

The Definitive Guide to

# FACEBOOK RECRUITING

FIRST EDITION

# Overview

**You are probably familiar with the traditional ways recruiters have sourced candidates throughout the years: classified ads, job boards and career fairs.**

But the explosion of social media has made it possible to source excellent job candidates directly through Facebook and other large social networks on the Internet.

Identified Recruit is a new talent sourcing tool that leverages Facebook in order to source high quality candidates. The goal of this eBook is to share our customers' best practices, so that you can learn how to use Facebook to recruit excellent candidates for your company or client.

This guide is the result of having tested and validated Facebook profile optimization, passive sourcing, messaging, and candidate engagement via social channels for hundreds of hours with our clients, staff recruiters and organizations large and small.

## WHY USE FACEBOOK FOR RECRUITING

Facebook is better known for connecting you with friends, keeping up with people you know, sharing photos, and playing games. However, increasingly, Facebook is being used as a platform to connect professionally, promote your organization and increase brand as well as customer/client awareness.

In a sense, the convergence of social and professional networks into one platform is an inevitable consequence of consumer preference, representing how people interact with their networks off and online.

Facebook is the perfect storm for this convergence. The cost to create a professional account is free, giving you access to a platform with the largest online user base (reach), its own native advertising platform and the ability to message potential candidates with a success rate approaching 100% for a return on investment much higher than any other online channels. Furthermore, the social network effect pairs seamlessly with the professional network effect, resulting in the most effective passive sourcing and seamless professional referral system in existence.



### Key Ideas from this eBook

1. Recruiters need to include Facebook as part of their overall candidate sourcing strategy
2. There is a right way and a wrong way to use Facebook as a tool for connecting with prospective hires
3. The timing and manner in which you reach out to candidates is a key driver of success in your social recruiting process
4. Identified Recruit can help you with this

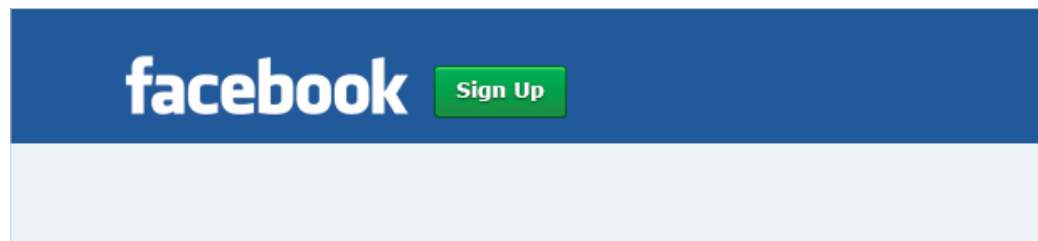
## GETTING STARTED ON FACEBOOK

### Account Creation

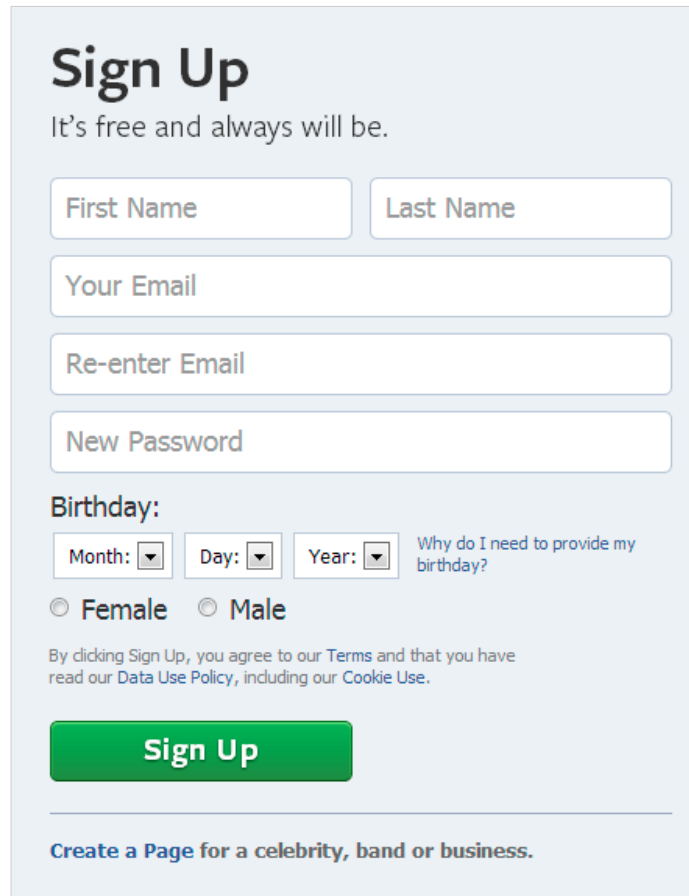
It is best to use a **work** email to create a professional Facebook account (not to be confused with a Facebook “page”) so that professional account related notifications get sent to work email.

