Social Media in Staffing Guide

Best Practices for Building Your Personal Brand and Hiring Talent on Social Media
LinkedIn 101
- New Profile Features
- Personal Branding
- Thought Leadership
- Writing InMails

Reddit 101
- What is Reddit?
- Getting Started on Reddit
- Sharing Jobs on Reddit
- Pros vs. Cons

Twitter 101
- Why Should I Be on Twitter?
- Getting Started on Twitter
- Sharing Jobs on Twitter
- Sourcing Talent on Twitter
- Pros vs. Cons
Why Social Recruiting?

- 59% of employees say that a company's social media presence was part of the reason they chose the company.
- 80% of employers say social recruiting helps them find passive candidates.
All you need to know about

LINKEDIN 101

By Natalie Chrapla
LinkedIn 101

• LinkedIn's New Features
• Best Practices for Personal Branding
• Becoming a Thought Leader on LinkedIn
• Writing the Perfect InMail
• Best Practices
• Key Takeaways
All you need to know about

LINKEDIN’S NEW FEATURES
LinkedIn’s New Features

Natalie’s Activity
312 followers

- Monique’s photo
  Natalie liked

- Michael’s photo
  Natalie liked

- Had a great time last night at the Young Professionals Networking Event hosted by...
  Natalie liked

- Thrilled to be sitting in on the Illinois Search and Staffing Association Young Professional...
  Natalie replied to a comment

- Networking 101 event hosted by the ISSA
  Natalie liked

- Join me tomorrow, 3/22 from 5-7pm at WeWork in Chicago at the "Networking 101 fo...
  Natalie liked

See all activity
LinkedIn’s New Features

<table>
<thead>
<tr>
<th>Contact and Personal Info</th>
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<tbody>
<tr>
<td><strong>Amy’s Profile</strong></td>
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<tr>
<td>linkedin.com/in/amywunderlich</td>
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<td><strong>Email</strong></td>
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LinkedIn’s New Features
LinkedIn’s New Features

Boost your professional image in seconds with our new photo filters

It’s time to take another look

Show me

Crop Photo

Your edits below won’t be shared with your network

Straighten

Add new filters
All you need to know about

LINKEDIN’S BEST PRACTICES WITH PERSONAL BRAND

echogravity  www.echogravity.com
LinkedIn Best Practices

• Use a professional headshot
  • Profiles with photos get 30% more clicks than those who don’t
• Utilize your headline to say what you do, not who you are
• Utilize the summary section to showcase your track record
• Use keywords in your profile
• Share updates and company content
• Sales reps that use social media as part of their sales technique outsell 78% of their peers

• 77% of all brand conversations on social media are people looking for advice, information or help. This is much easier to answer and interact as an individual as opposed to a company.
LinkedIn Vs. Instagram

Social media explained
People are 21 times more likely to view your profile if you have a profile photo on LinkedIn

Add a background image to enhance your profile
As the Social Media Marketing Manager at echogravity, I engage with clients daily on their social media goals, objectives and practices. With knowledge of marketing with emphasis within the social media environment, I have assisted numerous clients implement best practices that drive social media exposure from a strategic perspective. I also have responsibility to promote echogravity’s message and strategize on various social media platforms.

See less
Experience

Board Member and Marketing Lead
Illinois Search and Staffing Association
Dec 2014 – Present • 2 yrs 4 mos • Greater Chicago Area

As a trusted chapter industry partner, The Illinois Search & Staffing Association (ISSA) is committed to providing each member with resources, information and tools that lead to a high level of staffing business success and professional development.

Members represent temporary, contract staffing and direct hire staffing solutions offered to a diverse number of industries and corporations. ISSA represents small, medium and large corporations, including independent and nationally affiliated firms.

For more information on ISSA, go to www.issaworks.com.

See less ▲

Partner and Co-Founder
echogravity
Apr 2011 – Present • 6 yrs

echogravity is an internationally recognized B2B Inbound Marketing Agency, serving the staffing and recruiting, IT services, contact center, and software as a service industries. Our skilled team of marketing experts enables echogravity to address the unique circumstances facing each client and create custom-made marketing solutions to fit every occasion.
Recommendations

**Mitzi Flexer**
Director at Cushman and Wakefield
November 4, 2011, Mitzi was a client of Kevin's

No matter the difficulty of the project, Kevin can do a deep dive into your processes and uncover the unfunctioning element. Once he uncovers this, he is experienced enough to help manage you through various ways of fixing it, ultimately resulting in a bigger and greater return on your investment. Kevin is a winner!

