

Your Social Job Posting Checklist

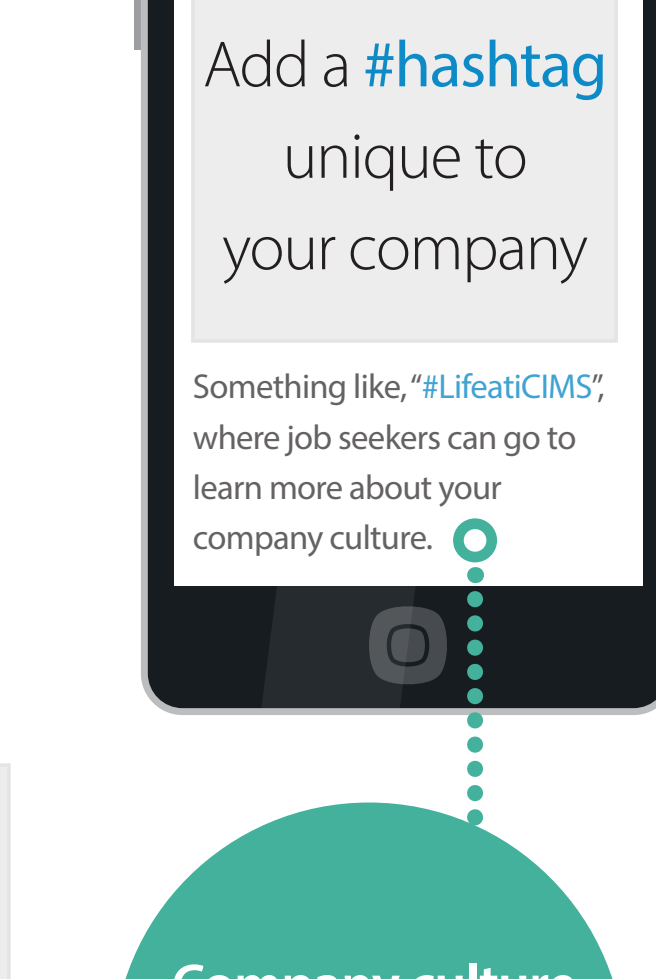
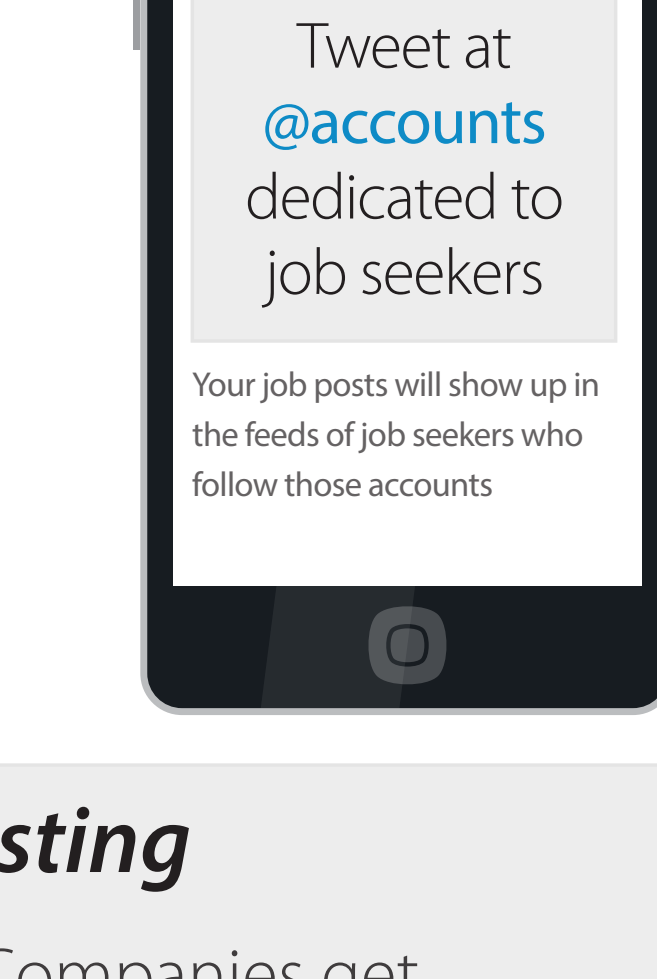
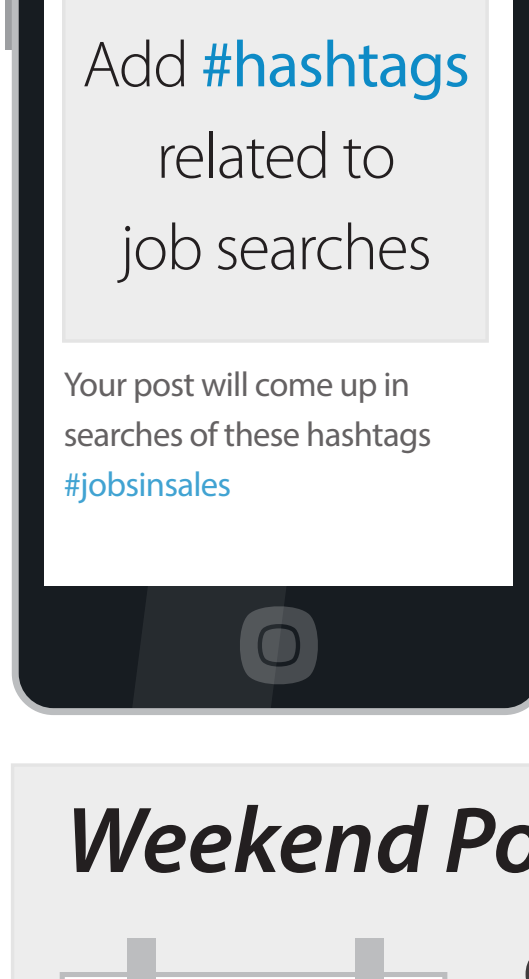
... (And Why You Need It!) 



