

RECBOUND

WHAT DO I POST?!

Content ideas for recruiters





Recruiters tend to post about hot jobs, birthdays or going out on team drinks...

WHY NOT POST MORE CONTENT FOR THE PEOPLE YOU'D LIKE TO DO BUSINESS WITH?

NEWS MINUS THE SNOOZE

You don't need to create the news. Just share it.

Use Feedly, NewsBlur or Paiger to help find the news

Make sure you add your own comment, critique or opinion!



Paiger

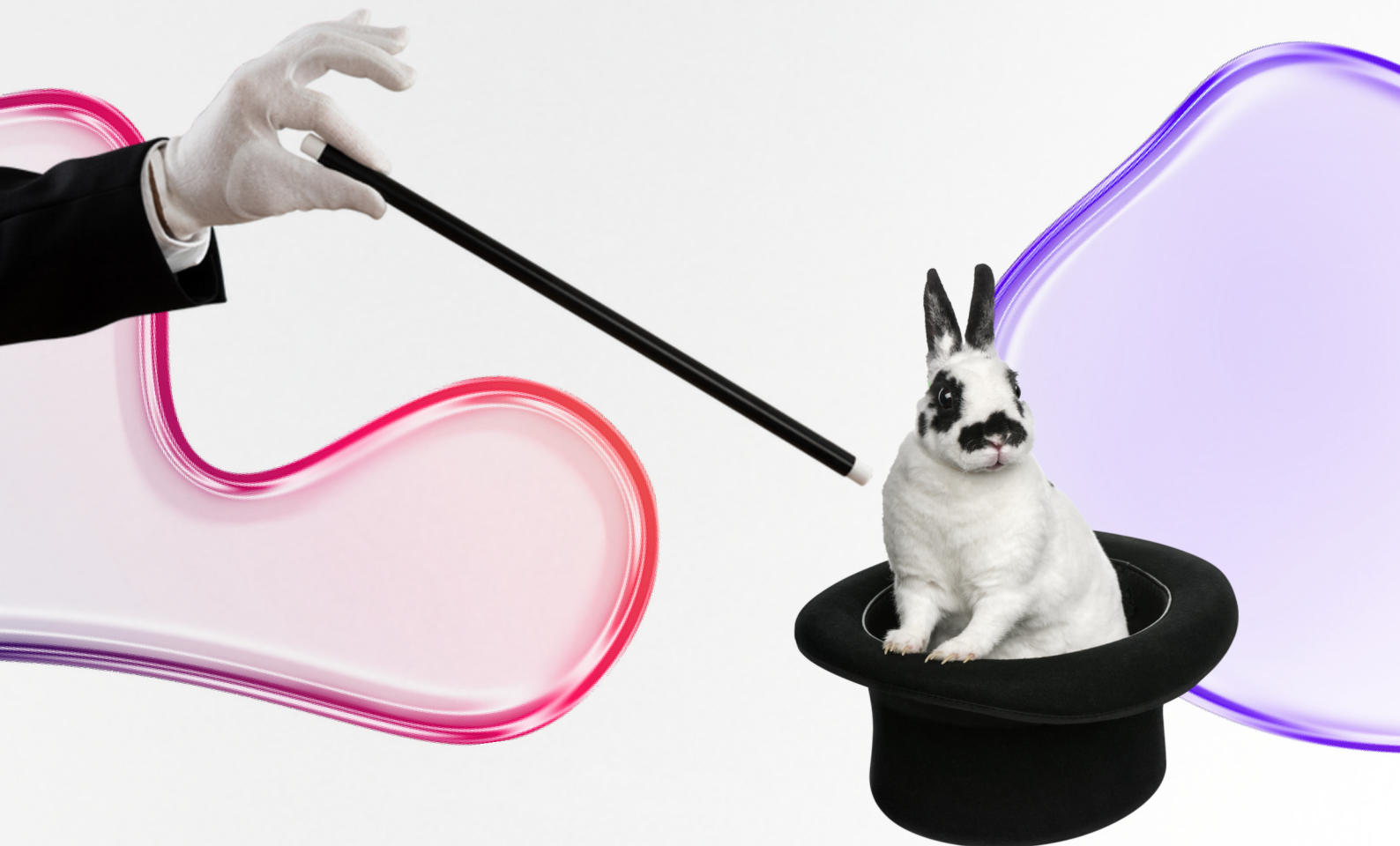


TIPS, TRICKS AND TROUBLES

If you're placing a certain job (e.g. sales), share tips that are going to help them sell more.

