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 |
|  | 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. |
|  | 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. |
|  | 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. |
|  | 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”. |
|  | 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. |