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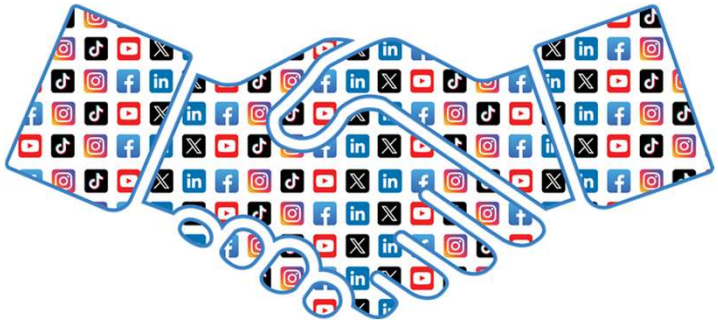


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Kathy George
President
Spherion Staffing and Recruiting

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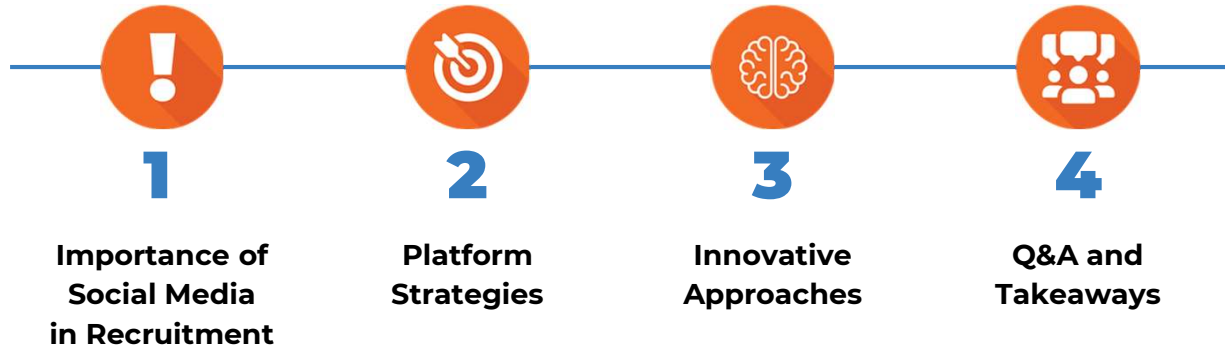


Welcome!

Kathy George
President
Spherion Staffing & Recruiting

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Welcome & Session Overview



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Why Social Media is Essential in Recruitment



TARGETED APPROACH: Tailor posts to resonate with your audience.

REACH: Access a broad pool of candidates beyond traditional methods.

BRANDING: Highlight culture, values, and work environment to attract aligned talent.

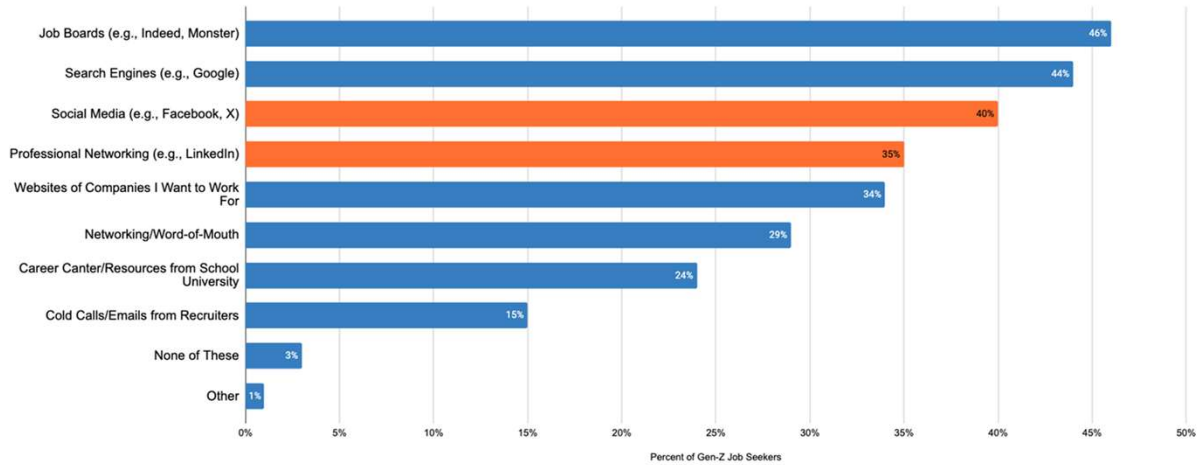
ENGAGEMENT: Foster two-way communication with potential candidates before they apply.

