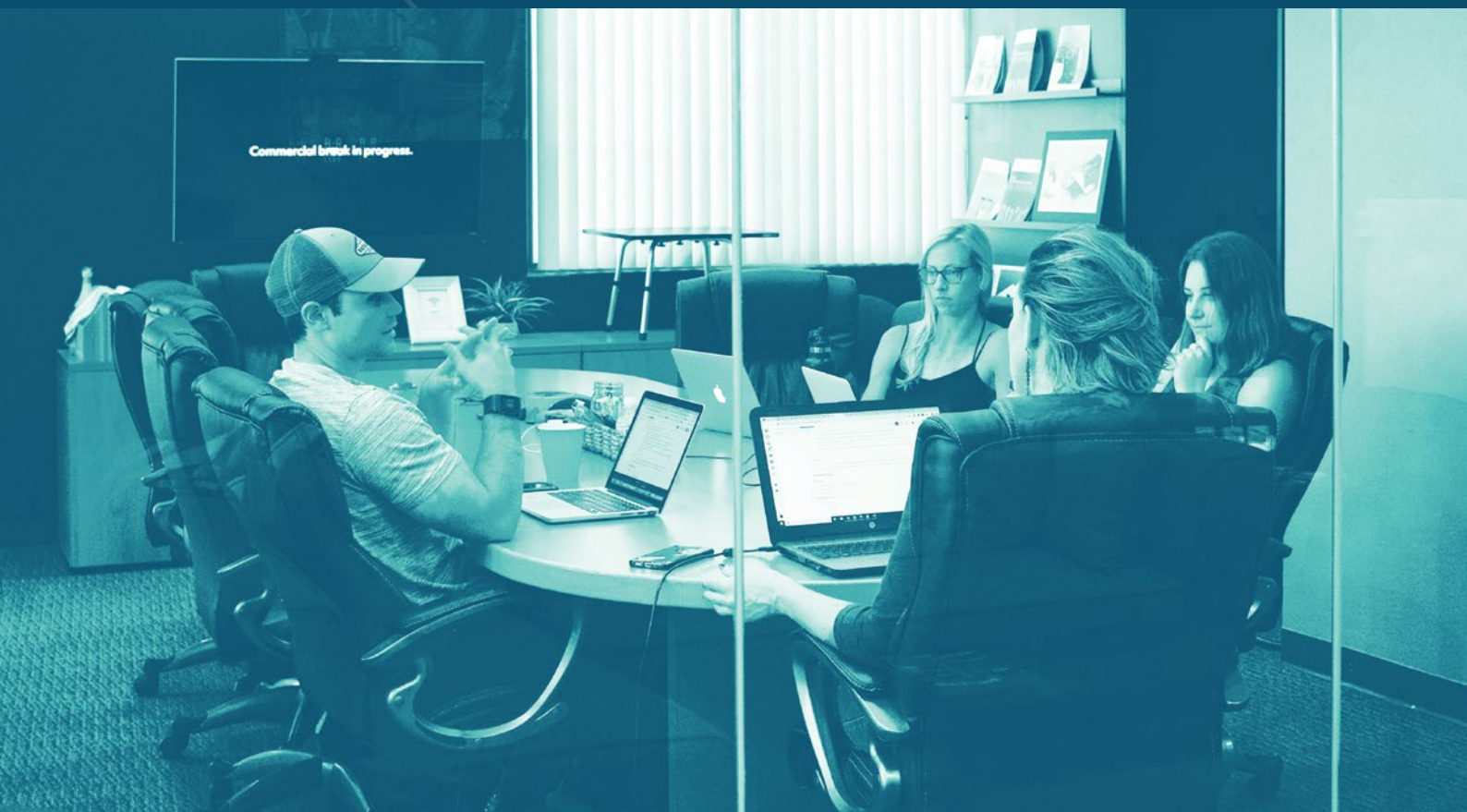


SCOUT TALENT

SEE PEOPLE FIRST

SOCIAL MEDIA HANDBOOK

FOR RECRUITING





With the omnipresence of social media and the increasing costs associated with advertising on traditional job boards such as Workopolis, Monster and Indeed, recruiters are making the move to social media. HR teams and hiring managers are taking advantage of free native advertising to connect with their talent pool and keep them informed of open opportunities.

