

Using Social Media to Attract New Hires

ALLIE JEKA



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There are many ways you can use social media to positively impact your business. Social is a great tool for grabbing your customers' attention. However, it can also be a productive method for finding passionate new hires. So the next time you're looking to expand your team, turn to social media to find a skilled new hire who will fit right in with your company culture! After all, the people who follow along with your business on social media are likely to already be enthusiastic about your brand and products.

Highlight Your Culture

Without even posting outright that you are hiring, you can increase your chances of attracting talent by highlighting your company culture on your social platforms over time. Among posts that promote your products, you can easily sprinkle in posts that showcase what it's like to work at your business.

For example, share an Instagram video or story in which a personable employee who you feel embodies your brand talks about your products. Employees should introduce themselves, say what they do for your company, and then discuss product features or outfit pairings, which will of course resonate with your customers. (Check out fashion brand, @evereve, on Instagram – they do an amazing job at utilizing this strategy in their Instagram stories.)

Your social followers will also note what kind of people work for your brand. Did one of your employees come to work wearing a pair of your shoes? Snap a photo of their entire outfit, post it on social media, and share that employee's first name and a fun fact about them – or describe their style and let them say why they love your shoes. Showing your followers the amazing people behind your brand will subtly establish your company culture so that when you're hiring, people will already identify your company as a great place to work. According to Betterteam, 59% of employees say social media presence was the reason they chose to work at their company – so take advantage of your social platforms as a strategy for making your workplace stand out.

It's okay to also post more overtly about your company's culture from time to time, especially if your team did something awesome together. Did you have a company-wide chili cook off? Halloween costume competition? Volunteer for or attend a community event together? Did one person on your staff do something "special" and say it's OK to mention it on your social media – maybe attend a reunion, see a popular movie, give a speech somewhere? Share a photo with your social followers. Not only does this help promote you from a hiring perspective, but it also features how awesome you are as a small business, appreciating your employees and their interests. This type of posting will benefit you across all social platforms, but will be especially helpful on



Post workplace photos on social media to show the workplace atmosphere. Is it interesting and up to date?

LinkedIn – so be sure to ramp up the frequency at which you promote your culture there.

Post Your Job Opening

When you have a job opening, who better to reach out to than your social followers? After all, they have already shown that they're committed to following along with what your brand stands for. And applicants from your social platforms may have an advantage – having a better understanding of your company and products than strangers do. If you have a position to fill, post about it on your social media platforms. Obviously, in a social post, you don't want the copy to be too lengthy. But be sure to include a call to action (think “we're hiring” or “join our team”), state the position title and a brief description, highlight your best benefits, and end with a link to the application. If your application link is absurdly long, use a tool like bitly.com, which will generate a shorter link better suited for a social post. Because social media platforms are so visual, you'll also want to include a strategic, eye-catching image with your social post. Finally, top it off with key hashtags (#hiring, #jobsearch, #careers) so that job-seekers are able to find your post, and tag your business location to get your post noticed in your area.

Sharing hiring posts on the same social channel as all other brand posts is typical for many small businesses, although some larger companies have a separate social handle for hiring-related content – for example, Whole Foods uses @wholefoodscareers. Be sure to use balance when posting about job openings: You want to get the attention of potential new employees, but you don't want your customers to think that you are desperate to find help. It's a bonus if you can get your employees to help spread the word by sharing your hiring posts on their own social platforms, because people look forward to working at companies where current employees are happy. You could



even offer a company-wide incentive – maybe each time an employee shares one of your hiring posts, the employee is entered into a drawing to win a gift card.

bar, “Create Job,” and then following the steps provided (creating a job listing will allow people to apply with their resumes through Facebook). Similarly,

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Media Options Vary

Hiring posts typically perform best on LinkedIn, where followers are career-minded, and on Instagram, where engagement is high. On Facebook, you may want to consider boosting a post (turning it into paid content) to reach a larger, targeted audience. To do this, create your post, and then click the “Boost Post” button at the bottom and follow the steps provided. Be specific when choosing criteria for your audience. Be sure to target your location, and choose relevant traits for your audience such as “job hunting” or “unemployed” to help you refine your search. In addition to boosting a regular post on Facebook, you can also create a specific job listing by clicking “Manage Jobs” in your menu

you can create a job listing on LinkedIn, by clicking on “Jobs” in the menu bar, clicking “Post a Job,” and then following the listed prompts (note - there are fees for posting a job listing on LinkedIn, but there are no fees for simply writing a post about hiring on your page's feed).

So, the next time a position on your team opens up, turn to social media to let people know. You're likely to receive at least a few applications, and who knows – one of your customers may even share your post or spread the word to a friend who would make the perfect candidate. ■

Allie Jeka is a Milwaukee-based social media strategist. She can be reached at alliejeka@gmail.com.