By doing so, this allows immediate client and candidate engagement on the go, as notifications going to email are also pushed to your mobile phone and tablet via the Facebook app. It’s easy to imagine a scenario in which a candidate responds to your message and you can interact with them in real time via Facebook messaging.

1. Go to Facebook.com and click the sign up button:



- Initially, Facebook asks for a few details to start building a profile. These details allow Facebook to customize user experience based on demographics.



**Sign Up**  
It's free and always will be.

First Name  Last Name

Your Email

Re-enter Email

New Password

**Birthday:**  
Month:  Day:  Year:  [Why do I need to provide my birthday?](#)

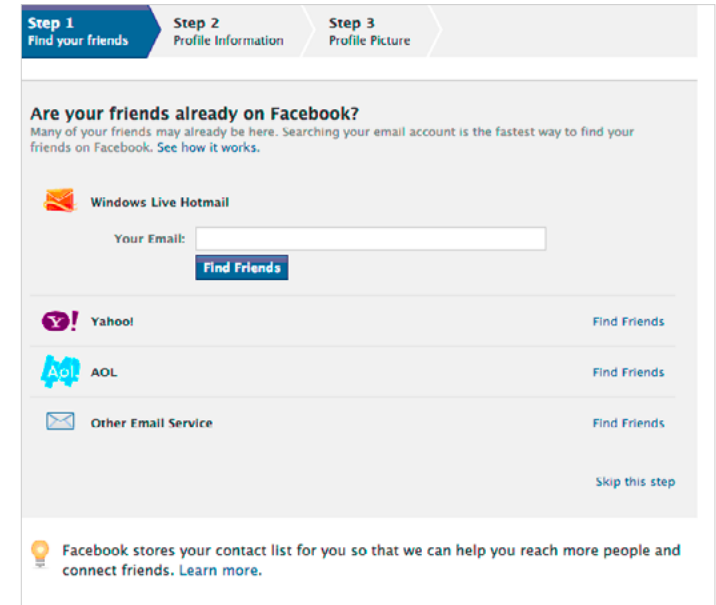
☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

**Sign Up**

[Create a Page for a celebrity, band or business.](#)

- Step 1 in the sign up process (screen shot below) uses the provided email to pull in all saved email contacts.





**Step 1**  
Find your friends


**Step 2**  
Profile Information


**Step 3**  
Profile Picture

**Are your friends already on Facebook?**  
Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook. [See how it works.](#)


 Windows Live Hotmail  
Your Email:   
**Find Friends**

 Yahoo! [Find Friends](#)

 AOL [Find Friends](#)

 Other Email Service [Find Friends](#)

[Skip this step](#)

 Facebook stores your contact list for you so that we can help you reach more people and connect friends. [Learn more.](#)

### 3a. Facebook can import contacts from many sources.

The screenshot shows the 'Find Friends' section of Facebook's interface. It features a progress bar at the top with three steps: Step 1 (Find Friends), Step 2 (Add Friends), and Step 3 (Invite Friends). Below the progress bar, there is a list of email services with icons and a 'Find Friends' link for each:

- Windows Live Hotmail
- Yahoo!
- AOL
- Comcast
- Skype
- sbcglobal.net
- verizon.net
- Other Email Service

Below this list, there is a section titled 'Other Tools' with a sub-section 'Upload Contact File'. Under 'Upload Contact File', there are two options:

- Mac Address Book (Apple Mail)**: Invite contacts from your Mac Address Book. It includes instructions: '1. Click Find my Mac Address Book Contacts below to begin.' and '2. If a security prompt appears, click "Allow".' There is a button labeled 'Find my Mac Address Book Contacts'.
- Microsoft Outlook Express, Thunderbird, Apple Mail and others**: Upload a contact file and we will tell you which of your contacts are on Facebook. How to create a contact file... It includes a 'Contact File:' label, a 'Choose File' button, and a 'No file chosen' status. There is an 'Upload Contacts' button.

At the bottom, there are links for 'Invite A Friend By Email Or Phone Number' and 'Find Friends, Classmates and Coworkers »'.