WHY USE SOCIAL MEDIA? AN INTRODUCTION

ONE IN TWO PEOPLE ARE ENGAGING WITH SOCIAL NETWORKING SITES AT LEAST ONCE A DAY, AND WITHIN THE 18-29 AGE GROUP, IT'S THREE IN FOUR.

From the 2016 Sensis Social Media Report, we know that the average number of times people check Facebook is 32 times a week. Across that week, this equates to approximately 12.5 hours. That's half a day each week someone is dedicated to scrolling through their newsfeed, sharing their lives and engaging with activity from friends, family and brands – lots and lots of brands.

Social media is a huge opportunity for companies to take advantage of when recruiting. It allows HR teams and hiring managers to reach followers, as well as other social media users through targeting, who are suited to what you have to offer.

Social media allows your followers and other users to do the leg work for you. Through comments, tagging and sharing links, you can increase your ROI all thanks to people you're targeting, without needing to invest excessively in your advertisement strategy.

Another reason to employ social media as part of your recruitment strategy is being able to showcase your brand - and perhaps more importantly, your employer brand. People can easily and quickly view what you have to offer by clicking through to your page on social media.

Compare this to ads on websites such as Workopolis, where all jobs listed in search results look similar. There are no images or obvious branding other than perhaps a logo to win people's attention. As an incredibly affordable channel, social media can allow you to increase response rates and reduce time to hire while saving on the bottom line.

SOCIAL NETWORKING SITES USED

Source: 2016 Sensis Social Media Report

50%
A 2017 study conducted by Scout Talent revealed more than half of job seekers applied for a role they had seen advertised on social media.



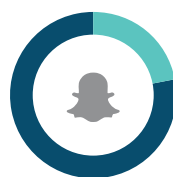
Facebook
95%



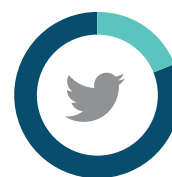
Instagram
31%



LinkedIn
24%



Snapchat
22%



Twitter
19%



Pinterest
11%

WHAT KIND OF CANDIDATES CAN YOU ATTRACT VIA SOCIAL?

Most social media sites have great targeting capability, so you should be able to target audiences across all industries easily. However, there are certain industries where people are more engaged with social; they list more details about their career, making them easier to target.

SOME INDUSTRIES THAT SOCIAL MEDIA IS PARTICULARLY SUCCESSFUL IN ATTRACTING CANDIDATES INCLUDE:

- Advertising & Marketing
- Entry-level / graduate roles
- Sales
- Hospitality
- Retail



In terms of demographics, you'll likely find the best results when trying to attract millennials as they make up the highest percentage of online users. But this definitely doesn't mean you should disregard using social media to recruit talent outside of the millennial age group.

There is still relatively high engagement across all age groups who are using social networking sites at least once a day:

Frequency of using social media sites	Total	Male	Female	18-29	30-39	40-49	50-64
At least once a day	50%	47%	54%	75%	66%	52%	38%

Source: 2016 Sensis Social Media Report



While you can attract all generations via social media, there are certain platforms that are used more by Baby Boomers than Millennials and Gen X. While Facebook is widely-used across all ages, LinkedIn, Instagram and Twitter are more popular amongst particular age groups. The 18-29 age group could be easily found on Instagram, but LinkedIn is a better way to reach the 30+ age group.

Social networking sites used	Male	Female	18-29	30-39	40-49	50-64
Facebook	94%	97%	99%	94%	95%	91%
LinkedIn	26%	21%	12%	30%	34%	30%
Instagram	32%	30%	58%	36%	21%	11%
Twitter	25%	14%	33%	20%	11%	14%
Snapchat	27%	18%	60%	14%	10%	2%

Source: 2016 Sensis Social Media Report

A company can reach an incredibly broad pool of candidates via social media. What will make your advertising campaigns most effective is clearly knowing what you have to offer, who you want to target, where best to find them and when to communicate with them.

