

TAPPING
SOCIAL
MEDIA'S

SUPERPOWERS

A Game Plan for Staffing
and Recruiting Firms



LOOK! UP IN THE SKY!
IT'S A BIRD! IT'S A
PLANE! IT'S ...



SOCIAL
MEDIA

YEP.

**In just a few short years, social media
has exploded onto the staffing and recruiting
scene – and quickly gone from zero to superhero.**

These days, smart marketers are using platforms to:

- Improve recruiting: engaging and converting both active and passive candidates
- Attract clients: driving inbound leads and job orders
- Grow loyal employer and job-seeker audiences online
- Strengthen their brand and reputation



BUT DOES SOCIAL MEDIA REALLY HAVE SUPERPOWERS? YOU BE THE JUDGE!

**90.4% OF MILLENNIALS,
77.5% OF GEN X, AND
48.2% OF BABY BOOMERS IN
THE U.S. USE SOCIAL MEDIA¹**

**79% OF
JOB APPLICANTS
USE SOCIAL MEDIA IN
THEIR JOB SEARCH²**

**73% OF
MILLENNIALS FOUND
THEIR LAST POSITION
THROUGH A
SOCIAL MEDIA SITE³**

**NEARLY 6 IN 10 (58%)
OF U.S. CONSUMERS
USE SOCIAL MEDIA
TO FOLLOW BRANDS⁴**

**84% OF C-LEVEL
AND VP-LEVEL BUYERS
ARE INFLUENCED BY
SOCIAL MEDIA WHEN
PURCHASING⁵**

1 <https://www.emarketer.com/chart/226029/us-social-media-users-by-generation-2019-of-population>

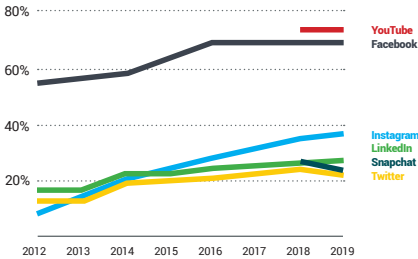
2 <https://resources.glassdoor.com/65-hr-recruiting-stats-2018.html>

3 <https://www.careerarc.com/blog/2019/07/20-mind-blowing-social-recruiting-statistics/>

4 <https://www.marketingsherpa.com/article/chart/demographics-why-customer-follow-brands-social-media>

5 <https://www.idg.com/blog/5-statistics-will-change-view-b2b-buyers-journey/>

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults



SOURCE: PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

	Several times a day	About once a day	Less often	NET Daily
Facebook	51%	23%	26%	74%
Instagram	42%	21%	37%	63%
Snapchat	46%	15%	39%	61%
YouTube	32%	19%	49%	51%
Twitter	25%	17%	58%	42%

SOURCE: PEW RESEARCH CENTER

**WE COULD GO ON. AND ON!
THE BOTTOM LINE IS,
THE WAY PEOPLE ENGAGE WITH
BUSINESSES HAS CHANGED.
DRAMATICALLY:**

- Today's consumers are socially savvy, relying on social media to research options and gather unfiltered feedback and recommendations that influence their decisions.
- Sites like Facebook, LinkedIn and YouTube have become powerful platforms for building awareness, shaping perceptions and driving sales and recruiting leads for agencies like yours.

SOCIAL MEDIA IS NO LONGER A NOVELTY OR A NICE IDEA FOR YOUR FIRM, IT'S A BUSINESS IMPERATIVE.





MOVE OVER, CUTE PUPPIES AND SELFIES.

Every day, staffing and recruiting firms are using platforms to stand out. Stay top-of-mind. And improve both sales and recruiting results.

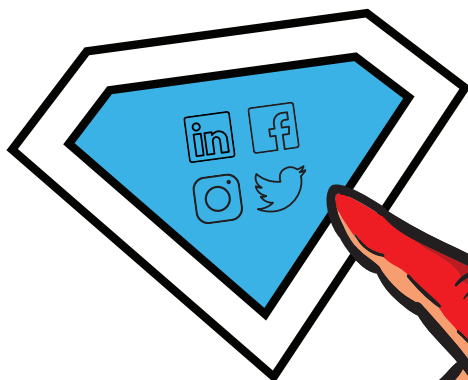
HERE ARE JUST A FEW OF THE RESULTS COMPANIES LIKE YOURS HAVE ACHIEVED:

