

How to Build an Effective Recruiting Strategy on Social Media

Presented by Matt Lozar
Social Media Marketing Advisor





**The First
Step...**

What Are SMART Goals?

Specific
Measurable
Achievable
Relevant
Time Bound



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

Jay Baer



Three Must-Haves to Social Media Recruiting

- 1. Internal Buy-in**
- 2. Create Company Presence**
- 3. Get Your Team on Social**



**“You have to be where
people’s attention is.”**

Gary Vaynerchuk



**More than half of
our Job Board
traffic in March
came from
mobile!**



WHY

Does it matter?





**Set
Ourselves
Up for
Success!**

“If you want to change
somebody’s life give them
something that will change
their day first.”

Pat Flynn



HaleyMarketing





Be Social!



Going back to engagement

A young woman with long, dark brown hair styled in a thick braid, wearing black-rimmed glasses and a white t-shirt, is smiling and looking towards a laptop screen. The background is a blurred office or workspace with various items like pens and papers visible on a desk.

**Create Great
Content**

What Is Great Content?

Blogs

Jobs

Videos

Testimonials

Whitebooks



Case Studies

Anniversaries

Happy Hours

Quotes

Hutco Inc. posted a job.
Published by Cody Blackley [?] · March 20 at 9:29am · 🌐



Ship Fitter
Position: SHIP FITTER Job Location: Amelia, La. Hutco Branch: Houma, La.
DESCRIPTION: Currently seeking a 1 st Class Ship Fitter to work in Amelia, La.
REQUIREMENTS: Must pass drug test and E-Verify. Personal Protective....

AMELIA, LOUISIANA · FULL-TIME JOB

Job post is active for 26 more days

4,283 people reached

Boost Post



Like Comment Share

26 Chronological

77 Shares

TempStaff added a new photo to the album: I Got My Job At TempStaff 2018.
Published by Renee' Thaggard Jones [?] · March 1 · 🌐

Sarah landed a permanent position with one of our favorite customers! Congratulations, Sarah!



SARAH
Receptionist
Brandon, MS

#IGotMyJobAtTempStaff

639 people reached

Boost Post

Like Comment Share

13 Chronological

1 Share

Leslie Brownsugamama Williams Congratulations Sarah!!

Like Reply · 1w

A Look Into Health and Wellness: The Impact Your Shoes Have on Your Job

August 26th, 2016



For many people, shopping for shoes is a complete an outfit, but if you work, standing is part of the job, the shoes you wear can impact your wellness. Unlike many office jobs...

[More »](#)



Are you Micromanaging Your Point?

August 23rd, 2016



As the boss, you're under a tremendous amount of pressure to produce outstanding results that make the company a success. A micromanagement approach is undesirable because being involved and being a micromanager helps no one. If you must have a...

[Read More »](#)



Get Out and Enjoy Fall in the

August 19th, 2016

HTSS, Inc. we can't get any...

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Sep 12

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Sep 09

Workplace injuries and illnesses cost companies an astonishing \$170 billion per year in treatment costs. By taking the time...

WHITEPAPERS

EBOOKS

- Marketing Best Practices
- Killer Staffing Websites
- Social Media
- Blogging for Placements
- Email Marketing
- Staffing SEO 101
- Using Facebook for Recruiting