How can you **elevate your social job posts** and **get more applicants?**

Tailor your Twitter Techniques

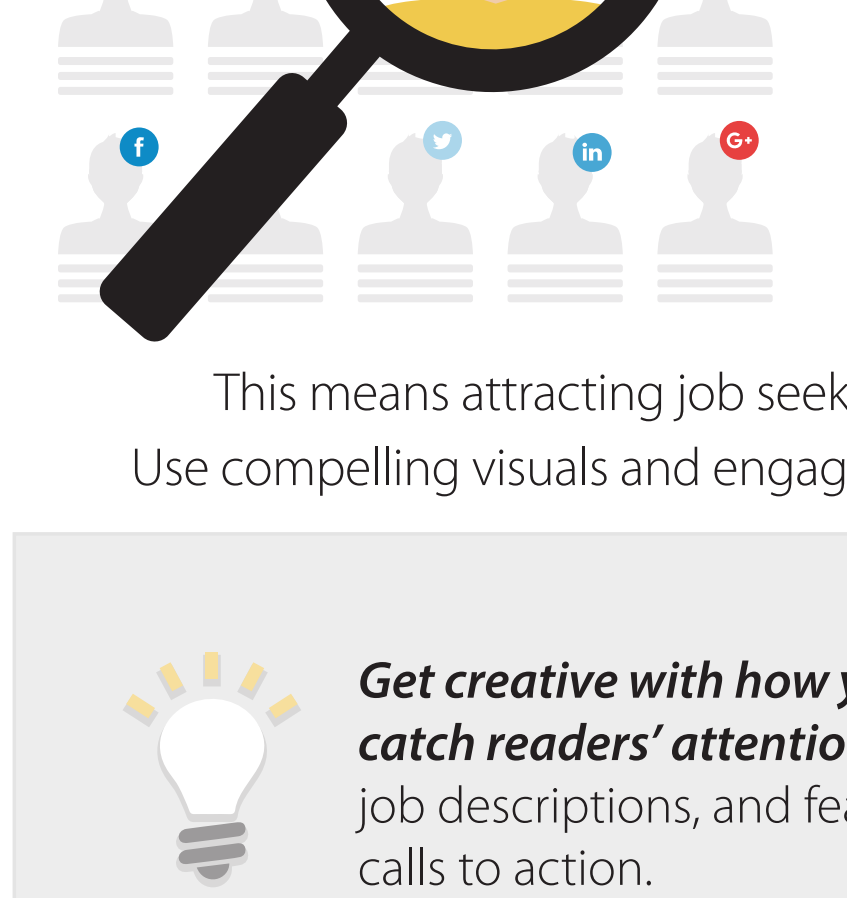
Eight million Americans credit Twitter as a source that led to their current job.² Gain a competitive edge in the Twittersphere with the following job posting tricks:



Weekend Posting
Companies get **17% more Twitter engagement** on Sat. & Sun.⁴

Company culture is important to 76% of job seekers.³

Rethink the Traditional "Title, Link, Location" Post



FACT 84% of organizations use social media for recruitment.⁵

This means attracting job seekers' attention is increasingly competitive. Use compelling visuals and engaging copy in your social job post to stand out.

Get creative with how you catch readers' attention, write job descriptions, and feature calls to action.

Link to videos and images showcasing your company culture. **Content with images attracts 94% more total views than content without images.**⁶

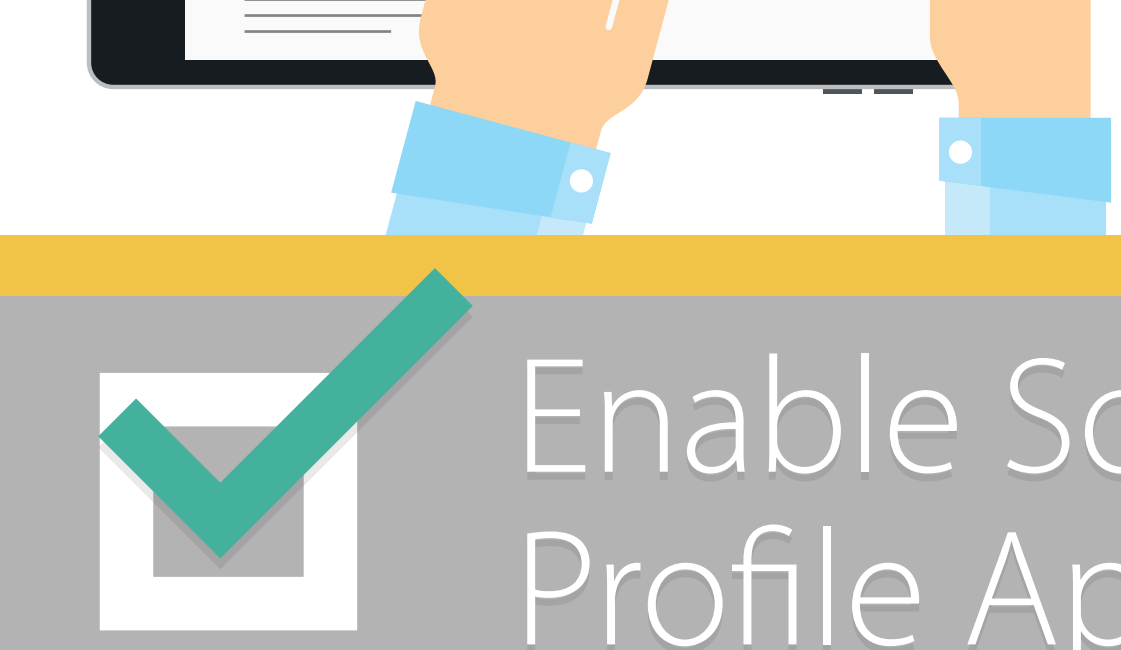


Use One-Click Job Posting



One-click job posting uses automation to distribute job posts, and posts **at the times people are most active on various networks.**

Use this simple process to target the most effective social channels and attract the right candidates.