- In one year, a technical staffing firm used social media to **increase followers by 147%** and **increase job applications by 82%**.
- Implementing a formal social media strategy helped one niche client **increase web traffic by 311%** and **generate 32,723 job board visits** in a 9-week period.
- One commercial staffing agency used Facebook Jobs to generate a record-high **562 applications to 7 jobs in just 2 weeks**.
- By implementing a comprehensive social media strategy, a staffing firm **converted 28.14%** of social visitors navigating to their Contact page – which equates to **more than 840 qualified leads!**

THESE STATISTICS ARE REAL - AND REALLY IMPRESSIVE. BUT IF YOU WANT RESULTS LIKE THESE, YOU NEED TO DO MORE THAN JUST POST RANDOM PICS AND HOPE FOR THE BEST. YOU NEED A SMART STRATEGY - AND THAT'S JUST WHAT THIS EBOOK IS FOR!

If you use social media
the right way,

**YOU'LL BE THE
SUPERHERO!**



ON THE FOLLOWING PAGES,
WE SHOW YOU FOUR KEYS TO
TAPPING SOCIAL MEDIA'S
SUPERPOWERS - USING IT
TO BUILD AWARENESS, BUILD
YOUR BRAND AND BUILD A
HEALTHIER BOTTOM LINE.

KEY #1

You DON'T
need an
in-depth
social media
marketing
strategy.

Yes, we said it. And most social media “experts” will strongly disagree (some might even call us names). But the reality is most staffing and recruiting firms don’t need a dedicated social strategy. The simple truth is social media is a communication channel—a way to share your message. The cool part is that it’s a two-way channel. You can listen to what others are saying and generate meaningful discussions.

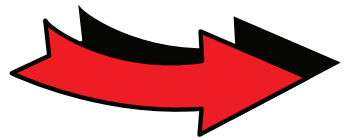
SOCIAL MEDIA IS MOST VALUABLE WHEN COMBINED WITH OTHER MARKETING TACTICS—AS PART OF AN IN-DEPTH STRATEGY TO DIFFERENTIATE YOUR FIRM, MAKE YOUR SALES TEAM MORE PRODUCTIVE, NURTURE RELATIONSHIPS WITH CLIENTS AND CANDIDATES, AND DRIVE REVENUE GROWTH. (AND IF YOU NEED HELP WITH THAT STRATEGY, CALL US — IT’S WHAT WE DO ALL DAY LONG!)

KEY #2

Develop a content plan.

The key to being effective in both SEO and social media (and marketing as a whole) is storytelling. People and companies that have a good story, whether it's entertaining or educational, will come out on top.

WHEN CRAFTING YOUR MARKETING STRATEGY, SPEND TIME DEVELOPING A STRATEGIC CONTENT PLAN – YOUR STORY. ONCE YOU'VE DEVELOPED THIS CONTENT PLAN, YOU'LL USE YOUR WEBSITE, SEARCH ENGINES AND SOCIAL MEDIA OUTLETS (AND ALL THE OTHER TRADITIONAL MEDIUMS) AS DELIVERY CHANNELS FOR YOUR CONTENT.



HOW TO DEVELOP A GREAT CONTENT PLAN:

BRAINSTORM

Get people from every job function in your company involved in content planning. Discuss the challenges they help solve every day. If you can pinpoint common questions or challenges your clients face on a daily basis, you will have a great collection of topics to write about.

LISTEN

To be a great communicator, start by being a great listener. Follow your existing clients and prospects on social channels and just listen. Take note of the questions they ask and the content they share. Add these topics to your content plan.

RESEARCH

With a little digging, you can find out the types of information your target audience is seeking out and sharing:

ANSWERTHEPUBLIC.COM

Type in a topic and discover what questions people are typing into Google to learn about it.

BUZZSUMO.COM

See what articles are getting shared on social media related to a certain topic.

QUORA.COM AND LINKEDIN ANSWERS.

People are using question-and-answer sites like these to learn about things you could – and should – be helping them with.



ASK

The best source for content ideas may come directly from your clients (and candidates). Talk to them about their biggest business challenges (don't just focus on staffing issues). Learn about what keeps them up at night, and then write about those topics.