Placing developers? Share advice that is helping developers to build better tech.

Using your own personal experience adds value to content, which your audience will engage with much better!



BE RELATABLE

Don't agree with how things are done? Annoyed at the news? Happy with new placements you've scored? Share your opinion and don't be afraid to be topical!

No one can fault you for being authentic and to the point. In fact, most people appreciate hearing about what you're struggling with, enjoying and doing in real-time.

Posting about your personal or professional achievements is a great idea too!



TO MEME OR NOT TO MEME

Recruiters love memes.

Do your clients love memes?

If so, get creating them!

No one is asking you to be a stand-up comedian or run the next LadBible page. But being insightful and witty is a sure-fire way to elevate your social Presence.



WHY NOT BE A SHOW-OFF?

Posting good reviews from GlassDoors or Google Reviews is also a great way to show off what you and your agency can do. Another way of doing this is by creating case studies to prove your best placements and reputation.



OPINIONS, WE ALL HAVE ONE.

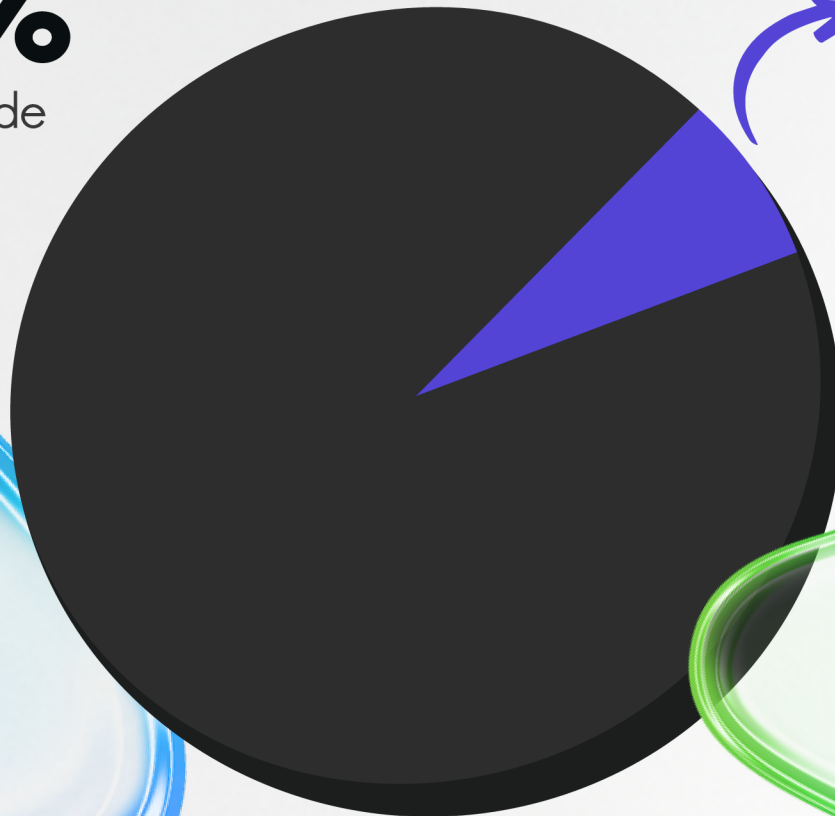
Use the Polls and Stories features on LinkedIn to interact with the people around you. At the end of the day, we all like to talk about ourselves – increase your engagement by asking others about their views.

93%

Dead Inside

7%

Made a
placement
this week



SHARING

Use Canva for simple designs

Stick to 1080x1080 dimensions

Use the text part of the update to include:

- Salary & total package
- Link to the job advert
- A CTA

Check out our guide for using Canva for some tips to make creating quick content 100x easier!



SHARE YOUR PODCAST

You may not be an expert in your market... but can you interview people who are?

You can be the show host as you gather the top connects in your niche.

Use Buzzsprout, Riverside or Anchor.FM to host – or contact Recbound for help

buzzsprout 

 **Anchor**



VARIETY IS THE SPICE OF LIFE

For active engagement, try to post a variety of different forms of content.

This could be:

- Video
- Photos
- Job ads
- Stories
- Polls
- Links to interesting resources



BRIBERY IS PERMITTED

You need the best candidates, right?

Encourage your connections to refer the best people to you!

Entice them with a great referral scheme and watch the candidates come rolling in.





WANT TO IMPROVE YOUR MARKETING?

Get in touch today