



1. **Rethink how you post jobs.** Many employers tend to post a “wish list” of all the credentials required and job duties that they expect to assign to the posted job. The problem is; it explains “what” the job is all about but does very little to explain “why” a job candidate should be interested in the job. What makes this position interesting, rewarding and different from what is offered by competing organizations? If an employer can do a great job explain these things, it will encourage more job candidates to apply.
2. **Leverage social media to your advantage.** Not all social media outlets are created equal when it comes to recruitment. Job seekers vary in the type and way in which they use social media. For example, Facebook make be a better communication medium to promote the work culture of your organization and exciting things that you do. Instagram and Twitter may speak to your creativity, innovation and able to respond to trends in the marketplace quickly. LinkedIn may be a chance to market your corporate persona and be a targeted recruitment forum for specific skills. Whatever your strategy for attracting new employees, it is important to have a presence across major social media platforms to extend your reach. To generate interest from the right candidates though, it is important to adjust your recruitment efforts so they are consistent with the audiences who are attracted to using that platform. Failing to do this can result in wasted recruiting efforts as you are not attracting the intended target audiences.
3. **Understand the needs of your talent pool.** The best candidates for your organization are also the best ones for your competitors. What makes your organization stand out? Research sites like Glassdoor and Indeed to find out what former employees are saying about your organization and your industry competitors. Are there ways your company image can improve? Is there something you can offer that other organizations are not? This is much more than a “cost” of doing business. This is an investment in your corporate future as this effects employee retention as well.
4. **Recruit strategically.** Using a fishing analogy; Do you want to put your efforts into recruiting many little fish or trying to land the biggest one you can find? This may require a longer term recruitment strategy to find younger candidate to groom them as future leaders and/or considering immigration strategies to find talent where it doesn’t exist in local labour markets. Do your social media post have the creative “bait” to attract the talent you want? How can you reach more of your target audience before your competition?



5. **It's a full time gig.** You will need to place considerable resource time on posting, monitoring and responding to people through social media. This is your public branding and is just as important as the marketing efforts you direct towards your consumer base. You need staff dedicated to your recruitment strategy if it is going to pay off for you.
6. **Get support.** Social media platforms have many resources designed to help you post effectively. If you are not generating the results you expect, you should research the techniques that social media experts use and try to emulate them. You can also contact a Program Consultant with the Department of Post Secondary Education, Training and Labour (Employment and Continuous Services Learning Branch) to discuss your recruitment strategies and review and collaborate solutions that could help.

Resources:

Facebook: www.facebook.com

LinkedIn: www.linkedin.com

Instagram: www.twitter.com

Glassdoor: www.glassdoor.ca

Indeed: www.indeed.ca

NB Jobs: www.nbjobs.ca

Provincial Government: www.gnb.ca