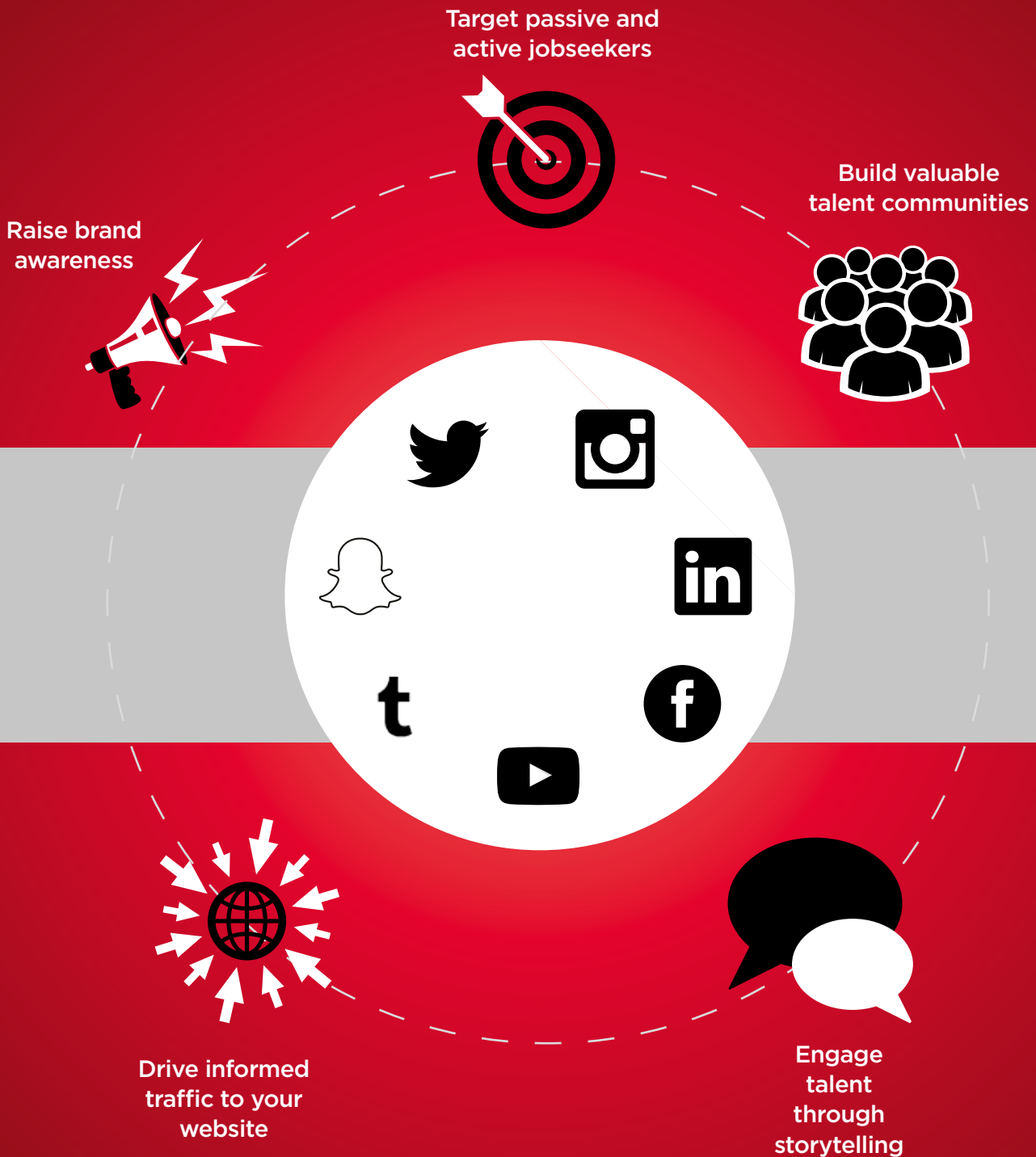


Finding and engaging the right talent:

Getting the most out of social media.



How important is it for your brand to be on social media?

With more than two billion internet users active on social media and 92% of recruiters using it to attract talent, it's absolutely crucial.

To keep up with your audience and your competition, you may be thinking about how social media can help you find and engage the right talent. You may also be wondering how it can help you address the biggest challenge of all – engaging passive job seekers.

Social media has become mainstream in recruitment marketing. That means the organisations that succeed in social media will have the attention of the right talent. But how do you manage it on top of everything else?

Here's how our team of dedicated social media experts can help:

Social Media Consultancy

Building a successful social media presence can be a time consuming business. How do you get in front of the right people? Which platforms work best for your brand? Which content works? What's the ROI? Working alongside you, we can help you answer all of those questions and more. It could be a training workshop, a platform strategy or on-site support for a few hours a month. Rest assured, with our expertise, you'll have everything you need to deliver great social media.

Content Management

It goes without saying that getting content right is really important on social media. It fuels engagement and grows a talent pool of people who have bought into your brand. But creating quality content can take time you just don't have. We can take the pain away by planning content calendars for campaigns, creating suites of content, and even publishing it for you. Our tried and tested process means we will never publish anything which hasn't been approved.

Social Media Analysis

Understanding the ROI of social media campaigns is vital to you and your stakeholders. It's also important to keep an eye on your competition and know what your target audiences are saying. With our campaign analysis, you'll know exactly which parts of your social media are working and which aren't. We can also provide specialist platform analysis software to show you how you can benchmark against your competition. And we have a bespoke social listening tool to help you discover what your audience is saying. It all means you'll know you're on the right track and staying relevant to your audience.

Community Management

It's crucial to keep the social in social media. Community Management is like being a great host – giving people what they need, helping them out, keeping conversations going, and enabling people to talk amongst themselves. All of this can take time and resources you may not have. We provide dedicated community management to monitor questions and comments on your social media platforms. We also create community management policies and procedures.

Promotion

Social media promotion is about more than letting the world know you're on Facebook and Twitter. It's about getting your content in front of the right people at the right time. We can use social media to target the right people by university, company, interests, expertise, location, age and gender. Whether it's a short campaign or an always-on solution, we'll make sure the people who you want to see your content do actually see it.

Events

Social media is a great way to maximise the impact of your events. An event supported by social media not only keeps your attendees engaged, it provides powerful reach into their networks. Whether it's a campus installation or a conference, we can run all of the social media for you. From planning tweets and setting up a conference social media wall to responding to comments and interviewing speakers and delegates, we can help.

Contact us

To find out more, get in touch with our Head of Social Media, Chris Le'cand-Harwood, at chris.harwood@havaspeople.com