ADJUST

One of the best things about social media is you have access to nearly real-time data. You can see who is sharing (or not sharing) your content. You can examine engagement and traffic data. If you find that a topic is generating a lot of interest, adjust your content plan to include more of that type of information. Likewise, if a topic didn't get response, replace similar types of content you had planned in the future.



KEY #3

Once you have a content strategy, get commitment.

Many staffing and recruiting firms have developed great marketing and content plans—and they work wonderfully for the first two months. Along comes month three, and other priorities start to creep in. By month four, posts are sporadic, and engagement drops. When engagement drops, ROI drops. When ROI drops, it's easy to pull the plug and say that social media and content marketing “just didn't work for us.”

DON'T LET THIS HAPPEN IN YOUR ORGANIZATION! IF YOU'RE SERIOUS ABOUT DRIVING VALUE THROUGH SOCIAL MEDIA AND CONTENT MARKETING, YOU NEED COMMITMENT FROM YOUR STAFF AND A WAY TO HOLD PEOPLE ACCOUNTABLE.

IN YOUR CONTENT PLAN, ASSIGN AN OWNER AND DEADLINE TO EVERY PIECE OF CONTENT YOU HAVE PLANNED.

KEY #4

Having good content isn't enough. You need to share it!

You can have the best content in the world, but if you're not using the right tools, the right way, no one is going to find it!

We suggest publishing the majority of your content right on your website where it's accessible for users and visible to search engines (relevant content helps improve search engine rankings). Once content is developed, and on your site, you can then use social media as a delivery channel to reach more people and drive traffic back to your site.

HERE'S HOW...





Facebook is the biggest social network worldwide, boasting 2.41 billion monthly active users.¹



Facebook is the top platform for B2B and B2C companies. 89% of B2B and 98% of B2C companies use the site for business, and 54% of B2B marketers say Facebook is their most important platform.²



The average Facebook user clicks on 8 ads per month.³

¹ <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

² <https://hootsuite.com/resources/barometer-2018-global#>

³ <https://blog.hootsuite.com/facebook-statistics/#business>



Here are some tips to help you lay the groundwork for an effective Facebook presence:

BUILD YOUR AUDIENCE. Buy, borrow, steal — do whatever you need to do to build your audience on Facebook. While quality matters most (you want to build a good core audience), quantity also plays a role. Make sure you invite everyone you're connected with to follow you on Facebook. Adjust your candidate intake process to encourage every candidate to "Like" you on Facebook.

POST REGULARLY. Sounds like common sense, but you'd be surprised at how many companies fail on Facebook because of lapses in posts. Aim for at least 2-3 new posts each week.



Using Facebook to drive leads and recruit better candidates:

POST QUALITY CONTENT. Just because someone likes your page doesn't mean that Facebook will show your updates in their content stream. In fact, only about 10%-15% of your fanbase will ever see your post. Facebook uses their own algorithm to determine what people see. They look at how frequently people interact with your content (Share, Like, Comment, etc.) to determine your popularity. The more popular you are, the more people will see your Facebook updates.

TURN OFF AUTO JOB FEEDS. Many staffing firms auto feed all their open jobs from their job board to their Facebook status. This used to be OK, but it's now turning people off. Instead, consider featuring a Top Job(s) of the Week and only post jobs once per week. And if you have a job that is disapproved by Facebook, don't continue to keep posting it. This will not help!

USE PICTURES. Eye studies show that updates with photos or videos draw users in and get much more engagement. Simply adding a popular quote along with an image can be a good, engaging piece of content. Also, look to share pictures of your staff or your top candidates. This can also drive engagement and lead to a lot of shares and likes.





Using Facebook to drive leads and recruit better candidates:

TRACK ENGAGEMENT. Facebook provides some nice analytics that allow you to see how many people view and interact with every piece of content you post. Use this data to continually adjust your content plan.

GET VISITORS TO CHECK IN. One of the preset searches for graph search is “Places my friends have been to.” If more visitors to your branch (i.e., anyone coming to register or interview) check in through Facebook, you’ll have greater visibility, display in search results more often, and secure more referral traffic.

RUN ADS. Facebook’s advertising platform is still maturing, but it’s growing up quickly! Look at running ads to grow your Likes. Use the Promoted Posts and Sponsored Stories options to promote your content and get in front of new people. Facebook also allows you to upload your contact list and cross reference emails on that list against their user database. That allows you to target key prospects with ads and reach them outside of the office when their guard might be down.



