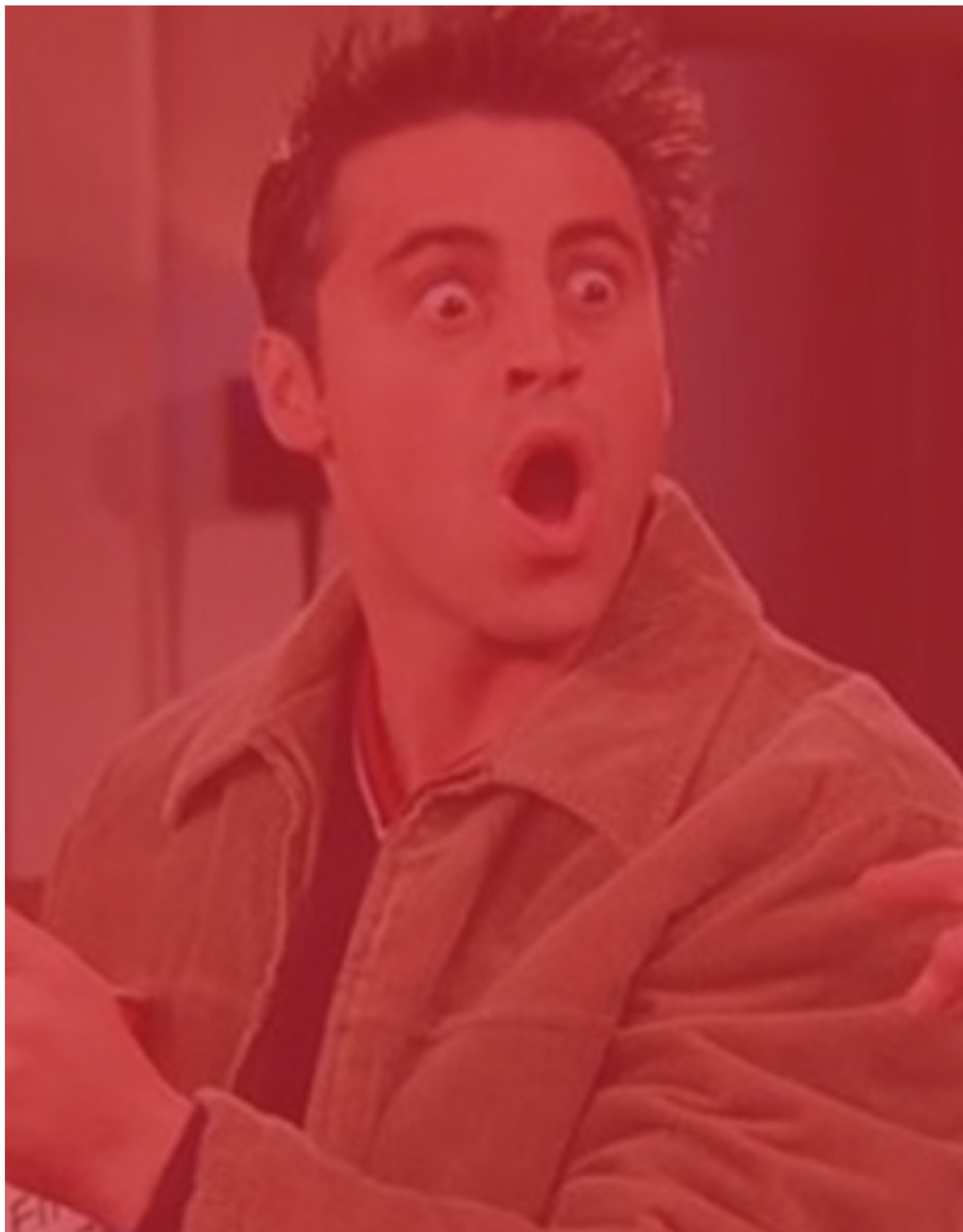




# **SOCIAL SOURCING STRATEGIES**

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**



*I only surround myself with people  
I find intellectually stimulating.*

**Generous  
learning stipend**



A young man with short dark hair, wearing a blue polo shirt with the word 'Cool.' printed on it, is looking down with a focused expression. In the background, a woman with long dark hair is partially visible, looking towards the man. The entire scene is overlaid with a semi-transparent red rectangle.

