

# A Guide to Social Media Recruitment



# Introduction

A 2024 survey conducted by Manpower revealed that 80% of UK employers are struggling to find the talent they need, with the problem affecting large and very large organisations in particular. They are not alone: the same survey shows a global average of 75% of employers reporting difficulties finding appropriately skilled staff.

This problem is relatively recent. Only a decade ago, in 2014, 12% of employers experienced difficulty recruiting staff with the skills they needed; by 2019 this rose to 35%, but then jumped sharply to 77% in 2021 and has continued to rise since. According to the survey, the industries most affected by a shortage of skilled candidates are consumer goods and services, energy and utilities, communication services, financials and real estate, industrials and materials, information technology, healthcare and life sciences, and transport, logistics and automotive.

This guide will outline the benefits of using social media for recruitment, highlight key considerations for employers, and offer advice tailored to each specific social media platform.

# 86%

According to CareerArc's Future of Recruiting Study, 86% of job seekers use social media to search for relevant jobs, apply to jobs directly from social sites, engage with job-related content, and more.

# 89%

**89% of all recruiters report having hired someone through LinkedIn.**

*Source: Herd Wisdom*

# 49%

**Employers who used social media to hire found a 49% improvement in candidate quality over candidates sourced only through traditional recruiting channels.**

*Source: Jobvite*

# 73%

**73% of 18-34 year olds found their last job through a social network.**

*Source: Aberdeen Group*

## Social Media Recruitment

Social media recruitment is the process of using social media platforms to identify, attract and engage potential candidates for job vacancies.

**Also known as 'social recruiting', 'social hiring' and 'social media recruiting.'**



## Employer Benefits of Social Media Recruitment

By tapping into the vast and diverse users of platforms like LinkedIn, X (Twitter), Facebook, Instagram and TikTok, social media can help improve candidate diversity and reduce recruitment costs in comparison to traditional recruitment methods such as print advertising and recruitment agencies.

In addition to wider reach and reduced costs, social media recruitment can also provide the benefits of:

### Targeted advertising

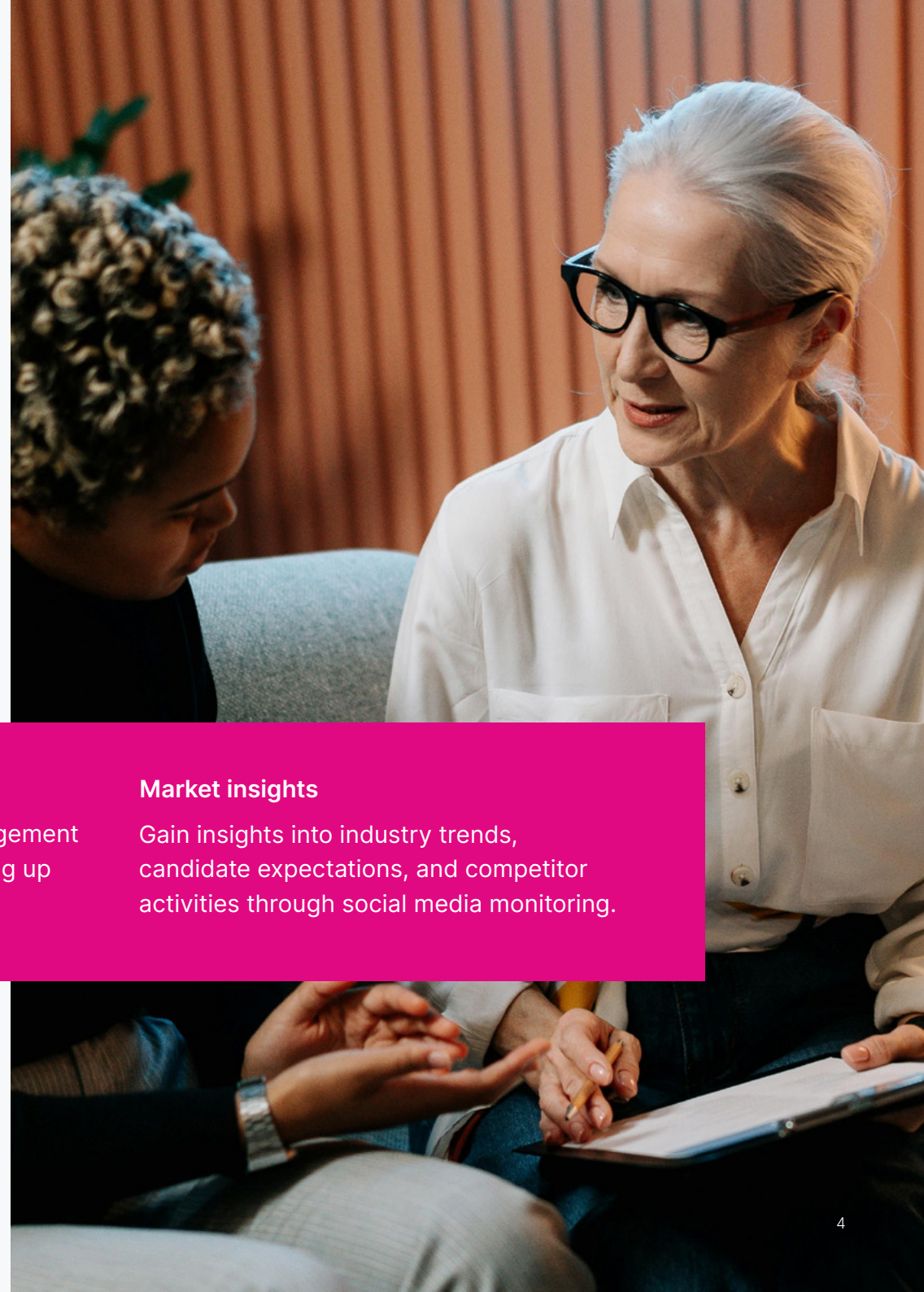
Ability to use advanced targeting tools to reach specific demographics and skill sets.

