



Recruit and Hire Using Social Media

Social media is the newest tool to use for recruiting and hiring. It is low-cost, widely available, and easy to access. Job seekers are using it to find connections. How can you use it to fill your employee vacancies? Follow these tips:

Get Started

1. Create a company profile on one or all of the social networks.
2. Be consistent with your profile picture and header images to maintain your brand.
3. Fill in the "About" description with information that demonstrates your corporate values and culture, as well as, products or services.



Participate

UPDATES

1. Share posts about your company that demonstrates your corporate culture and value.
2. Provide information on your social channels that provide product and service information for potential customers and potential employees.
3. Create job postings on your website and share to your social media platforms.
4. Create discussions in groups. Pay attention to participants who join in frequently and provide valuable input.

SEARCH

Use the search function of any of the social platforms to enter keywords for job postings. LinkedIn profiles are typically more suited for this, but you can find potential candidates on other platforms like Facebook, Twitter, Pinterest, and YouTube.

When you enter search parameters, use multiple keywords (up to 7) to get results that are more

manageable. Send recruiting messages to those who end up in the results.

VETTING

Use the social media platforms to complete an additional level of reference check. Applicant's resumes and applications should be similar to social media profiles.

Remember that in Illinois you cannot ask applicants for their social media passwords.

RESPONSIVE

If someone responds to one of your social media posts, respond in a timely fashion.

Illinois workNet

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

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

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