

**Selecting the right platform for your recruitment needs**

**Paul Ince** 00:08

Hello again, and welcome to another video in our social media series. And today we're going to be focusing on how to select the right platform for your organisation in order to recruit and retain your staff. Don't forget, all of the topics in this series are to be found on the web page where you found this one. All of the subjects are there. So take your pick. Now, you know as well as I, you have many different parts to your role, and that perhaps you have other things to do than just be creating content on social media, and all the other things that go along with that. How can you make the most of your time and use it wisely? When it comes to using social media for recruitment and retention? Well, one of the best things we can do is focus our activity on the platforms that are going to attract the right candidates and help us connect with the people that we want in our organisation. And also to keep in touch with members of the team that already worked for us. You could happily make the case for having a presence on Facebook Instagram, Tik Tok, LinkedIn X Snapchat discord, Twitch threads, mustard on blue sky next door, the last of them. Some of the people that you would love to target for vacancies will be on platforms that you've never even heard of. The thing is, to do a platform Well, you have to understand how it works, what type of content people like how users engage, and some of the foibles and idiosyncrasies of each one. Of course, it's possible. And there are many examples of big brands that do just that. But that's the thing. They are big brands with big teams dedicated to social media, we need to be realistic. So our first decision needs to be where is my time best spent, where am I going to stand the best chance of reaching the right people. I'm going to give you a summary of five major platforms so you can start to think about where you want to prioritise. So let's look at Facebook, Instagram, LinkedIn, X and Tik Tok. Once you've got a feel for where you think your attention should focus, then go and watch the videos on each one for more of a deep dive. Okay, then, let's start with the largest social media platform with more Facebook. Facebook has around 3 billion active users across the world, that's a heck of a lot of people. And when you consider how many people in the world are too young to use it or don't have access to the internet, or where it's banned, it's probably over half the world's population. It's probably no surprise then that the demographics of Facebook are broad, you will find different age groups, different nationalities and ethnicities, different wealth brackets, many locations, there's just a lot of users. Now that's helpful in many ways when we're thinking about recruitment, because your net can be cast quite wide on Facebook. content that you put out there, whether it's to advertise positions, or just talk about what your organisation is like, we'll probably be seen by a range of people. We know that different age groups use Facebook slightly differently. younger audiences tend to see Facebook as a place to consume content, maybe videos, memes, or keep in touch with their elders. They're not really posting a lot about their daily lives. And they tend to do that on other platforms that they prefer. But the evidence from Facebook is that they are there. And if they're in the jobs market looking for work, or they may well use Facebook to scope you out as a potential employer. Those in their mid season of life where they're of the age that often have families tend to document their lives, sharing events, places they've been and what's happening right now. These are heavy users of Facebook, and it's reasonable to assume that a lot of your target audience are there, with careers spanning many years. But equally people in this age group may be starting to consider care options for their parents or other members of their family, perhaps even themselves. And so Facebook pages for your organisation will possibly have to accommodate content for this, as well as recruitment. There are plenty of older members of society using Facebook. They tend not to post as often, but will certainly view content, comment and share the things that they see. They'll understand that Facebook is a great place to get helpful information. So perhaps they'll see a vacancy and share it with one of their friends or family members. When there are benefits of reaching large quantities of people. Facebook's main challenge for us using it as an organisation is the volume of content on the platform. As you can imagine, with such large numbers of users, or posting content, you're actually in competition not just with other care organisations, but the company's celebrities and users, friends and families. content from Facebook pages just doesn't get seen as much as more personal content creators. And many Facebook page owners bemoaned what we call organic reach. That's the percentage of people following the page that see content without paying for ads. Facebook needs your followers to engage with the posting put out there If you're to be seen, now it can feel like quite a bit of effort. But that said, there are lots of features to Facebook that can help care organisations will cover those that can help you recruit and retain staff in the Facebook video. Compared to Facebook Instagrams users demographic is slightly younger, but as we all age, this demographic is also ageing. And there are plenty of those people in the jobs market using and preferring Instagram. Whether you can use Instagram on your desktop or laptop, it is primarily a mobile app. Instagram is all