LinkedIn boasts more than 610 million members and 303 million active monthly users, 40% of which visit the site daily.¹



LinkedIn is responsible for 80% of B2B leads from social media.¹



Yet, just 3 million LinkedIn users share content every week.¹

¹ <https://99firms.com/blog/linkedin-statistics/>



LinkedIn offers real lead-generation opportunities. Here's how to leverage this platform to its fullest:

BUILD YOUR NETWORK.

This is a recurring theme across all platforms, but with LinkedIn, more first-level connections mean more access to information. This will help with both recruiting efforts and prospecting efforts.

HERE ARE A FEW NETWORK-BUILDING TIPS:

- Import your contact database into LinkedIn. You can then send mass invitations to connect.
- Send a personal invite to connect after every call, email and appointment.
- Collect names and business cards at every event you attend and send invitations to connect as soon as you can.
- Use LinkedIn's "People you may know" feature and send invites.
- Send invitations to fellow LinkedIn Group members.
- Connect with old classmates, alumni and former co-workers.



Use LinkedIn to drive leads and recruit better candidates.

REFINE YOUR PERSONAL PROFILE. Make sure your profile is up to date and includes any awards or honors, certifications or accreditations and other relevant information. Consider adding documents, presentations and videos to make your profile more engaging.

OPTIMIZE YOUR TITLE. LinkedIn is the world's largest collection of professional data, and millions of people searches are conducted each year. Look at updating your title to include relevant keywords. For example, your actual title might be "Recruiter" but consider updating your title to include industry and geography keywords such as: Finance Recruiter in Boston.

POST UPDATES REGULARLY. Use LinkedIn's status update to share information a few times a week. If you have a company blog, you can automate your updates using an RSS feed.

DON'T AUTO POST JOBS. Just like Facebook, we suggest NOT auto posting jobs on your LinkedIn status update. It becomes redundant and annoying. Instead, highlight only top positions you are recruiting for and periodically share success stories about candidates you've placed.





Use LinkedIn to drive leads and recruit better candidates.

LINK BACK. In your status updates, provide links back to your website for additional information. Look at your website's analytics to determine what types of content provide the most traffic back to your site and adjust your content plan accordingly.

JOIN GROUPS. There is a LinkedIn Group for just about every industry, specialty, geographic region, etc. Your exact target audience is most likely already built for you in the form of a LinkedIn Group. Once you're a member, here's how to drive leads:

- ★ **Post useful content.** Start discussions and post links to interesting blogs or articles you've published on your site.
- ★ **Like and comment** on other discussions to form more personal relationships with the posters.
- ★ **Answer questions** posted by other group members; this is a great way to showcase your expertise and add value.
- ★ **Don't sell!** The worst thing you can do is use Groups as a forum to sell. Post good content that adds value, and the sales will naturally follow.



Of its astounding 1+ billion monthly users, 500 million people use the platform daily.¹



Instagram is the 2nd most engaged social network, after Facebook.²



67% of 18- to 29-year-olds use Instagram.³

¹ <https://instagram-press.com/our-story/>

² <https://www.emarketer.com/Report/US-Social-Network-Users-eMarketers-Estimates-20182022/2002222>

³ <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>





Although it joined the social game a bit later than some of the other social networks, the popular photo- and video-sharing app has quickly built a reputation as a social marketing tool.

***AS WITH ALL PLATFORMS, INSTAGRAM'S
POWER LIES IN BUILDING AND ENGAGING
THE RIGHT FOLLOWER BASE.***



Use these proven strategies to build your Instagram following and reap its benefits:

COMPLETE YOUR COMPANY PROFILE.

When someone visits your profile, they'll decide in an instant whether to follow your business. Seed your new account with several posts; choose an appropriate profile photo; fill in your bio; and make sure your account represents your business and its brand well.

GET OFF ZERO. No followers? Establish credibility by asking employees, friends, family members, vendors and trusted customers to follow your account and engage with your posts.

