

FACEBOOK GUIDE

HOW TO USE FACEBOOK FOR
RECRUITMENT MARKETING



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INTRODUCTION



*Facebook is the most widely used social network, with over 900 million monthly users, over half of which are daily users. It is available in over 70 languages with 300 million photos uploaded daily.**

The scale of adoption and the online culture it reflects makes it an important social media channel for recruitment marketing. Facebook is for people to connect with friends, post status updates, news and photos, plus communicate with organisations, brands and companies.



**900 million
monthly users**

**300 million
photos a day**



**70
languages**

WHAT IS A FACEBOOK PAGE?



“Pages are for businesses, organizations and brands to share their stories and connect with people.”

PAGES

As Facebook grew and developed they decided to keep a separation between business and personal connections. Pages are areas of Facebook especially designed for organizations to promote their messages and engage with people.

They can be managed by more than one person, who can act as the company brand and doesn't have to reveal their personal Facebook account. Once a Page is launched, anyone can find it and Like it through search engines and on Facebook.

GROUPS

Facebook Groups can be used by businesses, organizations and brands, but the key difference is that they are connected to an individual personal account.

You can only invite friends to a Group. They work well for communities with shared interests as a private place to talk and share content. For businesses they provide problems of ownership as the Group is connected to one person's account.

WHY DO EMPLOYERS USE FACEBOOK?

Facebook can generate the conversations, networks, brand awareness, leads and candidate conversions you want from marketing activities. It can work for passive and active candidates, clients, competitors and partners.

POST VACANCIES

Show people opportunities to generate applications and enquiries.

ENGAGE CANDIDATES

Passive candidates can be reached with good quality content and a fantastic Facebook presence.

ATTRACT CLIENTS

Show clients your presence in the marketplace and impress them with thought-leading content.

SEO

Share and link content back to your site, to improve rankings and backlinks.

BE FINDABLE

By using popular platforms you become visible and open to contact when people search for you. Be findable online and increase your online presence.

BUILD A BRAND

Show who you are and showcase your brand values.

TALK AND LISTEN

If your audience is on Facebook, they're talking about the issues that affect your industry. Get involved and engage in the debate.

FACEBOOK STRATEGY

AUDIENCE

Who's your audience?

Research which segments of your audience are on Facebook. This will inform your decision on who to target with your Page. It won't always work to have one Page to reach all audiences.

Knowing your audience will help you decide on whether to have a branded Page (with your logo and company name). Or, you can have a sector specific Page focusing on jobs roles or industries.

More than one Page?

If your Page is for general brand awareness, visibility or SEO than segmenting Pages according to audience may not be necessary.

If you're aiming for job applications, new registered users and website traffic Pages segmented by audience may be a better solution.

If you want to target a particular Group – graduates especially – a Facebook Page tailored to them may be necessary.

⚠ WARNING! How much time have you got the manage your Page? Don't set up multiple and realise you've only got the time and content to serve one.

DEFINING OBJECTIVES AND KPIS

This is essential to be able to measure return on investment. Facebook provides a number of statistics on usage of your Page. Before launching a Page set up some of these as key performance indicators (KPIs).

EXAMPLE OBJECTIVES AND KPIS

We aim to ...

- ✓ Get X Likes
- ✓ Generate X active discussions on the Page per week
- ✓ Increase the reach of posts
- ✓ Post X pieces of content per month

Which will...

- ✓ Provide X visits to our website
- ✓ X new candidate registrations
- ✓ X job applications
- ✓ Create X incoming enquiries

