

Creating Social Recruiting Content That Informs and Inspires



By Mandy Wittschen

While a recent article published by Goldman Sachs points to trends that will begin to normalize our candidate shortfall, many of our clients are feeling the pain of extremely tight recruiting markets.

Here's what's making it so tough – and expensive – to fill open jobs:

- The labor force participation rate is 1.7% lower than it was pre-pandemic (Bureau of Labor Statistics).
- Unemployment is dropping – and predicted to sink to 3.5% by the end of 2022 (Goldman Sachs).
- It's the holidays (would-be job seekers are postponing their search until the New Year).
- Although federal unemployment benefits have ended, return-to-work anxiety is real.

Bottom line? Increased labor demand, reduced supply, changing job-seeker priorities and lingering fears are making recruiting a real nightmare.

Ready to tackle recruiting challenges head-on?

We have you covered. The team at Haley Marketing brainstormed “[50+ Ideas for Social Recruiting](#),” and below we share ways you can use social platforms to inform and inspire job seekers – and ultimately give your recruiting a much-needed boost.

Inform and inspire job seekers, and they will see value in working with you.

1. **Give candidates compelling reasons to work.** In your social posts, address the rational and emotional reasons people might want to get back to work:
 1. Sense of pride and well-being that comes from earning a paycheck.
 2. Right now is the BEST time to land a temp-to-hire job.
 3. Pay rates are very competitive right now.
 4. It's a great time to get into a desirable field or employer.
 5. Avoid gaps on your resume – they can follow you through your career.
 6. Get your spouse off the couch (and out of the house!).

2. **Provide ongoing training to your team.** Ensure they understand your social recruiting strategy—and know how to use the tools effectively. Consider a "lunch and learn" model for cross training the folks in your company.

3. **Use LinkedIn Live or Facebook Live.**
 1. Host a regular show featuring local jobs, employers, and your recruiters. Think 30 minutes once a week.
 2. You can also share job hunting tips, advice on how to get promoted, and other educational content mixed in with discussion about specific jobs you're trying to fill.
 3. Go live with interview tips. Have a recruiter go live on Facebook or LinkedIn and provide tips for interviewing. You could even do a mock interview situation where you show good and bad examples of answering interview questions.
 4. Use Facebook Live to promote opportunities. While only a tiny percentage of your following will see your non-sponsored Facebook posts, a large percentage will have Facebook Live notifications turned on and will see what you share via video!
 5. Try a Facebook Live: Q & A session. Ask your followers for questions, and then answer them in this live video format. It's a nice way to show that there are real people behind the scenes at your company.

4. **Create interesting content.** What's "interesting" content? Anything that resonates with your audience! Here are few ideas:
 1. Videos that profile your clients and the interesting job assignments you offer.
 2. Videos that introduce your recruiters.
 3. Pictures that show off your culture and how you treat candidates.
 4. Infographics that explain how to get hired with your firm.
 5. Instagram and Facebook stories that celebrate the work your temporaries do.
 6. Press releases about your community service.
 7. Blog posts that show off the social value of staffing services and how you put people to work.
 8. eBooks and guides to getting promoted / getting a raise.
 9. Free training courses or videos.

Need help with recruiting?

Our [digital marketing experts](#) would love to talk about your goals and challenges – and explore ways we can help!