HOW-TO TIPS

- Sales Ideas
- Marketing Ideas
- Recruiting Ideas

IDEA CLUB NEWSLETTER

LUNCH WITH HALEY WEBINARS

STAFFING RESOURCE CENTER

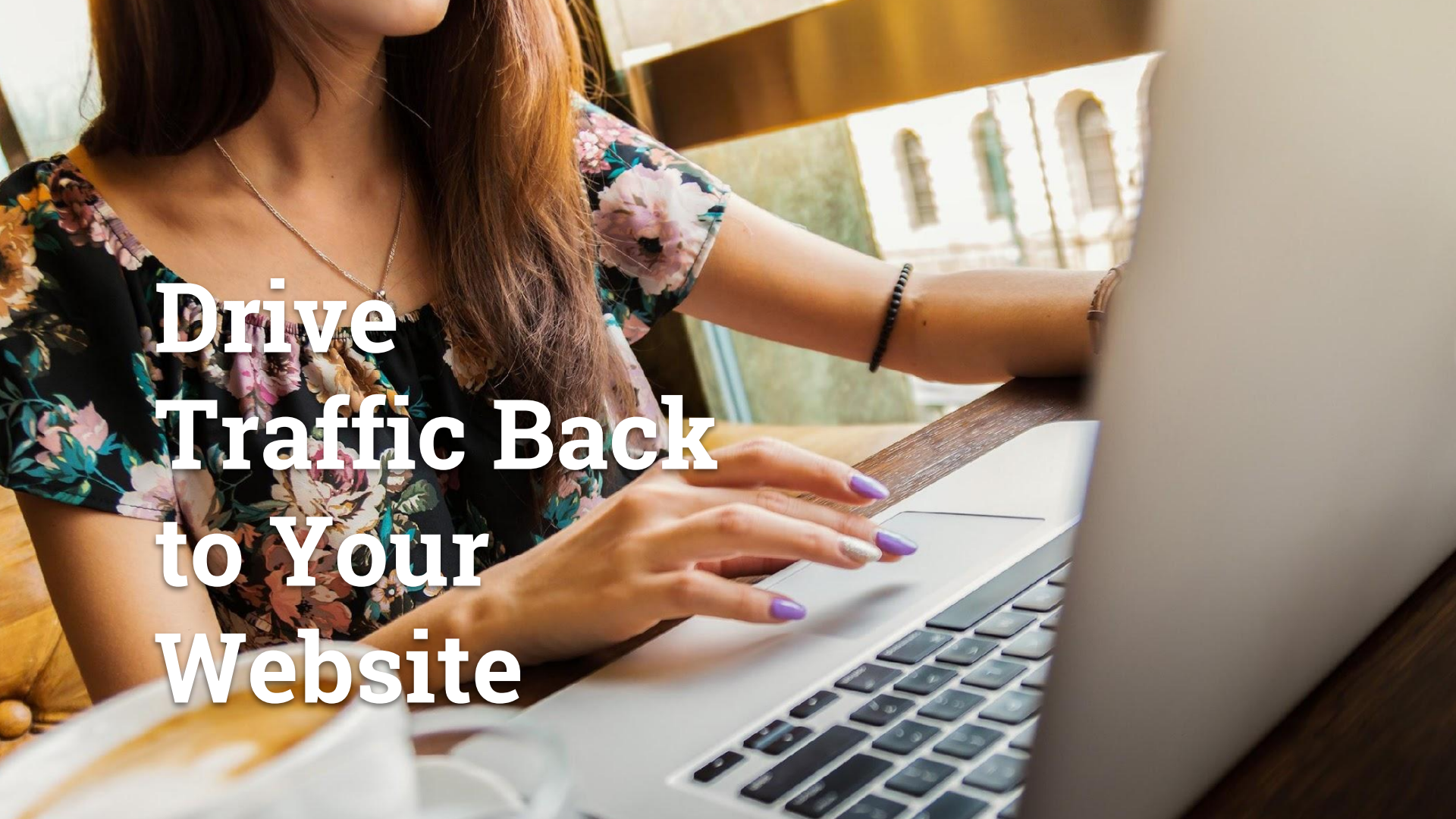
CANDIDATE RESOURCE CENTER

VIEW ALL NEWS

Freebies



HalleyMarketing



**Drive
Traffic Back
to Your
Website**

**More than half of
our Job Board
traffic in March
came from
mobile!**



A close-up photograph of a person's hands holding a dark-colored smartphone. The person is wearing a light blue button-down shirt. The background is blurred, showing indistinct shapes and colors. Overlaid on the left side of the image is the text 'Mobile Optimized Website' in a white, bold, sans-serif font.

Mobile Optimized Website



**Include Calls
to Action**

Develop Resources

Build your own resource list and sources of information. Know where to get updates and assistance when needed.

- Update your referral lists.
- *Know how to deal with a lack of instructional materials offered by your district.* Keep your eyes open for free and inexpensive options such as those published in educational journals that you receive.
- *Review your student rosters.* Identify high-needs youngsters and schedule to meet with them during your first few weeks back at school.
- *Support your professional association.* Join and become involved. It will be a great source of ongoing learning and moral support.

The Cobb Pediatric Therapy Services team can provide additional resources to help you prepare for a successful 2016/17 year as a school-based therapist. Contact us today for more information, including potential leads and ideas on how to find your next great job. Here's to a great year ahead!



Looking for Additional Support?
Contact Us Today.



Looking for a Job?



Sign up here.



S O C I A L
M E D I A

Leverage Facebook

74% of Facebook users visit daily

**80% 18-49 year-olds use
Facebook**

(March 2018 Pew Report)

Facebook

Use Twitter and Join the Conversation



Become a Thought Leader on LinkedIn



**Think about
Snapchat and
Instagram**





What Are SMART Goals?

Specific
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Build Talent Pools



A photograph of two people sitting at a wooden table outdoors. The person on the left is a woman wearing a white short-sleeved button-down shirt with a subtle pattern and a large, chunky necklace made of wooden beads and a circular pendant. She is also wearing a green skirt. The person on the right is a man in a dark blue long-sleeved shirt, whose hands are visible as he points at a laptop screen. The laptop is open on the table, displaying a line graph. Next to the laptop is a smartphone showing the time 11:20. A tablet is also on the table, displaying a document. A pair of sunglasses and a brown folder are also visible. The background is a blurred outdoor setting with greenery and wooden tables. The text "Facebook Jobs" is overlaid in the bottom left corner.

Facebook Jobs

ReMarketing Re-Recruiting





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Long hours lead to missing out on valuable time at the dinner table with your kids.



Get Home for Dinner!

Find a new job that will give you better work-life balance!

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jobs.staffccs.com

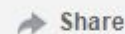
Learn More



Like



Comment



Share



HaleyMarketing



**“Marketing without data
is like driving with your
eyes closed.”**

Dan Zarrella





ASK MORE QUESTIONS

GET MORE ANSWERS
Anthony Brown

Matt Lozar | mlozar@haleymarketing.com