TARGETTING CANDIDATES



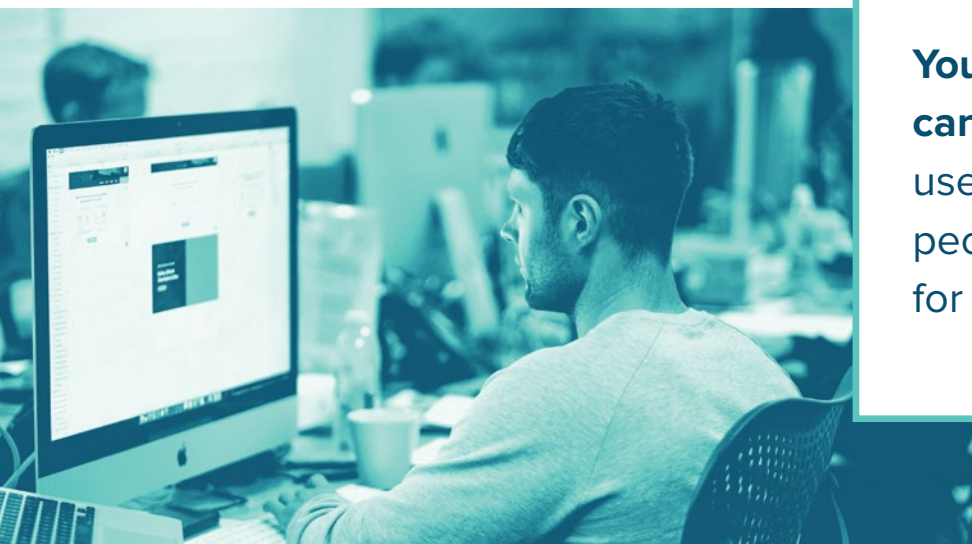
Targeting candidates is an important part of social media recruitment to get right. If you're advertising for an accountant position in Toronto, you don't want to pay to have teachers in Montreal see your job ad.

While targeting capabilities do differ slightly across the various social platforms, most allow you to narrow your exposure by applying filters such as location, gender, age, language, interests and educational status. Within LinkedIn, you're able to target company name, industry and size, job title, seniority, schools and skills/endorsements.

WE RECOMMEND TARGETING CANDIDATES USING THE MOST RELEVANT PARAMETERS, LISTED BELOW:

- **Job Titles**
- **Employers**
- **Interests** (pages, or listed interests on their profiles)
- **Recent activity** (i.e. if we're looking for future Travel Agents, we would target people who have travelled in the last month, or used a travel app in the last week)
- **Years of experience**

If you're a large company, knowing staff demographics can be key when it comes to targeting. McDonald's clearly understood who their restaurant staff were and where to go to attract their workforce.



You can also exclude candidates. This might be useful if you want to avoid people who have worked for certain organisations.



SNAPPLICATION - MCDONALD'S SNAPCHAT RECRUITMENT CAMPAIGN

WALK INTO ANY MCDONALD'S RESTAURANT
AND YOU'LL FIND THAT 65% OF EMPLOYEES
ARE UNDER THE AGE OF 18.

McDonald's is known for being the place where many teenagers to get their first job. And what better way to increase applications then to go out to them – via a platform where 82% of users are young people.

In April 2017, McDonald's Australia released a 'Snaplication' campaign whereby Snapchat filters could be used by jobseekers to try on the uniform and send away a 10 second video application for Source: McDonald's Australia consideration.

While the 10 second video was not designed to replace the application process the company usually employs, it will allow teenagers to commence the recruitment process easily and even hear back from McDonald's within the Snapchat app.

WHICH CHANNELS WORK BEST?

FACEBOOK & INSTAGRAM

are great in terms of targeting capability and their sheer volume of users. An ad set up in Facebook can also display on Instagram and Facebook's Audience Network. This network means your ad can even be displayed on websites outside of social media pages. It's a straightforward, affordable system with incredibly wide reach.

