

**Creating content the basics that apply to all platforms**

**Paul Ince** 00:07

Hello, and welcome to another video in this series for you, the care sector professional who's looking at ways to find how to use social media more effectively as part of the recruitment and retention process. Remember, you'll find all the videos in this series on the webpage where you found this one. This video isn't tied to any particular platform. Instead, we're going to take a broader approach and outline the key components of the process of creating content that is truly going to make a difference, whichever channel you're posting on, whether we're posting our own content or sharing other people's, it's content creation that keeps social media platforms alive. It's also what sometimes makes social media hit the headlines. We need to strike a balance, creating content on our social media accounts that gets potential candidates attention, but also in a way that isn't going to land us in those headlines for the wrong reasons. We need to keep our organization's reputation safe, and safeguard those we support. Now, if you've used social media yourself, you'll already have a good idea of how much of what we're about to talk about works. And that's great. It means you're not starting from scratch. I want you to think about your own use of Facebook, Instagram, LinkedIn, tick tock or any other platform that you use when we go through the areas in this video. What's your own experience? What have you seen yourself that you like or don't like? Get thinking about your organization's current social profiles and content as we go. And it might be helpful for you to get your accounts on another screen or your phone or tablet just to compare what you see. Okay, let's get started by looking at the different areas of content creation, starting with profiles and account information. The information contained within your account profile is an important way to articulate what it is your organisation is about, who's involved, what it believes in, and how people can get in touch. Now in this video series, we're going to go through each platform in detail. So I'm not going to talk about specifics for each platform right now. However, here are some important things to consider when thinking about what information you want. On your profile page. All platforms have what we call a profile photo, or avatar, as some platforms call it. These are pictures that are quite small, containing your face. If it's a personal account, or in the case of the business account, usually, the logo. My advice is to use a version of your logo, your potential recruits may have seen your logo elsewhere, like job boards or in publications. So we need them to recognise that this is the account they're looking for quickly. Try and use a version of the logo that's going to be clear if it looks quite small on the newsfeed on someone's mobile device. Because this is where most people use social media. Sometimes that can mean using a version without the brand name, or the words or the location or something like that. Go and talk to your marketing team or whoever it is that creates your logo to get a version that will look really clear when it's small. Most of the platforms allow you to have a cover photo on your profile. This is the long rectangular image that appears above the profile photo or at the top of the account. Now rather annoyingly, these are all different sizes depending on the platform. They also change sometimes, but as of now, here are the sizes of cover photos that you need to design to pause the video to make a note. These cover photos are good pieces of real estate for you to get additional messages out there. uploading an image of your setting or the people you support. looking happy, relaxed. Enjoying an activity or however you feel best represents the work you do projects a sense of what it's like to be part of your organisation. If you add in one of the team actively supporting someone, you can also show the relationships built in the role and portray the positive impact a member of your team has. Remember, if you're going to use an image that contains someone you support, you will need to consider safeguarding, and gain consent. Something that you should be constantly thinking about when using imagery, video, or even talking about how you support people. Another example of how you could use a cover photo is to show just team members. How about a range of staff members in different roles that you might recruit. When candidates find your profile. A welcoming group of happy individuals suggest that they can be part of the Is wonderful collected. Unless you're only ever recruiting into one role, I'd make this buried using different members of the team. You can of course, decide who should be in the photo. Ideally, you'd have lots of pictures of the work you do, showing people enjoying their work, smiling and looking positive. Perhaps you have pictures from a recruitment event or an open day. I'm hoping you have some photos of the team. But sometimes you may want to post something with an image, but you don't have the image that articulates the point you're trying to make. So what can you do about that? Well, there are plenty of websites that offer stock images. sites, such as Pexels, and Unsplash, have 1000s of free generic images that you could use. However, they tend to be quite medical or health based, and also seem quite North American sites like Shutterstock, I stock and Getty Images have costs associated with them. But often, they offer more specific and UK based pictures. If you're using some of the graphics tools like Canva, or Adobe Express, these will have their own image sources. But again, they tend to not quite be the best match. So just be careful what you pick. Oh, and another word of warning. While we're talking about images, there is an increasing use of what is called generative AI imagery. This is where you can type in a phrase of what you want in an image, and an artificial intelligence will create