GETTING STARTED

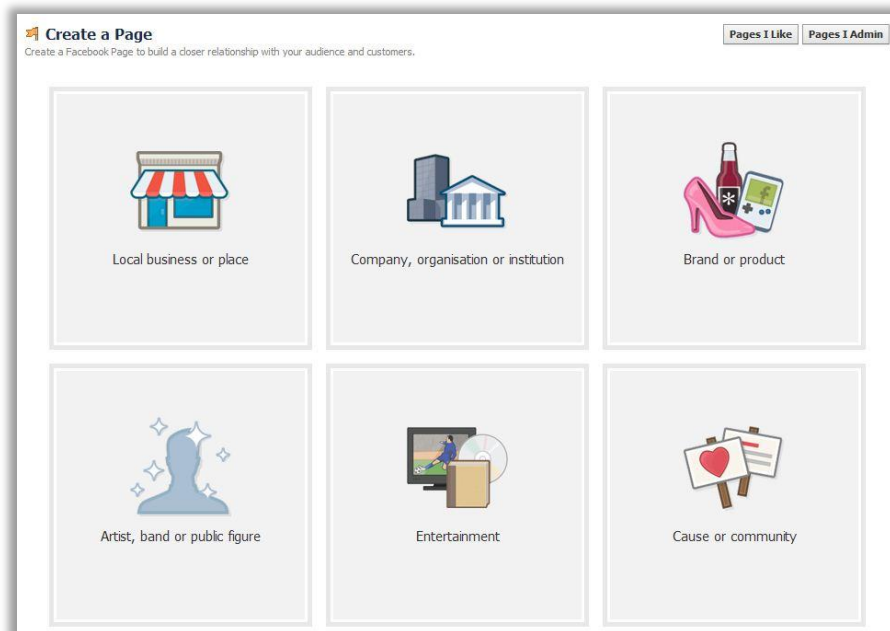
One of the great things about Facebook is how easy it is to make changes once set up. Most things on the Timeline like the Cover Photos and About text can be changed.

SET UP A PAGE

Go to [Create a Page](#) and pick how you'd like to define it. Options include Company, Brand, Cause or Community. Follow the prompts to add Company Name, Profile Picture, and pick your Username.

PROFILE PICTURE

This has to be 180 x 180 pixels minimum and works best when it's square. Don't worry, this can be changed at any time!



USERNAME

This is a unique and memorable URL for your Page. We strongly recommend you do this as it's very useful when it comes to marketing your Page! Keep it simple, short and focused on the brand or industry you're targeting.

⚠ WARNING! Once the username is set up it can't be changed, so decide this before you set up the Page.

UPLOAD A COVER PHOTO

This should be 851 X 315 pixels and less than 100 kilobytes. A smaller image will be stretched to fit the space.

ABOUT

This is a small but very important piece of text that tells people what you do. You've only got about 130 characters so make them count!

GETTING STARTED contd.

FEATURED APPS

You have a choice to promote 3 Featured Apps. If you don't have any Apps this will default to Photos and Likes. If you have [Job Search](#) it can appear here.

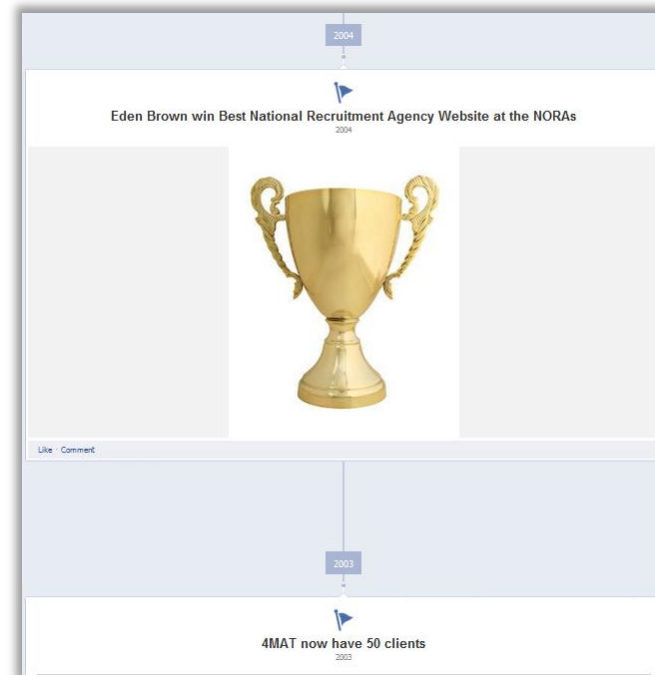
⚠ WARNING! Apps don't appear on mobile browsers but Wall content does, so always keep this up to date.

TIMELINES

On a new Page you'll see a couple of prompts that encourage you to fill in content. Fill in some content from the past and present, like key dates and news. It makes your Page much more exciting and ready for launch. Read some [content ideas here](#).

