

# How to Elevate Social Reach

Ninety percent of recruiters are already using social media as part of the hiring process. While social reach is certainly not new for recruitment, it's still an extremely engaging tool for showcasing your employer brand.

The key to success is planning, creating and sharing compelling content on a regular basis. Focus on showcasing your employer brand in an authentic way — sharing employee stories, “a day in the life” content, as well as commentary on industry news and updates. Avature clients Dell and L'Oréal excel at demonstrating, through various social accounts, what it's like to work for their companies. **Making strong use of relevant hashtags and staying true to their brands' respective tone of voice and values**, their social reach succeeds in bringing the employer brand to life.

**Video and audio content** can be more engaging, so work out how to incorporate it into your content plan. There are

many free tools you can use to make high-quality videos, so it doesn't have to be as daunting or expensive as you might think. You could also consider recording a podcast! Candidates are always interested in hearing what it's really like to work for you, and you could **record employees chatting about their careers within the company.**

If your audience is really engaged, these channels should **generate conversation.** Make sure to respond in a timely way, especially if people have had a negative experience and decide to vent. **Take advantage of automation to manage regular campaigns and invest time in analyzing performance** and optimizing future posts to play to your strengths.

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*When we talk to organizations, we emphasize the importance of focusing on reach and engagement metrics, rather than on short-term return on investment. How effectively are you reaching talent that might be interested today or tomorrow? This will have a direct impact on your employer brand and awareness.”*

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