



Using Social Media When Recruiting



About Recrutive

Recrutive has been synonymous with Recruitment Software since 2004. We are a market-leading supplier of innovative End to End Recruitment Solutions. We have experience in the design of careers websites, recruitment agency websites and job boards since 2001.

We provide HR Professionals, Recruiters and Hiring teams with innovative, cloud-based technology aimed at streamlining the recruitment process, making it quicker and easier to recruit, whilst significantly reducing the time to hire and associated costs. As early pioneers of multi-job posting technology, our expertise extended into candidate management, CV parsing and scoring, and search capabilities right through to candidate onboarding.

In April 2019 the business was acquired and Recrutive became a wholly-owned subsidiary of SaaS Holdings Limited. We support continued investment into ongoing Research and Development in order to remain ahead of the technology curve. Our end-to-end solutions also incorporate the front-end candidate attraction capabilities of careers websites, built and designed by our in-house design specialists.

This enables us to not only deliver award-winning back-end candidate management solutions for clients but also provide beautifully designed front-end career and campaign websites to attract the best candidate talent. As a result, we are one of the few providers in the market that can deliver a complete end-to-end solution.

Based in Cannock, Staffordshire, we employ 33 of the friendliest and most competent staff. We remain an incredibly innovative business, always looking for better ways to enhance the recruitment software landscape.

We are a market-leading company.

Why should you use social media when recruiting?

Digital transformation is increasing meaning it's essential for your business to have an online presence, especially when trying to attract candidates. Social media is a great way to showcase why candidates should join your team, advertise new vacancies and reduce your time and cost to hire.

As it can be a relatively cheap option it works well for small or large organisations and at a community level. Social media enables you to build trusting and loyal relationships with individuals interested in your services as well as **increase your** brand awareness.

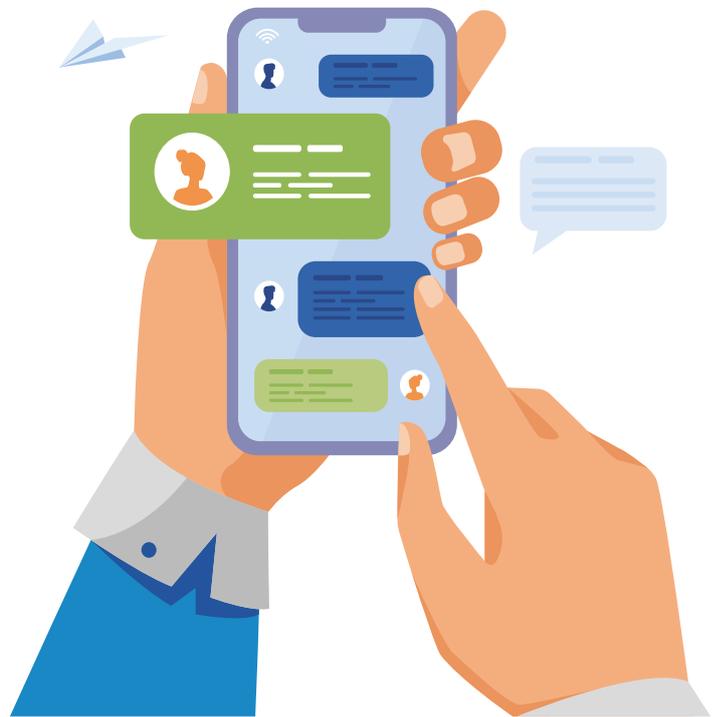


Where to begin when using social media?

Trying to build a brand on social media without a defined strategy can be counterproductive and affect your candidate's attraction/reach. Without a strategy, it's easy to find yourself posting with no direction or reason and as a result, see no return from such efforts.

