



## THE SOCIAL ACCELERATORS LIMITED

TOP FLOOR, GROVER HOUSE, GROVER WALK,  
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### **Social Recruitment Course**

Social media is making a big impact on recruitment. People are looking for employment online in different ways, and finding vacancies online and passing them to people who they know are seeking new roles, and many switched on businesses are moving to bring more control to their recruitment process, looking to reduce their recruitment costs, and embracing new digital recruitment methods to increase the quality of their recruiting techniques.

One of the biggest impacts that social media has on the recruitment process is to give your business the ability to reach your ideal passive candidates who are not actively seeking work but who can be incentivised to consider new positions through adverts that position the employer's brand, opportunities and job role in a compelling way.

The [Social Accelerators](#) social recruitment training course will give you an understanding of the shifts happening in digital recruitment and the benefits they bring, the risks and how to minimise those whilst attracting the right talent to your vacancies, what the key tools are, and how you can create and execute your own successful social recruitment strategy.

### **Course Programme – 1 full day**

The emergence of “social recruitment”

- How and why social recruitment become mainstream
- How recruitment agencies are using tools that are available to businesses directly to attract the right talent
- The risks of social recruitment and how to minimise them
- The benefits of social recruitment

The social platforms that deliver for social recruitment

- LinkedIn, Twitter, Facebook, Instagram and YouTube – how each of these can add to your social recruitment success
- How to target and attract talent
- How to promote your employer brand and give prospects the reasons why they should work for your business over your competitors
- How to turn your existing workforce into employer brand advocates, and why this works to attract referrals for vacancies
- How mobile is the key to reaching the widest possible target market for your vacancies



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### Social Recruitment techniques:

- Sharing the right messages to attract the right audiences
- Social adverts and social sharing
- Content marketing – posts, blogs, videos
- How to test and measure your social recruitment

### Social Recruitment Excellence

- Case studies of businesses that are recruiting well on social media

### Social tools to improve the efficiency and reduce costs of your social recruitment

- The techniques which produce the best returns
- Automating your social media for best reach (including out of office hours)
- Social media dashboards and brand monitoring

### Create your social media recruitment strategy

- Design your promotion plan
- Understand the resources and skill sets needed
- Gaining C-Suite buy in to social recruitment

### **Benefits:**

#### At the end of the course, you will:

- Understand how to use social recruitment in the most efficient way to reduce costs and time taken
- Know how to find and attract talent online
- Understand what prospective employers will expect from you online
- Know how to minimise the risks of social media and keep your brand reputation in tact
- Know how to create a social recruitment strategy
- Gain techniques to make your social recruitment a success!

All attendees will receive a digital attendance certificate

### **Audience:**

Anyone who wishes to understand how social media can work for recruitment, particularly HR managers, HR consultants, business owners, and anyone working in the career coaching sector.

### **Trainer:**

The course is designed and delivered by Caroline Thomas, a leading social media strategist, consultant and speaker with a global client base. [Caroline](#) shares the



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information that agencies are using every day to attract the best possible talent to the vacancies. Caroline is passionate about all things digital and emerging technologies, so you can be confident that you're learning the very latest techniques and strategies to help you achieve your recruitment objectives.

This course can be delivered globally, however, travel and accommodation costs will be charged in addition to the course fee.

To check availability and book your social recruitment course (which can only be delivered in-house at your business).

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