SOCIAL SOURCING STRATEGIES FOR INCREASED ENGAGEMENT
BAM!
IN YO FACE
RULE #1

Start thinking of them as HUMAN BEINGS.
78% of candidates use social media in their job search.

- More connected
- Easier to dehumanize one another
RULE #2

It’s Not the Size of the Network, It’s How You Use It.
Collecting of candidates like so many **BUTTERFLIES** pinned to a board is a **TIRED** and **SAD** way to connect.
The one prefers to work in an office.
Bring your dog to work

Generous learning stipend

I only surround myself with people I find intellectually stimulating.
LISTEN AND LEARN.
RULE #3  BE A CREEPER
• What keeps them up at night
• Career goals
• Motivating factors
• Where they might go online
• How long they stay in one place
### Pinned repositories

<table>
<thead>
<tr>
<th>Repository</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>dotfiles</strong></td>
<td>Paul's shell, git, etc config files. Also Homebrew, migration setup. Good stuff.</td>
</tr>
<tr>
<td><strong>GoogleChrome/lighthouse</strong></td>
<td>Auditing, performance metrics, and best practices for Progressive Web Apps</td>
</tr>
<tr>
<td><strong>so-fancy/diff-so-fancy</strong></td>
<td>Good-lookin' diffs. Actually... nah... The best-lookin' diffs.</td>
</tr>
<tr>
<td><strong>ChromeDevTools/awesome-chrome-devtools</strong></td>
<td>Awesome tools and resources in the Chrome DevTools &amp; DevTools Protocol ecosystem</td>
</tr>
<tr>
<td><strong>devtools-timeline-model</strong></td>
<td>Parse raw trace data into the Chrome DevTools' structured profiling data models</td>
</tr>
<tr>
<td><strong>git-open</strong></td>
<td>Type 'git open' to open the GitHub page or website for a repository in your browser.</td>
</tr>
</tbody>
</table>
RULE #4
REACH OUT
FACT: Job seekers prefer Facebook with 83% of them looking at Facebook for jobs while only 36% search on LinkedIn.
REMEMBER: RULE OF THUMB

Candidates are especially flattered when the hiring manager reaches out
RULE #5

DON’T BE A TOOL
Just as I throw away the envelope in my mailbox addressed to resident
● Places they like to go.
● Their work and/or projects.
● Their dog/favorite comic/obsession with Firefly/Red Bull addiction.
DO NOT MENTION

☐ Their family

☐ What they look like

☐ How long you’ve been following their work
RULE #6

TELL ME MORE
We’d all take an individual with a potty mouth if...
Don’t let what you think employees want you to be influence what you are.
BE BRUTALLY HONEST
Gender gap and maternity/paternity equality

Equal rights matter
• Don’t say “work hard play hard” if work hard is the only part of that statement is true.

• Don’t say casual dress if you don’t allow shorts.
RULE #7

Ain’t no school like the old school
DRINK WINE
WE RANKED #2 FOR BEST TRAVEL NURSE COMPANIES OF 2017
(ACCORDING TO BLUEPIPES)
• Instant view inside your company (Taco Tuesday, Fancy Friday, Manic Mondays...)
The sweetest little marketing agency in the world.

We help companies all over the world, and of all shapes and sizes create better marketing campaigns; from website development to laser-focused digital campaigns, we’re the not-so-secret weapon of companies like ClearCompany, YMCA, Broadbean, Beyond, FIG, Vitru and more.

Red Branch Media gives companies the power to create marketing that exceeds their needs. Whatever the need is...
● Being able to see or hear the hiring manager before reaching out for a job

● Salary transparency
RULE #8: LET’S GET ENGAGED