**Bob Fike**
CEO at RiverStar
December 15, 2010, Bob managed Kevin directly

I have worked with Kevin for 5 years now. He is very focused and expects the best out of everyone he deals with, starting with himself. He is extremely competitive. He has completely turned around our marketing approach, messaging, branding, web presence, SEO and inbound lead generation. Kevin is a real asset to the business and to the management team.
LinkedIn Best Practices

BECOMING A THOUGHT LEADER
86% of employee advocates say that sharing content for their business has had a positive effect on their own career.
Becoming a Thought Leader

• Post industry related curated content often
• Share original content or company blog
• If possible, create your own content within the Publishing Platform
• Join groups, share content and interact with group members
• Enterprises are 58% more likely to attract top talent and 20% more likely to retain them when employees share their content
• Salespeople who share content are 45% more likely to exceed quota
Leverage Your LinkedIn Network

Grow your network and interact with connections

RECRUITER ADDED ME ON LINKEDIN

SO I GUESS THINGS ARE GETTING PRETTY SERIOUS
Why?
Interacting with and sharing content gives that content a broader reach, provides you with the opportunity to offer a valuable opinion on a topic, and increases the likelihood that others will share your content.

How?
Interact with connections by liking posts, sharing posts (with your commentary) or commenting on posts.
Interact and Share Example

**Brian Jameson**
Partner and Co-Founder at echogravity

How Much Does a Bad Hire Cost?
[rfconsulting.com](http://rfconsulting.com) - If employee turnover happens enough, it will leave you asking the inevitable question: How much does a bad hire cost?

Like · Comment · Share

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**Clare Saumell** likes a group discussion

**B2B Inbound Marketing**

The Question We Ask Every New Client
Many companies recognize that a highly relevant marketing initiative will be of great value in achieving those objectives. And whether you choose to do it in-house or turn to an inbound
LinkedIn Best Practice

PUBLISHING PLATFORM
Kevin O'Brien
Co-Founder and Partner at echogravity
View full profile

Kevin O'Brien posted this

5 Scary Creatures Your Sales Manager Should Avoid
Kevin O'Brien on LinkedIn
October 18, 2016
Benefits of the Publishing Platform

• 61% of U.S. consumers have made a purchase based on a blog post
• Shared within your newsfeed
• Searchable on and off of LinkedIn
• Free and Premium personal profiles can use this feature
Click “Write an article” on the home screen
Inside the Platform

Make sure to include an image and a headline with your content

Headline

Write here. Add images or a video for visual impact.
Best times to post Monday through Thursday late morning-early afternoon
Timing varies by industry, location & business
Know your audience and what they might comment on
Include embedded visuals
Include a call to action
Be sure to respond and acknowledge comments on your post
LinkedIn Best Practice

LINKEDIN INMAIL'S
How to Craft the Perfect InMail

• Design your InMail as a conversation starter
• Start a dialog about their career path
• Have a creative subject line
• Be brief and to the point
• Give them a reason to reply
• Make it personal
What Not to Write in an InMail

- Avoid subject lines that read “Job Opportunity” or “We’re Hiring”
- Don’t copy your colleague on the InMail
- Don’t be too general
- Don’t make it all about you
- Avoid being vague in your closing statement
Crafting the Perfect InMail

Loved your latest blog post on IT Talent!

Dear Natalie,

My name is John Doe, a recruiter with XYZ. I came across your blog post about IT talent and had to reach out!

You seem like the exact person we need- an IT whiz who values technology and is always looking to stay current in the latest trends. By the look of your profile I see that you have many certifications and are always learning.

We love that and value that in our company! We are currently hiring and you seem to fit the exact person we’re looking for!

Are you able to chat later this week to discuss the available role?
Key Takeaways on LinkedIn

- Make sure your profile is being utilized to its full potential in order to get the most out of LinkedIn
- To be a successful thought leader, share relevant content often
- Writing an InMail requires personalization and a catchy subject line
All you need to know about

REDDIT 101

By Amy Wunderlich
Reddit 101

• What is Reddit?
• Why Should I Use It?
• How to get started on Reddit
• How to share your jobs on Reddit
• Using Reddit for industry and competitive research
• Best practices
• Pros vs. cons
• Key takeaways
What Is Reddit?

- Reddit is an online community where users submit content in various subreddits (forums)
Why Should I Use Reddit?

• Reddit is the 7th largest website in the U.S.
• Reddit has 234 million unique users and 8 billion monthly page views
• Average visit is 13+ minutes
• Mostly untapped resource for staffing professionals
Getting Started on Reddit

• Create an account
• Search for relevant subreddits
  • Tip: Find active subreddits with many readers
• Subscribe to the subreddits you want to post your jobs (or blogs) in
  • Tip: Create a compelling headline so you can get more upvotes (upvoted content ranks higher on the page, downvotes rank lower)
• Start posting content regularly
  • Tip: Don’t forget to check back in to see if anyone has messaged you
What Is a Subreddit?

