

The Road Map: A Step by Step Guide to Engaging Candidates on Social Media



Brad Bialy





Everybody loves
to go on vacation.













Getting
started.



DEFINE YOUR GOALS



What are SMART Goals?

Specific

Measurable

Achievable

Realistic

Time-Bound



CONCEPT YOUR STRATEGY



OUTLINE YOUR TACTICS



The Road Map: A Step by Step Guide to Engaging Candidates on Social Media



“The goal is not to be good at social media. The goal is to be good at business because of social media.”

Jay Baer







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Jay Baer





The main goal of
all staffing firms?



Gather Applications from Qualified Candidates

What Drives Job Applications?

- Job Board Visits
- Form Submissions
- Telephone Calls to the Office
- Emails to Recruiters
- Website Visits
- Becoming an Employer of Choice
- Establishing a Referral Program
- Attracting New Candidates
- Activating Passive Candidates
- Reactivating Past Candidate
- Showcasing Brand Identity



A hand holding a smartphone is shown in the background, slightly out of focus. The entire image is covered with a dark, semi-transparent overlay. Overlaid on this is the main title in large white text. On the right side, there is a white rectangular box containing a note, which is visually represented as a piece of paper pinned to the background with a grey paperclip.

The Tactics: How Can We Leverage Social Media to Support Our Strategies?

NOTE:

When launching these tactics, start with 1. When you're comfortable with that, implement another and continuously grow your social media campaign.



“With this update, we will also prioritize posts that spark conversations and meaningful interactions”

The mission of LinkedIn is simple:
Connect the world's professionals
to make them more productive
and successful.



“Twitter is what’s happening
In the world and what people
are talking about right now.”



Job Board Visits - Twitter



HUTCO Inc.
@HutcoInc

Following

In the market for a new job? We have openings, check them out and apply today!
buff.ly/2wOoG4B



Mercer Bradley
@MercerBradley

Follow

Our downtown Vancouver based client seeks a committed and trustworthy Accounting Manager.
Apply today! buff.ly/2vJmz0o #accounting



Wood Personnel
@WoodPersonnel

Following

Are you job searching in #Tennessee? Check out our job board for the latest listings:
buff.ly/2tGghhm



Davis Staffing
@DavisStaffing

Following

JOB: 1st or 2nd Shift Shipping Clerk -
buff.ly/2wk8vOE #JobsNearMe #NeedAJob
#Staffing #Chicago



HappyFacesPersonnel
@HFPersonnel

Following

#NowHiring Food Service Worker
dlvr.it/Pmzr1N #GAJobs





Do not (and do not allow your users to) simultaneously post identical or substantially similar content to multiple accounts.

For example, your service should not permit a user to select several accounts they control from which to publish a given Tweet.

Job Board Visits - Facebook



Facebook Jobs



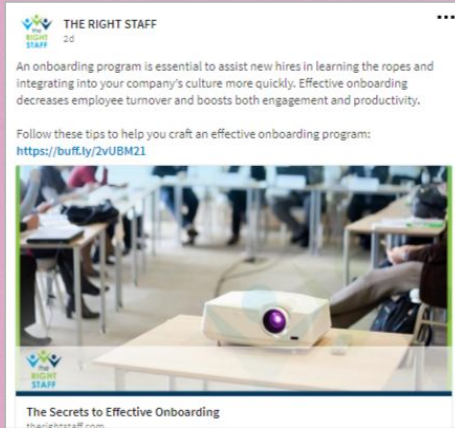
Jobs from Job Board



Facebook Groups



Blogging for Placements



Form Submissions

Mind-Boggling Big Data Statistics – Fact or Fiction?!

Posted September 11th, 2017



Every statistic about Big Data is mind-boggling but many of them seem to be without cited sources and are used over and over again as they take on a life and an accepted truth of their own on the internet. We've made some comparisons between a September 2015 blog by Forbes and more recent statistics.... [Read more »](#)

Unconventional Resumes – DON'T DO IT!

