

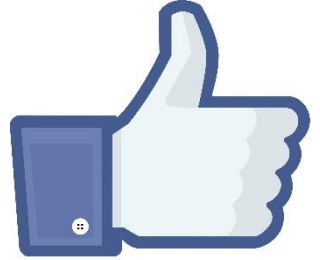


## Recruit and Hire New Employees Using Facebook

Facebook is the largest social media network. There are over one billion users on the platform. Follow these tips to use this social media tool to help you recruit and hire new employees.

### Get Started

1. Create a company Page.
2. Brand any images you use to match the rest of your company marketing materials.



### Participate

#### STATUS UPDATES

1. Share information about your company and employee culture, along with information about your products and services.
2. Create a job posting on your website. Share it on the company page.
3. Share the post on your personal page and ask other employees to share it with their friends.
4. Boost posts for job openings and set specific demographics.
5. Create an event if you are hosting a job fair or participating in one.

#### APPS

Investigate how to include your jobs in the various job search apps on Facebook. Many are associated with larger tools like Monster.

#### GROUPS

Share your job postings in industry related groups on Facebook. Encourage your employees to share openings in their groups.

#### ADS

Facebook ads target users by keyword and demographic. Target a zip code or geographic area OR target an ad to specific people using the custom audience function. Send viewers to job postings on your website.

### 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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