- Subreddits are forums dedicated to specific topics within Reddit
- There is a subreddit for EVERYTHING
  - Search and you will find what you’re looking for!
- Focus on “jobs”, “hiring” or “recruiting” subreddits
- Examples: For Hire, Hiring, Job Openings, Chicago Jobs, NYC Jobs, SF Bay Jobs
Subreddit Example

Chicago Jobs

- Funding Specialist
- [Hiring] Project Coordinator
- Looking for Building Inspectors
- [Hiring] Visual Designer
- Entry Level Account Manager
- [HIRING] RIPT Apparel seeking full-time graphic designer
- [Hiring] Presentation Designer / Microsoft Word Specialist
- [Hiring] Presentation Designer
- [Hiring] Demand Generation Specialist (University Park)
- [HIRING] Private Tutors

Welcome to the hub for Chicago based employers and employees. Please place [hiring] or [for hire] in your headline when posting and be as descriptive as possible about either the position you are hiring for, or about you as a candidate. Happy hunting!

Also check out:
- /ykarmajobs
- /odi/chicago
- /forhire
- /j0bs

Moderators:
- illuminatedwax
- MediaMoguls
- robotevill
- honestbleeps
- ThePoopsmith
Reddit Best Practices

• Best times to post are Monday thru Thursday, 7:30am-9:30am CST
• Anonymity is key, unless you’re a company
  • “JoeTheRecruiter” versus “JoeSmith”
• Follow the rules: Each subreddit has it’s own rules, don’t get blocked!
• Look before you leap: Make sure the content in the subreddit is work appropriate
  • Avoid “NSFW” posts 😊
Reddit: Pros

• Industry research: Check out what people are saying about your company or industry
  • Boolean search: site:reddit.com “echogravity”
• Competitive advantage: Your competitors likely aren’t using Reddit (for business)
• Traffic jam: Watch Reddit surpass other social channels in Google Analytics
• Low maintenance: No profile upkeep. Post content and walk away (checking back occasionally)
• It’s FREE
Reddit: Cons

- Time: You can only post in one subreddit every 10 minutes
- Rules: If you over post, subreddit moderators can block you
- Data: Most ATS’ don’t record Reddit as a possible candidate source
- Basic: The user interface isn’t aesthetically pleasing (think, Craigslist)
- TROLLS: Necessary evil, but they can drive you crazy 😊
Key Takeaways on Reddit

- Your username should be somewhat anonymous (unless you’re a company)
- Find and subscribe to relevant, hiring and industry-related subreddits
- Write short, descriptive headlines for each post
- Post regularly (but don’t overdo it)
- Don’t forget to use Reddit for industry/competitive research
All you need to know about

TWITTER 101

By Amy Wunderlich
Twitter 101

- Why Twitter?
- Getting Started on Twitter
- How to Share Jobs on Twitter
- How to Source Talent From Twitter
- Best Practices
- Pros vs. Cons
- Key Takeaways
• Twitter has 100 million daily active users
  • 67 million users in the U.S.
  • 38% of Twitter users are Millennials
  • 82% of users access Twitter on a mobile device
• 45% of job seekers using social media are on Twitter
• There are more job postings AND job seekers are on Twitter than any other social site
Getting Started on Twitter

- Create an account.
  - Pick a username (either your full name or something similar to it)
  - Choose a professional headshot (Twitter is more laid back than LinkedIn)
  - Add a header image (be creative)
- Write a descriptive bio
  - Always include your title, company, interests etc.
- Find industry people to follow
  - Search, using hashtags, for similar industry professionals, companies and potential job seekers to follow
Twitter Profile Example

Amy Wunderlich
@amywunderlich
Quirky, sassy, millennial, weird face-maker, chronic eye-roller, beauty-addict, coffee-lover, mushroom-hater, vegetarian & Inbound Marketer
@echogravity

Ditch the commute 👍 Work from your home office 👍

@echogravity is hiring a Marketing Manager 🤝
Sharing Jobs on Twitter

• Make it short and straight to the point
  • Tweets contain a max of 140 characters
• Use relevant hashtags (2-3 per post)
  • Popular hashtags: #job, #careers, #jobopening, #designer, #engineer, #Chicago, #NYC
  • i.e. We’re #hiring a stellar #artdirector for an ad agency in #Chicago. Email me james@123staffing.com today!
• Use an image in your tweet
  • Tweets with images receive 150% more retweets than tweets without images
  • Tip: Try using Canva to create free images to promote your jobs OR ask your marketing/design team to create images for you
Job Tweet Example

