Social Media Best Practices

Employer Advisory Board

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Social Media Explained. With Bacon.
• Facebook, Twitter, and LinkedIn are the Big 3
• Blogs, Youtube, Vimeo, Pinterest, and Instagram are close behind
Engagement & Interaction

• Ask questions frequently
• Tell stories
• Share interesting news and useful insights about your company
• A Day in the Life
  – Give students an inside glimpse to your company.
  • Share employee interviews
  • Virtual tours of the building
  • Team/staff profiles and bios
• Insights into your Company Culture
  – What makes you unique?
    • Brag about your training and development.
    • Show that you’re a **fun place to work**.
• Industry News
  – What’s going on in your industry?
    • Candidates you desire are likely interested…
Community News
– What’s happening in the community where you’re located?

Here’s a look at how our Employee Resource Groups are giving back to the community. #greatplacetowork ow.ly/yUnPJ
• How-To information
  – Share info that will help students become more successful.
  • Career and leadership development, interview tips, etc.
• Ask your Audience Questions
  – Drives engagement and interaction
    • Why are you interested in this industry?
    • What’s one thing you want to know about our company?
Other best practices?
Resources:

NACE 2013 Student Survey

Jobvite 2013 Social Recruiting Survey