TWITTER

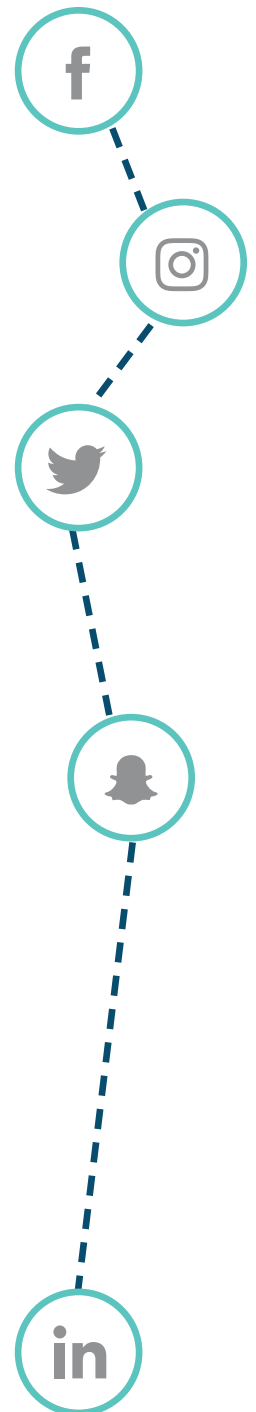
is a key channel in Canada and USA. Using Twitter does limit you to 140 characters, so without a strong following it can be hard to grab the attention of candidates. Consider whether the engagement levels you achieve with your followers would allow your job ad to perform well.

SNAPCHAT

is a popular channel amongst teenagers and millennials. This is great for organisations with young, vibrant cultures – you can use your employees as a window into your business for potential candidates. Some companies are partnering with snap-chatters with large followings, allowing them to 'take over' the company's Snapchat account for the day, or using their own account to feature employers. Snapchat for recruitment is more advanced and would likely be part of a larger Employer Branding strategy.

LINKEDIN

is considered by Forbes to be the "most advantageous social networking tool available to business professionals today". LinkedIn has over 238 million users around the world. If used effectively there is an opportunity to engage with a huge number of users, some of whom may be looking for their next career opportunity. Keep in mind that despite the high usage figures globally, not everyone who uses LinkedIn actively engages with the platform. Consider your LinkedIn following and engagement levels before investing in any paid advertising.



PAID AND ORGANIC ADVERTISING

DEPENDING ON YOUR NEEDS AND BUDGET, INVESTING IN PAID ADVERTISING ON SOCIAL MEDIA CAN BE AN AFFORDABLE WAY TO IMPROVE YOUR RECRUITMENT STRATEGY.

Organic advertising is when a company posts an update on their Facebook page with no money behind it. People who follow that company's page may see the post in their newsfeed while scrolling through. It will not be promoted or prioritised in people's newsfeeds and it is possible that they may never see it organically, unless they go looking for it on the company's page. While this type of advertising is free, if your company does not have a large following on Facebook or a strong employer brand, the chances of people engaging with the post are relatively low.

If you're a smaller company, paid advertising is suitable, and affordable, option for you. This strategy will enable you greater targeting capability, and you'll be able to hand over full control of campaign optimisation to the social channel.

A paid (also referred to as 'sponsored') Facebook campaign is not only posted in the newsfeed, but appears in side ads on homepages, in Instagram (as Facebook and Instagram are sister companies), and through Facebook's Audience Network. The Audience Network allows Facebook ads to appear outside of Facebook and Instagram altogether. It uses the same targeting as the two sites, but ads appear on apps and other networks. Paid advertising typically generates better results than organic ads, especially as the competition for ad space heats up.



BE OUTSTANDING

With so much content being delivered directly to people's newsfeeds, attention spans have become shorter. In order to win someone's interest, your message needs to be visual.

Videos are the best way to catch candidates' eyes and drive engagement. According to a 2015 study by Animoto, four times as many consumers would rather watch a video about a product than read about it.

If you don't have a careers video, try using effective imagery that makes your ad stand out and be remembered. According to human brain development expert, John Medina, if text is paired with a relevant image, people remember 55% more of the information three days later than without an image.

Career videos are an investment that can offer incredible ROI.

Scout Talent created a video to showcase sales roles within its company. Not only did the video increase the quality of applicants by 40%, but 95% of shortlisted candidates had seen the video and said it influenced their decision to apply.

