

7 Tips to Building Inclusive Recruitment Through Social Media

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Social media has the potential to expand your recruitment reach and tap into new audiences. Social media also gives you access to active and passive job seekers. Yet it continues to be an underutilized path for recruitment efforts because folks don't know where to start, what to focus their efforts on, and how to gauge their success. Check out these 7 tips to help you build a stronger inclusive recruitment process online.

Tip #1: Ensure You Are Using the Right Platforms

With so many unique social media channels available, it can be overwhelming to understand what recruitment benefits each platform has to offer. Let's take a look at some of the most popular networking platforms currently available and how you might leverage them.

- **LinkedIn:** LinkedIn was built to be a professional networking site. Not only is it the largest with over 740 million users, but the entire platform is set up to make recruitment efforts seamless. The group feature enables you to connect and maintain engagement with specific groups that focus on or represent diverse populations.
- **Facebook:** While Facebook started as a personal networking site to share amongst friends and family, it has quickly turned into the top spot to communicate. Companies can now create job postings on Facebook, allowing job seekers to apply without ever leaving the platform.
- **Twitter:** Twitter is geared towards bite-size pieces of information. While it's not recommended to use this as your primary focus, it can be a great way to direct potential job seekers back to your organization's website where they can view job opportunities.
- **Instagram:** As a predominately visual networking site, Instagram can be a gold mine for recruitment efforts if you have the right audience.

Understanding what each social media channel has to offer gives you a greater chance at successfully engaging with potential candidates and attracting top talent.

Tip #2: Put a Little TLC Into Your Company's Social Media Accounts

There is nothing worse than a job seeker scoping out a company's mission only to find that they haven't posted content in years and appear to be

no longer active. If you haven't been as active as you like, try these steps to get you back on track.

- Update your company's profile picture, logo, and "About Us" section.
- Make sure all contact information is accurate.
- Implement a regular posting schedule.
- Actively engage with commenters and those who share your content.
- Check that all past content is on-brand with your current mission. If not, delete!

Doing a thorough spring cleaning of your accounts can ensure that potential job seekers are seeing the most current information available. It's also a great way to redirect them to your organization's website where they can learn more about who you are as a company!

Tip #3: Demonstrate Your Commitment to Diversity Through Your Organization's Story

According to the 2021 HERC Job Seeker survey, 83% of respondents rank an employer's diversity and inclusion policies and practices as "very" or "somewhat" important. In that same survey, the top three indicators of an employer's commitment to diversity were "shows commitment to salary and compensation," "has a positive reputation from current employees," and "demonstrates that diverse faculty/staff are able to advance in their careers."

Perception is everything and if your company does not have a strong positive reputation, you may have some serious work ahead of you. Job seekers want to see more than a simple mission statement. What actions have your organization taken toward social justice, diversity, equity, and inclusion? Who are your employees and what is your work culture like? Are you actively involved in the community?

Employee profiles are a great way to showcase and celebrate staff. Identify and produce stories about people or programs that illustrate your inclusive work policies. Recognize community partners by sharing stories of how you work together or consider sharing community partners' social media posts with your followers. Keep in mind that stories do not always have to be extensive; short formats oftentimes work best for social media (such as simply posting a photo with a few sentences).

The single most important tool you can use to get your organization's story in front of potential candidates is to enlist the help of your current employees to reach their networks. Never underestimate how powerful a personal endorsement or recommendation can be, especially when it is coming from someone happily involved in your organization.

Tip #4: Be Mindful of Your Content Mix – Include Inclusive and Accessible Content

Your content may not be relevant to all audiences, but a thoughtful mix of content will help you connect with a wide range of people. Be deliberate with the graphics and photos of people that you share.

Also be sure that your content is fully accessible, such as including image descriptions or including captions in your videos.

It's important to remember that people like to receive stories and information in different ways. The beauty of social media is you can use a variety of formats to get your message across. This can be anything from:

- Videos
- Blog Posts/Articles
- Images and Photography

- Infographics
- Podcasts and Webinars

Posting a diverse mix of content that reflects your institution's values is crucial to building brand awareness.

Tip #5: Optimize Your Organic Efforts with Social Advertising

By investing in social advertising, your stories and calls-to-action can reach more people. You'll also have robust targeting options, such as by geographic location, interests, and educational level. Given the ability to target and track actions, social advertising is one of the most inexpensive advertising options since you can set your own budget.

One form of social advertising is "boosting" organic posts. Organic posts can only reach so many people due to complicated newsfeed algorithms. By spending a modest amount of money, you can reach more people and increase the amount of time your post will appear in newsfeeds.

Another social advertising product is traditional advertising campaigns – creating an ad that exists strictly as an ad, separate from posts that appear on your page for your followers. You'll have the same targeting options as boosting an organic post.

Tip #6: Maintain Community by Keeping Candidates Engaged

This one may come as no surprise but being an active participant on your social media accounts will go a long way. The key to building a solid network is to be proactive and make the effort to go to your audience. Do not wait for them to come to you! Make sure you are doing the following:

- Respond to comments on posts and inquiries via private messages.
- Establish and maintain active relationships with external partners, community-based organizations, and other related groups. Like or share their posts with your followers.
- Create interactive posts that generate responses. Utilize engagement features like polls in Facebook or LinkedIn.

Monitor what types of content your followers engage with the most, then use that information to drive what – and how - you post in the future.

Tip #7: Meet Job Seekers Where They Are

Don't assume job seekers will come to you and see your posts. It's important to also include social media tactics that make you go to where they already are.

Join diversity-specific job seeker groups on Facebook and LinkedIn as your institution's page and post as your institution, if allowed. Some groups will not allow your institution's page to join, but you should be able to join with your personal account. If that's the case, make sure your personal profile shows what institution you are affiliated with and in posts that you share in the group, tag/link back to your institution's page and encourage group members to follow it.

Here are some examples of diversity-specific groups that are active on social media:

Military Veteran Job Seekers

- Facebook Groups: [Veteran2Hire](#), [Veterans4usajobs](#)

LGBTQ+ Job Seekers

- Facebook Group: [Job & Internship Opportunities for LGBTQ POC/QTPOC](#)

Black Job Seekers

- Facebook Groups: [Black Professionals Job Connections](#)
- LinkedIn Groups: [Blacks in Technology](#), [Black Women in Science and Engineering](#), [NAAAHR - National Association of African Americans in Human Resources](#)

Latinx Job Seekers

- LinkedIn Group: [Hispanic Professionals](#)

Minority Job Seekers

- - LinkedIn Group: [Minority Professional Network \(MPN\)](#)

Others Job Seeker Groups to Research: ADA/Disability, Women

Another way to meet job seekers where they are is to collaborate with partner organizations that represent diverse groups. Develop a content-sharing plan with them so that you can get your content in front of their followers AND, by sharing their content with your follows, you can demonstrate your organization's commitment to diversity (see Tip #3 above).

Approach your social media accounts with care. They represent what your organization is all about. By building a solid strategy, staying engaged with your audience, and sharing content that showcases your institution's commitment to diversity, your inclusive recruitment efforts will be successful.