

# **FACEBOOK RECRUITING WORKS!**

**A Guide to Using Facebook for Your Recruiting Efforts**

# FACEBOOK FOR RECRUITING?

## Facebook is a Great Place For Recruiting



2<sup>nd</sup>

MOST TRAFFICKED WEBSITE IN  
THE WORLD



85%

OF ALL INTERNET USERS  
HAVE AN ACCOUNT

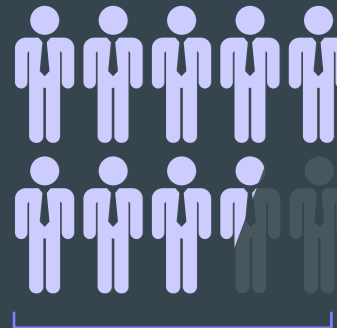
74%

OF THEM USE IT DAILY FOR 20 MINUTES!

### Top brands are already doing it...



### ...so are candidates!



84%

OF JOB SEEKERS HAVE A PROFILE

48%

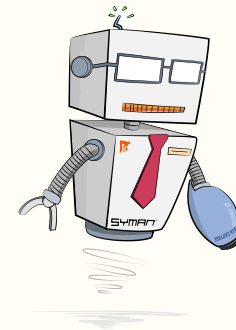
OF ALL JOB SEEKERS HAVE DONE ONE  
SOCIAL JOB HUNTING ACTIVITY ON  
FACEBOOK IN THE LAST YEAR!

# SERVICE COMPARISON

	LinkedIn	Facebook	Identified
Size	200M	1.2B	750M
Search	Good	Poor	Excellent
Response Rate	18%	60%	50%+

While Facebook has a lot of users, without data cleaning they are hard to find

LinkedIn response rate is declining as candidates become sick of recruiter messages.



**SYMAN** is a new artificial intelligence technology for cleaning data that integrates machine learning and manual quality assurance. It makes our Search and Data excellent!

# HOW DO I RECRUIT ON FACEBOOK?!?

## THE PROCESS

1. Find the right candidates!
2. Make a professional Facebook profile!
3. Send a well formatted message.

## THE PHILOSOPHY

Facebook users aren't like other candidates. Facebook is a place where users go to connect and share with people in their life. As a recruiter, you need to approach them **personally** and **professionally**.

**We'll teach you how!**

# ALLEN SLIGAR'S STORY



*"Within 2 days I had connected with 11 nurses, and schedules 2 of them for an in person interview later in the week."*

**-Allen**

## ABOUT ALLEN

**Allen was a recruiter tasked with contacting 15 nurses in 3 days.** He first tried using LinkedIn, but couldn't find enough nurses in the right area. He reached out to Identified, and we helped him get started recruiting on Facebook .

1. First, Allen created a professional Facebook account!
2. Then he added all his colleagues.
3. After, he made sure his company page was well set up and polished.
4. Finally, he researched his candidates and then sent each a personalized professional message.

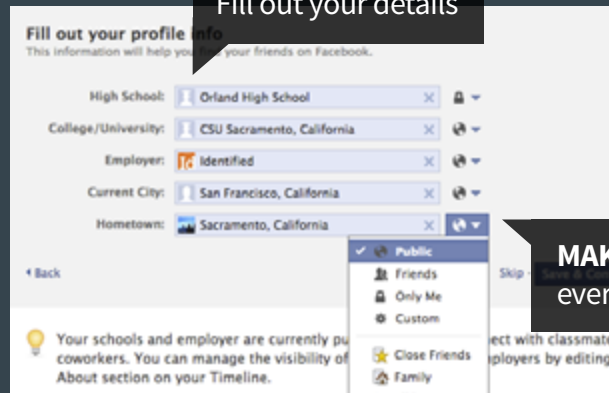
# PROFESSIONAL FACEBOOK ACCOUNT

Sign up with your  
professional email



The image shows the Facebook 'Sign Up' page. It has a heading 'Sign Up' and a subtext 'It's free and always will be.' Below this are input fields for 'First Name' (containing 'Allen'), 'Last Name' (containing 'Sligar'), and 'Email' (containing 'allen@recruitingfirm.com').