A social media strategy helps you outline your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress. Here are some key areas to focus on when writing a strategy:

- Social Media Overview (social listening & social media SWOT analysis/audit)
- KPI's (Key Performance Indicators)
- Social Media Schedule
- Macro & Micro Goals
- Hashtag Research
- National Days
- Press Releases
- Brand Values
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube
- Blogs
- Reporting
- Events



SMART Goals:

SMART marketing goals are a framework for successful goal setting. It stands for Specific, Measurable, Attainable, Realistic, and Timely.

Think of the framework as a guide to help you identify what your goals are and how you'll measure them. Working through this framework will also help you determine whether your goals are possible, and when exactly they will be accomplished.

Specific: What is it you're wanting to achieve?

Measurable: How are you going to measure whether you've achieved your goal? E.g. engagement rates, impressions, analytics or CTR.

Attainable: How are you going to achieve this goal?

Realistic: Are your goals possible? Perhaps delegate roles and responsibilities

Timely: When do you want to achieve this goal? How long will it take?



Macro & Micro Goals

When it comes to developing and analysing metrics it is helpful to view them from two perspectives: macro and micro.

The difference between the two is this: Macro-level metrics are the overall metrics used to drive strategy these are typically analysed every month or quarter; and micro-level metrics are those measures that support the improvement and management of a particular project, program or initiative, these are typically reviewed every week or bi-weekly.

How to engage with your audience?

Activity and engagement are crucial for every social platform to build a positive brand experience and develop meaningful relationships with new and potential future customers.

Social media engagement is measured by a range of metrics that could include the following:

- Shares or retweets
- Comments
- Likes
- Followers and audience growth
- Click-throughs
- Mentions (either tagged or untagged)
- Using branded hashtags

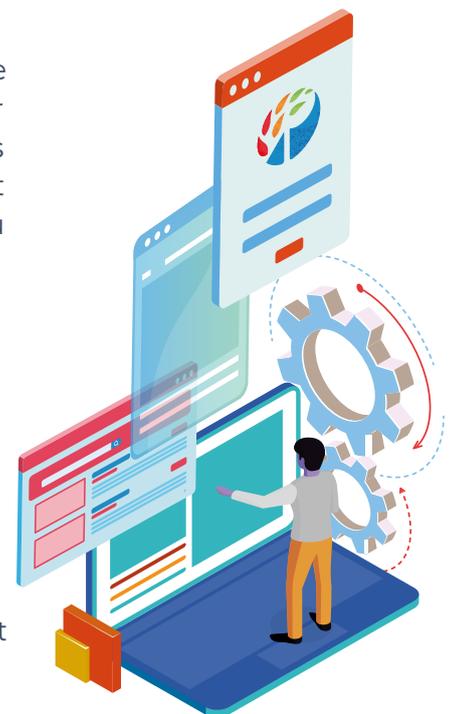
Knowing what to measure and how to engage can be tricky if you don't know where you're starting from. It's important you jot down whatever numbers are meaningful to you e.g. followers, average likes and comments, etc. This will allow you to see what's currently working well for you and what content your audience is engaging with as well as help you plan future content.

What's more, did you know knowing your audience is often one of the biggest barriers businesses experience when trying to increase their engagement rates? Knowing the sort of language, tone, and resources that resonate with your followers can offer huge amounts of insight and provide you with in-depth knowledge - which ultimately helps you grow your handles!

Knowing your audience will also help you determine:

- What social media sites to be on
- When to publish
- Type of content
- Brand voice

Engaging with your audience and knowing how to create the best content often come hand-in-hand with one another.

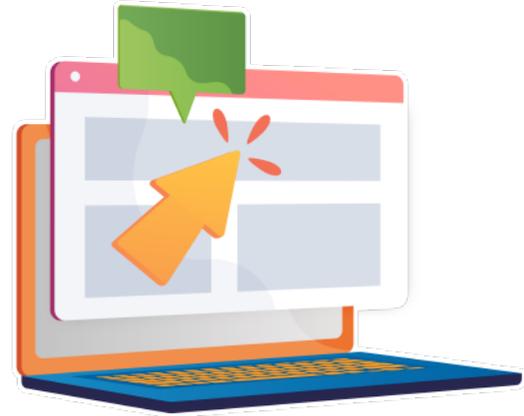


How to produce great social media content?