PASSIVE CANDIDATES: Connect with those not actively job hunting.

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Why Social Media is Essential in Recruitment

Sources of Employment for Gen Z Workers



Source: Society for Human Resource Management (SHRM), Staffing Industry Analysts (SIA).

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Social Media's Impact on Talent Acquisition



1950s-1990s
Print Ads

Job listings in newspapers, classified ads

1990s-2000s
Job Boards

Platforms like Monster, CareerBuilder, Indeed, Hotjobs

2000s
Applicant Tracking Systems

The rise of digital application management

2010s
Social Media Recruiting

Platforms like LinkedIn and Facebook allow direct engagement with candidates

2010s-2020s
AI & Predictive Analytics

Data-driven recruitment tools and programmatic job ads

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Where to Recruit On Social Media?

Popular Platforms



Great for professional roles - but also non professional, networking, and direct outreach to passive candidates.



Good for local job postings and engagement in groups, especially for hourly or blue-collar jobs.

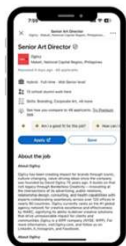


Effective for engaging younger audiences and showcasing company personality with short, entertaining videos. Keyword search optimized.



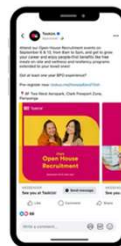
Strong visual platform to showcase company culture and attract talent.

Best Practices for Each Platform



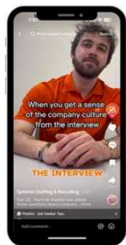
LinkedIn Strategies

- Post detailed job openings with clear role descriptions.
- Use LinkedIn Recruiter to search for candidates and send personalized InMails.
- Join industry-specific groups for targeted passive talent outreach.



Facebook Strategies:

- Post in local and job-seeking groups relevant to your industry.
- Use Meta Ads to target specific demographics based on interests and location.



Instagram Strategies:

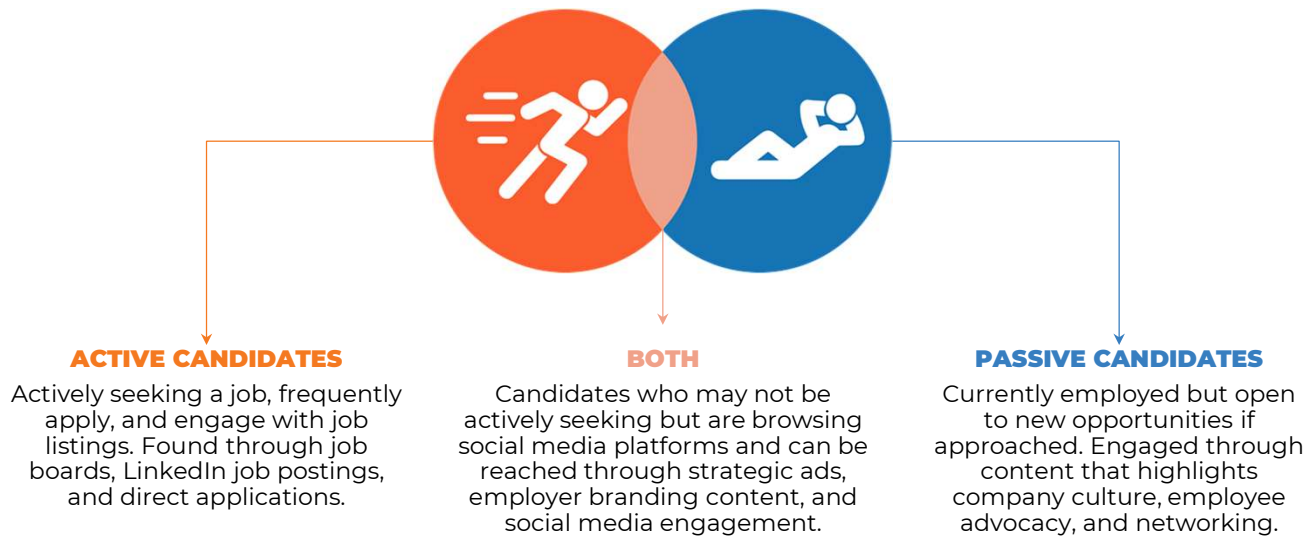
- Post employee spotlights, office culture, and event coverage to build an engaging profile.
- Use Instagram Stories and Reels to create dynamic, behind-the-scenes content.
- Leverage industry-specific hashtags and geotags to extend reach.