POST REGULARLY. To get real results, commit to posting several times per week. Instagram is all about pictures and videos; here are a few ideas for posts to gain followers:

- **QUALITY IMAGES.** Crisp, focused images are best. Experiment with filter options and apply the same few filters to photos to achieve a consistent look.
- **CELEBRATIONS.** Birthdays, work events, etc.
- **STORIES.** Short videos of happy customers, people using your products/services.
- **BEHIND THE SCENES POSTS.** Pictures or video clips of your team doing great work.
- **NEW WAYS TO USE/ENJOY YOUR OFFERINGS.**





Use these proven strategies to build your Instagram following and reap its benefits:

EXPERIMENT AND TEST. Spend a little time on Instagram, scrolling through your feed. What captures your interest – and why? Experiment with posting unusual, eye-catching images (that align with your brand) to see what types of posts garner new followers. Build on those successes.

ENGAGE WITH PEOPLE. When someone likes or comments on one of your posts, like one of theirs or reply to their comment.

USE HASHTAGS. Hashtags make your content searchable – even to people who don't follow you. Logically, the easier your posts are to find, the easier it will be to gain followers. Think like your ideal audience: What types of searches would they likely conduct on Instagram?

CROSS POST. Share your Instagram posts on Facebook and other social accounts to draw more people to your Instagram account.





Use these proven strategies to build your Instagram following and reap its benefits:

SELL LESS. Spamming viewers with deals and offers will only alienate them. Spend more time showing and telling your company's and customers' stories; spend less time selling.

USE BRANDED IMAGES. When Instagram users are scrolling through their feed, they may not take the time to read the name of your company. Professional-looking images overlaid with your logo stand out — and are instantly identifiable as content from your company.

ENGAGE WITH INFLUENCERS. Many people have already built a large following on Instagram. If they like your posts and/or follow your account, you stand to gain a share of their followers, too. Start by liking, commenting on and sharing influencers' posts (use common sense, though — don't stalk!). In time, they will notice your business, hopefully begin engaging with you, and their followers will be exposed to your brand in the process.



Twitter usage has remained roughly flat since 2016 (22% of U.S. adults use the platform¹), and usage even began to decline slightly in 2018.

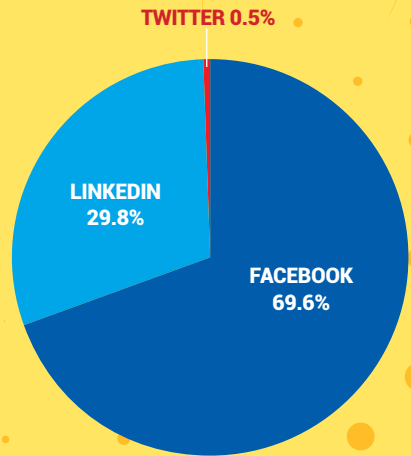


***IS IT TIME FOR OUR
INDUSTRY TO PULL THE
PLUG ON TWITTER?***

¹ <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>



Aggregated traffic data across all clients using the Haley Marketing Job Board shows it falls well below Facebook and LinkedIn at driving traffic to our clients' jobs:



Haley Marketing Job Board sessions coming from social media (2019 data):

AS A CONVERSATION-DRIVEN PLATFORM, TWITTER WILL CONTINUE HAVING MERIT FOR:

- ★ *Engaging in one-to-one dialogue with employers or job seekers*
- ★ *Growing recruiters' or account managers' personal brands*
- ★ *Keeping your company top-of-mind and enhancing its reputation*

**BUT FOR DRIVING APPLICATIONS AND JOB ORDERS?
SORRY, TWITTER - WE'RE PUTTING YOU ON NOTICE.**

¹ <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

We've covered Facebook,
LinkedIn, Instagram
and Twitter.

We're done, right?

WRONG!





Beyond the networks we've covered so far, there are hundreds of niche-specific networks and other big giants on the horizon.

SO, WHILE YOU'RE MASTERING FACEBOOK, LINKEDIN AND INSTAGRAM, THESE OTHER PLATFORMS ARE BECOMING SUPERHEROES IN THEIR OWN RIGHT:



This free platform allows your firm to be included on Google Search and Maps, as well as manage how your listing appears. In addition to helping your business “get found” by clients and candidates, optimizing your profile can improve your agency’s visibility through local SEO – and even help build your firm’s reputation!

VISIT [HTTPS://BUSINESS.GOOGLE.COM/](https://business.google.com/) and create a new account for your business. Don’t let your administrative assistant use their personal account and password; you’ll regret it when they move on! Keep the account and password access in a safe spot.

