Talent Recruitment
and Engagement
OFFICE OF HUMAN RESOURCES
UNIVERSITY OF WISCONSIN–MADISON

Outside of the jobs.wisc.edu website, there are other ways to recruit. One of the easiest and most important ways to get great talent for your vacancy is to use the power of social media.

Why Recruit on Social Media?

Facebook has the most evenly distributed gender and age demographics of any social network, based on research conducted by Pace published in March 2016. There are **1.44 billion monthly active users** and 87% of people ages 18-29 are on Facebook. Additionally, 56% of people age 65+ are on Facebook. Facebook users are also the most active, with 293,000 status updates every 60 seconds.

Twitter is the second-most used social media platform with **320 million active users per month.** Of these users, 37% are ages 18-29 and 25% are ages 30-49.

Recruiting on social media allows you to reach passive candidates and find talent who are passionate about the work they do and the ideas they have.

How to Recruit on Social Media

To develop your own, unique social media recruiting strategy, consider these how-to ideas to get you started while adhering to UW–Madison's social media policy:

- *Participate online via use of hashtags.* Get active on LinkedIn, Facebook and/or Twitter by using relevant hashtags to get your job noticed by potential candidates. For example, try adding #Job, #Career or #UWMadison to your posts.
  - o Create a hashtag that is specific to your department. This will help to build your particular and recognizable brand. For example, #WorkAt[DepartmentName].
  - o Looking for a specific set of experience in your candidates? Hashtag industry-specific keywords such as #WebDeveloper or #Finance.
  - o Want a quick glance at who is looking for work on Twitter? Search the hashtag "#HireMe" to see who is available.

- *Promote vacancies on your social networks free of charge!* Make a status update or tweet that includes the link to the vacancy on the jobs.wisc.edu website as well as attention-grabbing language.
  - o Note: You can Boost your post on Facebook for an additional charge via a budget you set with a pay-per-click model.

- *Promote the culture.* Go beyond posting vacancies to your social media accounts. Share content that allows potential applicants to see what it is like to work for your team.
  - o Share history and major milestones, too. It can be exciting to reflect on the past compared to the future state and gives others a good inside look as to the evolution of your department and team.

- *Involve your employees.* You may have great social media users in your department. Your employees are also your best advocates. Encourage staff to share openings and be ambassadors for your brand on social media.

Ensure they are also following UW–Madison's social media policy.

- *Socialize.* Recruiting on Facebook and Twitter includes networking with your potential candidates and building relationships with these possible future hires. Respond to questions and engage on a regular basis.
  - Join relevant Facebook groups. It's free to join groups relevant to your hiring needs to interact with possible job candidates.

- *Find candidates easily.* Aside from posting current openings, try using Facebook for sourcing passive candidates. With a [Facebook Graph Search](#) you can search candidates who match a specific set of criteria. You can send a message on Facebook if you're connected or reach the candidate via LinkedIn. Another suggestion is to see if you have a mutual connection and ask the connection for an introduction. Examples of search queries include:

  - [Job title] who live near [Location]
  - [Job title] who speak [Language]
  - People who work at [Competitor]

  You can also search for candidates on Twitter. You can get specific results by searching for people who work for a specific company by searching for that company's Twitter handle. Check out places you candidates might hang out like @github, for example. This is a great place to find programmers.

- *Keep the important content around longer.* Have an important message or announcement that you do not want getting lost on your Facebook page? Use the pinned post feature to ensure the content does not get lost in your feed or your audience's feed. Here's how to pin a post in 3 easy steps:

  1. Go to the post on your Page's Timeline.
  2. Click in the top-right corner.
  3. Select Pin to Top.
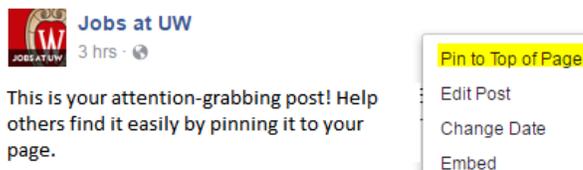
- *Use Facebook and/or Twitter Live.* Go live to answer questions your followers and potential applicants have. If you have the resources for it, schedule your go-live ahead of time and share the schedule with your followers. This feature really attracts audiences! Involve others to help field inquiries and use this as another opportunity to show your audience what it's like to work with your team.
  - To go live on Twitter (mobile), compose a Tweet, then tap "LIVE" which brings you to pre-broadcast screen where you can frame your shot. When you're ready, press "Go Live" to start broadcasting. Once you are live, anyone on Twitter can join your live video and participate in your experience.
  - To go live on Facebook as a page admin (mobile), go to your Page and click on "Post" to create a new post. Click on "Go Live" and add a description for your video. Click "Go Live" again.