



# AN ADVERTISING GUIDE FOR EMPLOYERS

*Provided by Capital Area Michigan Works!*

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## SECTION ONE: Social media

Social media is one of the most effective and important ways you can reach your current and potential employees, as well as a way to connect with stakeholders and your community. Whether your organization has been on social media for years or you're just starting out, here are some valuable tips for posting and engaging on social media.

Read more about the [importance of social media marketing](#).

### RESOURCES:

Use platforms such as [Canva](#) to create simple, eye-catching graphics to share on social media. Posts with images or graphics attached tend to have more engagement than text-only posts.

### PLATFORMS:

#### Facebook

- [Create Facebook events](#) from your organization's Facebook page for any hiring activities or other events your company is hosting. With any budget, you can [boost a Facebook event](#) so more people see it! Make sure to target people in your geographic area when you boost it.
- Look at [this lesson](#) to learn about Facebook promotions (advertising) for your page.
- [Post jobs on Facebook](#) and encourage candidates to apply on Facebook. It's free!
  - ['Pin to top of page'](#) the job description and application process details so it is the first thing people see when they visit your company's page.
  - Make sure you check your page's Facebook messages for applicants sending in their resumes and other materials — this is where all the applications will populate.
  - Facebook users can search for open jobs on <https://www.facebook.com/jobs/>.
- Join relevant local Facebook job seeker and networking groups and post jobs there. Make sure to follow the rules posted by the group admins when creating posts. Examples of relevant groups include:
  - [Not Your Mother's Networking Group](#).
  - [Lansing Area Job Connections](#).
  - [517 Living Community](#).
  - [People Looking For Jobs Lansing MI](#).

Learn more about using Facebook as a [small business](#) or within a [specific industry](#).

## Twitter

- Use Twitter to interact with other businesses and brands, as well as to answer quick questions or redirect customers and job seekers to your organization's website.
- Twitter has a 280-character limit, so keep posts short and to the point.
- Learn more about [using Twitter for your business](#) and [marketing on Twitter](#).

## LinkedIn

- Use LinkedIn to connect with potential employees.
  - [Post jobs](#) to LinkedIn.
    - [‘Pin to top of page’](#) the job description and application process details so it is the first thing people see.
    - You can only have one free job post open at a time.
    - **Note:** LinkedIn has different levels of job postings. Some features require paid accounts — you can contact a LinkedIn account manager for more information.
    - Learn more about [free and promoted job posts on LinkedIn](#).
- Ask employees to list your company as their workplace in their own LinkedIn profiles.
- [Rate job applications](#) on LinkedIn to filter applicants based on the rating you give them. You can also set up automatic ratings for your job applicants.
- Join [LinkedIn groups](#).
- For more details on how to use LinkedIn for your organization, download the [Business Owner's Guide to LinkedIn](#).

## Instagram

- If you choose to use Instagram for your organization, be sure to spend time taking quality photos and creating graphics.
- If your organization or business is not focused on visually appealing products, Instagram may not be a platform that makes sense for you.
- Photos of people are engaging and can make your organization feel more relatable and approachable.
  - *But make sure you have permission to post photos of people from your company.*
  - *Be intentional about showing diversity (including racial, ethnic, body, gender and age diversity) through the photos you use.*
- Use Instagram's [business account option](#) for more features and analytics.
- Learn more about [business accounts](#) and how to [be successful using a business Instagram account](#).

