



How to Use Social Media for Talent Acquisition

If you're not already using social media to find talent, it's time to start. According to a study by Jobvite, 94% of recruiters used at least one social network for sourcing talent in 2015. Social media can be a valuable recruiting tool, but the real value is in how the tool is used.

To effectively build, grow, and nurture your network, *consider these 8 tips:*



1. Be human.

People want to talk to people, not corporations. While you need to be professional, don't be afraid to show some personality!

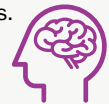
2. Don't tell – show.

You could talk about your fun culture – or you could do fun things and share photos and videos online.



3. Add value.

Share content that is engaging, entertaining, and helpful. Tell stories, post job openings, and ask questions.



4. Go beyond LinkedIn.

Your customers and potential new hires (and competitors!) are on Facebook, Twitter, and YouTube, so you should be too! For example, more than 60,000 jobs are tweeted each day on Twitter.



5. Create brand evangelists.

Encourage employees to share job postings and company news with their own networks to grow your reach exponentially.



6. Build relationships.

Connect with followers by asking questions and creating conversation. Reply promptly to comments.



7. Screen candidates.

Social media is a two-way street. It allows people to get to know your company better and, likewise, you can learn more about your candidates before you make a job offer.



8. Measure your results.

Find out what works for your business. Track shares, followers, and clicks – and invest in the areas that provide the best ROI.