Social Media Content Planning

Social media content planning is essential if you want to get the most out of your social media strategy and achieve your KPIs. A content calendar helps you organise your upcoming content by detailing what and when you will post. With this document in place, you'll spare yourself the struggle of coming up with the topic right before it's time to get down to work and write your next post as the deadline is looming large on the horizon.

- Keeps you organised and on track
- Excellent for brainstorming
- Maintains consistency
- Keeps your audience engaged
- Crucial for staying in the know
- Provides visibility across departments
- Keeps track of your performance



Copywriting

Copywriting is the process of informing and compelling your target audience and it can enhance anything from slogans to mission statements and media relations. The main aim of copywriting is brand messaging and engaging with customers.

Golden rules of copywriting:

- Keep a singular focus - avoid steering off track, this can help create CTA or actionable takeaway
- Highlight and hone in on a pain point, then present a solution - what is the problem your product will solve? - ensure to spell it out and connect with the reader on an emotional level. Detail the value and benefits you can offer them. Think about why you are the best?
- Focus on them not you - when crafting copy, always focus on your user/reader. The focus should be the customer first, then the company second. Be careful with the wording and sentence structure.

Build a connection with the reader and make them feel you are speaking directly to them by using the second person (you and yours), at least 70% of the time!

Social Media Posting

Content that is helpful to the audience, and that addresses their needs and pain points, is critical. Think "conversation" not "broadcast." Different types of content will perform in different ways depending on what kind of social media platform you're using. Fun and colourful quotes may work well on Instagram but long form or video content may not - with that being said, don't be afraid to be creative and think outside the box:





However, if you're still not sure what to post keeping up-to-date with current trends and breaking news stories is a great way to start conversations and keep your content topical/engaging. Online, you need that give and take, too. It's important for brands to practice both reactive engagement and proactive engagement.

When you're reactive, you're answering direct messages, incoming mentions or comments. When you're proactive, you're the one sparking conversation with people who may be talking about you, but haven't necessarily sent messages to you directly.

Showing this human side to your brand can bring huge amounts of personality to your brand and demonstrate to your customers that you care about their needs too.

Industry recommendations suggest to aim for a 80-20 rule. Meaning 80% of your posts will inform, educate and entertain, and the other 20% to promote your brand.

However for LinkedIn this rule is slightly different, the 4-1-1 Rule is often suggested to make the most out of your LinkedIn page. The rule states that: "For every one self-serving post, you should repost one relevant post and most importantly share four pieces of relevant content written by others."

The Importance Of Keeping Track?

Measuring your progress and tracking your social media accounts enables you to uncover meaningful insights that contribute to more successful social media marketing campaigns. The benefits of social media reports include:

- **Informed Content Creation:** Data collected around factors such as ideal post length and most engaging posts for your audience can drive more efficient content creation for each social platform.
- **Smarter Scheduling:** Social media reports provide insight into the best times and days of the week to interact with current and potential customers, as well as help your business understand which topics resonated on a given day. Resulting in you being able to fine-tune your outreach to have the maximum impact.
- **Targeted Platform Strategy:** Each social media platform is unique and demands a strategy tailored to its audience and features. Effective social interaction is more than broadcasting information to your customers, instead requiring users to build relationships through each platform's shared culture.
- **Brand Guideline Preservation:** While you want to avoid treating every platform the same, it's also important to maintain a consistent brand tone. A social media report ensures your corporate personality remains consistent across all of the social media networks you use.

How to Keep Track?

Here are some of the ways you can keep track using social media metrics and data:

- Engagement
- Impressions
- Total Reach
- Demographics
- Followers
- Page Likes
- Top Posts
- Profile Visits
- Posts Saved

Larger metrics could include: Engagement Rates, Total Reach Increase, Unique Page Visitors to the website and Conversion Rate, Click Through Rate (CTR)

Want to know more?

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