### 3b. In step two, it will ask which friends Facebook should add. Generally, it is a good idea to add all professional contacts, employees, and previous candidates you may have added as friends. This step is important and should not be overlooked as it creates your initial Facebook professional network.

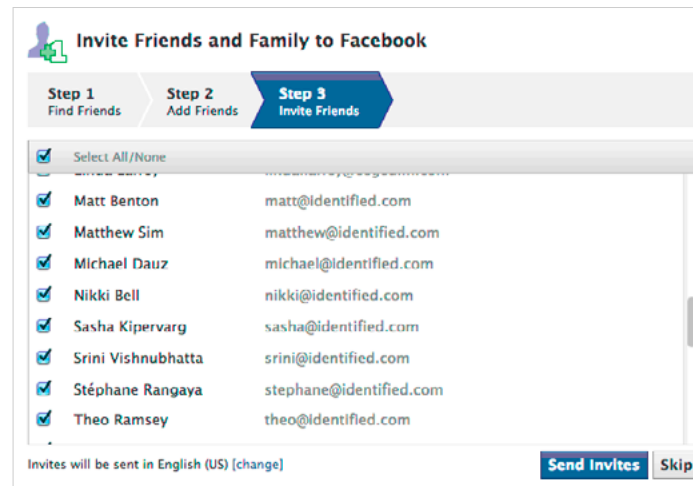
The screenshot shows the 'Add Friends' section of Facebook's interface. It features a progress bar at the top with three steps: Step 1 (Find Friends), Step 2 (Add Friends), and Step 3 (Invite Friends). Below the progress bar, there is a message: 'You have one file\_upload contact on Facebook that you can add as your friend. You are already Facebook friends with 4 people from your file\_upload contact list. Select which contacts to add as a friend from the list below. You can also try another email account to find more friends.'

Below the message, there is a list of contacts with checkboxes and a 'Select All Friends' button. The list includes:

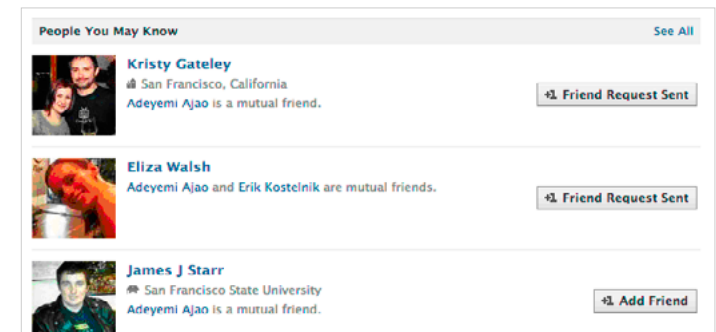
- ☒ Select All Friends
- ☒ Brian Tehan

At the bottom right, there are two buttons: 'Add Friends' and 'Skip'.

- 3c. Facebook will then recommend that you invite any other saved email contacts it didn't find Facebook profiles for in the email contacts list.



4. The “People You May Know” section will also allow you to add additional contacts. These are friends or friends of friends. This step can be a valuable way to curate and build an initial professional network. Caution should be taken here: only add those with whom you have a connection and/or recognize.



## PROFESSIONAL VISIBILITY: FACEBOOK PROFESSIONAL PROFILE CREATION

The next section concerns populating the Professional Account profile. Similar to a personal account, a professional account profile provides details to a professional network, potential clients, customers and candidates.

Step 1  
Find your friends

Step 2  
Add Friends

Step 3  
Profile Information

Step 4  
Profile Picture

### Fill out your profile info

This information will help you find your friends on Facebook.

High School:

🌐 ▼

College/University:

🌐 ▼

Employer:

🌐 ▼

Current City:

🌐 ▼

Hometown:

🌐 ▼

[◀ Back](#)