**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





**Paul Irish**

paulirish

Follow

Block or report user

Google Chrome, ♥z

Palo Alto

<http://paulirish.com>

Organizations



Overview

Repositories 282

Stars 697

Followers 24k

Following 243

### Pinned repositories

#### dotfiles

paul's shell, git, etc config files. also homebrew, migration setup. good stuff.

● Vim script ★ 2.8k 🍴 1.2k

#### GoogleChrome/lighthouse

Auditing, performance metrics, and best practices for Progressive Web Apps

● JavaScript ★ 9.7k 🍴 601

#### so-fancy/diff-so-fancy

Good-lookin' diffs. Actually... nah... The best-lookin' diffs.



● Perl ★ 8.4k 🍴 166

#### ChromeDevTools/awesome-chrome-devtools

Awesome tooling and resources in the Chrome DevTools & DevTools Protocol ecosystem

★ 2.2k 🍴 105

#### devtools-timeline-model

Parse raw trace data into the Chrome DevTools' structured profiling data models

● JavaScript ★ 96 🍴 15

#### git-open

Type `git open` to open the GitHub page or website for a repository in your browser.

● Shell ★ 1k 🍴 97





**RULE #4**  
REACH OUT



**FACT:** Job seekers prefer Facebook with **83%** of them looking at Facebook for jobs while only **36%** search on LinkedIn



