

**What are algorithms and how can they help recruitment**

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Hello once again and welcome to yet another video on how social media can help you with your recruitment and retention needs. Today we're going to be talking all things algorithms. What is an algorithm? What can they do? How do they work and why sometimes they're a bit of a nightmare. We'll also look at how, if you work with them, you can actually make social media work more effectively for you. So let's dive straight into it. So what exactly is an algorithm in the context of social media platforms? Well, an algorithm is a complex set of rules and calculations that determine which content the user will see in their feed. This is important to the platform itself as it helps retain users by showing them relevant and engaging content. For you as a user, it means that understanding how these algorithms work can greatly improve your chances of getting your recruitment message seen by the white audience. Essentially, creating content on a platform that's a good match for what a user is interested in, means your messages will be seen more often. Now, of course, the opposite is also true. Content Ukraine that isn't relevant to them just won't get seen. So the number one lesson to learn about algorithms is to create stuff that's relevant to your target audience. There's one thing you take away from this video, it's we need to put out audience, the people you're looking to recruit and the stuff you're looking to keep at the front and centre of your mind when coming up with ideas on what to post. Sometimes, just because we think something is important to us, doesn't necessarily translate into good performance, because it's not important to them. Now let's delve a little deeper into the challenges that social media algorithms present. Firstly, the sheer volume of content competing for space on user speeds means that standing out from the crowd can be an uphill task. With constantly evolving algorithms, a strategy that works well today might be less effective tomorrow. Now, I'm sorry, I wish I could give you a complete formula that says Post a and you'll get B. But I can't. So how do we get around that? Well, I'm afraid that comes down to constantly reviewing what you've posted and assessing whether or not it did the job. And we'll cover how you do that in our video on understanding performance. What we can say is that algorithms prioritise user interaction and engagement. That means if your content doesn't immediately catch the attention of users, or fails to generate responses, it may swiftly disappear into the depths of social media feeds. That makes it paramount to understand your target audience well enough to produce content, the prompts interaction immediately. Lead let's look at how we can try and use algorithms to our advantage. If we're trying to focus on recruitment based content. Starting with relevant there's that word again, the most important one, think here about what a potential candidate is looking for when they're considering moving jobs. What are the details they need to know? For example, if you're recruiting into a specific role, including the job title is important, so that any algorithm can try and find people to whom that may appeal. Similarly, talking about qualities you're looking for in a candidate could allow an algorithm to match these with people who have displayed those behaviours within that platform. Detail, be specific when talking about roles. If a position relates to a geographical area, I would definitely add that in these platforms know where their users are. And in my experience, they'll try and match content to their use of geography. So let's say you have a couple of positions in different areas, I would create separate posts for different areas, not just say positions nationwide, because I think being specific stands a better chance of being more relevant. You could of course, do both if you want to get across the scale of the opportunities available. But I'd do both rather than just focus on the national picture. Show the role given we want people to react to content, so it continues to be pushed out to the users. A good idea is to show any role in action. Use your current team to showcase the great work you do and what's involved. The Day in the Life type of video would be ideal for this. But you can also create a graphic or use a photo of a team member with a quote about why they love what they do. We all have more eyeballs on the content we produce. So let's work with the algorithms to make this happen. These days, the day or time of day you post is less of a factor in who will see it than what it once was. It's more likely that new fresh content It will seem because if you think about it, what would be the advantage to the platform of them showing extremely old content. But older posts will still be promoted by an algorithm if it thinks it's useful to the end user. And so that means what you create can have a longer shelf life. So again, it's the relevancy that's key here. Another factor is how quickly content is reacted to. So you'll find posts that get liked, loved, commented on and shared reasonably soon get quite significant positive bounce. So once what how can you create content that's going to get those reactions. This is why you see things explode on social media. And that's what people mean when they're really talking about going viral. But for you and I, that may just mean that more people saw it and liked what they saw, which is great, I would see that as a success. So other things you can do to help this along include thinking about the type of content your target audience may prefer. So do they like video? We've already talked about how platforms prefer video. So providing video will increase the likelihood, it will be seen. Asking questions, so people actively respond in the comment is a nice way to get the engagement that we're after. And also the words that you use in the text really help a post travel further. Now, can we talk about hashtags for a moment, hashtags are simply a way of grouping conversations or posts together, a user can click or tap on a hashtag, and then be taken off to a set of search results of posts that also contain them. But here's where it gets a bit of a challenge for what we're looking to do. We want to be found, but we don't really want people looking elsewhere. There are developments in platforms where hashtags are probably not even that important. New platform threads doesn't use hashtags. And the platform's as they stand today will show your posts in a set of search results. If the words themselves are in the content of the post, regardless of whether the hashtag symbol has been included. So for me, the more important thing is to include the words. every social media platform has a unique algorithm. The companies behind them are creating their own products, and they'll all have different priorities on how they want their platform to operate. Truthfully, very few people know exactly how an algorithm works, but there are some things that we can establish. Facebook seems to prefer users to like comment and share on a post to get it out there further. It doesn't like clickbait headlines, sensationalised language or misleading information. It also seems to devalue posts that use phrases like comment below or tag a friend. And that's important because of course, it would be quite helpful if your followers did tag a friend who they think could be interested. Basically use language that encourages the action without actually saying it like, tell us what you think. Or who do you know that needs to see this. Instagram has different algorithms for different parts. Feed posts get a bump for reactions, stories you interact with the most get pushed to the left of the list on the screen. And reels is very similar to tick tock which uses interests and behaviours to determine what a user sees. It doesn't seem to like spammy posts or content that tries to gain the system just like Facebook. So again, I'd avoid this. LinkedIn posts that get likes tend to be seen by people outside those that are connected with you. So that's something you definitely need to encourage. Try not to produce lots of overly promotional content, but I don't think you'll have too much of a problem here. The selling that you're doing in recruitment is not really that commercial. Tik Tok loves originality, so copying others content will see your contents offer. Now, like everything we're going through in these videos, your performance and your audience is unique, so paying attention to the results you get should inform your future actions. As algorithms evolve and undergo updates, it's vital to stay informed. So pay attention to official announcements from platforms regarding updates or changes, industry blogs, and thought leaders discussing the latest trends and your own contents performance and analytics, which can provide early indications on shifting algorithms. In summary, understanding algorithms and adapting your social media recruitment strategy accordingly, how can help you reach the right candidates and build a strong workforce in the social care sector? Remember the key points we covered to create engaging recruitment content and stay informed about ongoing changes in algorithms. Thanks for joining us today. Don't forget to watch out over the videos for more insights and strategies for recruitment and retention in social care.