



Recruit and Hire New Employees Using a Blog

“Blog” is short for “web log.” People write blogs to express opinions, as well as share subject matter and expertise. If you use a blog to assist your recruiting and hiring efforts, follow these tips:

Get Started

1. If possible, add a blog to your existing website. If not, use a service like Blogger.
2. Write about your products and services, AND your company culture and employees’ accomplishments.



Participate

WRITING

1. Write articles that express your opinions on your products and services, company culture, and success stories / case studies.
2. Share your articles on other social media outlets. Ask for readers’ opinions.
3. Feature others. Guest bloggers can share different opinions and could be potential employees!
4. Watch feeds and keywords to see if anyone is writing about best practices; they could be a potential hire.

SEARCH

Search for similar industry blogs.

Comment on blogs if you can do so without selling your product. Include a link back to your blog when appropriate.

Illinois workNet

Find out about job search with other social media platforms by visiting:

<http://www.illinoisworknet.com/socialmedia>

For additional tips on recruiting and hiring, visit:

<http://www.illinoisworknet.com/recruitandhire>

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