83%



36%



# REMEMBER: RULE OF THUMB



Candidates are especially flattered  
when the hiring manager reaches out





# RULE #5

---

DON'T BE A TOOL

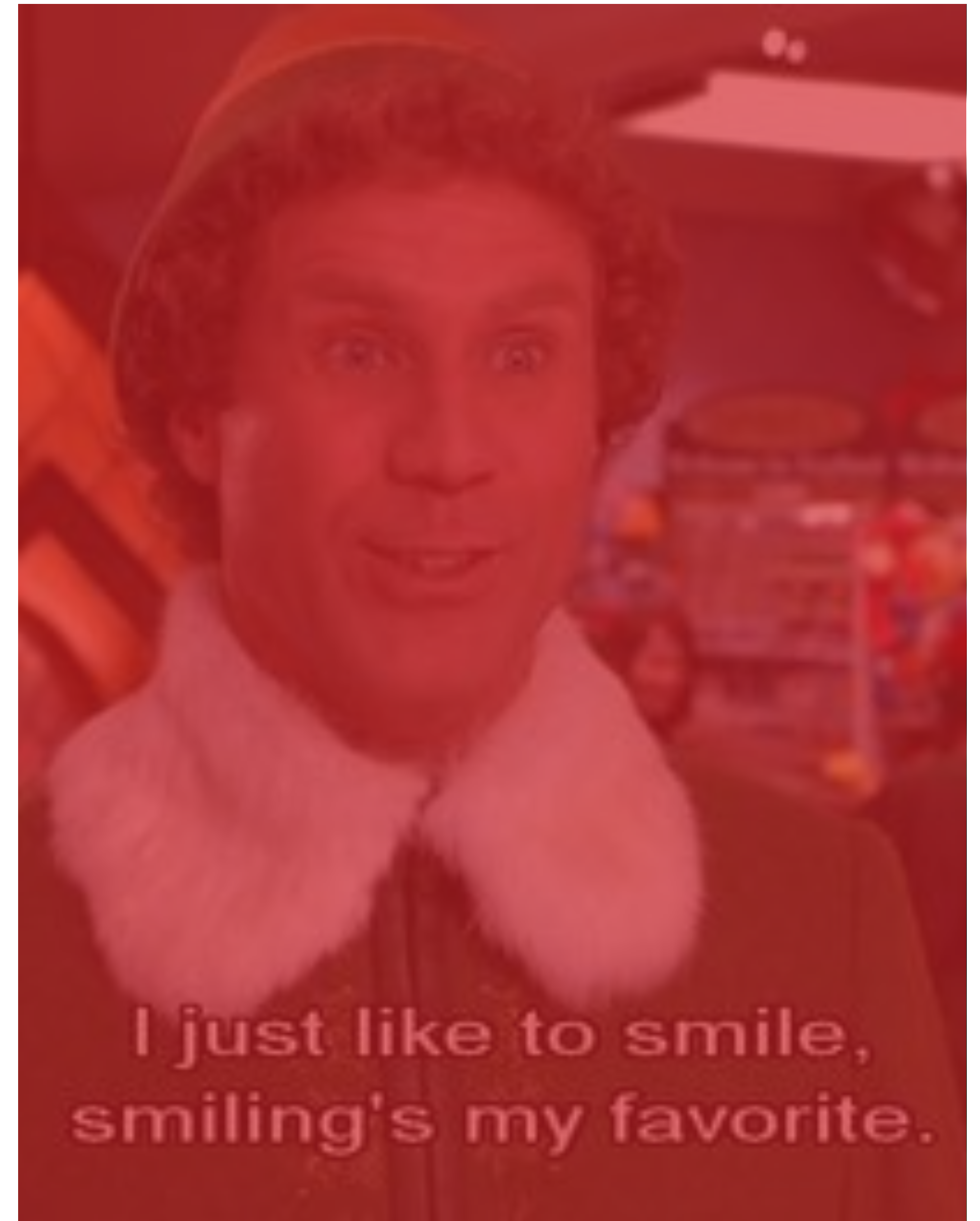




**Just as I throw away the  
envelope in my mailbox  
addressed to resident**



- 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



which is ugly!

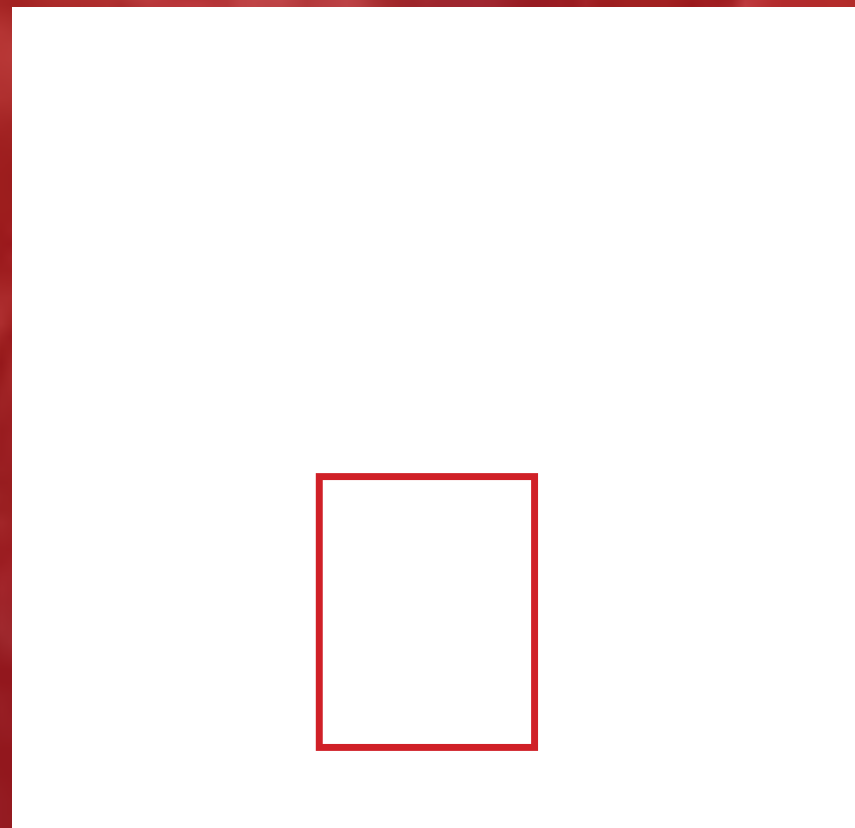




**RULE #6**

**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**



A photograph of three women in modern clothing, overlaid with a semi-transparent red filter. The woman on the left is wearing a plaid shirt and a large hat. The woman in the middle is wearing a white top and a fur stole. The woman on the right is wearing a red top and a dark skirt.

