



Social Media for Recruitment





We are digital marketing experts

www.socialb.co.uk

Enabling a better future together

A boutique digital agency providing world-leading digital services, consultancy, and training for ambitious businesses

- Expert Digital Trainers
- Complete Course Support
- Dedicated Training Team
- Insights From Digital Delivery Team



Course Overview

Our Social Media for Recruitment course runs either online as 3 x 2.5 hour sessions once per week, or in-person as a full-day course.

All of our courses are delivered by a digital marketing expert. They are highly interactive with opportunities for Q&A throughout.

This course is for individuals or teams who want to up-skill on social media recruitment helping them to recruit across multiple platforms and is suitable for both in-house recruiters and recruitment companies.

Social Media for Recruitment can also be delivered in-house for your team or we can create a bespoke course for your business or industry.

Section 1

Social Media Recruitment Strategy, Audience, Brand Tone of Voice and Keywords

- Why social media is important for recruitment
- Developing a successful yet simple social media recruitment strategy
- Align your recruitment objectives alongside social media
- Assess who your target audience is and learn how to find a passive and active audience
- Develop and maintain your brand tone of voice as an employer & a business
- Optimise recruitment content with keywords and technology on offer
- How social media relates to business and recruitment
- The dos and don'ts of social recruiting to attract a passive and targeted audience

Section 2

Content Creation, Platform Overview and Optimisation Part 1

- Creating engaging content for your recruitment campaigns to increase business exposure
- Best practice for different social media platforms and how content should differ between them
- Understanding your audience and using content research tools available
- Tools for creating professional and engaging recruitment content
- Platform overview and tactics to optimise your presence on LinkedIn, Facebook, Instagram & Twitter
- An understanding of what makes a great LinkedIn personal profile and tactics to build your network
- Optimising your LinkedIn company page to attract candidates
- Utilising LinkedIn In-mails and best practice when making direct contact with potential candidates

Section 3

Platform Overview and Optimisation, Part 2, Paid Social Advertising, Measurement & Success

- Overview of YouTube, TikTok and Glass Door for recruitment
- Overview of paid social media and how it can add value to your recruitment campaigns
- Introduction to Facebook, Instagram, LinkedIn & Twitter advertising
- Understanding of which metrics matter and why and how to choose what to measure
- The difference between campaign reporting and reporting for optimisation
- An overview of GA4 and basic reporting including Audience, Acquisition, Behaviour and Conversion
- Discover the social media dashboards & tools to provide reports

Want to understand social media recruiting?
We'll help you get there.

Speak to us

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