ADD YOUR BUSINESS following the steps that Google provides. You will need to confirm your listing with a PIN number that Google will provide via phone or postcard (choose phone option if possible).

UPLOAD PHOTOS, enter a company description and add categories (terms like: Staffing, Employment, Temporary, etc.).

ENCOURAGE your clients and candidates to leave positive reviews on this page.



**A WHOPPING 73%
OF U.S. ADULTS
WATCH YOUTUBE -**

**MAKING IT THE MOST WIDELY USED
SOCIAL PLATFORM, AHEAD OF
EVEN FACEBOOK!¹**

**OF YOUTUBE'S 1.9 BILLION
LOGGED-IN USERS,²**

**MORE THAN HALF
(51%) USE
THE PLATFORM
DAILY.**

A STAGGERING 96%

**OF 18- TO 24-YEAR-OLD
AMERICAN INTERNET USERS
USE YOUTUBE. ²**



1 <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

2 <https://blog.hootsuite.com/youtube-stats-marketers/>





Why does video work so well as a marketing medium?

VIDEO IS THE MOST VIEWED CONTENT ON SOCIAL MEDIA
(75 MILLION PEOPLE WATCH DAILY!)

VIDEO MARKETERS GET 66% MORE QUALIFIED LEADS PER YEAR
(THAT MEANS MORE SALES LEADS AND JOB APPLICATIONS!)

GOOGLE LOVES VIDEO
(VIDEO CAN INCREASE SEARCH TRAFFIC BY MORE THAN 150%!)

VIDEO IS IDEAL FOR MOBILE
(IN FACT, IT'S THE MOST CONSUMED CONTENT FORMAT ON SMARTPHONES!)

VIDEO CAN BE USED IN ALL YOUR DIGITAL MARKETING ... AND SOCIAL RECRUITING
(VIDEO MAKES ALL YOUR MARKETING MORE EFFECTIVE!)





Here's how to
add YouTube to
your social
marketing mix:

GET RECRUITERS TO FILM SHORT VIDEOS on topics such as resume and job interview tips for your company's YouTube page. They can also film videos highlighting your top jobs.

YOUTUBE PROVIDES DETAILED ANALYTICS where you can see how much of a video someone has viewed and when they stopped watching. Use this data to determine the ideal video length for your audience.

PROMOTE YOUR CHANNEL IN OTHER PLACES (e.g., your website, blog and other social accounts) to get people watching your content.

ADD CLICKABLE LINKS to your YouTube videos to drive viewers back to your site – where they can take a desired action.

1 <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

2 <https://blog.hootsuite.com/youtube-stats-marketers/>



THERE ARE OVER
209 MILLION
DAILY ACTIVE
USERS!¹

ON AVERAGE,
USERS SEND
3.5 BILLION SNAPS
PER DAY.²

**62% OF 18- TO
24-YEAR-OLDS
USE SNAPCHAT.**³



1 <https://zephoria.com/top-10-valuable-snapchat-statistics/>

2 <https://investor.snap.com/news-releases/2019/07-23-2019-211107490>

3 <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>





With hundreds of millions of users, Snapchat offers unique advantages as a recruiting tool. Here are a few tips for getting started:

CONFIGURE SETTINGS FOR MAXIMUM EXPOSURE.

Make sure as many users as possible see your content. In Snapchat > Settings, set Contact Me and My Story to Everyone. By doing so, you are telling Snapchat that Everyone, not just your friends, can contact you and view your story.

USE STORIES. A Story is a 24-hour collection of Snaps that a user selects to be featured. The difference between a regular Snap and a Story? A Snap you send to a friend is only visible to that one person. Stories are compilations of Snaps that create a narrative, which are perfect for capturing events like career fairs or client location tours.

SHOWCASE YOUR BRAND. Gain attention with “employee takeovers,” where different employees in your company post stories showing off what they do in a day. This shows your followers a fun side of your company, and helps you seem relatable and personable. This also gives an insider’s view that can’t be accessed via Facebook or Twitter.





More tips for using Snapchat

TRY GEOFILTERS. A Geofilter is an effect that can be placed over a Snapchat that is taken within an area you define. If you're at a career fair, consider creating a Geofilter that advertises your brand and encourages candidates to visit your booth.

