

THE ULTIMATE SOCIAL MEDIA GUIDE FOR RECRUITERS

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YOUR ESSENTIAL TO-DO LIST FOR
DAILY SOCIAL MEDIA ACTIVITIES

By Julia Doherty



www.green-umbrella.biz



If you are working in the world of recruitment then you can no longer ignore social media. We now live in a candidate led world and therefore it is more important than ever to tap into those passive candidates. But, becoming confident in social media activity and language does not happen overnight. It takes time to build an audience before you can even think about conversions.

Green Umbrella Marketing have put together a daily task list for recruiters and recruitment business owners to help you source and nurture potential clients and passive candidates. By following these tasks, you can achieve regular activity.

If you are struggling with ideas of things to post online, then this free eBook will help you. www.green-umbrella.biz/gu-goodies/75-ideas-things-post-social-media/

If you are not sure what any of the tasks below mean, then please feel free to try our live chat on the website and one of the team will happily explain.



f FACEBOOK

How much do you know about Facebook?

Take our Facebook Quiz!

www.green-umbrella.biz/gu-goodies/facebook-quiz/

Preparation of your Facebook page.

- Make sure your Facebook page has been verified
- Edit your preferred page audience
- Add your services (you will then appear higher on searches)
- All business owners – make sure that you have more than one manager of the page!
- Work through the Facebook page checklist
- Recruiters - Download the Google Chrome app from Intel Software, to search for candidates - ou will be using this app daily



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If you are wondering if Facebook is for you or your business then simply search for a candidate and find out! www.intel-sw.com/blog/facebook-search/

In my experience, there are certain sectors that thrive on Facebook, and other sectors that struggle. Industry sectors such as commercial, hospitality, industrial, driving, healthcare, veterinary etc tend to work well on Facebook. Other sectors such as Exec Search / Headhunters, Finance, Legal, Pharmaceutical and Health & Safety, tend to have more success on LinkedIn and Twitter. That said (at the time of writing), we run a contract for an engineering / construction business and also a health and safety recruiter on Facebook and have had lots of success.

The other consideration for using Facebook is to think about internal recruitment. If you want to grow your team then using Facebook to showcase the culture of your business is a fantastic tool. It certainly works for Green Umbrella Marketing! People want to work for a fun loving company. They see our team building days, the fun we have with clients in the office, and this naturally attracts new social mediators to our team. This method should be considered for your recruitment business if you are looking to expand.

DAILY TASK LIST FOR RECRUITERS ON FACEBOOK

Ideally you should spend a minimum of 30 minutes on Facebook every day.

1. Post a minimum of twice a day
2. Add a "job of the day" – these should be visual. Either have a branded template (ask GU to create one for you- prices from £15 each). Or adding a video for your jobs has the greatest effect as they auto play in the newsfeed. (use an app called Legend to create a video for your job of the week).
3. Pin your job to the top of your page. Remember consistency. Whichever job you pin to your Facebook page should be the same post your pin to your Twitter account, and also to your LinkedIn page.
4. Check to see what is trending on Facebook, or look at your RSS feeds and post something relevant and newsworthy.
5. Check to see what businesses have "liked" your page, and welcome them. Schedule these posts for later in the evening.
6. Check your insights – what is the best time to post to your Facebook page?
7. If you are a local business, then check "local" in your insights and schedule posts to suit when your local people are on Facebook the most.
8. Check your pages feed and comment, like and share.
9. Search for candidates using <http://www.intel-sw.com/blog/facebook-search/> - please do NOT add people as a friend on Facebook, as that is just weird! Find out names and then search for them on LinkedIn and connect that way.
10. Business owners should also have a budget for Facebook adverts. The minimum spend of Facebook is £5 a day, but I guarantee you will see results. Facebook adverts will see a better return on investment than Google adverts as the demographics are amazing! Please DO NOT click "Boost post" – speak to us first!
11. Once a month, check Likealyzer and make sure that your page has a better score than your biggest competitor!



in LINKEDIN

How much do you know about LinkedIn?

Take our LinkedIn Quiz!

www.green-umbrella.biz/gu-goodies/linkedin-quiz/

Most recruiters will be active on LinkedIn, but are you really using this platform wisely? Searching for candidates using LinkedIn is essential, but upgrading can be costly. The task list below is for those recruiters who have NOT upgraded to a premium platform.



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Preparation of your LinkedIn Profile

Here is a quick checklist to ensure that you have a profile that will stand out from the crowd...

Here are **10 key things** to check on your personal profile.

Give yourself 1 point for a yes and 0 points for a no and total up out of 10!

POINTS

- | | | |
|-----|--|--------------------------|
| 1. | Have you changed your professional headline? | <input type="checkbox"/> |
| 2. | Do you have your websites labelled? | <input type="checkbox"/> |
| 3. | Have you set up your unique URL? | <input type="checkbox"/> |
| 4. | Is your Twitter account linked? | <input type="checkbox"/> |
| 5. | Have you written a summary? | <input type="checkbox"/> |
| 6. | Are you using rich text media in your profile? | <input type="checkbox"/> |
| 7. | Is your profile linked to your company page? | <input type="checkbox"/> |
| 8. | Do you have a minimum of 10 skills? | <input type="checkbox"/> |
| 9. | Have you got a minimum of 10 recommendations? | <input type="checkbox"/> |
| 10. | Do you have a branded header? | <input type="checkbox"/> |

