Recruit on Social Media

Create Your Accounts

Twitter

1. Go to https://twitter.com/i/flow/signup.
2. Click the Create account button.
3. The "Create your account" pop-up box will appear. You will be guided through the process. To begin, enter your name and phone number or email address (preferably your work/business email address).
4. After providing an email address or phone number, you will be sent an email with instructions and a verification process.
5. Enter your information, then click "Next."
6. In the "Customize your experience" box, check whether you would like to track where you see Twitter content across the web. Click "Next."

Facebook

1. Go to facebook.com and click "Create New Account."
2. Enter your name, email address or phone number, password, date of birth, and gender. Then click "Sign Up."
3. To finish creating your account, you will need to confirm your email address or phone number.

Recruitment Tips

- Jobs@UW.
  - The Talent Acquisition (TA) team within the Office of Human Resources (OHR) maintains the Jobs@UW accounts on Twitter and Facebook. To increase your reach, TA can post to the Jobs@UW accounts on your behalf. To have your job featured on Jobs@UW, Division HR should email their TA Specialist and include the following information: a short summary or important items that must be included in the post, an image, and the link to the posting. University Communications hosts the UW-Madison Photo Library, with images available to download for promotional use.

- Use hashtags to increase your reach.
  - Twitter: Add the hashtag symbol (#) before relevant phrases or words to ensure your post appears in a search. If you click on a hashtag within a post, you will be shown other tweets that include the same hashtag. Do not add spaces or punctuation to a hashtag. It is recommended to use at least two hashtags in a post.
  - Facebook: Hashtags turn words into clickable links within your post. If you click on a hashtag, you will see a feed of posts that include the hashtag. You can include numbers in your hashtag; however, punctuation and special characters will not work. You can search for a hashtag using the search bar at the top of any page.
  - Example: The Department of XX is #hiring! Join the team as a #Research Specialist and investigate cellular and molecular events that happen during #retinogenesis. [Insert link to job posting] #WorkWithBucky

- Share your vacancies on social networks for free.

- Create a Facebook post or tweet that includes information about your job. Important items to include are: the link to the posting, content that shares insight into the unit's culture, and a call to action such as, "apply today" or "learn more about the opportunity here [link]."
- Involve employees as ambassadors for the job. Encourage staff to share job openings on their social media accounts, including LinkedIn.
- Keep posts concise with plain language and use a relevant image when possible.
- You can create a paid advertisement for your Facebook post by Boosting it. Learn more about how to Boost your post [here](#).

- Socialize.
  - Using Facebook and Twitter to recruit is a way to interact with potential candidates and build relationships. Respond to questions and engage regularly. You may consider joining relevant Facebook groups to interact with potential candidates and share job opportunities.

- Search.
  - Use the [Advanced Search](#) function on Twitter to search tweets and profiles for relevant keywords.
  - Engage with potential candidates by liking or replying to their tweets. You can also send a user a personalized message inviting them to apply to a job or offering a time for you to connect to talk about a job.