Posted September 5th, 2017



You've worked hard. Your education, your experience, your skills are right in line with the job you are applying for. You've created a clear and concise resume that accurately reflects this, but something's missing. How do you make your resume stand out from the 500 other applicants? You are thinking about turning your resume into... [Read more »](#)

Biostatistics – A Career That Makes a Difference!

Posted August 30th, 2017



Do You Love Math and Science? You love the combination of math and science. You can foresee yourself taking three semesters of calculus, a semester of linear algebra and maybe an introductory course on probability and/or statistics. If you plan on going on for a PhD, courses in real analysis and matrix algebra excite you.... [Read more »](#)

Medical Affairs Career? You're Certifiable!

Posted August 28th, 2017



Being board certified in any healthcare related career has proven to be impactful. It is a credential that resonates because of its association with board certified physicians. That positive relationship can now be yours in your pharmaceutical medical affairs career. The Board Certified Medical Affairs Specialist or BCMAS is a credential that goes right up...

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One that is perfect for you.

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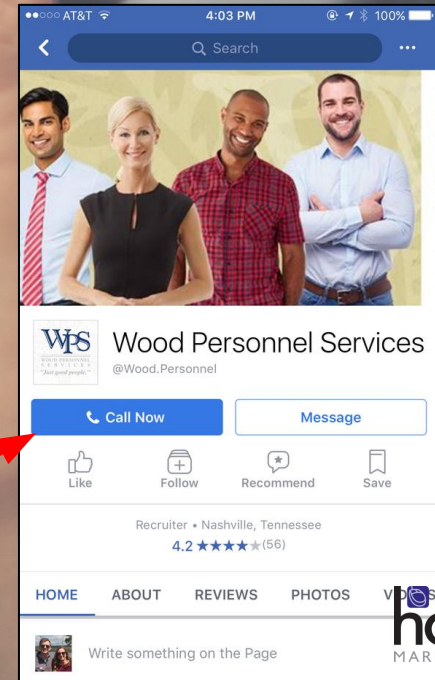
Emails and Phone Calls

The Creative Group Survey	2016	2013
Traditional (e.g., Word document, PDF)	78%	70%
Social or online profile	14%	4%
Video	3%	2%
Infographic	3%	20%
Some other format	0%	1%
Don't know/no answer	1%	3%

Stick to a traditional resume. In this case, old-fashioned will get you the interview. Unconventional resumes could get you DELETED. For additional tips on resume preparation, read [18 Resume No-No's](#).

Interested in seeing where your resume will take you?
Contact [Smith Hanley Associates' Data Science and Analytics Executive Recruiter, Nancy Darian](#), at 312.589-7582 or ndarian@smithhanley.com.

Calls to Action in Content



Website Traffic From Social Media



[TRAFFIC SOURCE] Social Pro (F...

+2.26% Pageviews



+ Add Segment

Jan 1, 2017 - Aug 31, 2017

Compare to: Jan 1, 2016 - Aug 31, 2016

Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Jan 1, 2017 - Aug 31, 2017: ● Pageviews

Jan 1, 2016 - Aug 31, 2016: ● Pageviews



Pageviews

[TRAFFIC SOURCE] Social...

239.06%

4,896 vs 1,444

Unique Pageviews

[TRAFFIC SOURCE] Social...

218.20%

3,793 vs 1,192

Avg. Time on Page

[TRAFFIC SOURCE] Social...

-28.93%

00:01:09 vs 00:01:37

Bounce Rate

[TRAFFIC SOURCE] Social...

-4.92%

76.43% vs 80.39%

% Exit

[TRAFFIC SOURCE] Social...

-23.49%

51.55% vs 67.38%

Become an Employer of Choice... Through Social Media?



Comparing July 1, 2016 – June 16, 2017 to the same time frame one year prior, traffic from Facebook yielded:

- 171% increase in Facebook followers
- 198.84% increase in website sessions
- 300.14% increase in website pageviews
- 33.90% increase in pages/session
- 5,532.35% increase in traffic to Available Jobs
- 475.00% increase in traffic to blog articles
- 29 reviews (38 total) on Facebook and increased the average score to 4.2 of 5 stars.

cherry creek

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Clear all (1)

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 ☒ 3rd+

View all

and others

Join

Promoted

ball @ C...

mber @ ...

gment with

ut this

ound not guilty

Your search?

