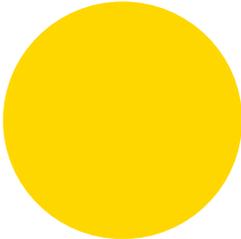




LEVERAGING SOCIAL MEDIA FOR RECRUITING

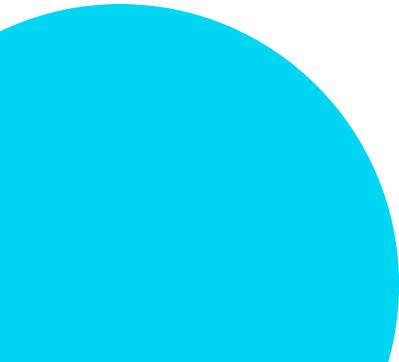
as a hiring manager



About Insight Global

Insight Global is a national staffing and services company dedicated to empowering people. We specialize in sourcing information technology, accounting, finance, and engineering professionals, and delivering service-based solutions to Fortune 1000 clients. Our team operates across nearly 70 offices throughout the world and filled more than 50,000 jobs in 2022.

Our services extend far beyond just filling roles. In addition to staffing services, we provide culture consulting, diversity, equity and inclusion guidance, specialized health care staffing and resources, and an array of managed services through our managed services division called Evergreen. To learn more about Insight Global, visit insightglobal.com.



Benefits of Using Social Media for Recruiting

LOW (OR NO) COST

Social media recruiting efforts are low cost—or possibly no additional cost at all. If you already have your own personal LinkedIn profile, you're all set—no additional costs accrued!

ORGANIC

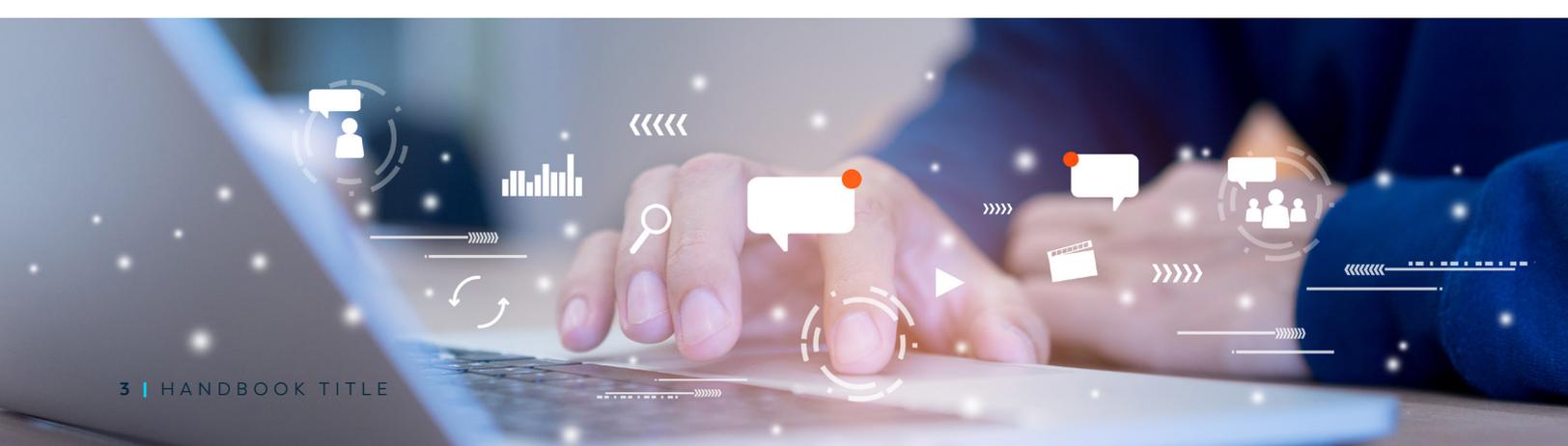
Social media is an opportunity to be direct and authentic. Start a conversation with an ideal candidate on social media to make that authentic connection.

WARM LEADS

Organic connections lead to warm leads—prospective candidates who are more likely to engage and continue conversations. With more time to qualify candidates, you are able to dedicate your time and energy to applicants who are more likely to accept an offer.

REACH PASSIVE LEADS WITH LESS COMPETITION

Being proactive with social media recruiting efforts allows you to reach candidates who are passively open to roles before they've begun to receive offers or even submit their application anywhere. This proactive approach gives a significant edge, because ideally, you've engaged them before there are any other offers on the table!





5 Steps to Get Started

GETTING STARTED WITH SOCIAL MEDIA RECRUITING

1 UNDERSTAND YOUR IDEAL CANDIDATE

A key to successful social media recruitment is understanding who you are trying reach. Start by writing a strong job description to help you define your ideal candidate. Be aware of what intrigues your ideal candidate and how that connects to what you have to offer with the open roles at your company.

2 IDENTIFY WHICH PLATFORMS TO PRIORITIZE

There are plenty of social platforms to leverage - whether that's on LinkedIn, YouTube, Facebook, or another platform will all depend where your ideal candidate may be spending their time.

LinkedIn is a top space to leverage for recruiting since it is a destination point for professional networking and content to advance your career. Consider starting here to find the talent for your open role.

3 START POSTING

This doesn't have to be complex - it can be as simple as sharing other posts that you find insightful, or sharing open roles at your company and calling for people to tag anyone who might be interested. Consider sharing thought leadership and other posts that may spark conversation and invite others to engage with you.

4 ENGAGE

The secret to social media is being social. Once you find prospective candidates, start engaging them. Start with commenting on their posts. This will make your name familiar to them as it appears in their notifications. Follow up with a direct message, and say something that demonstrates you took the time to look at their profile.

Be careful not to beat around the bush too much. Instead, be direct that you have an opportunity you think they'd be a great fit for!

5 BE CONSISTENT

The results won't happen overnight. Keep in mind that this social media approach is meant to be authentic, and authentic connections take time. Set aside time each day in your recruiting efforts to keep up on LinkedIn, and be persistent with engaging your ideal candidates.



Additional Resources



USE OUR CALCULATOR

Find out how much time you could be saving on recruiting by using [this 2-minute calculator](#).



LET US WRITE THE JOB DESCRIPTION

Get a [free job description](#) from experts in the industry - we'll make sure your role attracts the top talent you need.



GET THE CANDIDATES YOU NEED

[Partner with our 3,000+ experienced recruiters](#) & account managers who cover all skillsets & industries. We'll work with your budget & you only pay after your candidate starts.