TikTok Strategies:

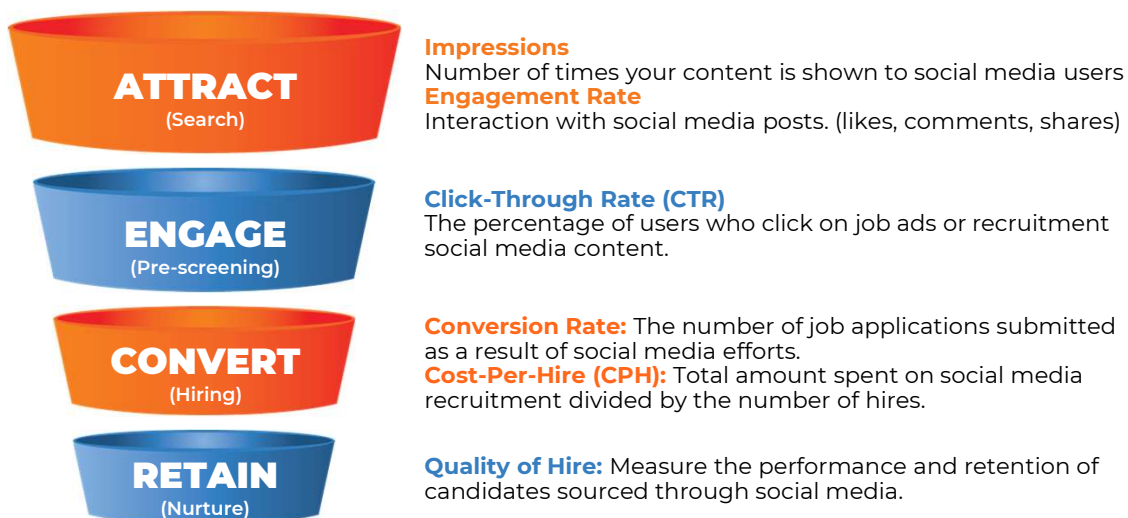
- Produce short, creative videos that showcase the fun side of your company.
- Run targeted TikTok ads for job postings aimed at younger candidates.
- Participate in trending challenges to increase brand visibility.

Targeting Active & Passive Candidates



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Measuring Success: Metrics & KPIs



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Maximize Social Media Efforts



EMPLOYEE ADVOCACY

Encourage employees to share job openings and branded content to amplify reach.



GAMIFICATION

Use quizzes, contests, or challenges to engage potential candidates.



VIDEO RECRUITMENT

Create engaging videos that highlight your company and available roles.



INFLUENCER PARTNERSHIPS

Collaborate with industry influencers to promote job openings.