Hiring plan to unlock

cluding Function and Years of

Cherry Creek High School FOOTBALL

CherryCreek Football
@CreekFB
The Cherry Creek High School football program has a rich history of producing outstanding football players and strong teams in the state of Colorado.

Cherry Creek Arts
@CherryArts
Cherry Creek Arts Festival: Colorado's signature celebration of the visual, culinary and performing arts. 350,000 visitors annually enjoy the annual event.

Cherry Creek

Cherry Creek Chamber
@cherrycreek360
Working to expand our vibrant community for business success – to welcome business leaders to the Cherry Creek Experience by providing...

Cherry Creek Schools
@CCSFoundation
The Cherry Creek Schools Foundation connects the Cherry Creek School District with resources and funding for innovative programs for all students and educators.

Inn at Cherry Creek

CherryCreek Lacrosse
@CCLacrosse1
Cherry Creek Lacrosse began in 1966 and has earned 13 State Championships. Instagram: @cherrycreeklacrosse


Cherry Creek Buzz
@CherryCreekBuzz
Curating the best media feeds in Cherry Creek. Part of the 400-city The Breaking News Network, the largest community news network supporting the social good

Julie Hayden ●
@HaydenTV
Reporter & Marketing Director at Glendale Cherry Creek Chronicle, Co-host Weekend Wakeup with Chuck & Julie on 710 KNUS. Email...

Total Page Likes




Activating Passive Candidates

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Reactivating Past Candidates

BRAD,

SUMMER IS A TOUGH TIME TO FIND NEW WORK.

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To learn about the positions we currently have available, or if you'd like to submit your resume, email Greg Vos at gfv@spectrumstaffingusa.com, and we'll contact you with the position that's right for you.

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Greg Vos
Spectrum Staffing Services

Want to simplify your job search?

Let Spectrum Staffing
Services bring the job
straight to your inbox!



Job Title 1

Job Description 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque a justo a commodo.

[Learn More](#)

Job Title 2

Job Description 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque a justo a commodo.

[Learn More](#)

Job Title 3

Job Description 3 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque a justo a commodo.

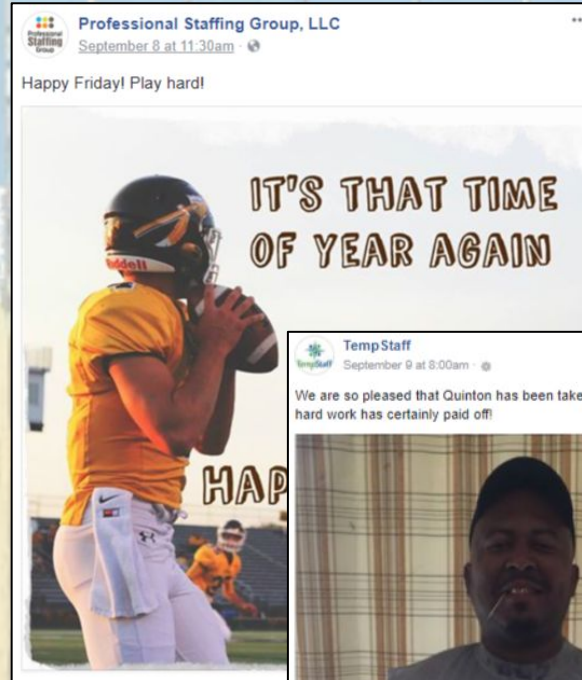
[Learn More](#)

Job Title 4

Job Description 4 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque a justo a commodo.

[Learn More](#)

Showcasing Brand Identity




Now what?



Check the data.
Did you reach
your goals?





Identify wins and
losses and launch
another initiative.



Let's Chat!

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Social Media Advisor | Haley Marketing Group