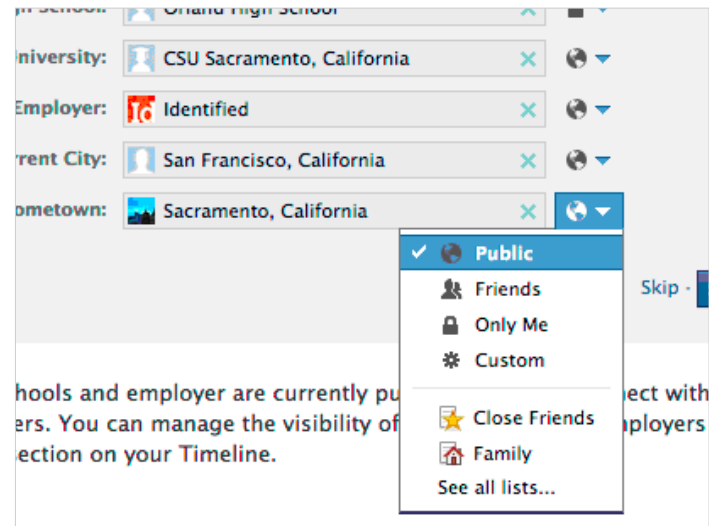
Skip · [Save & Continue](#)



Your schools and employer are currently public to help you connect with classmates and coworkers. You can manage the visibility of your schools and employers by editing the About section on your Timeline.



5. Notice that visibility and privacy settings can be set using the drop down menus to the right.



6. At this point, it is a good idea to upload a photo of yourself. While uploading a company logo would seem like a good option in this step, using a professional head shot, or even a casual personal photo is a better way to convey approachability.



From this point on, the basic account is created. You will notice confirmation notices and emails will start coming in as people begin accepting friend requests.

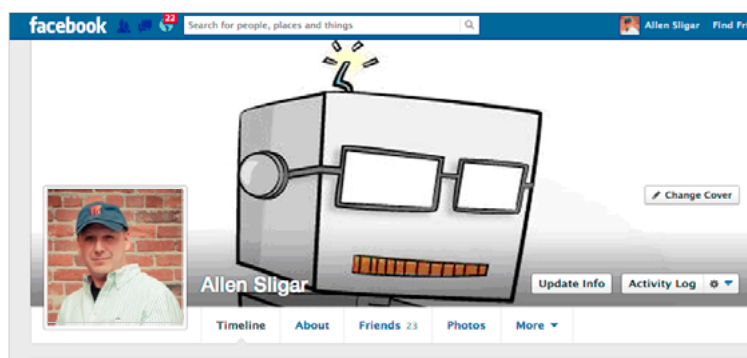
## FACEBOOK ACCOUNT CHECKLIST

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- ✓ 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
- ✓ All the above information is set to public privacy settings
- ✓ Allows you to connect with affiliated and partner organizations
- ✓ Leverages high quality candidates via the network effect

## INTEGRATING FACEBOOK RECRUITING INTO YOUR SOCIAL MEDIA STRATEGY

The professional account profile page should now be visible. If you added your professional contacts, a small, but growing curated professional network will also be visible. Now is a great time to add a company logo, a group picture, or a company-related photo as a profile cover photo.



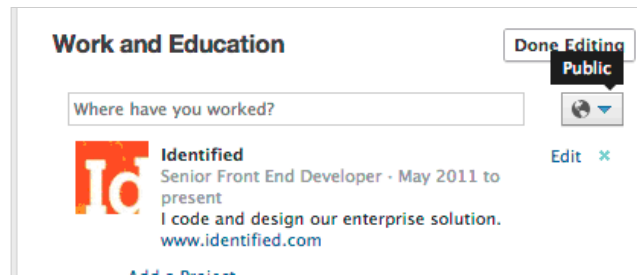
1. Clicking on the “Update Info” button on the cover photo will take you to a profile edit page. Sections of this page allow for the addition of profile information as detailed in the screen shot below.

2. The contact information section is the most important section of the profile and a key element for potential customers and candidates to contact you. At a minimum adding your work phone number (or general office number) is recommended. The general rule here is that more information equates to increased accessibility to potential candidates and customers. Generally, all editable sections have privacy section options.

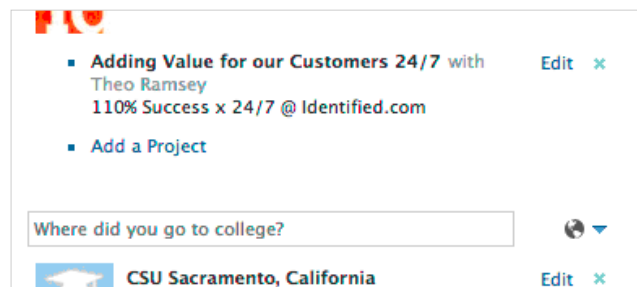
3. The screen shot above illustrates where you will find most of your account settings.