ADMIN PANEL

This appears at the top of the Page and is only visible to administrators of the Page.



Facebook Timelines allow you to tell stories about your company. Here on our [Facebook Page](#) we talk about 2004 and 2003 - winning a NORA award and reaching an important milestone of the first 50 clients.

THE BASICS

CONTENT STRATEGY

A content strategy is deciding what type of content you will post and how often. It is working out who will produce this content. Content can be:

- Photos Videos
- Jobs Polls and surveys
- News Articles
- Guides Industry reports
- Blog posts

It's not just jobs! The original idea behind Facebook was sharing photos, and it is a channel that really works well for rich media like photos and videos.

Establish the tone of your content. Friendly, informal and light-hearted content works.

Controversial posts may get discussion going, but consider what it does for your brand.

The content shown on Facebook dynamically changes according to who's viewing it. The aim is to give everyone a personal experience.

⚠ WARNING! Facebook is no longer allowing competitions and promotions within the content on the Wall or Cover Photo. Separate Apps can act as landing pages for competition material.

COMMUNITY MANAGEMENT

Facebook won't look after itself. Make sure someone in the team has the lead responsibility for managing the Page, with other people helping where necessary. Their responsibility isn't just posting content, it's also acting as a Community Manager.

Community Management is responding to posts, as well as generating discussions and comments. You may like to impose a standard practice for responding to posts, for example within 1 working day.

Remember many social media sites are banned in offices, so some people are more likely to comment in evenings and weekends.

Respond to comments both good and bad! Some of the most successful customer relationships have been built from turning a bad situation into a good one with timely responses on social media.

LAUNCHING FACEBOOK!

Congrats, you're all ready to go!

Once you set up your Page it's published straight away. With this Guide you can be prepared and your Page will start working for you right from the beginning.

Read up on [How Do I Get Likes on Facebook?](#) on the following page.

See [What Next?](#) for further ideas.





COMMONLY ASKED QUESTIONS

HOW DO I GET LIKES ON FACEBOOK?

Building 'Likes' depends on your [Audience and Objectives](#). You can generate a lot of Likes but chasing numbers won't necessarily get you the applications or registrations you'd like.

To get the best marketing list out of your Page post content that's relevant to your target audience and publicise the Page on other marketing channels. Also market it to your existing candidates and clients with emails, Twitter and your website.

Get a team on board to help you get going. This can be recruiters, candidates, friends – anyone! Ask them to start using the Page, posting content and generating discussions. An active community is more attractive to people.

DO I USE FACEBOOK TO SOURCE CANDIDATES?

Facebook is widely perceived as a space for chatting with friends and sharing personal content. People also make a decision which brands to Like and engage with. Arguably if they've Liked your Page they have chosen to make themselves visible to you.

Whether you approach people directly (with a private message) who interact with your Page is dependent on a number of factors, such as your relationship with them and the objectives of your Page. It can work very well for some audiences and sectors. If trialling this keep the correspondence professional and with the full contact details that would be present in email.

WHAT NEXT?

Now you've got [The Basics](#) in place it's time to get a bit more ambitious.

APPS

Apps can be added to your Page for added functionality such as [Job Search](#) or areas for videos, competitions and social media feeds.

MESSAGING

You can now send a message to those people who Like your Page. This means you can use Facebook as you would email marketing.

UPDATE YOUR IMAGERY

Facebook was built on the popularity of sharing photos, so keep yours looking fresh with new Cover Photos.

WHICH CONTENT WORKS?

You may find some content such as posting social events, videos or photos generates more Likes. Keep an eye on what works and tailor content to your audience.

ADVERTISING

Low-cost, highly targeted adverts are one of Facebook's great strengths. Use these to promote your Page to the exact demographic you'd like to attract. Facebook mobile advertising packages enable you to target this type of user.

FOLLOW OTHER PAGES

Whilst logged in as your Page you can Like other Pages. Do this for related interests, competitors and clients. Their content is useful for research and for ideas.

SHAPING THE USER JOURNEY

Linking to targeted landing pages on your website can increase conversions. This could be a page with details about a specific job, or a campaign landing page showcasing tailored content.



