

FACEBOOK FOR RECRUITMENT



TODAY'S PRESENTERS



Chris Knott, Director of Digital Marketing



Allison Padgett, Digital Marketing Manager

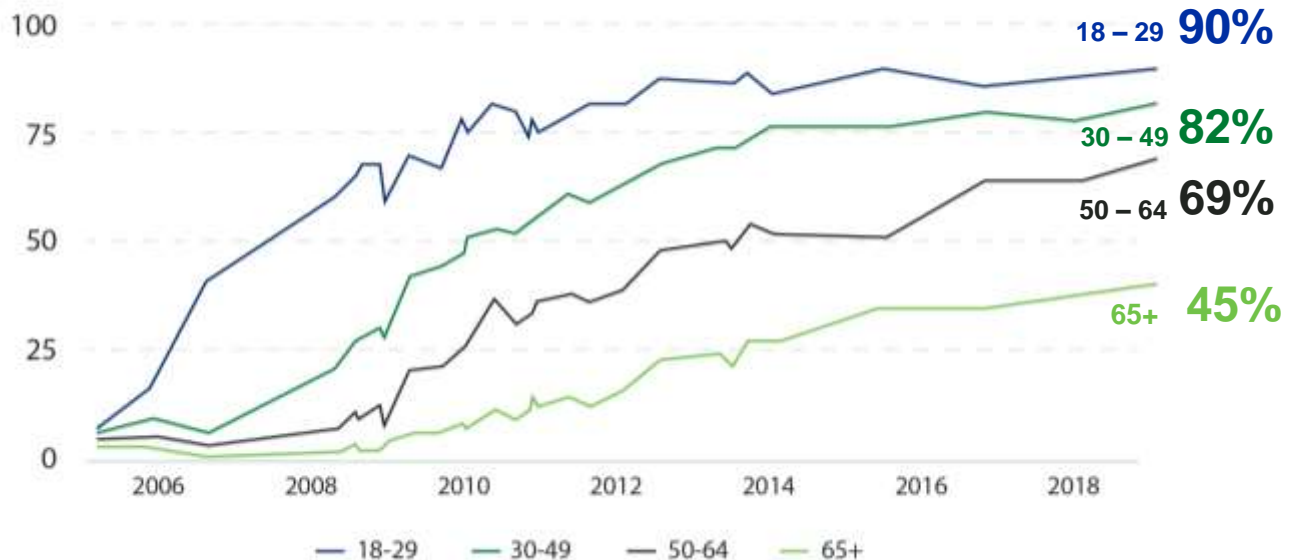


Mike Warner, Digital Marketing Specialist

SOCIAL MEDIA

Who is online?

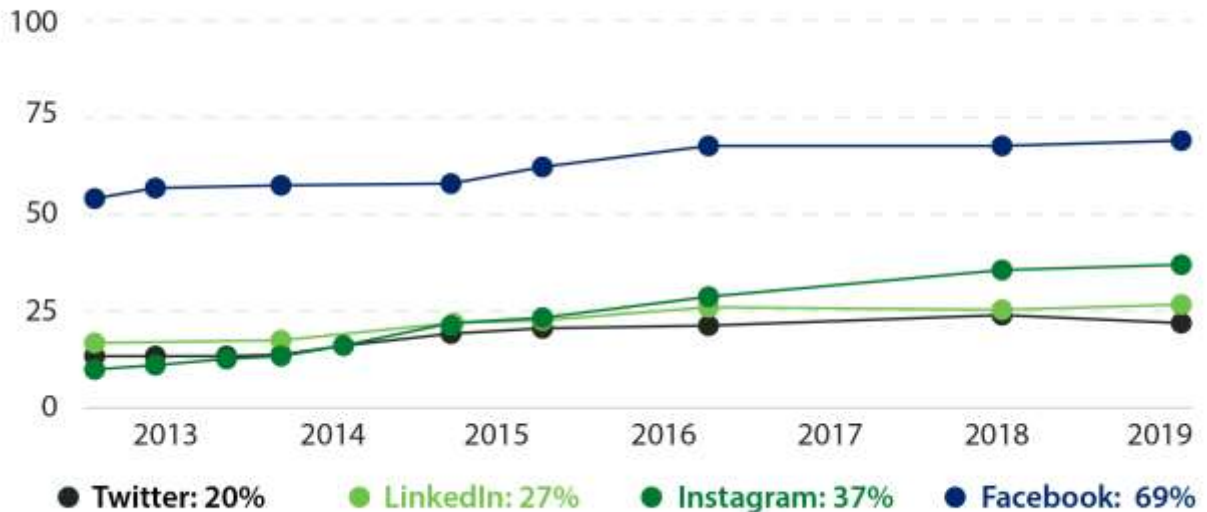
% of U.S. adults who use at least one social media site, by age



SOCIAL MEDIA

And where are they?

