



# How to Bulletproof Your Social Recruiting Strategy





In a special, super insightful episode of Adway Live, our Senior Advisor of Digital Talent Acquisition [Sara Dalsfelt](#) sat down with [Rich Lewis-Jones](#), Regional Director APAC at [SmartRecruiters](#), to break down exactly how you can bulletproof your social recruiting strategy.

But, before the “how,” here’s the WHY behind social media recruiting:

- ◆ Social media (NOT just LinkedIn) is the natural digital habitat of hard-to-get talent, with over [4.6 billion](#) users, regardless of what role you’re hiring for.
- ◆ You *need* to stand out on social media to succeed... After all, you're competing against cute kittens and DIY life hacks!
- ◆ With social recruiting, you can seduce candidates by making them picture themselves working at your company with tailored social media content. Remember: you're selling a lifestyle, not a job.

Now, for the “how...”





A person in a crowd is seen from behind, looking at a large presentation screen. The screen displays the text 'HIRING SUCCESS' in large white letters on a green background, followed by a lightbulb icon containing the number '20'. The person is wearing a dark t-shirt with the text 'YOU ARE WHO YOU HIRE' printed on it. The background shows a blurred crowd and stage lights.

# THE ADWAY + SMARTRECRUITERS PARTNERSHIP

The partnership between Adway and [SmartRecruiters](#) helps you build your talent ecosystem of best-in-breed solutions for operational superiority in talent attraction. Together, Adway and SmartRecruiters deliver game-changing tools and strategies for social recruiting. We offer automated programmatic [social recruiting](#) software to feed your ATS with relevant candidates BEFORE you have an open vacancy.

In order to hire and [seduce](#) the top candidates on the talent market, the candidate journey for hard-to-fill positions needs to be 24/7 storytelling in their native digital habitat (social media).

By working candidate-centered and building a [seamless candidate journey](#), the top of the funnel bursts open and the remainder of the recruitment process can be approached completely unbiased. This means a more diverse pool of high-quality candidates you can reach even while you sleep.



# BACKGROUND CHECK: RICH LEWIS-JONES

SmartRecruiters' Rich Lewis-Jones has been in the TA space for the last 15 years, working for organisations of all shapes and sizes that are open to digital transformation around HR and [talent acquisition strategy](#). His passion for technology whilst working in this space has allowed him to explore how we can embrace and utilise HR technology for better, more unbiased candidate experiences, efficiencies and recruitment results.





# Post Programmatically + Targeted Job Ads (Versus Manually)

It's a very different story (with very different results) to post job ads manually on social media versus using automated recruitment marketing to programmatically post targeted ads. For starters, you're bidding against your other talent competitors!

And, in order to take true advantage of the data points that social media places at your fingertips, you need to utilise strategic software that can gather the right information and continuously offer relevant next steps to your candidates. The best part is: these highly intelligent talent acquisition systems can produce in-depth reports to help you (and *empower* you) to show the *business case* for TA to your company.

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Hear this loud and clear: Talent, when invested in appropriately, is a revenue-impacting function.

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Super skilled talent acquisition professionals shouldn't be spending their time hunting for cold candidates. Their value lies further down the funnel, when it's time to think about assessments, cultural "adds" and actually *talking* to people! By optimising the recruitment process with a steady inflow of relevant candidates through social recruiting, these TA pros can do just that.



# Build In a Storytelling Strategy

When you're interacting with a fully-employed and highly-qualified candidate on social media (because 70% of today's talent is passive, meaning they aren't actively seeking a job), telling the story of your company, your unique employer brand and Innovation Value Proposition (IVP) is how you *sell* them on their next major move in life. Free coffee doesn't cut it. This is about a 24/7, immersive storytelling experience on social media that compels them to learn more about how your company can change their life.

— Most importantly: the realer you can be, the better — about the stories of your people, your heroes and your culture — not just your brand. —





## Andrew O'Flaherty Recruitment Consultant, Eden Recruitment

- ? Do you think social accounts and websites of recruiting companies should be uniform and actively updated and busy? Do you think social is the best focus for the future with parts of the usual places?
- At Adway, we work with dark posts, so it's not for everyone to see. It's hyper-targeted, so the social recruiting strategy is targeted to the people who are supposed to see it. Since marketing on demand is so strong in working with advertising communication, when someone visits a social media account, that content should be mostly weighted toward candidates and talent. If someone takes the time to visit a company's social media account, it should really focus on research material that's candidate-centric.
- It's not necessarily about volume, it's about the quality you're getting as well. A targeted campaign is just that - it's being selective about the people (and talent) it attracts.
- When you're seeking your most-desired talent, find champions within each department (people to profile and market) and put them out there! Be proud of your ambassadors and utilise them to compel your candidates.

## Becca Lalonde Talent Acquisition Lead, LHi Group

- ? I'm more active than my team on LinkedIn when it comes to sharing content. They've had training, but just aren't comfortable, or find it cringe. Can social recruiting be done bulletproof without a personal brand on LinkedIn?
- Short answer: you do not need a personal brand on LinkedIn to work with social recruiting. Because it's targeted ads for targeted groups on your most performing social media channels. That said, it's great to build your personal brand as a recruiter on a platform like LinkedIn because, once you're conducting candidate outreach or sending inmails, etc., you are someone who should be trusted and accounted for online.





## Harvey Zapico

### Talent Acquisition, PROBE Group

- ? What do you both think about Instagram reels for recruitment advertising? Personally I feel it's an untapped niche that provides free exposure to a wide audience?
- 💬 A format that is candidate-centered is always ideal. So, yes, Instagram Reels is immensely well-performing, as are GIFs and videos in general. If you were to showcase your people using such formats, it would be a very powerful recruiting tool, especially for young talent!

## Mike Difford

### Talent Acquisition Manager, Dotmatics

- ? What's the next LinkedIn? Arguably, LinkedIn is still the most used recruitment networking tool, but for how long?
- 💬 Sara would challenge that. LinkedIn actually isn't even on the top ten list of most-used social media channels. In terms of recruitment, top-ten sites like Facebook, Instagram and TikTok are performing *much* better. LinkedIn's recruiting solution focuses on *active* candidates, whereas the 70% of the global workforce who are *not* searching for jobs. This is where the social recruiting sweet spot lies. Simply follow your candidates. On all the relevant SoMe platforms they spend their time, you should too.



# RICH'S TOP TWO TAKEAWAYS



01.

**Speculate to accumulate. Invest.** Actually invest into talent. If your business is leaning on talent to drive revenue, they need to invest in your department. Lean on your talent partners to help you build the business case! Come to them and ask them for free demonstrations and pitches of their software. Remove the vendor-to-customer relationship and become true partners.

02.

**Always be hiring.** Keep a constant eye on the talent you are looking to attract, even BEFORE the vacancies are listed. Where are they located, especially diverse candidates, (hint: on social media) and how can we always be there (hint: with social recruiting)?



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We don't just do automated social recruitment marketing - we make it work. Harness the power of social media and our AI platform to create a talent attraction journey that gets results, and frees you to meet a higher volume of relevant candidates instead of hunting for them.

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