**Gender  
gap and  
maternity/  
paternity  
equality**

A photograph of a man and a woman in historical clothing, overlaid with a semi-transparent dark brown filter. The man is wearing a dark coat and a white cravat. The woman is wearing a white dress with a high collar.

**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.

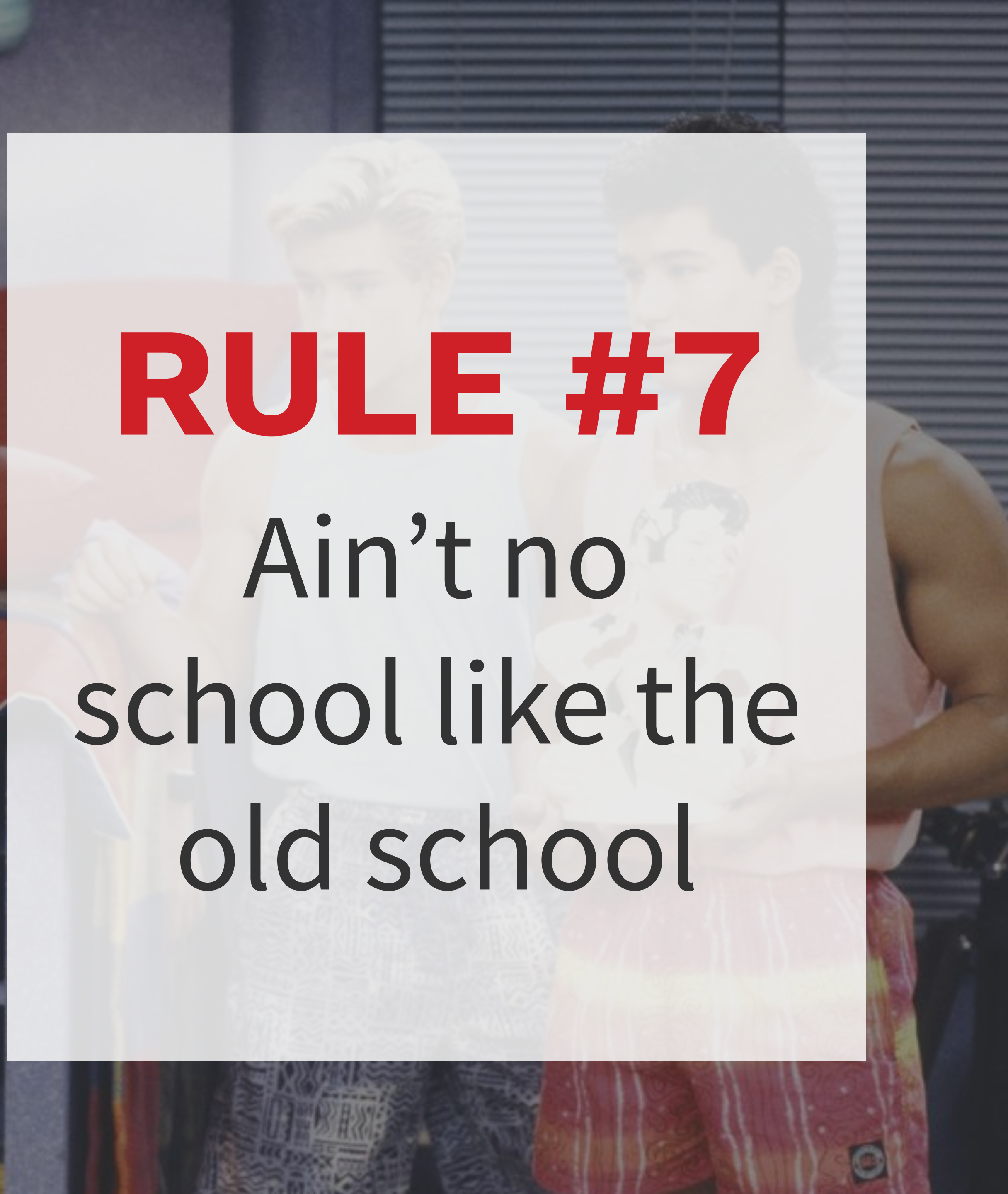






# **RULE #7**

Ain't no  
school like the  
old school







redbranchmedia [Follow](#)

