



RECRUITMENT MARKETING WORKBOOK FOR SOCIAL MEDIA, JOB ADS & CAREER SITE

Recruitment marketing comes in many forms. From the tweets you send out to promote a job post to the company culture page on your career site, any messaging targeted towards job seekers falls into the recruitment marketing realm. Use the following workbook to revamp your recruitment messaging and better organize your recruitment marketing strategy.

Organic & Paid Social Media

Social media posts on Facebook, Twitter and LinkedIn are used to drive job seekers to the job postings on the career site, and thus, on to the application process. Organic social messaging has limitations in targeting and reach (i.e. if you have few followers/likes you can only reach that many in a best case scenario; you can only target an audience by the hashtags you choose to use). However, with paid social advertising you can increase your reach and target a wide range of people based on their education, interests, demographics and more! Use this social ad template to organize and align your intended audience with the right copy and imagery.

LinkedIn

Spend:

Audience

Location:

Age:

Gender:

Language:



Job title:

Ad

Headline:

Copy:

Link:

Image:

Job title:

Facebook

Spend:

Audience

Location:

Age:

Gender:

Language:



Demographics >
Education >
Education Level:

Demographics >
Work > Job Titles:

Interests:

Behaviors:

Ad

Top copy:

Image:

Below copy:

link:

Twitter

Spend:

Audience

Location:

Gender:



Keyword:

Interests:

Ad

Headline:

Copy:

Link:

Image:

Job Ads & Descriptions

Writing job advertisements on social, job boards, your career site and wherever else you're promoting them requires a specific technique. Use these tips to attract the best candidates fit for your open requisitions:

Job Title:

(Cut out any buzzwords or jargon in the job title and be specific so job seekers can find your ad and get an idea of what to expect from the position.)

Job Desc.:



(Tell the story of the role, not just a laundry list of items they will be responsible for.)

Skills:

(Skills are activities the candidate can perform based on what they have learned in the past, or from qualifications they have obtained.)

Relationships:

(Show who the candidate reports to and who reports to them. This is important because it gives the candidate insight into the hierarchical structure of the organization and how their position fits into it.)

Compensation:

(Providing a range will grab attention and help candidates self-select in or out.)

Career Site

Your career site and/or candidate portal is where all of these channels lead candidates back to, so you want it to be the best representation of your company's mission and culture. If your career site doesn't accurately represent your Employee Value Proposition, you run the risk of attracting the wrong people. Use the following list to make sure you have the right elements on your career site to do this best!

- If using an ATS or CRM to create the careers section of your site, ensure your branding, look and feel of your site matches the rest of your site.
- Host your careers site or careers section on its own parent page or subdomain.



- Make the career site easily accessible from the homepage navigation.
- Test your career section for mobile responsiveness and your application process, too!
- Audit your career site's current SEO and make changes to the title tags and metas if needed.
- Interlink your career site to relevant pages to direct candidates to helpful content.
- Embed videos throughout the site to show your working environment and employees.
- Create portal pages that target specific job families and let candidates subscribe to updates.
- Include an onsite job search with filtering capabilities.
- Use the right ATS! Branded portal, multiple language support and the ability to save and continue an application are some of the most important features to have!



Recruitment Messaging Tips:

- Don't just make your tweets or messaging say "We are hiring!" It's not as effective as painting a picture or telling a story to pique job seekers' interest.
- Research hashtags that your target candidate audience uses. Join groups that they would be a part of and read the threads and comments to catch up on the lingo. This is especially helpful when hiring for IT or technical positions.
- Use verbs to call prospective candidates to action. Get them excited about making the next step!

Engage With Candidates:

- Send candidates stage-specific messaging like interview tips, company benefits, and resume FAQs to strategically nurture candidates through the process.
- You may not be in a rush to fill your position, but it's likely your applicants are eager to find a job. Be sure to reply promptly to your applicants so they are easily able to get status updates.
- Applicants want to feel recognized and important. Strive to personalize your correspondence with applicants during the hiring process.
- Invite candidates to provide feedback on the recruitment process at every stage to drive improvements to your process.

Oleeo Engage is used to amplify your recruitment marketing initiatives so you can deepen your company's relationship with key audiences. **See a demo today!**