

## Social Media for Business is More Than Facebook

Yes, more than 90% of businesses (100+ employees) have a FB page, but don't let that stop you from gaining an advantage on other social media platforms. For example, take a long look at LinkedIn and Instagram.

### LinkedIn

If LinkedIn still functions as your place to "store" contact info for colleagues and business connections—an online Rolodex, if you will—the question that begs an answer is WHY. Okay, we will admit that, in its early days, nearly twenty years ago, that is how most everyone utilized the site. But today's LinkedIn finds itself miles from that starting point.

Acquired by Microsoft in 2016, [LinkedIn now fulfills](#) a plethora of business-related functions: as a marketplace from where to offer your professional services, a vast resource from which to source your newest employee, a place to publish and showcase your best content and let's not forget perhaps the most significant perk, a place to market your business.

When folks think of social networking, Facebook instantly comes to mind. And while it earns the label as the largest social networking site globally, LinkedIn has been in the business two years longer. It is the number one platform for business, from networking to hiring to career advancement to business growth –earning the professional social networking site title.

The [stats](#) are indeed impressive.

- Nearly 740 million members.
- 55 million companies represented.
- Active across 200 million countries and territories.
- Participating in [2.9 million groups](#) focused on industry, interest communities, professional associations, alumni groups, and more.

The WHO and WHERE of these millions of users—

- Some 50% of Americans with a college degree use LinkedIn compared with just 9% of those with a high school diploma or less, according to the [Pew Research Center's 2018 survey](#).
- [44%](#) of LinkedIn users take home more than \$75,000 per year.
- Men make up [57%](#) of its user base.
- The U.S. boasts the most LinkedIn users at [176 million](#), yet over 75% of LinkedIn users are from outside of the U.S.
- Millennials make up 60% of LinkedIn's user base.

The platform is [growing](#) by leaps and bounds —

- With three professionals signing up every second.
- Making it among the world's ten fastest-growing brands.

And member engagement? Well, it's never been stronger, again, logging impressive [numbers](#).

- In 2020, 6.3 million members attended virtual LinkedIn events.
- Every month, one billion+ interactions happen on LinkedIn Pages.
- From March 2019 – March 2020, the platform posted 55% more conversations between members and hosted 60% more created.

LinkedIn's [operations](#) include—

- 33 U.S. and international offices.
- Employing 15,900.
- Currently available in 24 languages.

*Wow, and wow.* What an incredible wallop-packing resource. [For tips and tools](#), on LinkedIn and your business.

## **Instagram**

In today's COVID-19 skewed job market—where slow-to-recover industries are still posting high unemployment stats while booming sectors are beating the bushes for qualified employees—staffing / recruiting agencies find themselves scrambling to snatch up the best candidates. Ultimately, success means getting the attention of these coveted candidates before the competition does.

While everyone's thoughts veer towards LinkedIn, Facebook, and Twitter for recruiting via social media, those who haven't included Instagram in their recruitment strategy are missing out.

The Facebook-owned platform has exploded in popularity, especially among Millennials and Gen Z—the very candidates rising to dominate levels across the workforce. But are we recruiting on a picture-sharing site? Why would we put time and effort into that?

Instagram brims with visual appeal, providing a perfect environment for your employer branding to shine. After all, we humans are a visual lot, with 65% of folks weighing in as visual learners. So, yes, a "picture sharing" site can play a vital role in brand awareness and recruiting strategies.

Let's look at some genuinely noteworthy stats.

- Instagram boasted [1.074 billion worldwide](#) users in 2021, up a whopping 73.5 million over 2020.
- The app scored [13 million downloads](#) in Q2 2020 alone.
- [63% of Americans](#) say they check Instagram daily.

Everyone knows that the meat and potatoes of social media are wrapped around two intertwined functions: engaging readers/viewers and interacting with followers. But before you can do that, first, you must zero in on the specifics of how each platform works. What makes each distinctive branch of the social media forest tick? Translated:

Simply repeating on Instagram the same content you post on other sites will not get you the most effective exposure.

Check out these tips for getting started with or for enhancing your Instagram presence.

### **1. Devise an Instagram strategy**

As a picture-sharing site, Instagram posts should create a visual concept of what it looks like to work for your agency. A glimpse behind the scenes into the inner workings of your workforce. It's a stellar opportunity to put to use the adage, "*a picture is worth a thousand words.*" [Some posting ideas](#) include—

- An employee feature focused on what he/she does, how long he/she has worked at the company, what he/she likes most.
- Pictures of work events, meetings, team outings, conferences.
- Quotes from happy employees.
- Video interviews of employees sharing about the company.
- Awards and accolades won by the company.
- Pictures of your office and workspace.
- Photos promoting specific open roles.

Remember, posting is just the beginning. Be sure to engage with commenters, ask and answer questions, and follow up.

### **2. Focus on quality rather than quantity**

*"Keep your posts simple and high quality, with a clear focus and connection with your brand,"* suggests [Sophie Deering](#), Account Executive at Link Humans. *"Users don't want to be bombarded with dozens of poor-quality updates that take up their newsfeed and don't contribute any value."*

Exactly. In our hectic, time-crunch world, the search for relevant, quality content is real, but more is not always better.

### **3. Use hashtags effectively**

Choosing the right hashtags is critical to being found by both active and passive candidates. Of course, you'll include your brand hashtag to facilitate brand awareness if you have one. Use strategic hashtags such as #hiring or #joinourteam that candidates will use in a search.

Despite what you may have read or heard, that hashtags are over-and-done-with, [Justin Cruz](#), the founder of Curate, an Instagram growth tool, says otherwise. *"I promise hashtags are as valuable as ever."*

Cruz notes hashtag strategies on Instagram have become more complex. He [shares the lowdown](#) on unlocking their full potential, and increasing your reach via hashtags may be what takes your brand to the next level.

If you are actively seeking tech-savvy candidates, Instagram can be a gold mine. Why? Because tech-savvy and all-things-online, including an active presence on social media, tend to go hand-in-hand. Techies do everything online, including searching for job

opportunities. And what about lovers of creativity and innovation? Yep, creative types are drawn to the visual aspect of Instagram. Seeking to expand your marketing team? Those with marketing interests understand the value social media represents, so they naturally stay tuned in.

**Bottom line:** Keep those FB posts and tweets active, of course, but don't lose out on the advantages LinkedIn and Instagram can provide for your staffing / recruiting agency.