

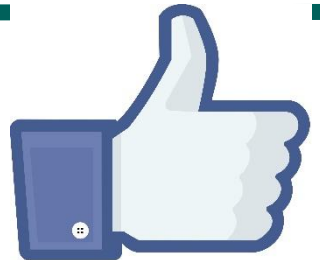


Recruit and Hire New Employees Using Facebook

Facebook is the world's largest social media network. There are over 2 billion users on the platform total. Follow these tips to use this social media tool to help you recruit and hire new employees.

Get Started

1. Create Facebook account, then use it to set up 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 job postings on your website. Share them on the company page.
3. Share your company Facebook posts on your personal page and ask other employees to share it with their friends.
4. Boost a post for job openings and set specific demographics.
5. Create an event if you are hosting a job fair or will participate in one.

APPS

Investigate how to include your jobs in the various job search apps on Facebook.

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 demographics. Target a ZIP code or geographic area OR target an ad to specific people using the custom audience feature. Send viewers to job postings on your website.

Resources

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

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

Find other recruiting and hiring information at:

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