HOW CAN 4MAT HELP?

LIVE JOBS AND VACANCY SEARCH

Current vacancies are featured on the Page with the option to search and filter on Facebook.

1-CLICK JOB APPLICATION

Browse and filter vacancies whilst on Facebook and apply with a “1-click” application process.

CMS MANAGEMENT

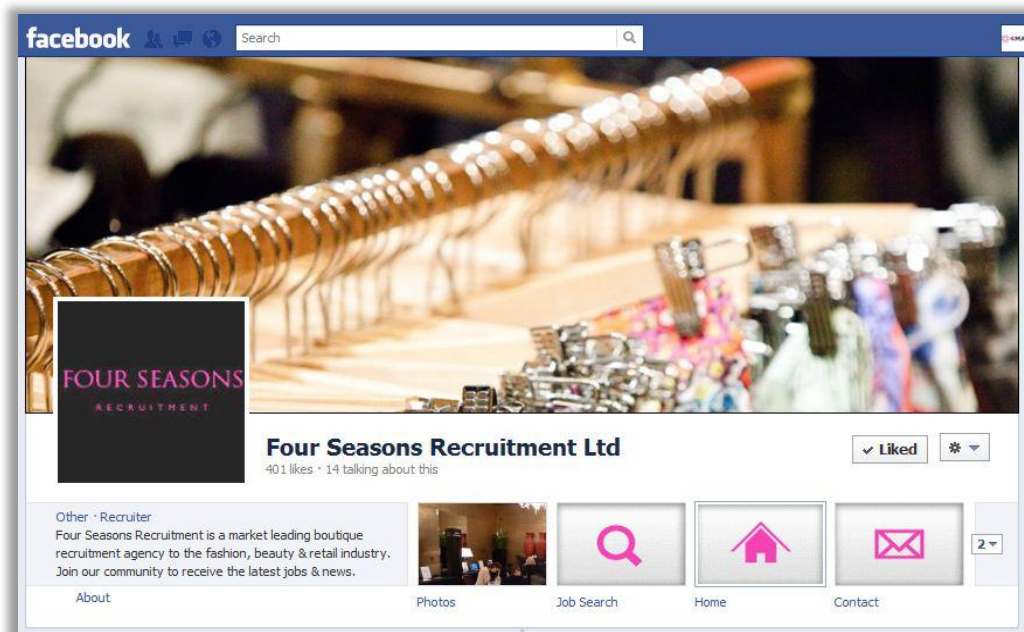
Automated posting of live jobs direct to your Page through our CMS system avoids manually posting the latest roles.

DESIGN

Professional and on brand Cover Photos, logos and App imagery to create an excellent impression from first view.

REPORTING

Track ROI and reach of your Facebook Page through 4MAT’s social media reporting.



FURTHER RESOURCES

Latest social media blogs on 4MAT.com

<http://www.4mat.com/blog/?o1=1021>

Follow tips on our Twitter account

www.Twitter.com/4MATcom

Like us to see how it's done!

www.Facebook.com/4MATcom

Read our case study

<http://www.4MAT.com/four-seasons-facebook-page>

Facebook resources

<https://www.Facebook.com/help/pages>

<https://www.Facebook.com/business/pages/>

Follow Us!

[@4MATcom](https://twitter.com/4MATcom)

[@AlexCharraudeau](https://twitter.com/AlexCharraudeau)

[@Aspinall4MAT](https://twitter.com/Aspinall4MAT)

[@davidjohnston1](https://twitter.com/davidjohnston1)

KEY TERMS

APPS

Adding additional functionality to your Page with an Application.

COVER PHOTO

The main photo at the top of a Page which stretches the entire width.

FACEBOOK GROUPS

See our [definition above](#).

FACEBOOK PAGES

See our [definition above](#).

FRIEND

A personal connection. Businesses can't add friends.

LIKES

Previously known as Fans, one 'Like' of a Page represents one person subscribing to it. Another definition is when someone shows appreciation of a post by 'Liking' it.

POST

Sharing content on Facebook.

REACH

A measure of how many people saw your post or advert.

TIMELINE

Previously known as the 'Wall' this was changed to reflect an emphasis on telling stories through content.

