

Tweet tweet...you're hired.



If you still think social media is a passing fad then you're putting yourself in the category of #Unable To Compete Effectively In Business or, more simply, #LeftBehind. Facebook is not a fad and Twitter is no teetering trend.

If you're not using social media as a tool to communicate with consumers then you're missing out on connecting with your target audience, building your brand and establishing trust and loyalty among customers. Oh, and you could be missing out on snagging the perfect employee too.

Considering social media (that is, Facebook, Twitter, Wikis, Flickr, LinkedIn, blogs, messageboards and oh my goodness we can hardly keep up there are so many) is creeping into all aspects of our businesses, from marketing to customer relations, it makes sense to acknowledge that it will (if not already) affect recruitment. But how? Here are some of the clever social media recruitment campaigns we're already seeing at **MyRecruitOnline**...

- Job Advertisements on Facebook and Twitter
- Fun, interactive job role assessments to analyse candidate's values on Social Media sites
- QR Codes that can be scanned by a candidate's mobile phone and then link to a round one job application assessment task on Facebook
- Involving customers in the selection process for new employees by allowing them to vote for their favourite logo, for example, as created by wannabe graphic designers
- A YouTube video showing a day in the life of an employee can be linked to a recruitment webpage to create a seamless user experience for an interested prospective candidate
- Harnessing LinkedIn by advertising executive positions to prospective candidates. This enables prospective candidates to apply directly from LinkedIn with their user profile

Not only are social media tools a fantastic two-way communication channel with prospective employees, they can also attract the right employees when you use them well, as they give your business a way to portray its business culture, spirit and the unique experience it can provide to future candidates.

So log in, get 'liked', upload, start 'trending' and engage in online discussions to create a seamless, interactive and personalised experience when recruiting.

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