SNAPCODES. Snapcodes are Snapchat's form of a QR code. You can create a unique Snapcode that brings users right to your website or job application by simply scanning the code. Snapcodes partnered with flyers or advertisements are a powerful tool that can make finding your jobs simple and engaging.

MAKE A HUMAN CONNECTION WITH VIEWERS:

- Weekly job search tips from your recruiters.
- A 30-second guide on how to format your resume.
- A 20-second guide on how to breathe deeply to calm your nerves before you walk into an interview.
- Advice on what to wear to an interview – always among our clients' most popular blog posts.
- A day in the life of a recruiter – let your recruiters snap different parts of their responsibilities.
- Give a tour of your building if candidates need to physically be there for training or paperwork.



**250 MILLION
PEOPLE USE
PINTEREST EACH
MONTH.¹**

**PINTEREST
REACHES 83%
OF U.S. WOMEN
AGED 25 TO 54.²**

**IN 2018,
50% OF NEW
ACCOUNT SIGN UPS
WERE MEN.³**

This content-sharing service allows members to “pin” images, videos and other objects to pinboards they create to organize and share information they found interesting. Believe it or not, it has become an amazing tool to gather referral traffic. As people begin to post your photos or graphics, their followers also re-pin. This gets your brand in front of new people and can drive a lot of traffic back to your website.

HERE ARE SOME IDEAS FOR HOW TO USE IT FOR YOUR FIRM:

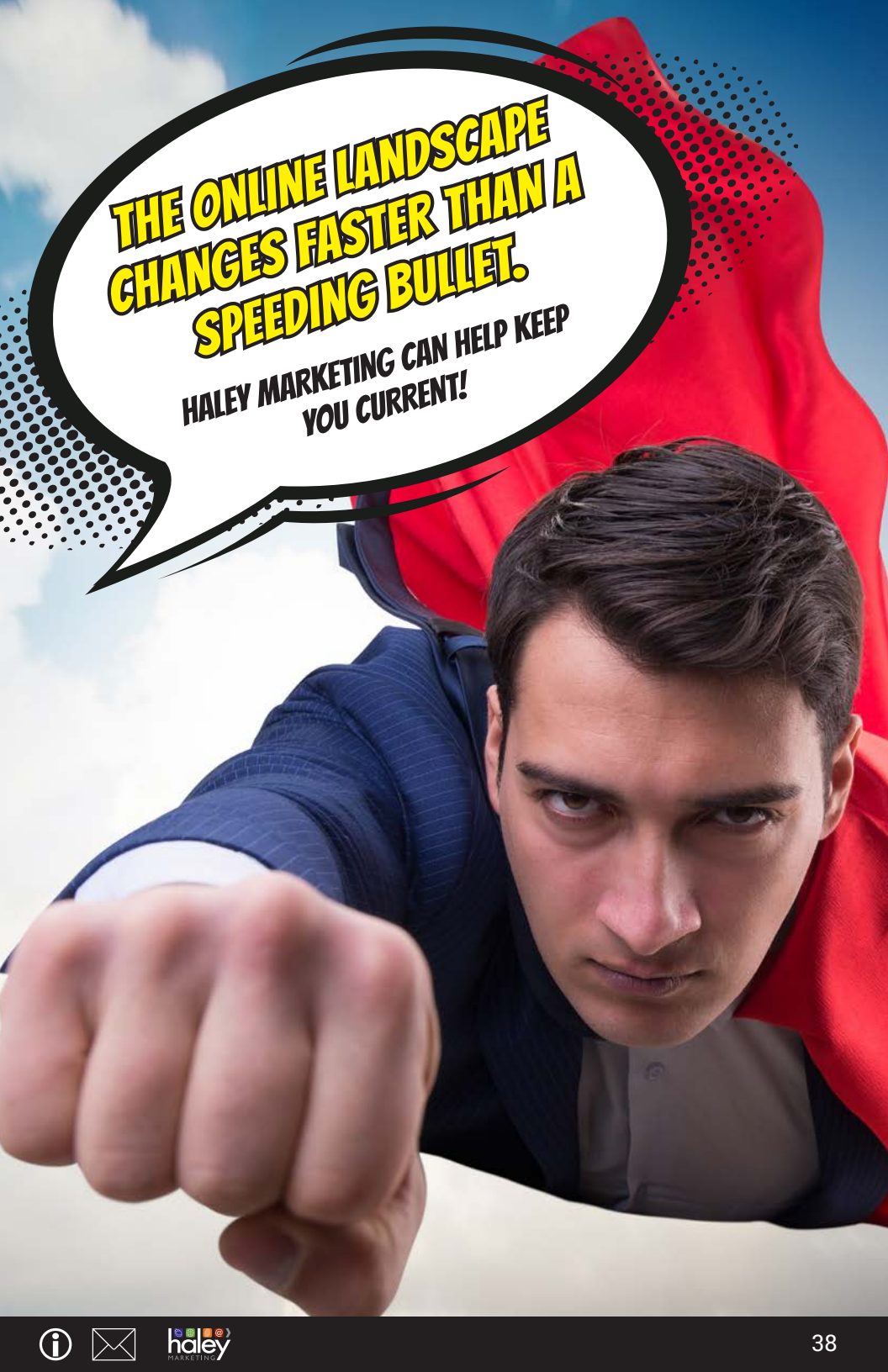
- Post examples of proper business and interview attire.
- Share photos from events you’ve attended.
- Highlight photos from local charities or nonprofit activities.
- Share charts and graphs from local employment trends.
- Pin interesting infographics you’ve come across (or better yet, made).

