



## Recruit and Hire New Employees Using a Blog

The word “blog” is short for web log. People write blogs to express opinions and share subject matter 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. Post job openings as blog articles so that they stay in the recent articles list in your sidebar or footer.
3. Share your articles on other social media outlets. Ask for opinions from readers.
4. Feature others. Guest bloggers can share different opinions and could be a potential employee!
5. Watch feeds and keywords to see if anyone is writing about best practices; that person could be a potential hire.

#### SEARCH

Seek out similar industry blogs.

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

### Resources

Learn more about recruiting with other social media platforms by visiting this site:

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

Visit our Recruitment and Hiring page for more tips.

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