### Faster hiring process

Quicker communication and engagement with potential candidates, speeding up the recruitment cycle.

### Market insights

Gain insights into industry trends, candidate expectations, and competitor activities through social media monitoring.



# Key Considerations for Social Media Recruitment

Social media can be a valuable tool throughout the recruitment process, from placing a job advertisement to onboarding successful candidates.

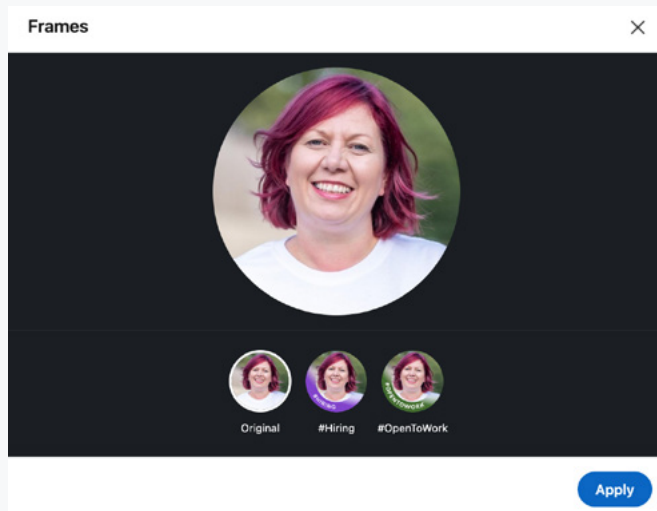
First, make sure that your social media accounts are up to date and complete.

**You only get one chance to make a first impression with a potential candidate.**

When it comes to advertising jobs, HR should work closely with hiring managers to promote the vacancy. Particularly on LinkedIn, a hiring manager's network is likely to be more relevant and a better source of highly skilled passive candidates than that of the HR team. Plus, candidates might be more likely to reach out to the hiring manager to ask questions about the job than to contact HR.

Additionally, candidates will often view the LinkedIn profiles of their potential managers to get a feel for who they could be working with, assessing their leadership style, experience, and professional background.

This helps candidates visualize their fit within the team and the working relationship they might have, which can significantly influence their decision to apply for the position. Therefore, it's important to ensure that a hiring manager's LinkedIn profile is fully optimised and ready to support recruitment and that they are briefed on how to respond effectively to any direct messages they might receive to ensure fair consideration to all prospective candidates.



HR and hiring managers can add a '#Hiring' frame to their LinkedIn profile. Job seekers can use a frame to let recruiters know they are #OpenToWork



## Caution should be exercised when using a candidate's social media profiles as part of the selection process.

Advice from ACAS, the UK's Advisory, Conciliation and Arbitration Service, is that you should only use information that you have already told candidates you will use, for example their CV and personal statement. Even when you have this permission, you must ensure that each candidate is treated the same way: you can't look at some candidate profiles and not others.

# Reaching Active and Passive Job Candidates

Social media can be used to reach both active and passive job candidates.

**Active candidates** are those who are actively looking for a new job.

They might already be aware of your company, in which case, you have a ready-prepared audience on social media when you post new jobs.