¹ <https://business.pinterest.com/en/blog/250-million-people-now-use-pinterest-each-month>

² <https://business.pinterest.com/en/blog/how-to-connect-with-the-deciders>

³ <https://business.pinterest.com/en/pinterest-stories>





**THE ONLINE LANDSCAPE
CHANGES FASTER THAN A
SPEEDING BULLET.**

**HALEY MARKETING CAN HELP KEEP
YOU CURRENT!**



To learn how new social tech and marketing tools can be applied to the staffing and recruiting industry, put our arsenal of FREE training resources (available on haleymarketing.com or through the [myHaley app](#)) to work for you:

IDEA CLUB EBOOKS

Each month, Haley Marketing shares insights, trends, best practices and more to help industry professionals maximize their marketing results – and run a profitable agency. [Opt-in to the Idea Club newsletter](#) to have these insights automatically delivered to your Inbox each month.

LUNCH WITH HALEY LIVE AND ON-DEMAND WEBINARS

Monthly Lunch with Haley webinars are fun, informative and engaging sessions led by Haley Marketing's panel of experts to help firms team build, train staff, set new goals and priorities, and implement new, high-ROI marketing, sales and recruiting ideas.

PODCASTS

SECRETS OF STAFFING SUCCESS

Host Todd Lewandowski leads candid conversations with entrepreneurs and thought leaders in the staffing and

recruiting industry, and each episode is packed with best practices, unique perspectives and tricks of the trade that professionals can use to drive world-class performance.

INSIGHTS

InSights podcast episodes feature tips and best practices from Haley Marketing's social media insiders, Brad Bialy and Matt Lozar. In each episode, InSights shares tools to help staffing and recruiting professionals master social media, digital marketing and employment branding.

Subscribe to Secrets of Staffing Success on [iTunes](#) or [Google Play](#) to access both podcasts in your preferred podcast player.

ASK HALEY BLOG

Designed to inspire, inform and even entertain, the Ask Haley Blog explores the latest trends in staffing websites, social media, content marketing, shareworthy service and more.



HALEY MARKETING CAN HELP.

From strategy for blogging, video, infographic and other content creation to our award-winning Social Pro service, our team of social media superheroes is here to help you develop...and implement...the right plan for your firm.



**VISIT WWW.HALEYMARKETING.COM
TO LEARN MORE OR CALL US TODAY AT
888.696.2900.**





ABOUT HALEY MARKETING

AT HALEY MARKETING, WE ARE STAFFING INDUSTRY SPECIALISTS.

Our mission is to make great marketing more affordable.

Whether you're looking for an effective way to stand out from the competition or you just need a new website or brochure, we can provide it.

OUR SERVICES

- **Website Design & Content**
- **Blog Writing & Social Media**
- **Recruitment Marketing**
- **Direct Mail Campaigns**
- **Email & Content Marketing**
- **Corporate Identity & Creative**
- **Marketing Strategy**
- **Online Advertising**

Solutions to the staffing industry's challenges.
Prices YOU can afford.

For more information, contact us today.

1-888-696-2900 | www.haleymarketing.com