

## Recruiting and Hiring New Employees Using Pinterest

Pinterest is the online version of a bulletin board. Individuals and companies “pin” items to titled boards to share with anyone interested.

### Get Started

1. Create a profile at <http://www.pinterest.com>.
2. Maintain brand consistency with your profile image.
3. Connect to your Twitter account.
4. Create Career and Product “Boards.”



### Participate

#### UPDATES

1. Pin images that represent your product AND company culture.
2. Pin images in blog posts that you write.
3. Look for boards that show off individuals’ skills and expertise or resume.
4. Watch for individuals who share your company’s posts. They could be potential candidates.
5. Post links to job postings. When possible, include an image on these postings to make them more visually interesting.

#### POST

Post stories about employee accomplishments and fun events at your workplace. This shows potential employees more about your company culture and work environment.

#### SEARCH

Search by keyword for potential employees. Be careful when including the word “resume,” as you will land a number of “example resumes” in your search results.

#### LEARN

Use Pinterest to stay up-to-date with research and information in your industry. Follow your competitors

### Illinois workNet

to stay on top of any trends that you may have missed.

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>

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.