

Social media for recruitment and retention

The essentials



Set objectives

What do you want to achieve?

- Recruit into a specific role?
- Engage more existing staff?
- Reach a specific group of people?



Understand your audience

How can you appear relevant?

- What demographics are you targeting?
- What questions do they have?
- What do they need to see?



Select platforms

Where will you focus?

- What platforms are your candidates using?
- How much resource do you have/need?
- What functionality do you need?



Platform selection

Facebook



Audience

Broad age range, but mainly 35+ years old.



Content

Video where possible. Duplicate stories from Instagram.



Best features

Events. Facebook will actively promote them to users.

Top tip - Fill in as much of your 'About' section as possible.



Instagram



Audience

Popular with younger audiences, but target 25-45 years old.



Content

Create Reels to get your message seen outside of your followers.



Best features

Reels and Direct Messages – start a conversation with your candidates.

Top tip - Add multiple links to your profile – one of which is your careers page.



LinkedIn



Audience

Senior leadership positions. Tends not to have many frontline staff.



Content

Video where possible. Don't be afraid to talk with emotion on this platform



Best features

Jobs. Create one listing free. Candidates can apply through the platform.

Top tip - Ask your senior leaders to develop their personal network and support your content.



Tik Tok



Audience

Broad, but more younger candidates, 16-30 years old.



Content

Video. Put key message in first few seconds to capture attention.



Best features

Editing tools within platform. Make your videos stand out.

Top tip - Look for trending topics and apply to recruitment.



Reels/TikToks



- Gets placed in front of potential candidates if the algorithm thinks they would like it.
- Create content that is relevant to the audience – what are they thinking?
- Make it entertaining. Hook people in at the start.
- Use music to enhance the positive feeling in the video.
- Use text to add a 'call to action' to get the viewer to apply.

Live



- An opportunity to interact with your audience.
- Let them ask questions about a role or your organisation.
- Film in a safe space – there's no editing in a live video.
- Repeat instructions on how to apply for a position throughout the broadcast.

Video



- The preferred content format for all platforms.
- Easy to absorb information quickly.
- Good way to show a setting, role or process to apply.
- Introduce team members – show people.

Carousel



- Multiple swipeable images increase 'dwell time' – the time spent on your account's content.
- Show different roles, explain the application process, give testimonials from current team.
- Add photos, graphics or video up to 1 minute in duration.

Image



- Pictures of people perform well.
- Use graphics tools to create branded content – but don't stick your logo on everything.
- It's better to have your own photography if you can. Stock imagery can sometimes be overused.
- Use AI with caution.

Remember

Quality over quantity. It's better to post less frequently with higher values content – think what your recruits need to know.

Use scheduling to take pressure off posting at a specific time.

Although a less formal tone of voice is preferable, remember you are still acting on behalf of your organisation – remain professional.

Think differently – try things out and have fun. You are trying to attract people to work for you.



Safeguarding

People you support may be able to consent to being part of your social media content. Ensure they understand what they are consenting to and where they may appear.

When filming or taking images, be conscious of who is around and whether they are vulnerable.



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