When developing and publishing a video about careers or your employer brand, keep in mind the following insights from a study by Twitter and Omnicom Media Group:

- In-feed videos when viewed in the morning are more likely to evoke a feeling of personal relevance
- Show your people – including real people in videos is more personal, and if they're shown in the first three seconds the video is **133% more emotionally intense**
- Make sure you have subtitles so people can engage with the video in silent mode if they don't wish to play sound. Videos with subtitles are 11% more likely to be viewed and **28% more likely** to be viewed until the end
- Dialogue can be more effective than music for increasing memory and relevance



JOB TITLE

ORGANISATION

BENEFITS

NAIL YOUR COPY

Craft your messages with targeted keywords that will stand out to relevant jobseekers. Keep copy short and sweet, with a ‘call to action’ button or link for jobseekers to click through to learn more.

Information should include: Job title, organisation, and some standout benefits. For example: “Amazing chance to get your foot in the door of [organisation]” or “Take the next step in your [industry] career.”

While your primary goal is for people to apply, social media is great for spreading the word about upcoming Career Information Nights or sessions – these ads get a lot of shares and comments! Also, don’t limit your audience too much here - think outside the box with who you need to reach. For example, if you’re looking for new graduates, target parents too as they will tag/ share with their children.



GROUPS

If you're willing to put in the extra hard yards, you can join Facebook groups relevant to your organisation and the roles you're recruiting for, and get in touch with the page/group administrator to see if you

can post your job ad within the group. You can also reach out directly to candidates in these groups. This works well if you are recruiting for a niche role where talent can be hard to find.

BEING MINDFUL OF INVESTMENTS

THERE'S NO NEED TO BE EXCESSIVE WITH SPENDING.

We recommend \$200 for campaigns spanning roughly 2 – 4 weeks. Competition for advertising placements on Facebook is based on which advert matches the Facebook users' interests rather than the highest bidder. As such, we have found that adding another \$100 - \$500 to the budget does not make much difference. Why spend more for less ROI?

Although job postings on LinkedIn will automatically display to qualified LinkedIn members who best fit the role, only 24 per cent of people use the professional networking site. Even less people use it regularly – and when they do, it's often to simply update their profile and not always to scroll their newsfeed. A 30-day job posting on LinkedIn will set you back approximately \$195, so consider whether this will provide you with a valuable return.



SCOUT TALENT IS NOT A TRADITIONAL RECRUITMENT AGENCY

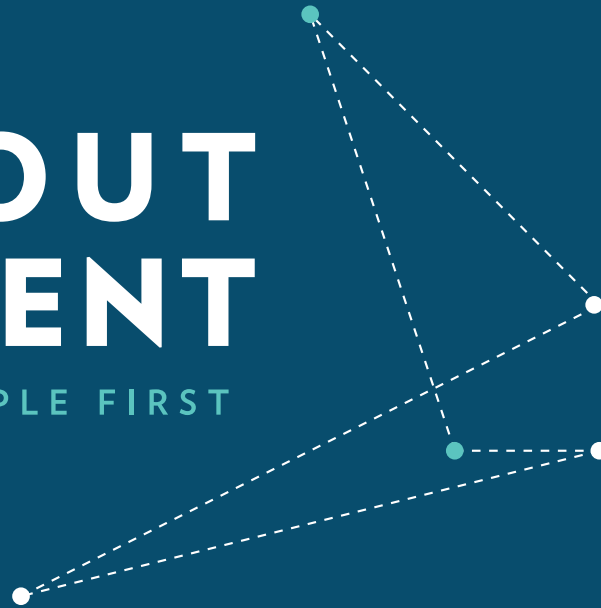
WE EXIST TO GIVE YOU AN EASIER, MORE
COST-EFFECTIVE WAY TO RECRUIT THE RIGHT
TALENT FOR YOUR ORGANISATION.

As a recruitment specialist, we offer a wide range of recruitment products including recruitment marketing and advertising campaigns, candidate management technology, shortlisting and selection services and employer branding strategy and execution.

If you're wanting to fill a vacancy now
or improve your overall recruitment operation,
contact us today.

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TALK TO A MEMBER
OF OUR TEAM TODAY

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