it. Now, to get anything remotely accurate, you'd have to spend a lot of time specifying the image. The results often look strange, come with extra fingers or heads and can contain stereotypes and biases that you really want to avoid. So for now, step away from the cutting edge, and use images that you trust. And if that means you need to arrange for some images to be taken, compile a list of what you need, and source a photographer. Maybe that's someone you support. whatever image you post, it's best practice to add what is called alt text. Each of the platforms has the option for you to enter a description of what's in the image. And this can be used by screen readers for the visually impaired to describe what's in the image. be as descriptive as you can, you may want to use the space to be more direct. And so creating a graphic that has a direct message to say your recruiting is fairly obvious, you can maybe add an instruction on what candidates should do to apply. Now, I mentioned in the cover photo here because it's probably easier to create the same thing for the different platforms you intend to use. At the same time. Tools like Canva, or Adobe express all have the templates for all social media cover photos, and will help you brand these consistently more on tools in a later video. Okay, so I'm going to try not to get too heavy on your marketing speak here. But I want you to now think about the tone of voice that your social media accounts are going to have. The words you use the style of the text, you write the content of any video, you create, or represent the organisation you're recruiting into the tone you use, tell someone in your audience what you're like and how you feel about things. And it may not be the determining factor in a candidate deciding to apply for a position, but it can influence them. That said, don't need to become fearful of saying the wrong thing or worrying about whether you should use certain words. A huge advantage of social media is that it's conversational. Try and think about how you would talk to a potential candidate face to face in real life. What words and phrases would you use? Social media is a more relaxed place. Indeed, overly formal language just feels cold and definitely doesn't build relationships. So how do you speak? How would you say to someone that your team is just the best and it's a great place to work. That's probably how you should talk on social media. So make it personal, say, want to work with us. Rather than we'd like to notify you of a new job opportunity. Just make it more well view. If your organisation has any brand guidelines where work has already been done on brand voice, it could be helpful to read upon that. Similarly, your HR team may have some helpful advice on words that reflect what your organisation is about. Talk to them, but remember, you are a human and so as your candidate, don't get bogged down with jargon So now let's look at the social media journey from the viewpoint of your potential candidates, you're in a great position to understand that journey. It's possible that you followed the same journey in your current position. Let's say they already work in the car sector and want a new challenge. What are they looking for? Perhaps it's the same role, but in another company, maybe they're looking to grow and try for a position above the level they currently work in. They may be working in a different industry entirely, and want to move into the cast actor. There are many reasons why someone chooses to look for work. If you want them to make a connection with your organisation and the roles available, you need to be creating content that matches what they're looking for, and answers the questions that come to their mind. Here's a short exercise for you to do. Think about the reasons why people look for work? Write down the thoughts a candidate may have about working for an organisation like yours? What questions do they ask? What would they like to see? What do they need to know to choose you as a place of work? What concerns might they have? For each of these points, try and answer questions and jot down ideas. Each of these are potential content pieces for social media. A possible applicant may be thinking what's so great about a rolling can so show them what's so great, explain how worthwhile and rewarding it is. Use video of your current team talking about it, try to put yourself in their shoes. Considering the thoughts of the candidate will mean that your content will be relevant to the audience that you're targeting. And as we'll discover, when we look at how algorithms on the platform's work, this will help you reach the right people in what is a very busy environment. One question that is usually on a potential candidates mind is how do I apply or what happens next. With any recruitment content, you'll need to make sure it's clear what they need to do, whether that's call you message you send an email or visit your website. Always be clear on the call to action. If you're not, well, they may start to look elsewhere. Just don't place any unnecessary barriers in the way. Right, now let's talk about the different types of content at your disposal on social media. Each platform works differently. And we'll go into the specifics when we look at individual platforms. And now here are the types of content you can post starting with the most common type feed posts. Feed posts are the type of content you've likely been creating for years. If you've used Facebook, Instagram or LinkedIn, you already know what I'm talking about here. These are posts that contain words, sentences, paragraphs. This is where you get the chance to be an awesome writer. These days, the length of the text can be reasonably long, although limits do vary by platform. For Facebook, Instagram, and LinkedIn, you can go into a fair bit of detail to get your message across. But be warned, only the first few lines will show in the feed before the user has to click see more to reveal the full post. This means those