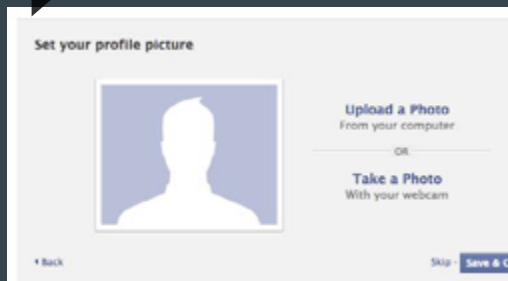
Fill out your details



The image shows the 'Fill out your profile info' form on Facebook. It includes fields for 'High School' (Orland High School), 'College/University' (CSU Sacramento, California), 'Employer' (Identified), 'Current City' (San Francisco, California), and 'Hometown' (Sacramento, California). A dropdown menu for privacy settings is open, showing 'Public' as the selected option. Below the form, there is a note about visibility of schools and employers.

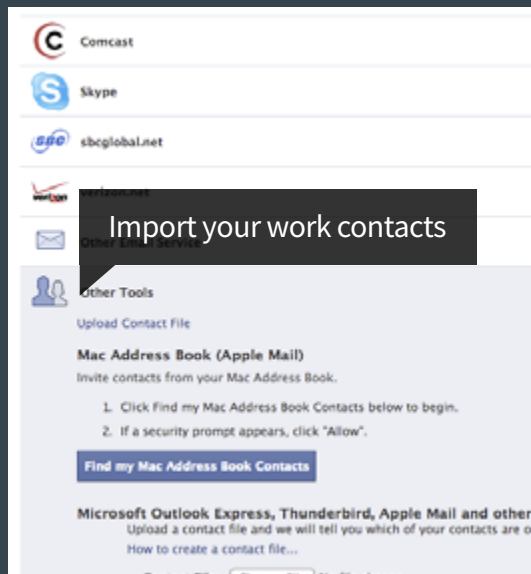
MAKE SURE to set  
everything as "Public"

Select a professional photo



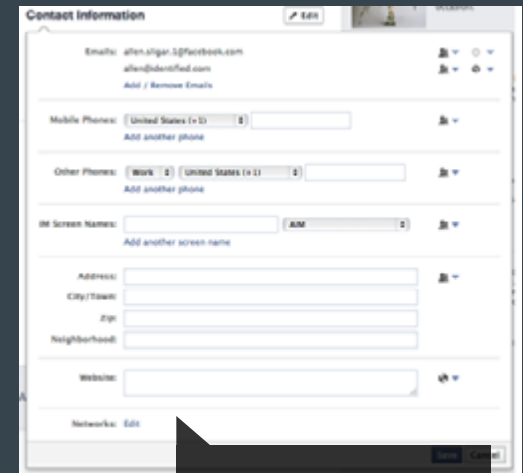
The image shows the 'Set your profile picture' form on Facebook. It features a placeholder for a profile picture and two options: 'Upload a Photo From your computer' and 'Take a Photo With your webcam'. There are 'Back' and 'Skip' buttons at the bottom.

Import your work contacts



The image shows the 'Import your work contacts' form on Facebook. It lists various contact sources like Comcast, Skype, sbcglobal.net, and Verizon. Under 'Other Tools', it shows 'Upload Contact File' with instructions for 'Mac Address Book (Apple Mail)' and 'Microsoft Outlook Express, Thunderbird, Apple Mail and others'. A button 'Find my Mac Address Book Contacts' is visible.

Add in your contact  
info! The more the  
better.



The image shows the 'Contact Information' form on Facebook. It includes fields for 'Email' (allen.sligar@facebook.com), 'Mobile Phones' (United States (+1) 555-123-4567), 'Other Phones' (Work: United States (+1) 555-123-4567), 'All Screen Names' (Add another screen name), 'Address' (City/Town, Zip, Neighborhood), and 'Website'. There are 'Save' and 'Cancel' buttons at the bottom.

