Managing Social Media Recruiting

| Step | Action |
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|  | Have an established plan prior to any Social Media post and decide what is to be promoted:* Open Positions
* Company Culture & Brand
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|  | Open Position Promoting* Utilize the company career page with current open roles & update as needed. Normally every couple of weeks, minimum once a month.
* Post on current social media pages (LinkedIn, Facebook, Twitter & Instagram) 1-2 times weekly for roles that need to be filled quickly or if need more qualified candidates for.
* Post pics & videos of work areas where an open position is to show what the role looks like “in action”.
* Post employee perspectives of what a day looks like for a particular role.
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|  | Company Culture & Brand Promoting* Introduce new team members.
* Share current employee testimonies.
* Feature employee spotlight “stories”
* Share pics & videos of company events, highlighting the company values & principles in action.
* Provide insight to company values with the use of imagery & quotes.
* Post to celebrate a specific holiday &/or National Awareness & Recognition days.
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|  | Creating the Post* Utilize either Canva or Adobe Create/Adobe Express.
* Choose Project Template for new post.
* Follow company branding guidelines & ensure content is appropriate.
* Use Google Trends for ideas in creating content to be used.
* Keep colors, text sizes, pictures, and design in line with what posting for.
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|  | Posting to Social Media* Ensure created post “project” is a jpg file.
* When posting use the @Advantus Corp to link with company page and # for trending categories.
* Post to all active company accounts and share with co-workers and other departments.
* Tag employees who post relates to.
* Post only 1-2 times a week to keep from “over saturating”.
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|  | Social Media Accounts Maintenance* Review activity and statistics weekly (What’s got attention? What hasn’t? Adjustments needed?)
* Update information as needed, maintain relevance across all platforms.
* Continue to check Google trends when planning future posts.
* Utilize Job Board Reviews and Google Business Reviews within SM posts to show continued transparency and desire to improve in processes.
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