first few lines need to be interesting enough for the user to click it. Think about how you can start your post new vacancy cow home manager gets the message across. How can you tell a story? I particularly like this example. Because it asks a question that has a positive answer. What if we told you it's possible to be the reason someone smiles every day? Simply by turning up for work? It's great. It's a bit different too. So it stands out. Some platforms allow you to place a website link in the text. Others don't. I suggest only placing links in where a user can actually click or tap it. Now there are some people who say you shouldn't place links in posts at all or that you should place them in the first comment. In social media circles, I can tell you it's a big debate. Personally, I don't find it a problem to place a link in a post. If the platform's didn't want you to do it. They wouldn't let you but you know, try it a few times and use your own judgement on whether it resulted in visits to your website. posts appear in people's news feeds alongside any of the content that platform deems relevant to that user. You're in competition with people's friends, family, celebrities and every other business vying for attention. To stand out, adding an image or video to your post will grab people's attention. Make sure any image or video is relevant to the words on the post. It's better to use your own images and video from your organisation if you have some, but you can use stock imagery if you need to. Although it does run the risk of giving a false impression so use sparingly. Stories are short ephemeral pieces that pop up in the office section of your feed. They stay active for 24 hours before they disappear. Stories are great for behind the scenes content, in particular, giving an insight into what's going on in the organisation. Here are some ideas of how you can use stories in your organisation generally, and how you can use specifically for recruitment and retention. What's happening in the setting such as your care home, an excursion or activity a day in the life of one of your team showing the type of activity they do on a day to day basis, and what it would be like for a potential new team member graphics that promote a recruitment day while specific vacancies. While it's possible to create very formal branded content for stories, one of the benefits of the story format is that content can be created in the moment. Just whip out your phone when you see something amazing happening. And record ad tech text polls, stickers, countdown to events, hashtags, tag other accounts, and just make the content standout. Instagram says that one in three stories results in a reply to the Creator. That's a fantastic level of engagement. So ask your potential candidates questions and see who responds perhaps that your next star team member well, those stories disappear by default on Instagram, you can keep these longer by adding them to a profile highlight. So remember to save those golden moments for your candidates to see. Short Form videos are fast becoming the most popular content type on social media. According to the Video Marketing Report of 2023, seven out of 10 people reported and rather watch a short video and read a lengthy post tic TOCs reels and YouTube shorts all use this short form content as major functions within their platforms. Although shortened definition, that is debatable with a maximum time length bearing between the platforms. For YouTube, it's 60 seconds, for reals is 90 seconds. But for tick tock it's up to 10 minutes, which is hardly short. The major advantage of short form content is that it is seen by people who aren't necessarily following your account. Users browse content by swiping up to reveal the next video, the platform has decided to present to them based on their viewing behaviours and preferences. The big potential here is that users of a platform who may have an interest in care could see your messages about who you are, what goes on what it's like to work for your organisation, and even see vacancies that they weren't previously aware of. Pretty much anything goes with short form video. But here are some tips on what gets people watching at you educational information about how to perform certain tasks, help and advice for those working in the care sector. Act as a leader in your field on this one, showing events and things that go on. And yes, performing dances and trends do get you noticed, and the fun to? DMS or direct messages have become a handy tool for potential candidates to interact with you. They are two way conversations that may start as inquiries and lead to applications. If you're not the only person managing your social media account, have a conversation with everyone who is and make them aware of candidates messaging with questions. You'll want to be seen as responsive to help guide someone through the application process or just to convince them that your team is the one for them. All platforms have messaging capabilities, and some allow you to set up automatic responses that could save you time. Social media is a landscape that changes by the day. What works one week may not work the next. It's a good idea to keep on top of what the trends are so that you can get a nice positive bounce from being current. But remember, we're trying to use social media for recruitment and retention, you'll need to get the key bits of information across. So it's clear what vacancies are open. Any process you have an offer a path to ask questions. Equally, whatever content you create. Remember that you may have people you support who are considered vulnerable and care is needed. So you're not exposing them to unwanted attention or negative comments. If in doubt, talk to a senior colleague for guidance, but do post it's an amazing way to get more visibility on the opportunities to join your team. Stay watching more of our educational videos where we'll go deeper into each of the major platforms so you can post with confidence and success.