## CONTENT BEST PRACTICES:

- Develop social media standards that include guidelines for how your organization uses social media. These can include posting job listings on specific days, using specific language, using a certain style of graphics or images and even who is responsible for posting on your organization’s social media channels.
- Start with your key messages and stick to them.
- You don’t need to be on every single social media platform. What is most accessible for your target audience? Which social media platform is best for the [demographic you’re targeting?](#)
- Show your organization’s culture through social media. Applicants should be able to get a good understanding of what it’s like to work at the company through the social media feeds. Don’t just post job ads!
- Don’t only share promotional content (asking people to apply to jobs, etc.); share information from other sources related to your work/field.
- Keep your audience in mind when creating content. Who are your primary users of each platform? This will help drive the strategy.
- When using graphics, make them relatable and inclusive so different people see themselves in your content.
- Be mindful of the language and make sure it’s easy to understand.
- Know the extra features on different platforms. It might help you produce more creative content.
- Be responsive and timely.
- Make sure you understand your audience on each social media platform.
- Use images and videos as much as possible.
- Create an inviting tone on your channels — write in a conversational way instead of being overly formal.
- Use graphics as needed, but don’t fill them up with so much information that there’s nothing to put in the caption/copy. For a job posting, consider a stock image and just the job title. You can also use relevant and vibrant photography to complement your text.
- Photos of people perform well on social media. Use images of people to complement the messaging in your posts. Again, remember to be diverse in your photos.
- Always include your logo in any graphics you make.
- Maintain your brand standards with typography, colors, messaging and wording.
- Use @ tags to engage partners and get exposure/engagement from those partners.
- Post the same message 2-3 times (but not in a row!) to ensure your followers are seeing it, sharing it and engaging with it.
- Keep posts short and always include a call to action in each post. Examples of calls to action include:
  - *Apply now!*
  - *Call now!*
  - *Share this post.*
  - *Tag someone you know in the comments.*

## CONTENT BEST PRACTICES (cont.):

- Create video content, such as a recruiting video, that explains your company culture and open positions.
- “Boost” or promote social media posts with job listings.
- Create a recruiting hashtag and include it in all your posts about jobs and recruiting. When creating a hashtag, make sure you search it on all social media platforms to see if it’s already being used by someone else. [Learn more about hashtags.](#)
  - **Examples:**
    - *#YourBusinessNameJobs*
    - *#YourBusinessNameOpenPositions*
- Job postings must include EEO/affirmative action information. Check legal requirements before posting your content.

## PROCESS BEST PRACTICES:

- Create a real strategy around social media hiring and job posting practices in order to ensure consistency if multiple team members are working together on social media.
- Social media advertising should be ONE part of the strategy, not the entire strategy. Not all job seekers use social media.
- Post from your business account first, and share it personally from your own account if you’re comfortable doing so.
- Notice when your audience is interacting with your social posts the most and aim to schedule posts around that time.
  - *Are they checking social media before work? During their lunch break? On the weekends? Pivot scheduling to match this algorithm.*
- Use job and networking groups to reach more audience members and job seekers.
- Encourage employees to like and follow your pages.
- Leverage current employees and ask them to share job postings on their social media pages.
- Understand that each social media platform has a different tone and audience. Your content should not just be copied and pasted from one platform to the next. Instead, take the time to curate content for each platform. This will lead to higher engagement.
- Use analytics features of each platform to understand your audience and to track who is attracted to your content.
  - *Monitor your clicks and engagement and work to identify patterns for content that is more (or less) successful, and make decisions about future content accordingly.*
- Conduct a social media audit of existing platforms at least annually to understand what’s working and what’s not.
  - *Review and audit your organization’s own social media presence if/when posting positions to social media. Candidates will likely visit your pages. Make sure they convey accurate information/depiction of your business.*
- Diversify your content. Rotate among articles, graphics, videos, live streams, etc.

## PROCESS BEST PRACTICES (cont.):

- Use social media listening through tools such as [Meltwater](#) to monitor mentions of your brand, and analyze mentions to formulate social media strategy.
- Monitor conversations on social media that are relevant to your industry — this could be through [Twitter chats](#), [LinkedIn articles](#) or [Facebook groups](#).
- Use links in your post so your audience can click the link preview and go directly to your website or application page.
- Social media is no longer cutting-edge — it is mainstream. Even if you aren't advertising open positions on social media platforms, your competition is.

## SECTION TWO: *Media*

Contacting media can be intimidating if you don't know where to start, but generating media hits — such as interviews, articles or featured stories on local news channels and websites — is a valuable way to bring awareness to your organization. Keeping your organization in the public eye means more people will be aware of what you do and are more likely to apply for jobs.

### When contacting media, here are some things to know:

**Be newsworthy.** When journalists talk about what's newsworthy, they rely on the five news values below:

- Timeliness.
- Proximity.
- Conflict and controversy.
- Human interest.
- Relevance.