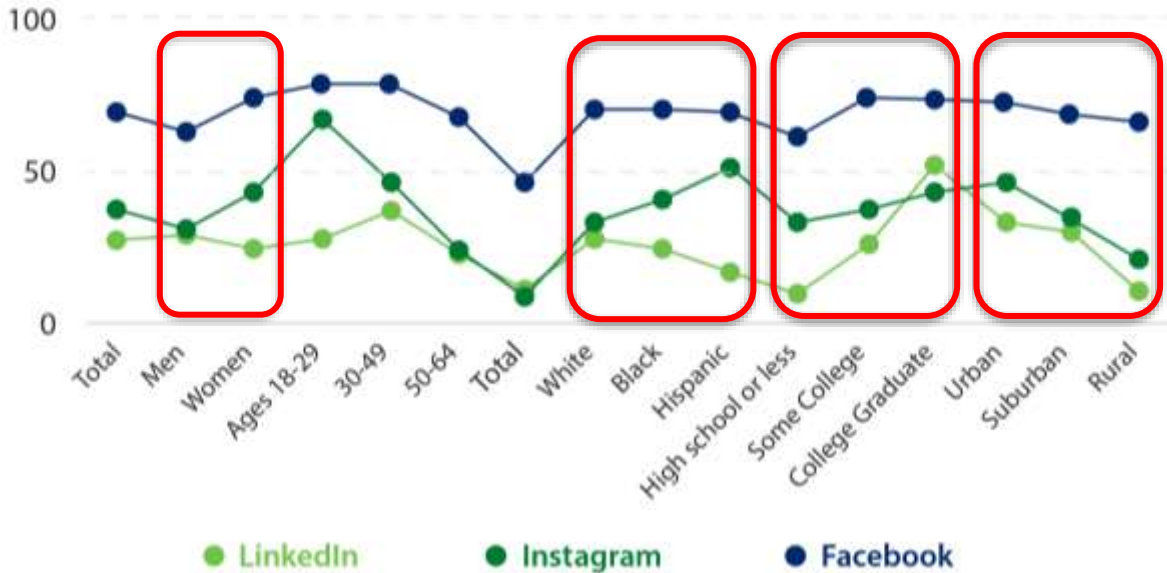
% of U.S. adults who use...



SOCIAL MEDIA

Demographic details

% of U.S. adults who use...



● LinkedIn

● Instagram

● Facebook

MONTHLY & DAILY AVERAGES

Facebook monthly active users (MAUs) – MAUs were

2.60 billion

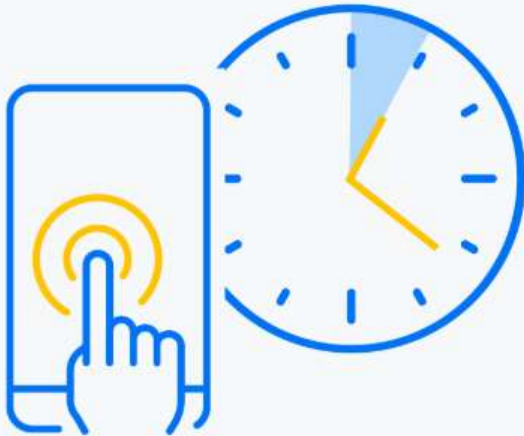
Facebook daily active users (DAUs) – DAUs were

1.73 billion

(Facebook, 2020)



TIME SPENT ON SITE



Users spent an average of

**58.5
minutes**

on Facebook each day.