By following company updates, and reading employee testimonials, active candidates can gather valuable insights into company culture, values, and the working environment removing any hesitations they might have about applying to a vacancy.

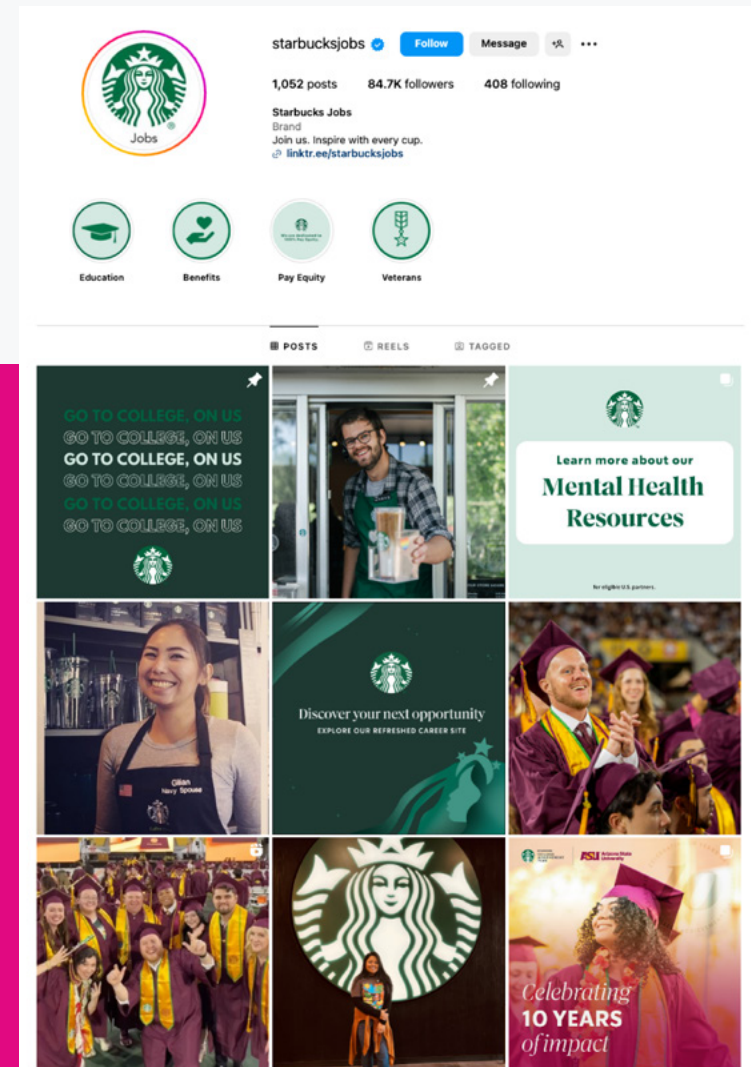
**Passive candidates** are those who are not actively looking for a new job.

There are many more passive candidates than active job seekers – a huge pool of potential talent who might be persuaded to join your company if your messaging reaches them at the end of a bad day!

Frequent posting can bring your company to their attention, increasing their awareness of what you do, your workplace culture, and what you offer potential employees.

Social media also helps you to take a proactive approach to passive candidates by using search features to identify people who have the skills you require, either through their profile on a professional networking site or via their engagement in specialist or niche online forums.

**Via direct messaging, employers can easily open a conversation with potential candidates and encourage them to apply for roles.**



Starbucks have an Instagram account dedicated to jobs



# The Importance of Employer Branding

Recruitment is so much more than just posting a job ad. It's about connecting with people, understanding what makes them tick, and finding the perfect fit for both the job and the company culture.

One way in which social media will help you to achieve your recruitment targets is by effectively communicating your **employee value proposition (EVP)** and **employer brand**.

An **employee value proposition (EVP)** is the unique set of benefits that an employee receives in return for the skills, capabilities, and experience they bring to a company.

The Chartered Institute of Personnel and Development (CIPD) defines **employer brand** as, '...a set of attributes and qualities, often intangible, that makes an organisation distinctive, promises a particular kind of employment experience, and appeals to those people who will thrive and perform best in its culture'.

# Your employer brand is how you market yourself to potential new employees and the reputation you have amongst your workforce.

**75% of job seekers** state they evaluate a company before applying for a job *Source: Aberdeen Group*

**86% of employees** state they would not apply for jobs with, nor continue to work for, a company that has a bad reputation. *Source: Aberdeen Group*

As visual-first platforms, both Instagram and TikTok are excellent for showcasing employer brand content through images and videos. From behind-the-scenes glimpses of office culture to showcasing employee achievements and milestones, these platforms offer engaging and authentic storytelling opportunities.