## HELPFUL TIP

Accounts with more friends tend to get more responses from candidates.

## FACEBOOK ACCOUNT CHECKLIST

- ✓ Has your real full name
- ✓ Includes your work email address
- ✓ Includes your phone number
- ✓ Has your company name clearly identified
- ✓ Has a friendly professional photograph of you
- ✓ Has a cover picture set for you
- ✓ Has your job title
- ✓ Includes all your coworkers as friends
- ✓ Lists your location
- ✓ Lists a couple friendly interests
- ✓ Looks like a real account!
- ✓ All the above information is set to public privacy settings

**Sound too complicated?** Don't worry, Identified can help!!!

# GOOD MESSAGE VS. BAD MESSAGE

Hi Susan,

I'm Jody with Acme Staffing, I noticed you are an experienced ICU Nurse trained at Samuel Merritt (by the way I saw your toy poodle in your profile picture, super cute!) We have opportunities with organizations who prefer experienced ICU RN's across the country, for both staff and supervisory roles. I wanted to reach out in case you are or will be in the market for a new opportunity. If so I'd love to chat whenever you have a minute.

Also because we know the best way to find high quality nurses is referral's, if you know any ICU RN's on your friends list who may be looking for a new position please add them to this message, friend me on Facebook or email me directly.

Thank you so much in advance for your time,

Jody  
jody@acmestaffing.com

PERSONALIZED

CLEAR CAREER  
OPPORTUNITY

REFERRAL REQUEST

GENUINE THANKS

GENERIC

NO CLEAR ASK

ABRUPT END

Hello,

My name is Jody Generic and I am a recruiter for Acme Staffing. We are a national temporary staffing company specializing in placing nurses. We offer competitive salary including company provided housing or housing subsidy and health benefits available on day one of your assignment.

Please contact me at 888-123-4567 or jodygeneric@acmestaffing.com to learn more about how we can assist you in your job search. You can also check us out on Facebook to learn more about our company. I look forward to hearing from you!

Thanks,

Jody Generic



# BREAKING IT DOWN

Hi Susan,

I'm Jody with Acme Staffing, I noticed you are an experienced ICU Nurse trained at Samuel Merritt (by the way I saw your toy poodle in your profile picture, super cute!) We have opportunities with organizations who prefer experienced ICU RN's across the country, for both staff and supervisory roles. I wanted to reach out in case you are or will be in the market for a new opportunity. If so I'd love to chat whenever you have a minute.

Also because we know the best way to find high quality nurses is referral's, if you know any ICU RN's on your friends list who may be looking for a new position please add them to this message, friend me on Facebook or email me directly.

Thank you so much in advance for your time,

Jody  
jody@acmestaffing.com

1

Personalize your message!

2

Clearly identify career opportunity

3

Keep the door open

4

Include a non-stressful ask

5

A nice "Thanks!" helps!

# RULES OF CONDUCT



## NO SPAM.

Seriously, individualize each message.



## DON'T

send a friend request unless the candidate does one first



## DO

invite a candidate to like your Company Page



## ADD

all candidates to your existing ATS in order to help track progress!



## BE FRIENDLY.

# ABOUT US

WEBINARSBLOGIDENTIFIEDLOGIN[Learn More](#)

## The best way to source candidates on Facebook

Facebook has over 1 billion candidates. Identified Recruit is the only tool to source on Facebook for industry specific, relevant candidates for your open jobs.



*“Within a few minutes of using Identified Recruit, I was able to find over 50 quality RNs in the Miami area and within a day, I was able to connect with about 15 of them on Facebook.”*

**Lorine Cheung,**  
Travel Nurse Recruiter, Nurses PRN



Visit us at [www.identified.com](http://www.identified.com) to start recruiting on Facebook!