Social Media Recruitment Plan

BUILD A SOCIAL MEDIA RECRUITMENT STRATEGY

It is critical to have a strategy surrounding social media recruitment. As mentioned in the presentation, it is unlikely that you will get the results you want without using targeted strategies. Answer the following questions in the space provided and begin to see your social media recruitment strategy take form!

As a reminder, here is our example social media recruitment strategy.

- Needs: Bus Drivers
- Goals: Hire twelve bus drivers before the start of the 2024-2025 school year.
- Target audience: Retirees, Small business owners, career changers
- Social Media Platform: Instagram, Facebook
- 1. **Identify your need:** Name one position in your district that you would like to focus on with social media recruiting.

- 2. **Set your goals:** What is the number of positions you need to fill? By when do you need these positions filled?
- 3. **Outline your ideal candidate:** What knowledge, skills, or abilities are required to begin in this position? Are specific licenses or certifications required? What kind of people could fill these positions (e.g., community members, career changers, college students?)

4. **Determine which social media platform you'll use:** Which social media platform would be best to find your ideal candidates on?



YOUR NEXT STEPS

Write your answers to the questions below using the space provided.

1. What is your biggest takeaway from this presentation?

2. What is one action you will take when you get back to your organization?