**Be realistic with your outreach and target outlets that have covered similar topics before or are focused on your specific community. Here are a few process best practices:**

- Start small. Don't spend a lot of energy trying to land a press release in the Detroit Free Press.
- Most news websites have a "newsroom" page on their website where contact information for the news editor or manager is listed. Journalists' emails are often listed with the article they wrote or on a staff list.
- Make email pitches succinct. If you have a lot of information, separate it out into bullet points.
- Create an eye-catching and enticing subject line that will make a journalist want to read more.
- Press releases should be copied and pasted into the body of your email. Do not include any other language above it. If you want to send additional content, include it below the press release content (and keep it short).

**Do some research. Who is talking about what? Is their beat (what they report on) at all related to your work? Having 10 solid media contacts that match your niche is better than 100 media contacts that are irrelevant to your story.**

- Go through your complete email distribution list and winnow it down to those contacts who would be most likely to take interest.
- Journalists move quickly. Stay on top of emails and have interview time slots ready to give to them.
- Find names and contact information (at least email addresses) of individual reporters or other staff who work on the things you do.

**Make sure there's a story angle or "hook" behind anything you pitch to media. There has to be a greater story beyond just hiring. Ask yourself:**

- What problem is it solving?
- Explore beyond the traditional news piece: Can it be turned into an op-ed, think piece or human interest article?
- Does it fit a specific radio segment in your area?

#### COMMUNICATION TIPS:

- Journalists move quickly. Stay on top of emails and have interview time slots ready to give to them.
- If media contacts reach out to your business, be prepared to answer questions, even difficult ones. Always respond to media and try to avoid "no comment" when applicable. Be transparent, whatever the topic.
- Be as timely as possible for relevancy.
- If you are going to be interviewed by a reporter, prepare your talking points in advance.
- If you get into a situation where things get complicated, ask for help from other people rather than trying to handle it yourself.
- Be direct, concise and specific in your communications.
  - *Avoid flowery language and get to the point.*
- Have a clear reason for contacting the media and tell them what it is so they don't feel like you're wasting their time.
- If a media outlet shares your job posting, make sure you:
  - *Share the link on your social media pages.*
  - *Engage with the community in the comments section.*
  - *Comment on the post from the media outlet.*



## SECTION THREE: *Online Recruitment*

[Pure Michigan Talent Connect](#) is a free tool connecting Michigan’s job seekers and employers and serves as a central hub linking all public and private stakeholders who support Michigan’s workforce. Pure Michigan Talent Connect serves as the state’s labor exchange system. In addition to using Pure Michigan Talent Connect to search candidates profiles and to post your openings, here are some ways you can improve your online talent recruitment.

### **PARTNERSHIPS:**

- Partner with the Business Services Team at Capital Area Michigan Works! to recruit, hire and train qualified workers — all at no cost.
- Partner with Michigan-based recruiting organizations focused on diverse talent, such as the [Michigan Diversity Council](#).
- Connect with colleges and universities including official alumni groups and student organizations.
  - *Connect with academic outlets to develop pipelines/referrals.*
  - *Reach out to career services/alumni groups at Historically Black Colleges and Universities.*
  - *Reach out to colleges and universities in your region. Colleges and departments will often promote available jobs.*
  - *Recruit students from local colleges for paid internships that could eventually lead to full-time employment.*
- Reach out through professional development organizations, such as sororities or professional associations.
- Reach out to partners to identify cross-promotional relationships.
  - *Share job posting with partners.*
- Build relationships with school counselors and staff.
- Share job postings with associations or other organizations that represent the field/industry of the job posting.
  - *Search for industry-specific job boards.*

### **NETWORKING:**

- Participate in virtual and in-person career days and fairs at high schools and community colleges in Michigan and throughout the country.
  - *Share the job posting with interested candidates and tell them they can learn more on your website.*
- Use social media as an opportunity to get email addresses to build relationships and a pipeline of people who might be interested in jobs in the future. Some of the targeted ads might have reached those who would be interested in the company, but not that position. Keeping them in the loop about what’s coming up could help down the line.
- Create and use a database of past applicants, interested people and partners to share upcoming opportunities in the form of some type of newsletter.
  - *Make sure all content is relevant. If a newsletter isn’t appropriate, then tailor the information to simply be available jobs.*
  - *Build candidate databases of applicants that have applied in the past but were not hired for that position.*