visual, so posts must have at least one image or video for the feed. Instagram stories are all image and video and reels of all video. These days, you don't need to be a professional photographer or graphic designer to do well on Instagram. Certainly in the past, it had a reputation for the aesthetic needing to look beautiful. Today, though, content is much more relaxed job. If you have an eye for making something look stunning. Instagram is certainly the place to post it. But if you just want to take a picture of what's happening and throw that up on Instagram, that editing, that is just fine. For each of the different areas of Instagram, there are different algorithms, we'll look at the differences in the Instagram video. But it is important to try and keep up with changes to the platform. There's a lot of development on Instagram. So that can be a challenge. And there are different recommendations on how often to post depending on what you're using. Now, hopefully, that doesn't sound too confusing. Watch the video to find out the important information. Instagram has significant growth compared to Facebook and is hugely popular. So even if you choose not to prioritise Instagram, it should at least be on your radar. LinkedIn has been around for a long time, it's very stable and consistent. That all loads of changes that take place here. So you can at least get to grips with how it works. It shares the same principles as are the platforms, creating a presence, creating content, engaging with users, that kind of thing. But what sets LinkedIn apart from other platforms is the perception. And it's the professional network. So don't go posting it in on LinkedIn, people don't respond to it very well. Because it's a platform based around people's professional lives, you'll find it much easier to talk about employment here rather than say, content related to what's happening with the people that you support. Although, as we'll discuss in the LinkedIn video, that is something you should do. But people are expecting talk about jobs and employment opportunities. Indeed, there's a whole suite of functionality specifically for recruitment. What you'll find, though, is that you won't see that many frontline care staff with LinkedIn profiles that are very active, LinkedIn would be a better place to try to recruit senior leaders and managers. And there are some great search capabilities to easily find people with the skills that match any role you're looking to fill. All right, so tic tock is the platform that is getting a lot of attention at the moment. It's changed the way we think about social media. Pretty much all video, you've got to be able to put one together for any tic tock strategy to work at the demographic is wider than you think it's got a reputation for being a young person's platform. And it's true that younger people seem to gravitate to this platform. But there are lots of different types of people with different interests on tick tock, believe me when I say that cat Ock is very much a thing. And there is a lot of care based content being created and published here. So why is it so popular? Well, because it's easy to consume video and it's fast seems to fit well with modern life. The algorithm it uses to show users video is incredible. It can show users existing interest and introduce them to new ones. So of course, there's a real chance that if you create the right video, tic toc will present your organisation to someone who wasn't aware of you, and is a potential candidate. We'll cover how that works and the features you need to take advantage of in our tic toc Deep Dive. Creating all those videos may seem like a lot of effort and being honest, it will take more time than perhaps some of the other platforms that you are considering. The thing to weigh up is whether the additional time taken to create content generates the results that you're looking for. Formerly known as Twitter, this platform has gone through a fast rebrand to x thanks to an acquisition just as fast as the posting on this platform. Now it has a slightly older demographic than Instagram and Tiktok and the audiences are changing since the rebrand there are some challenges with x as it stands today. It's not exactly clear whether it will survive the drastic changes it's going through. There's an increasing sense the type of content on the platform is problematic. And these things combined And it's quite possible that you could be creating content that moves down the newsfeed quickly and isn't seen by the people you want. Plus an organisation looking to invest time and build an audience needs to consider whether that effort is going to be rewarded, or whether it risks losing that audience if the platform isn't stable. Now, I'm not saying don't use et. But at this point, my advice is to proceed with caution. So that's my summary of key platforms with some indication of the differences. Remember, what we're looking to do here is to prioritise where we place our efforts. Here's a reminder of things to consider. Who are you trying to reach? And which platforms are they using? How much time do you have to create content for a platform and what's needed to succeed? Does the platform have functionality that's helpful to the need to recruit and retain staff? And is the platform stable enough to be here for the long term? lots to think about, but it's worth being more strategic about your time so you get the results you're looking for. We're going to go into more detail about Facebook, LinkedIn, Instagram, and Tiktok in separate videos, so feel free to skip to those. In our next video in the series, we're going to look at algorithms what they are and how they can help recruitment