(Recode, 2018)

COVID-19 EFFECT

Monthly active users increased by **10% to 2.6 billion**

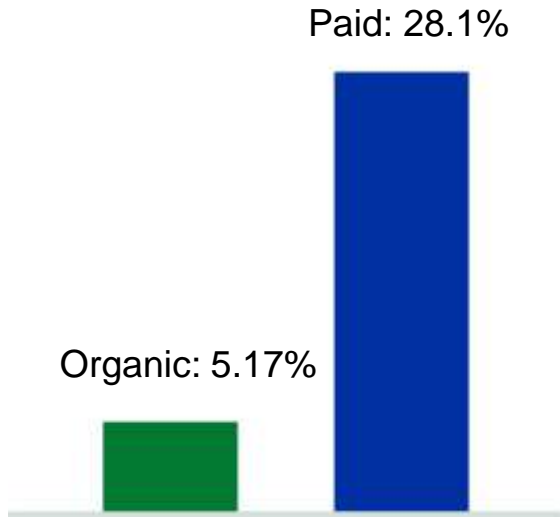
70% more time spent across apps

Browsing has **increased 53%**

Facebook messaging has **increased more than 50%** in many countries

FACEBOOK FOR RECRUITMENT

Organic vs. Sponsored Post Results



- Connecting only with users that like your page (organically) limits your potential
- Facebook advertising gives you the ability to get your post in front of users that may be interested in your company but don't currently like your page.

FACEBOOK FOR RECRUITMENT

How to use the platform



Goal: Drive qualified traffic to your career site where candidates have the opportunity to fill out an application



Build your audience



Generate interest in your company and brand



Create awareness of available jobs/positions



Keep up with your current audience, your future audience and your competition

FACEBOOK FOR RECRUITMENT

How to target your audience



Location



Interests



Relevant Messaging



Appealing Image



Clear Call-to-Action

FACEBOOK FOR RECRUITMENT

Sponsored Post Strategy



The screenshot shows a Facebook post from NAS Recruitment Innovation. The post is sponsored and features a dark blue background with white and yellow text. The main text reads: "2020 Calendar of Healthcare Recognition Days from NAS is here! Our calendar is an invaluable resource for you and your team ...See More". Below the text is a graphic with the text "2020 CALENDAR of HEALTHCARE RECOGNITION DAYS" and an icon of a calendar with a heart and a pulse line. The post also shows the NAS logo, a "Learn More" button, and engagement metrics: 51 likes and 14 shares.

NAS Recruitment Innovation Sponsored · 🌐

2020 Calendar of Healthcare Recognition Days from NAS is here! Our calendar is an invaluable resource for you and your team ...See More

NAS RECRUITMENT INNOVATION

2020
CALENDAR of
HEALTHCARE
RECOGNITION DAYS

NAS Recruitment Innovation
Recruiter

Learn More

👍❤️ 51 14 Shares

👍 Like 🗨 Comment ➦ Share



Link Click Ads

- Supported placements throughout Facebook and Instagram
- Send audience to landing page associated with your ad
- Delivers the same ad across multiple news feeds and reach a large audience at the same time

FACEBOOK CASE STUDY

Healthcare Industry



Challenge: Raise awareness of immediate hiring needs for large Healthcare System

Strategy: One Sponsored Post per Quarter

Results:

	Post 1	Post 2	%
Impressions	81,938	87,307	+6%

Engagement:

	Post 1	Post 2	%
Likes/Reactions	2,393	4,912	+51%
Post Saves	9	22	+60%
Post Shares	164	172	+5%

FACEBOOK CASE STUDY

Manufacturing Industry



Challenge: Manufacturer opening new facility; needed to fill multiple positions

Strategy: Series of FB sponsored posts over a period of 3 months

Results:

	Post 1	Post 2	%
Link Clicks	226	434	+48%

CPC (Cost Per Click):

	Post 1	Post 2	%
Avg CPC	\$0.28	\$0.14	-50%

SOCIAL MEDIA STRATEGY

The importance of social media in recruiting continues to grow. An Adweek report suggests that **92% of recruiters** use social media. The share of **companies** that use social media for recruiting has **increased to 84%**.

Facebook Sponsored Posts have a low barrier to entry and can be incorporated **NOW!** And they can be **foundational** for a more comprehensive social media strategy.

SOCIAL MEDIA STRATEGY

Attract & Source

Attract and capture the right audience for your **social properties** and drive to the **career site** and **talent community**.

Engage

Plan and provide **transparent information** that today's **candidates** expect that helps them make the **right decision**.

Convert

Set **conversion goals** including increased social **engagement**, talent community **growth**, **applies**, and **hires**.

KEY TAKEAWAYS

- ➔ **Facebook** is the **most popular** social media in the US! Use has **increased** during the COVID crisis.
- ➔ Reach a **diverse audience**.
- ➔ **Target** by a variety of criteria to reach **target audience**.
- ➔ Can be used for single **campaigns** and can serve as a **foundation** for a more robust strategy.
- ➔ Low barrier to entry. Can be incorporated **NOW!**
- ➔ **Interested** in learning more? Contact **NAS today!**

THANK YOU