## POSTING AND SHARING OPPORTUNITIES:

- As discussed before, use social media to post jobs.
  - Create a recruitment strategy that includes a variety of actions for different social media platforms.
  - LinkedIn:
    - Audit existing LinkedIn company profile and calls-to-action.
    - Consider the LinkedIn blog option as a way to communicate culture and other key attributes of your business to attract job seekers.
  - Join local networking Facebook groups such as *Not Your Mother's Networking Group* and *517 Living*.
    - Be sure to carefully read the rules of each of these groups so you do not violate any of them if you post about jobs.
    - Use these groups for direct recruitment AND for networking purposes to recruit later.
  - Add job postings to local job boards.
  - Share job posting as organic (unpaid/not promoted) social media content.
  - See the social media section for more information about recruiting using social media.
  - In your social media posts, include:
    - Job ad.
    - Qualifications.
    - Location.
    - Deadline and how to apply.
    - Contact information.
    - Be clear about expectations for what is required with the job application (references, etc.) so applications can be complete when submitted.
- Include job postings on your website, even if they are originally posted on [Pure Michigan Talent Connect](#). Cross-promote to drive traffic to your website. Always use your website as the home base for content.
  - Flyers, social media and other outreach methods should always include your website and other contact information directing people to your website.
  - Your website should always have the most up-to-date information and give people enough background information so they can be positioned to act when they are ready.
  - Consider having an online job application submission form easily clickable from the job posting. Fewer steps may help people follow through and apply.
- Identify the top three recruitment sites you'd like to use and post jobs consistently on those platforms.
- Use associations and professional trade societies to cross-promote job postings.
- Ask current employees to share positions with their networks.
- Share job posting with industry connections and associations for them to include in an email or on their social media.
- If you're just getting started, request that all applications are sent to someone's email instead of using the field within different posting platforms so all of your applications are in the same place. Most platforms offer a way to collect applications through a form on their website, but it's easier to keep track of applications if they all come to the same place.

## POSTING AND SHARING OPPORTUNITIES (cont.):

- Post in Facebook and LinkedIn groups focused on job search.
- Engage in Facebook groups with similar topics. For example, post dental jobs in dental Facebook groups.
- Use [Google Ads](#) to advertise your position.
  - *Set a modest budget with unique keywords that set you apart from the competition.*
- Reach out to desired candidates via text and email.
  - *For emails, have a simple graphic to include a simple graphic to grab attention and highlight important details instead of using a completely text-based message.*
- Ask for referrals from current staff (word of mouth is powerful).
- Directly connect with candidates on LinkedIn or [Handshake](#).

## EVENTS:

- Host virtual recruiting events and advertise on social media and through partners. This way, you have a pool of talent interested in different positions.
  - *Host a virtual hiring fair.*
  - *Share hiring fairs and other events on popular community Facebook groups.*
  - *Include someone from your organization who is already in the position (or a similar position) that you're hiring for.*
  - *It's also ideal for the hiring managers to participate in the virtual job fairs along with whoever else is representing your organization.*
- Host recruiting-focused social media chats/Q&A/Live sessions to answer questions for candidates and help them be as qualified as possible for positions. Ensure there's a way to anonymously or privately submit questions.
- Participate in virtual career fairs with other organizations.
- Host virtual career days via Zoom.
  - *Give potential employees an opportunity to ask questions.*
- Host a virtual recruitment session for a specific job posting.
- Share video testimonials of current employees to YouTube and Facebook.
  - *Consider using video in your Instagram and Facebook stories, too.*

## OTHER RECRUITMENT OPPORTUNITIES:

- Develop a referral program within your organization and post about it on social media, and encourage employees to share it.
- Research similar organizations to see how they are posting jobs and recruiting talent.
- Distribute press releases or other media materials about hiring, especially if multiple positions.