SCORE /10

DAILY TASK LIST FOR RECRUITERS ON LINKEDIN

As a recruiter, being active on LinkedIn every single day is essential. Below is a check list of daily tasks that each recruiter should complete:-

- Post a status update twice a day
- Add your "job of the day" as a status update, but post as a visual (image). If you would like a branded template like this one then let us know (from £15 for a blank template)
- Search for candidates using the free resource tool called www.recruitin.net
- Find email addresses and add to a database using www.hunter.io
- Be active in groups. Find relevant groups where your ideal candidates will be hanging out. You can join up to 50 groups. Please add discussion topics, NOT jobs! Become a thought leader in the group
- If you are struggling to think of ideas of things to post in the groups then check out Buzzsumo.com – which will give you popular articles for a particular keyword. Or another source of discussion topics is Quora.com
- Go to "connections" and work through "your day". Saying congratulations to people who are celebrating a birthday. If you click on their profile and they have a twitter account, then tweeting happy birthday and tagging them in can be very powerful and gain you additional followers on Twitter
- If one of your connections is celebrating a new job then check out their employment history first to see if the job is a recent appointment. If it is then go to the contact area and add a reminder for yourself to contact them in one months time to see how they are getting on with the new job. Great sales technique!
- Comment, like and share on your own newsfeed
- Check notifications, pending invitations and messages - respond accordingly



ADDITIONAL LINKEDIN ACTIVITIES WILL INCLUDE

- If you are blogging please upload your blog to LinkedIn publisher for additional eyeballs on your content. This is extremely powerful
- Check your profile every two months
- Request a recommendation from a client or candidate (this should be habit every time you place someone)

Ideally, you should spend no more than 1hr on LinkedIn every day. It is easy to get distracted on this platform, therefore set a timer, or just be aware of the "oh that is shiny syndrome".



TWITTER

How much do you know about twitter?
Take our Twitter Quiz!

www.green-umbrella.biz/gu-goodies/twitter-quiz/

It is irrelevant which industry sector you work in, I guarantee that you will see a return on your time if you spend 30 mins a day on Twitter. Talking to both clients and candidates in the right way is essential.

First of all, if you are posting jobs via job boards such as Reed, Broadbean, Logic Melon etc then either set up a Twitter account solely for the purpose of these jobs, or turn them off completely and post jobs manually.



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Preparation work / check list

Before you start an active twitter account it is important to build the foundations properly. Below is a quick check list.

- Do you have a hashtag for your location and industry sector in your Twitter bio?
- Is your branding looking good? Does your profile picture fit properly?
- Give your account a cleanse ie: unfollow people who have not tweeted in the last six months – visit www.manageflitter.com (free software)
- Schedule a message in your diary to cleanse your account every two months
- Set up private lists for your ideal clients
- Agree a pinned post strategy (ideally your “job of the week” in video format - using an app called Legend works brilliantly)

DAILY TASK LIST FOR RECRUITERS ON TWITTER

Daily tasks for Twitter

- Schedule 4 tweets a day using a scheduling tool such as Hootsuite, Buffer, TweetDesk or better still, using Twitter itself by going to www.dashboard.twitter.com (You will need to register with the dashboard service)
- Using Tweriod.com you can tell when your network is online the most – schedule your broadcasting messages to post at optimised times
- Check your lists as a priority. Click on lists and then comment, like and retweet content that you would like to share from your target audience
- Post real, live information. Ie: Where are you going today? What has happened in the office? Celebrate those placements
- Go to www.followerwonk.com and search for a min of five people to follow today. Ideally candidates. Put these people into a list! Make list building a habit. Always add people to a list
- Check Twitter moments – is there anything relevant in this area that you can post and add a comment to? (This is an ideal way of gaining new followers)
- Look on the left to see what is trending today. Again, can you work these hashtags into your tweets?

Additional activities for extra exposure

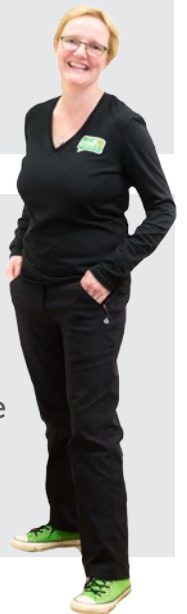
- Add up to 420 characters to your images when tweeting
- Once a week add a poll. If you can add these when something is trending then this is an additional bonus
- Become involved in hashtag hours / twitter chats
Find out your local event or industry events here
www.green-umbrella.biz/hashtag-hour/



Social media is forever evolving, therefore we will be updating this eBook every few months to keep on top of trends. Alternatively, if you are interested in joining our social media coaching club, then prices start from just £25 a month.

Find out more here

www.green-umbrella.biz/coaching-club/



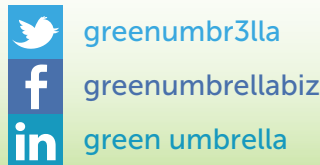
ABOUT JULIA...

Julia Doherty is the author of "Online Marketing for Small Business Owners" and finalist in "Most Innovative Woman of The Year". With a background in recruitment and sales, she started her own digital marketing agency in 2009 after being an early adopter in the use of social media for business. She works with a wide range of clients to help grow their businesses through online marketing. Passionate about her subject, she is an inspirational and exciting presenter and trainer.

Prices quoted are correct as of 21/9/2016, for up to date pricing please visit our website or contact us for a quote.



Let's connect



Call us now on 01604 726758

iCon Innovation Centre, Eastern Way, Daventry, NN11 0QB

www.green-umbrella.biz