## Employee Advocacy

Existing employees are your most powerful source of advertising and play a key role in helping to attract new talent. Their optimised LinkedIn profiles and social media posts about what it's like to work for your company will be seen as authentic testimonials that resonate with potential candidates. It's imperative that you fully engage with your brand ambassadors as part of your recruitment activities.

Social media can not only help to recruit the right talent but also to retain them. By effectively communicating what your company stands for and the values you share, you're more likely to attract candidates who will thrive in your workplace.

# LinkedIn

LinkedIn is the most popular social media platform for recruitment as its focus is on professional networking and showcasing skills and experience. It offers a number of tools to make posting jobs and receiving applications easy (LinkedIn Jobs, LinkedIn Recruiter and Recruiter Lite), tools for understanding hiring opportunities and challenges (Talent Insights), plus it has features that help you to establish and communicate your employer brand (Career Pages).



## LinkedIn Jobs

LinkedIn Jobs is a recruiting tool that allows you to post job vacancies on LinkedIn and get them in front of the right candidates. There are both free and paid-for options, depending on how often and how many jobs you post. Members can post a maximum of one free job at a time and a limited number of free jobs in a 30-day window.

It can be worth paying to boost your job posts as promoted jobs on average reach three times as many qualified candidates as free job posts. Promoted jobs appear in highly visible placements in job recommendations, are shown at the top of search results and can include a 'Promoted tag'. Additionally, promoted jobs stay active longer - until you close them or after 6 months of being active and can receive unlimited applicants.

## LinkedIn Recruiter

Aimed at companies who recruit consistently throughout the year and enables them to search and filter the entire LinkedIn database to find potential candidates who match a defined set of parameters including skills and qualifications. The tool includes the AI-powered feature 'Recommended Matches', which analyses your hiring goals and highlights hidden talent saving you from having to dig through all of the search results.

For those whose recruitment volume is lower, LinkedIn Recruiter Lite offers 20 search features and searches can be run across LinkedIn profiles up to your 3rd connections. Pricing varies based on factors such as the number of recruiter seats required, the size of your company, and more.

## LinkedIn Talent Insights

Intelligence platform that analyses workforce trends, giving you data and insights on which to make informed decisions. For example, it can highlight the top skills of your most qualified candidates, identify skills gaps, pinpoint untapped talent pools, and suggest how to future-proof your company by investing in training.

## Career Pages

LinkedIn also offers premium features to help you build your employer brand: Career pages are designated pages on your company page that can be used to raise awareness of your employer brand. Career pages give you the space to showcase what it's like to work for your company, and to demonstrate your values, ethics, leadership and workplace culture. Career pages include an About tab, a Life tab, and a Jobs tab. The first includes your company mission, vision, values and benefits, and allows candidates to express an interest in working for your company. Life is a customisable page where you can post images, videos, testimonials and interviews that give further, more personal, insights into what it's like to work for your company.



# Facebook

Facebook removed its jobs feature in 2022, replacing it with 'Job Ads' and the option to use an 'Apply Now' button. Organic posts on a Facebook Page can be 'boosted', or for additional targeting criteria, Facebook Ads Manager can be used.



It is important to note that job advertisements are part of a 'Special ad category' on Facebook and advertisers must declare the content appropriately. Job ads are defined as:

“Ads that promote or directly link to an employment opportunity, including but not limited to part-time or full-time jobs, internships or professional certification programmes. Related ads that fall within this category include promotions for job boards or fairs, aggregation services or ads detailing perks that a company may provide, regardless of a specific job offer.

Audiences for job ads must include all genders and some demographic, behaviour and interest options are unavailable – this is to avoid any discriminatory practices.

Don't forget to use Facebook groups, too, to find potential candidates, especially if the skills you're seeking are niche or specialist. There are groups for different professions, such as marketers or designers, plus you could add to your vacancy to local groups dedicated to vacancies in your area.

For HR and hiring managers apprehensive about using their personal profiles for job advertising and interacting with potential candidates, creating an additional profile for this purpose (a feature introduced by Facebook in 2023) would be considered best practice.

# X (Formerly Twitter)

If your organisation is active on X, you can simply post about job vacancies on your profile, with a link to make an application. You could also consider adding 'We're hiring' to your bio and pinning a post so that the information remains in a prominent position.