Tip
With iCIMS' Social Distribution tool, add a "Jobs" tab to your Facebook page, where all of your job openings can be found.

Enable Social Profile Applications

iCIMS' U.S. Hiring Trends Q3 2015 report finds that **1 in 10 applicants used a social media profile to apply for a job.**

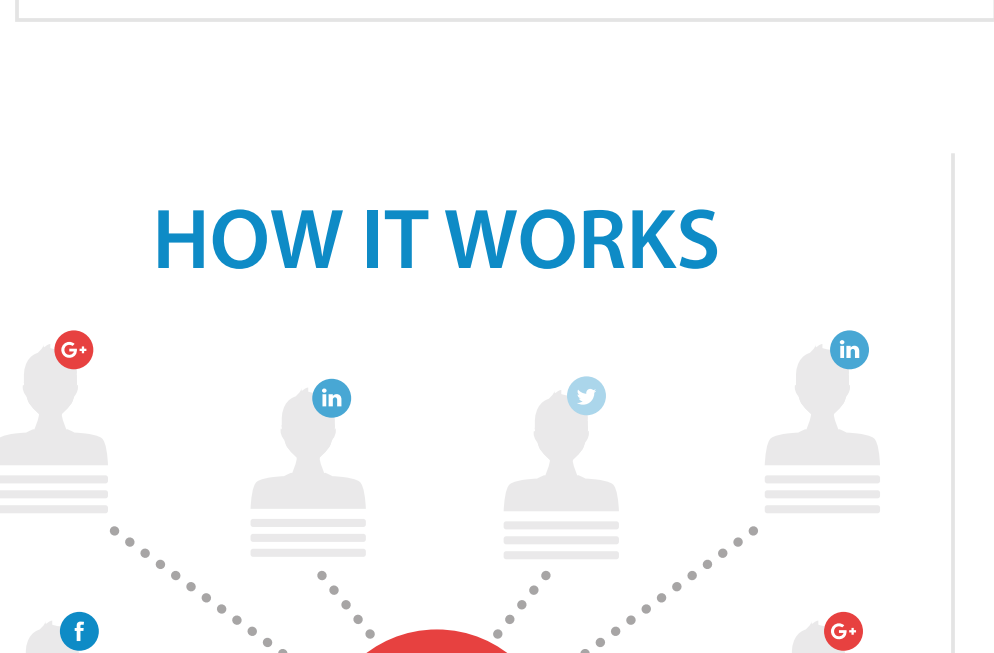
Capitalize on this candidate interest by linking to applications that permit social profile uploads in your job post.



BONUS
Make applying with a social profile even easier with mobile-friendly applications. **Consider: 89% of job seekers say a mobile device is an important job searching tool.**⁷

Ask Employees to Participate

Amplify your job seeker reach with talent acquisition software that helps automate social media profile job distribution. Employees can share your job posts on their social media profiles.



31% of companies that posted jobs on social media saw an **increase in employee referrals.**⁸



How iCIMS Can Help

iCIMS is a leading provider of innovative Software-as-a-Service (SaaS) talent acquisition solutions that help businesses win the war for top talent. Scalable, easy to use, and backed by award-winning customer service, iCIMS enables companies to streamline their entire talent acquisition lifecycle from building talent pools, to recruiting, to onboarding, all within a single cloud-based platform that is connected to the largest partner ecosystem of HR technologies in the industry. Supporting more than 3,200 contracted customers, iCIMS is one of the largest and fastest-growing talent acquisition solution providers.