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This is the second part of a three-part series on building a comprehensive and cohesive social recruiting strategy that is unique to your company. Click to download Part 1.

Building a Strategy

In The Essential Guide to Developing a Social Recruiting Strategy – Part 1, you’ve clarified your company’s existing recruiting system and identified possible areas of improvement or growth, you can begin to craft a specialized social recruiting strategy around your company’s key members – its employees.

However, that doesn’t mean you should immediately hop on Facebook and start posting bits of disparate content and spamming employees in the hopes that it will attract targeted talent - a bit more planning is involved.

This section of the workbook will help you translate your company’s qualities and requirements into an executable and effective social recruiting strategy. We will raise key questions, and your answers to these questions will be used to structure the logistics of a realistic and effective plan of action.

The final subsection will help you determine your company’s social recruiting voice and personality, which will be sustained throughout the recruitment and into the employment process.
Involving Employees

Employee referrals are touted as being the highest quality, lowest cost source of hires at any company. Therefore, no social recruiting strategy should be without a proper employee referral strategy.

One of the greatest aspects of social recruiting is that it is easy to deputize employees as recruiters and exponentially increase the number of contacts in your database, especially since one recruiter’s network can only be so large. For example, if a company has 200 employees and each of them has 100 contacts, a company can extend its network to 20,000 connections.

Engaging employees in the recruiting process, especially using social, you can exponentially increase the number of high-quality prospects a recruiter can connect. Beginning to involve employees takes time and effort. Our recent, eBook, How to Increase Employee Referrals in 5 Easy Steps, goes over this process in more detail.

Here are a few questions to help you organize your referral strategy and how it can integrate into your social recruiting one. If you know the exact percentage of your employee involvement include this as well.

What is your employee involvement in the recruiting process?

☐ All    ☐ Some    ☐ None    ☐ _______________%

Which social networks do your employees use? (Check all that apply.)

☐ LinkedIn ____________%
☐ Facebook ____________%
☐ Twitter ____________%
**Which social networks do you use to engage employees?** (Check all that apply.)

- LinkedIn ____________%
- Facebook ____________%
- Twitter ____________%

**Do your employees refer friends and network contacts?**

- Yes, ____________%
- No

**Why do your employees refer (e.g. referral bonus, easy to broadcast job descriptions, love the company)?**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**What steps can you take to make it easier for employees to refer to their social networks?**

1. __________________
2. __________________
3. __________________
4. __________________
5. __________________
When?

Social recruiting is effective and efficient, but it’s not an overnight miracle. It takes time, effort and persistence. One of the biggest errors companies make with social recruiting is not having a proper plan and, as a result, falling off the wagon. It is, however, easy to start and build on social once you have the right framework in place. Then, you can optimize your programs based on your analytics, which we will go over in subsequent chapters.

Time management

Consistency is key when it comes to a long-term goal. Job seekers will respond and engage if you are present. They want to know that there are people behind the machine. This means allocating time to making it a reality – even if all you have to offer is a few hours a week.

How much time you realistically have or plan to have for social recruiting?

- 40 hours a week
- 30 hours a week
- 20 hours a week
- 15 hours a week
- 10 hours a week
- 5 hours a week

Who, or what department, is responsible for your corporate social media?

Can you support having designated corporate social media for recruiting right now?

- Yes
- No

If no, when do you plan to support it? (After checking these, go back to page 6 of Part 1 and enter this information in the designated goal field.)

- Long-term goal
- Mid-term goal
- Short-term goal
Plan of action

Now that you’ve decided how much time you can allocate to social recruiting, determine a segment to what you can commit.

**Daily tasks**
1.  
2.  
3.  
4.  

**Weekly tasks**
1.  
2.  
3.  
4.  

**Monthly tasks**
1.  
2.  
3.  
4.  

**Quarterly tasks**
1.  
2.  
3.  
4.  

**Annual tasks**
1.  
2.  
3.  
4.
Emergency mode

Social media can also be a dangerous realm. Negative comments are inevitable and mistakes can be made. Job seekers also can spread negative propaganda against companies for not hiring them.

Whatever the issue is, people will talk about it on social first whether or not you are active in social. Therefore when beginning, or fine-tuning, your social recruiting strategy, consider what your course of action will be for negative feedback. The goal is to always protect your brand and employment brand.

What is your emergency plan, or mode, for negative commentary?
Where?

For social media and recruiting, there are two parts to the question “where?” To determine where your target job seekers are, you need to consider both physical and virtual – which locations and which online networks.

Where is your recruiting network?

What network(s) are you currently using?

- LinkedIn
- Twitter
- Facebook
- None

What network(s) are your target job seekers and employees using?

- LinkedIn
- Twitter
- Facebook
- None

Where are you recruiting candidates?

- Regional
- National
- Global

If global, which regions are your primary areas of focus for social recruiting?

- Africa
- Europe (Eastern)
- South America
- Asia
- Europe (Western)
- U.S. and Canada
- Central America and Mexico
- Pacific Islands
If U.S., which regions?

- West Coast
- Mountain
- Mid-West
- South
- East Coast

Which cities?

1. 
2. 
3. 
4. 

What are the languages of your target job seekers?