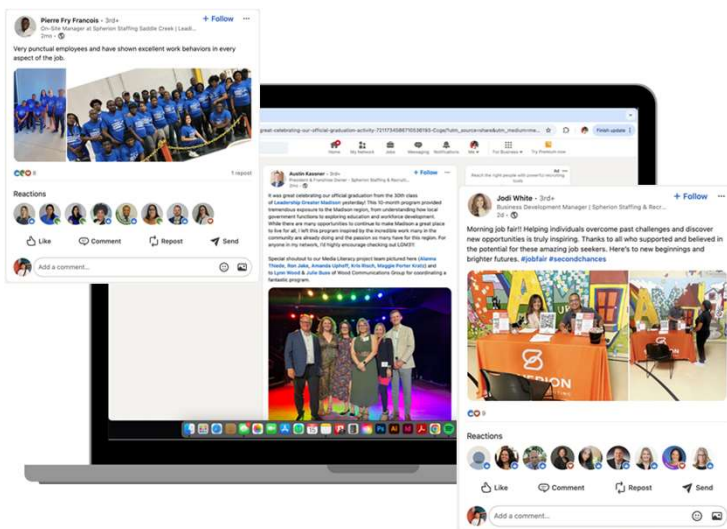


LIVE Q&A SESSIONS

Host live chats or webinars on social media platforms to answer candidate questions in real-time or thought-leadership topics.

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Power of Employee Advocacy



- Employee-shared content is **24 times** more likely to be shared than content directly from the company. (source: LinkedIn)
- **Employee advocacy** can increase visibility of job openings and build trust with potential candidates.

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Examples: Viral Social Media Campaigns For Talent Attraction

Payal Agarwal | Deloitte
Women in Artificial
Intelligence | Deloitte...

Perspective | 2 minute read



Sandra Bauer | Deloitte
Women in Artificial
Intelligence | Deloitte...

Perspective | 2 minute read



DELOITTE

[Deloitte's #LifeAtDeloitte campaign](#) emphasized sharing authentic employee stories to showcase the company's inclusive culture, career growth opportunities, and commitment to diversity.

WALMART

[Walmart's employee spotlight campaign](#) showcased "Day in the Life" social media videos of various positions to attract a younger workforce.

CISCO

[Cisco's #LoveWhereYouWork campaign](#) allowed employees to share personal stories about their work experience to highlight company culture and attract talent.

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Exploring Niche Platforms



Subreddits dedicated to job seekers and specific industries. (e.g., r/engineering, r/marketing)



Use to recruit developers and engineers by analyzing their open-source projects and contributions



For finding creative professionals in fields like design, photography, and illustration



A platform to discover and recruit designers and creative professionals



For startups and tech talent recruitment



A go-to space for hiring software developers through their technical expertise



A professional platform to engage and recruit talent through industry-specific conversations



Focused on diverse talent pools for companies prioritizing equity and inclusion in hiring

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Emerging Trends in Social Media Recruitment



AI & AUTOMATION

AI is being used for tasks like candidate screening and automating interactions, such as chatbots responding to inquiries.



PREDICTIVE ANALYTICS

Predictive tools help recruiters identify the best candidates by analyzing data patterns.



SOCIAL LISTENING TOOLS

Monitoring social media helps companies identify and engage potential candidates.



FOCUS ON DIVERSITY & INCLUSION

Social platforms allow companies to highlight and recruit for diversity initiatives.

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Sharing Experiences & What Works for You



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Key Takeaways



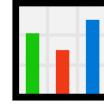
SOCIAL MEDIA IS ESSENTIAL

Social media is key to reaching both active and passive candidates and building employer brands.



PLATFORM-SPECIFIC STRATEGIES

Use LinkedIn for both professional and blue-collar workers, TikTok for younger talent, Instagram for showcasing company culture, and Facebook for local and blue-collar roles.



TRACK METRICS

Engagement rates, click-through rates, and quality of hires are essential for measuring social media recruitment success.



INNOVATE

Try video recruitment, employee advocacy, and social listening to enhance your strategies.

LEARN FROM PEERS

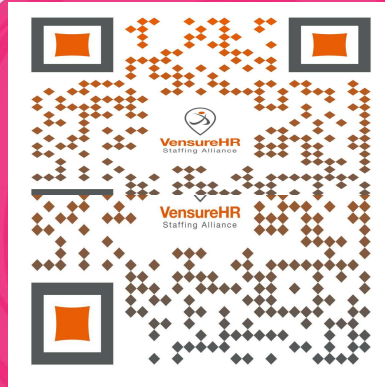
Share and adapt successful tactics from other industries.

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Thank you.

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