Social Media as a Recruiting Tool: Strategies For Using Facebook, Twitter, and LinkedIn

Description:

Course Description:

Social media has changed the way people look for and find out about employment opportunities. No longer can you simply place an ad in the newspaper and get all of the qualified candidates you need for every open position.

Now, competition for qualified candidates is intense, and the key to virtually any a successful recruiting effort must involve social networking strategies and activities. This is true whether you work for a huge corporation or a small business with only a few employees.

It’s a simple fact that if you want to get great candidates to want to work for your organization, social media needs to be a key component of your recruitment strategies.

Course Objective:

This training session covers several key options for incorporating Facebook, Twitter, and LinkedIn into your recruitment efforts to meet your hiring needs.

Participants will gain insight into practical examples of recruitment messages for use on Facebook, Twitter, and LinkedIn, as well as best practices for coordinating social media recruitment messages with your other recruiting efforts.

Target Audience:

- HR professionals
- Recruiters
- Talent acquisition professionals
- Business owners
- Managers involved in recruiting
- Marketing/PR professionals involved in recruiting

Contents:

Course Outline:

- How social media impacts recruiting
- Key benefits of social recruiting
- How to incorporate social recruiting into your staffing plan
- Establishing internal responsibilities for social recruiting
- Guidelines for social media recruitment-focused content
- Selecting the right social media sources
- LinkedIn social recruiting tips and techniques
- Facebook social recruiting tips and techniques
- Twitter social recruiting tips and techniques
- Importance of responsiveness in social recruiting
- Options for expanding your social recruiting efforts

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3627465/

Order by Fax - using the form below

Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Social Media as a Recruiting Tool: Strategies For Using Facebook, Twitter, and Linkedin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3627465/">http://www.researchandmarkets.com/reports/3627465/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH318LH</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Access (Recorded):</td>
<td>□ USD 249</td>
</tr>
<tr>
<td>DVD:</td>
<td>□ USD 499 + USD 58 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr □</th>
<th>Mrs □</th>
<th>Dr □</th>
<th>Miss □</th>
<th>Ms □</th>
<th>Prof □</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World