1. English
2. 
3. 
4. 

Which of the following demographics describes your target job seeker? (Check all that apply.)

- Men
- Women
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

Each Network Has a Different Composition

- Twitter:
  - Female: 42%
  - Male: 58%
- Facebook:
  - Female: 51%
  - Male: 49%
- LinkedIn:
  - Female: 51%
  - Male: 49%
- English
How?

The next two sections are probably the most sought after ones in this workbook. How do we recruit socially and how can we make it successful?

Now that you have a strong base and knowledge of who your audience is and where they are, the rest should be easy. But, let's go through just a few more planning questions before we jump into the nitty-gritty.

What value do you have to offer job seekers?

Whether they are benefits, perks or career advancement, job seekers are looking for what your company offers them. Your social recruiting effort should reflect both what promise you offer as well as a clear display of company culture. Posting job descriptions is one thing, but what else do you have to offer or say about working at your company?

Summarize in one or two sentence what your company’s employment value is.

What value do you have to offer job seekers?
Planning and execution

Low and behold, you already have what you need for your social recruiting strategy. What’s left is how to execute that strategy. Believe it or not, you’re almost there! By answering what value your employment brand provides job seekers, you already have a framework of one of the pillars of how to execute on your strategy.

First, let’s take a step back and understand what these pillars are. A proper social recruiting strategy has three points of promise:

1. Content
2. Workflow
3. Measurement

This section will primarily talk about the first two pillars.

Content should drive everything you do on social, and every piece of content should relate to your employment value.

What larger pieces of content do you have? (Don’t forget to ask marketing and sales to see if you can leverage their content.)

1. 
2. 
3. 
4. 
What is your sale’s pitch when sourcing candidates?

You can break apart this pitch to use as content to fuel your social recruiting. However, you want a good mix of content and will need to consider various sources or even create your own content.

What high-quality, third party sources do you trust for content?

1. 
2. 
3. 
4. 

If you don’t have a lot of content, don’t worry. You can find content in a variety of ways. It merely takes some creative thinking and persistence – qualities that, as a recruiter, you already have.
The right mixes of content

Bare in mind a very important rule when it comes to social media. It’s known as the 75-25 rule, meaning that 25% of your content should be about your company and 75% about topics, news, information, etc. that are related to your company. This, however, is not necessarily true about recruitment marketing and social recruiting.

Why?

Job seekers are a particular, niche audience that wants to know more about your company. Not necessarily what products or services you offer but the behind-the-scenes lifestyle that is your company. Therefore, your content should reflect a different ratio. Let’s find out what that ratio is.

Yelp has a standard recruiting practice for all content they use for social channels:

- Funny
- Useful
- Cool

For more on Yelp’s social recruiting, check out the webcast Yelp’s Hiring Machine - The Inside Out Approach.

Social job seekers want to engage with your employment brand, however, they also want interesting and helpful information that’s not just from you. Here’s an example of a good standard ratio for social recruiting:

- 25% - Company culture
- 25% - Job postings
- 25% - How to get hired
- 25% - Fun
Your company’s ratio will be dependent on voice and channels that you use. To determine what type of content goes on which network, you will need to delineate what each social network means to your company. Answer the following questions, keeping in mind your original defined voice from page 7 of Part 1.

**What does Facebook mean to your company?**

**What does LinkedIn mean to your company?**

**What does Twitter mean to your company?**

Use these answers as a guideline to the type of voice and personality that go into each social network. Moreover, you can use it as framework for the type of content you use for each channel.
Review

In order to develop a successful social recruiting strategy that can scale to your company's needs, throwing out as many random lines of content into the social networking sea and hoping the right fish bite is not an effective approach. You might get a few small bites, but if you're looking for the prize-winning candidates, you're going to have to work a little harder than that – at least, initially.

By thinking and planning your overall strategy and course of action with an over-arching idea over each campaign, you will be able to more strategically target your social recruiting. Otherwise, you risk wasting your time with one-off campaigns and sporadic effort.

It all boils down to measurement.

Once you have your plan in place, you'll be ready to launch your first social recruiting campaign and, equally as important, your first benchmark metrics. In Part 3 of this workbook, we will illuminate how to evaluate your success, set measured goals and adjust your strategy to maximize results.

Download Part 1 of this workbook.
About Jobvite

Jobvite is the only recruiting platform that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast growing companies today use Jobvite's social recruiting, sourcing and talent acquisition solutions to target the right talent and build the best teams.

Jobvite is a complete, modular Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company. To find out more, take a product tour.

Jobvite Hire is a practical, intuitive web-based platform that helps you effectively manage every stage of hiring. It's the only social recruiting and applicant tracking solution that makes it easy for everyone to work together on hiring. With Jobvite Hire, you can improve the speed and quality of talent acquisition, create a great candidate experience, and increase referral and social network hires – all while using fewer resources.

Jobvite Source is an easy-to-use, web-based application that can help you achieve your recruitment sourcing goals today. It's the only social sourcing and candidate relationship management application that helps you target relevant talent through employee referrals, social networks and the web – then build and engage your talent pool. Jobvite Source is one intuitive platform to manage all sourcing programs and see the results.

Ready to learn more? Request a free demo.