**SOCIAL MEDIA HEADHUNTING**

**Sourcing Instructions**

1. Start with anyone you know… go through existing followers to see if anyone might fit the criteria
2. Location based sourcing
   1. Search the name of the city you’re looking to recruit on the instagram search page. Go through all posts that tagged that location and see if anyone could be a candidate
   2. Search for venues, concerts, hot spots, etc. where your target market might hang out
   3. Click through posts until you find someone that looks like a viable candidate to get started
3. Maxpreps.com sourcing
   1. Research high schools in your territory
   2. Go to MaxPreps.com, search for the schools and you should be able to find rosters (not all are available but about 50% should be there.
      1. If you’re looking for people that are graduating school now, go back to 2018 rosters and find the juniors & seniors. Can do the same with 2017, 2016, and so on.
      2. Go through the different sports and see who has rosters available
      3. You can also just google “\*Name of school\* 2017 volleyball roster” or “track roster” etc. if you can't find them on MaxPreps
   3. Once you have their name, search that full name on instagram. You won’t get all of them, but you should be able to find a few. Just check their bios and their posts to see if they are local
4. Sourcing from existing targets
   1. Once you’ve found anybody, go through their profile
      1. Add anyone that seems like a viable option that they've tagged in pictures
      2. See who comments on their posts and add them
      3. Go through their followers/following and click their profiles to see if they might fit
      4. Add as many of these as possible. This is where 90% of your sourcing will come from

**Before You Message**

* Ensure your profile is cleaned up and current
* Throw something personable on your story to support response rate

**Initial Message**

Hey \_\_\_\_\_\_\_\_, hope all is well! Sorry if this is super random but I work for a local business in \_\_\_\_\_ and we’re looking to fill some positions. Figured I’d reach out to let you know about the opportunity as you seem like someone who would do well in our environment. (Customize why you think they would a fit). A bit about the pay, it’s $\_\_\_\_\_/hr. (If applicable: Our busy season runs anywhere from 3-6 months depending on your availability and school schedule and counts as an internship credit at most colleges too!) We’re currently reaching out to people in the area that could be potential candidates. Obviously we’d need to chat more first to see if it would be a good fit.

Would you be available for me to tell you more about the position? And/or do you know anyone who would be interested? Thanks!

**Responses**

“I’m interested.”

* Awesome! I can have my manager give you more details and to see if you’d be a good fit. His/her number is (\_\_\_)-\_\_\_\_-\_\_\_\_, what’s your number?

*After Getting Phone #:*

* I sent over your number to my manager, he’ll/she’ll be reaching out soon!

“Yeah I know some people that need work.”

* Oh cool! You can either send me their handle or send them over to this website to apply: (Your URL)

"I don't know anyone looking for work right now"

* Ok, no worries. If you do hear of anyone who’s looking, here’s the website to apply and look over the position details —(Your URL). Also, if it ends up interesting you, feel free to fill it out. Thanks, \_\_\_\_\_\_\_. Have a great day! (:

**Questions**

“I might be interested, what would I be doing/what’s the job/tell me more?”

* Awesome! We’re looking to fill social media recruiting assistant roles (if applicable: and receptionist roles) to grow our direct sales team. You would have the opportunity to manage inbound and outbound leads for prospective candidates. We have a mentorship and training program to support communication and advertising skills, which look great on a resume.
* The pay is $\_\_\_\_/hr. I can get you in a (3-way text/on a call) with my manager so they can cover more of the details with you - is that cool?
* His/her number is (\_\_\_)-\_\_\_\_-\_\_\_\_, what’s your number?

“What’s the name of the company?”

* It’s (company name)! (Promote your company… “Largest/fastest growing \_\_ company in \_\_\_” + any other differentiators. You can add more from the previous response to “what is the job” as well) I can have my manager give you more details and to see if you’d be a good fit. His/her number is (\_\_\_)-\_\_\_\_-\_\_\_\_, what’s your number?

“What are the requirements?”

* Since the position is entry level, no previous experience is required. In the interview process we do traditionally look for someone who has strong work ethic and a positive attitude. I can have my manager give you more details and to see if you’d be a good fit. His/her number is (\_\_\_)-\_\_\_\_-\_\_\_\_, what’s your number?

“I already have a job”

* Awesome - I figured someone like you might already have something set up. Where are you working? We have plenty of representatives on our team who have other jobs, the position is extremely flexible!
* How are things going there? What do you like about it? What parts about it might not be your favorite?
* Would you be down to hear some more information to see if it could be a good fit anyway?

“Is this door to door?”

* This role is not but you would support inbound and outbound leads for prospective candidates for the direct sales role. With a service like \_\_\_\_, customers love the face-to-face interaction and our training is designed to turn our sales reps into a world-class communicator!
* What type of experience do you have working with people?

“How does the pay work for our sales rep?”

* The average rookie rep made \_\_ last year over \_\_ months. I was one of the more successful reps… I brought in \_\_\_ over \_\_\_. My manager can go over all of the details with you… a full pay structure can be complicated over DMs. His/her number is (\_\_\_)-\_\_\_\_-\_\_\_\_, what’s your number?

If anyone is rude

* Interesting choice of words there. Both our office and company prides itself on a culture of respect and positivity. I'm not sure you would be the best fit for our team. I'll go ahead and remove you from consideration and wish you the best.

**After Getting Phone Number**

“Just forwarded your number to the managers. They should be reaching out soon. Good luck!! :)”

**Follow-up Message (if no response)**

“Hi \_\_\_\_\_\_\_\_, sorry if I caught you off guard! I know it was kinda random but we’re expanding our business in (\_\_\_\_\_\_\_). Let me know if you want more info or not. I figured this might help you know its not a spam message.”