



SOCIAL RECRUITING TIPS TO REACH MILLENNIALS AND GEN-Z

Nearly all hiring managers have made the switch to using social media as the hot new recruiting tool.¹ But is your agency in on the action? Whether you are just getting started with social recruiting, or you're looking for ways to be more effective, these tips are sure to generate results with millennials and Gen Z.

1

KNOW YOUR AUDIENCE

Are you looking to target millennials or Gen Z specifically? Reach them on the social channels where they live online. While you are more likely to find **millennials on Facebook, Twitter, or Google Plus,**² **Gen Z prefers Instagram and Snapchat.**³ Make sure that your social recruiting strategy combines an organic social presence with sponsored updates, social job ads, and postings that appear in the social media feeds of your candidates.

2

STATE YOUR MISSION

It's widely known that millennials and Gen Z are looking for more than just a paycheck from their employers. They are looking for job opportunities where **the work they do is making a difference.**⁴ Be sure to use your agency's social presence and social recruiting tools to raise awareness of your mission and the impact it has on citizens and the world.

3

HARNESS YOUR EMPLOYEES' VOICES AS SOCIAL ADVOCATES

Next-generation talent conduct thorough research before considering a new employer. They are used to reading peer reviews before going to a restaurant or buying a product. **They value honest feedback from like-minded individuals.** Give next-generation talent what they are looking for by harnessing your employee advocates to speak about their experiences working for you agency. Gives millennials and Gen Z an idea what it's like to work for your agency before stepping foot in the door by posting short video interviews with employees. Encourage agency staff to post messages to their social accounts about the positive impact they make through their work with your agency.

4

USE A HASHTAG

Create a hashtag for your agency to make it easy for candidates to **track what people are saying** about you on social media. For example, NASA uses #NASAProud to post job opportunities, profile employees, and let others discuss its groundbreaking work.

5

CONNECT WITH SOCIAL INFLUENCERS

Every industry has thought leaders, and usually their social accounts have hundreds of thousands of followers. **Twitter power users post 86 percent⁵ more than the average user.** Identify a list of these social influencers that reach the demographics you are looking for. Develop a strategy to connect with them, sponsor content on their social profiles, and retweet your messages. A successful social influencer component to your social recruiting strategy will exponentially increase your reach among millennials and Gen Z.

5

IDENTIFY PASSIVE CANDIDATES

Don't limit your social recruiting efforts to the big networks like Twitter and Facebook. There are many niche social communities built around common interests such as cyber security, data analytics, and agile software development. If you are looking for candidates with unique technical skills and experience in niche programming languages to fill open positions with your agency, passive recruiting is the answer. **Passive recruiting is the number one reason⁶ recruiters flock to social media.** It enables them to identify and reach rockstar candidates who are in high demand but are often not actively seeking a new positions.

SOURCES

- 1. [Ad Week](#)
- 2. [Ad Week](#)
- 3. [Insights Consulting](#)
- 4. [Fast Company](#)
- 5. [Twitter Blog](#)
- 6. [Society for Human Resource Management](#)