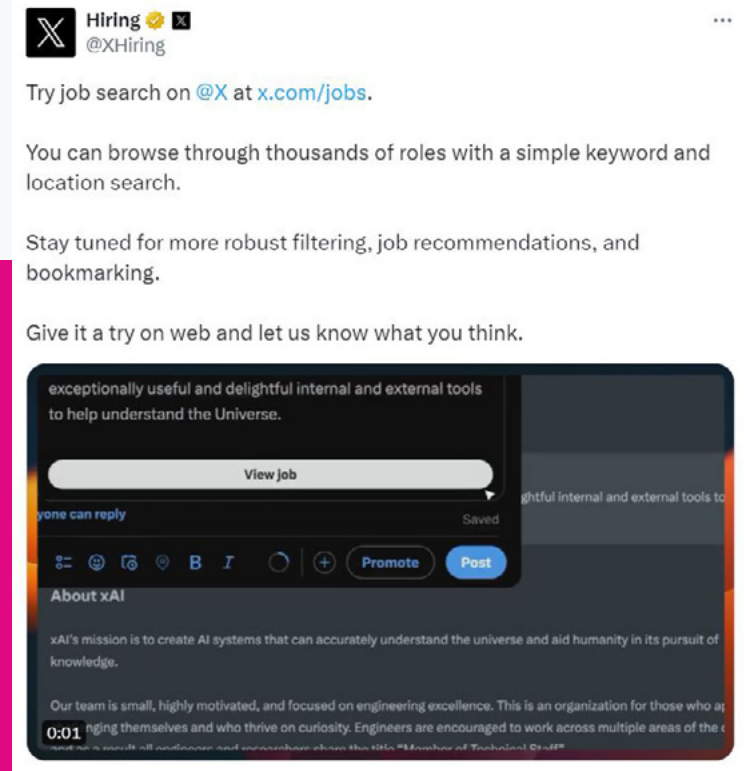




Make sure that the direct messaging setting is open to everyone so that interested candidates can get in touch to find out more about your job opportunities.

In August 2023, X launched early access to X Hiring as part of its top-tier Verification for Organisations package which comes with a monthly fee of \$1000. Still in its Beta version, verified users can add job listings to their profile and access key features including integration with Applicant Tracking Systems (ATS). Candidates can apply directly through the app.

In February 2024, X announced there were **1 million live job postings** on X Hiring.



Follow @XHiring for the latest updates.

# Top Tips for Posting a Job Vacancy on Social Media

When posting a job vacancy on social media, remember to include the job title, an overview of the role, key responsibilities, qualifications and requirements, and any other relevant details. Include links to your recruitment website.

On LinkedIn, tag the hiring manager and key team members so that people can easily find who they might be working with.



Video content is great for recruitment – **job listings accompanied by videos were shown to have been viewed 12% more than job listings without videos and received around 36% more follow-through applications.** *Source: Hire Rabbit*



Pay close attention to using inclusive and diverse imagery and include hashtags such as **#hiring** and **#jobposting** to ensure that your post stands out and reaches the right people.



# Conclusion

Social media is a valuable tool for recruiters, helping them to post vacancies, widen their recruitment reach, and streamline the recruitment process. However, you need to be prepared to play the long game. Recruiting on social media is more than simply posting 'We're hiring'. Building your employee brand, and communicating your values all take time.

The aim is to bring your company and what you offer to potential candidates' attention, so when you have a job vacancy they already know who you are, what you do, and the values you prioritise.

To overcome the current challenges in attracting talent, the role extends beyond HR and should involve hiring managers and other employees in the recruitment process, as they can provide valuable insights and support in attracting top candidates.

# About Luan Wise

Luan Wise is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with over 20 years' experience in agency, client-side and consultancy roles working across sectors including b2b and b2c professional services, higher education, manufacturing, learning & development and more.

A specialist in social media, Luan has trained thousands of business professionals across the world via open social media training courses and in-house programmes. She is a course instructor for LinkedIn Learning and an accredited lead trainer for Facebook and Instagram.

Luan is author of the award-winning book 'Relax! It's Only Social Media' (published 2016), best-selling book, 'Planning for Success: A practical guide to setting and achieving your social media marketing goals' (published 2023). 'Smart Social Media: How to grow your business with social media marketing' will be published by Bloomsbury in September 2024.

**If you're looking for support in using social media for recruitment, get in touch via email: [sayhello@luanwise.co.uk](mailto:sayhello@luanwise.co.uk)**

For further information about Luan, visit [www.luanwise.co.uk](http://www.luanwise.co.uk) or search @luanwise on:



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