Lizzie Evans and 3 others follow

**AdvResourcesJobs** @advresourcesjob · 47m
See our latest #Chicago, IL #job and click to apply: Senior Executive Assistant - bit.ly/2oqRScc #Clerical #Hiring

Senior Executive Assistant

Learn More and Apply!
Sourcing Talent on Twitter

- Use the **search bar** and **advanced search** to find industry professionals
  - Use hashtags to find specific job titles or those tweeting that they’re looking for a job
- Don’t be afraid to reach out to potential talent on Twitter
  - Tweet: “Hey @_____. I see you’re a designer in Chicago. I’d love to be a resource to you if you’re ever looking for a job!”
- Share content that might be interesting to your target audience. You’ll gain more followers that way
Sourcing Talent on Twitter Example

Amy Wunderlich @amywunderlich 7 Aug 2014
is looking for designers (web, UI/visual, UX) for #jobs in Chicago & burbs. Tweet me or check out:

Job Openings
Our recruiting team is empathetic, experienced, friendly, honest, highly-informed, collaborative and helpful. We invest time in the candidates we add to our "looking for..."

V.i.o.

Replying to @amywunderlich

@amywunderlich @WunderLandGroup hey, I need a gig! Got any UX research roles?
4:58 PM - 8 Aug 2014

Amy Wunderlich @amywunderlich 11 Aug 2014
Replying to @amywunderlich

Hey - not sure if we have any currently. I know we have UX design. Can you send me a copy of your resume? amy@wunderlandgroup.com

11 Aug 2014

@amywunderlich Sent! Let me know if you have any questions for me or want to chat about what's available.

1

Twitter Best Practices

• Best times to post for B2B companies are Monday–Friday between 12–3 p.m. and at 5 p.m. (most people check Twitter during their evening commute)
• Include the @____ handle of your company in your Twitter bio
• What you retweet should reflect what you’re interested in; keep it work appropriate
• Don’t make your profile private
  • The only exception is if it’s a personal, non-professional account
• Be creative. Twitter is more laid back than LinkedIn. Use GIFs and images with your tweets
• Use event hashtags and find people to connect with in person when you’re at a conference
Event Tweet Examples

@echogravity: Feb 16
Time is running out! Stop by kiosk T6 to claim your prize if you played our trivia game! #execforum

@echogravity: Feb 14
Hi @echo gravity, have you played our trivia game? We look forward to meeting you at #ExecForum! 😊

@hoge: How much do you know about Staffing?
Test your staffing knowledge and win various prizes!

@echo gravity: Feb 14
How much do you know about Staffing?
Test your staffing knowledge and win various prizes!

@echo gravity: Feb 14
Hi @echo gravity, have you played our trivia game? We look forward to meeting you at #ExecForum!

@amywunderlich: 5 May 2015
I will definitely stop by! 😊

@ amywunderlich: 5 May 2015
You're welcome! Saw you at #HOWLive. Make sure you stop by our booth 404 if you haven't already!

@ amywunderlich: 5 May 2015
@ amywunderlich thanks for following me!
There are thousands of jobs seekers using Twitter to find a new position.

Twitter is great for staying on top of industry trends.
  - Tip: Follow thought leaders and retweet their content.

Competitive research. See what types of content and jobs your competitors are sharing.
  - Tip: Look through their followers and follow any potential job seekers.

Connect instantaneously with just about anyone.
  - It’s more normal to follow a stranger on Twitter than link with one on LinkedIn.
Twitter: Cons

• Character limit. Each tweet can only contain 140 characters
• A lot of competition. Using Twitter for business isn’t new so there is a lot of competition
• Tons of noise. There are thousands of tweets being shared everyday on Twitter so it’s harder to be seen
• A time commitment. It takes time to create an account, gather a following and to see an ROI on Twitter
• There are many non-active Twitter users
  • Tip: Make sure someone tweets regularly before following or tweeting them
Key Takeaways on Twitter

• Use your real name (or similar to it) for your username
• Include a professional profile image and header
• Write a short but descriptive bio including job title, company and interests
• Follow relevant companies, professionals and potential candidates
• Share both industry related content AND jobs with hashtags regularly
• Follow event hashtags and reach out to people to meet in person
Social Media Resources

• Cheat Sheet of Social Media Photo & Image Sizes
• 15 Social Recruiting Tips Proven to Attract the Best Talent
• LinkedIn Tip Sheet Error And a New Hack
• List of All Location-Based 'For Hire' Subreddits
• The Top Human Resources Twitter #Hashtags
• How Fortune 500 Companies Engage Talent on Twitter
Questions?

Please don’t hesitate to contact us with any questions:

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