705 posts 511 followers 253 following

Red Branch Media - is a full-service #B2B #marketing agency, primarily focused on HR and global workforce vendors. RBM handles clients of all shapes and sizes. [redbranchmedia.com/work-with-us](http://redbranchmedia.com/work-with-us)



redbranchmedia [Follow](#)

redbranchmedia This #Boss duo is the ultimate definition of a #powercouple! Bringing their spunk & creativity to you on this #FriYay! #BossQueen #BossKing  
donahue\_cait #goals  
kalebvik ❤️ those paintings  
marenhogan I look so skinny. Molly gets a raise.



19 likes

4 HOURS AGO

[Log in](#) to like or comment.







**DRINK WINE**



http://www.bluepipes.com/best-travel-nursing-companies-2017/

COMPANY

Sign Up Blog Forums

	REVIEWS	AVERAGE SCORE
1	[blurred]	95.065
2	Triage Healthcare Staffing	94.983
	[blurred]	93.762
	[blurred]	93.564
5	[blurred]	93.309
6	[blurred]	92.786
7	Medical Staffing Solutions, Inc.	92.527
8	United Staffing Solutions (USSS)	92.406
9	Host Healthcare	92.176

WE RANKED #2 FOR  
BEST TRAVEL NURSE  
COMPANIES OF 2017

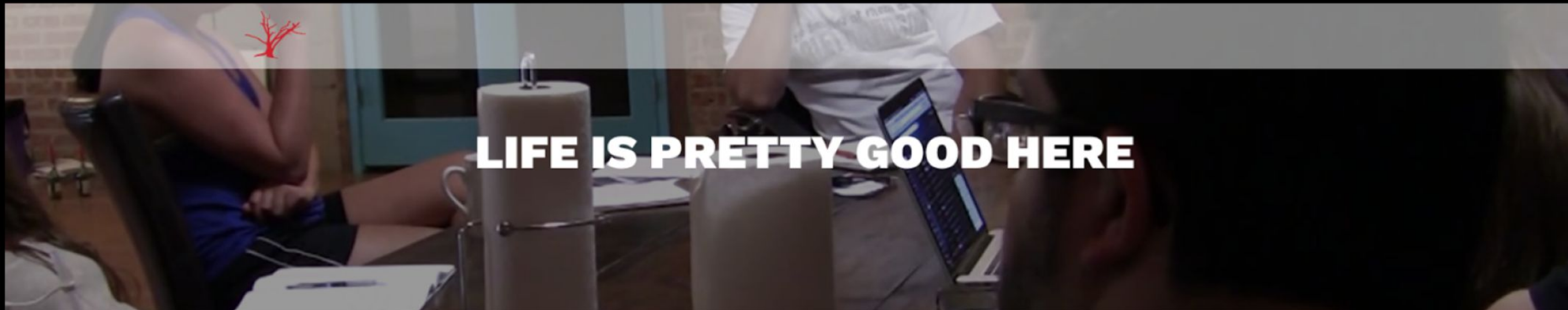
(ACCORDING TO BLUEPIPES)





- **Instant view inside your company (Taco Tuesday, Fancy Friday, Manic Mondays...)**





[Company Culture](#)

[History](#)

[Jobs, Internships](#)

[Team](#)

## 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 goal is



- 
- A blurred background image of an office setting. In the foreground, the back of a person's head with dark, curly hair is visible on the left. To the right, a woman with blonde hair is looking towards the left. The background shows office cubicles and a computer monitor.
- **Being able to see or hear the hiring manager before reaching out for a job**
  - **Salary transparency**

So that

corner cubicle? That's all mine.



# **RULE #8:** **LET'S GET ENGAGED**

