MEDIA RECRUITING (STAFFING AND RECRUITING EDITION)

Social media was, still is and will be for a long time, a game-changer in the way people interact with one another. The staffing and recruiting industry is no different, recruiters rely heavily on social media platforms to find, vet and interact with candidates. If done correctly, social media can be one of your most powerful tools.

This is your guide to using the most efficient social media strategies and avoiding the damaging ones.

1. DO USE SOCIAL MEDIA TO GET TO KNOW CANDIDATES – Odds are good that most of the candidates are on at least one social media platform, often sharing details of their lives. Some may think looking for red-flag behavior is the only reason to check social media, but there is a lot you can learn. See what they're proud of or what pet projects they may work on such as volunteer efforts or side work. Getting to know a candidate's personality better can help match them with the right job and establish a personal connection.

DON'T TAKE IT TOO FAR – Spending hours searching through someone's social profile can waste time, provide misleading information and violate candidate's trust. Be wise, respectful and don't take it too far.

2. DO TRY CONNECTING WITH CANDIDATES ON SOCIAL MEDIA – Gone are the days when you only had two options to reach your candidates; phone call or email. Now there's texting, Facebook Messenger, LinkedIn, Twitter and much more. Everyone has a different preference on how they want to be contacted about job opportunities. Give the various platforms a try and see what ones work best for you and your candidates.

DON'T BECOME PESKY BY SENDING TOO MANY MESSAGES – Persistence is good in recruiting but when you're reaching out over and over it can exhaust the most eager job seekers and have an adverse effect. Be professional, approachable and not pushy.

3. DO SEEK PASSIVE CANDIDATES – Social media is a great way to reach professionals who are not actively seeking a new job, but would be open to discussing just the right opportunity if it should arise. Demonstrate you are a go-to recruiter in your industry to gain trust. Be sure to discuss your commitment to confidentiality as well.

DON'T OVERDO IT – Establishing a presence is important, but don't overwhelm your audience. Find a balance that intrigues potential candidates and shows your relevance, but doesn't veer into spam. Be seen as a resource, not a nuisance.

4. DO KNOW YOUR AUDIENCE – Your candidates are real people. Tailor your message to your target audience. Focus on what interests your potential candidates, not what you want to talk about. Engage with them to answer questions, address their pain points and interests.

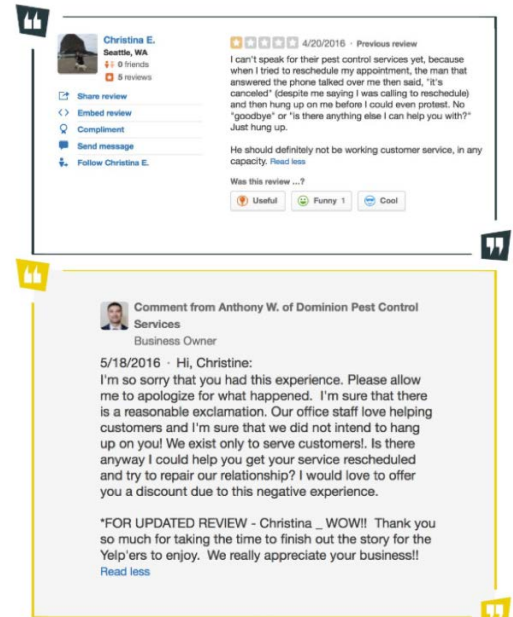
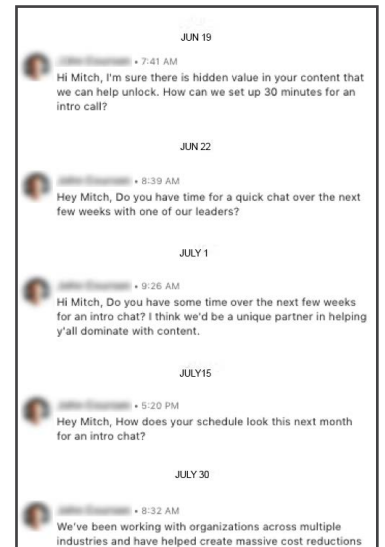
DON'T COMMENT OR POST ANYTHING POLITICAL OR OFFENSIVE – While this one may seem obvious, it's still important to always keep in mind. Even liking a political, religious or controversial issue can land you or your firm in hot water.

5. DO READ BEFORE YOU SHARE OR RETWEET – Most social media platforms are littered with click bait or misleading articles. Be sure to know what's on the other side of a URL before you comment or share. It never hurts to double check!

DON'T FORGET TO CHECK YOUR GRAMMAR – All it takes is one typo or misuse of a word/phrase to lose respect from your audience. Be sure to spellcheck, have a second set of eyes and even read your message out loud to ensure it's error-free. If you do have a mistake, be sure to edit/remove it in a timely manner.

6. DO ADDRESS NEGATIVE COMMENTS IN A POSITIVE WAY – Taking the time to address negative comments shows your audience that you take responsibility. This builds trust and shows you care. However, if a negative comment is offensive or if it reveals personal information, don't hesitate to remove or flag.

DON'T DELETE NEGATIVE COMMENTS – Manage your online reputation carefully. If negative comments simply disappear, readers will think you have something to hide. Acknowledge the problem and attempt to take it offline to address any concerns. Sometimes all people want is to be heard. Here's a fantastic example collected by WebPunch from a pest control company.



Whether you love or hate social media, it continues to remain a powerful recruiting tool. Hopefully these do's and don'ts can steer your social recruiting strategy towards success.