**4. Profile Checklist:** The following information is useful to ensure professional account optimization.

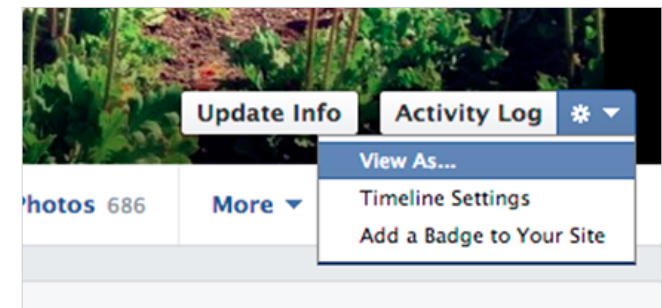
- Make sure your “About” section is visible to the public (notice the ‘globe’ icon)



- Ensure your company page is selected and correct in the auto complete menu.
- Add a job title (make it a concrete title that candidates would recognize --- i.e. Head of Talent Acquisition)
- Add a project and details describing the job titles sourced and the primary location (“Recruiting talented RNs, LPNs and CNAs nationwide”). Include a link to the company webpage here as well.



- Mark job as current (select the “I currently work here” checkbox).
- Verify Profile Settings: You can see how the professional profile looks to others by clicking the ‘gear’ icon next to the ‘Activity Log’ button on top of the Cover Photo, and clicking ‘View As...’ By default, this will show the profile as it looks to the public, which is exactly what needs to be verified.



## SOURCING, MESSAGING & ENGAGING CANDIDATES

According to a recent LinkedIn survey, 83% of fully employed respondents classified themselves as passive candidates (*i.e. candidates who are not actively looking for employment*). While these candidates may not be actively looking for new opportunities, they are a valuable source of new leads for one very important reason:

**Every potential candidate on Facebook has a self-curated professional network, with the potential to easily refer a peer by adding them to a direct message.**

Recruiting on social channels consists of three fundamental activities: Sourcing, Messaging, and Engaging candidates. In this next section, we will examine the finesse of messaging and engaging candidates. On social channels, specifically Facebook, it is easy to rapidly message multiple candidates using Facebook's paid messaging option as traditional boilerplate email templates are not effective.

### Anatomy Of A Passive Sourcing Message

The most important component of your success in passive sourcing on Facebook is how and when to reach out to prospective candidates. Successful messages are **personal** and share something about the sender. They discuss the benefits of career advancement through a new role, and they always provide contact information with a link to view the job posting's details. If the company you are recruiting for has a corporate Facebook page, you should link to that as well.



## GOOD MESSAGE

Hi Susan,

Personalized

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.

Clear career opportunity

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.

Referral request

Thank you so much in advance for your time,

Genuine thanks

Jody  
jody@acmestaffing.com

Remember that this is a sales email, so don't forget to include your "ask," as part of your outreach:

The "ask" in this message is a response, a referral to be added as a friend (access to her network), and a direct email.

## BAD MESSAGE

Hello,

Generic

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.

No clear ask

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,

Abrupt end

Jody Generic

Remember, people enjoy helping their friends get a job so leverage this in every engagement.

## BREAKING IT DOWN

Hi Susan,

1 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). 2 We have opportunities with organizations who prefer experienced ICU RN's across the country, for both staff and supervisory roles. 3 I wanted to reach out in case you are or will be in the market for a new career opportunity. If so I'd love to chat whenever you have a minute.

4 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.

5 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 for further communication

4

Include a non-stressful ask

5

A nice "Thanks!" helps!

A message like this is more personal, which is how you should be positioning a social message on a social network. To get at these candidates it takes a bit of psychology and you have to create a hook so they want to reply. For some people it's a mental hook, for some it's an emotional hook, and for some it's a financial hook. It is important to remember messaging in a social channel is an imperfect and evolving art that requires finesse and fine-tuning, based on your audience.

### **A Special Word:**

#### **MESSAGING AND ADDING CANDIDATES YOU DO NOT KNOW**

Paid Facebook messaging is the only way to ensure a potential candidate will receive your message (with notifications sent to their browser, mobile device or tablet and an open rate approximating 100%). Otherwise, messages will go to the candidates “other” folder if you are not already friends, which is essentially Facebook’s spam folder. Messages get sent there regularly, but many Facebook users don’t even know it exists and never check it. Do not get sent to spam purgatory. Strongly consider paid Facebook messaging.

Also, it is important to remember that the more personalized a message is, the less likely it is to be marked as spam by the recipient. The more messages marked as spam by potential candidates on Facebook, the higher the chance that Facebook will block your account. We recommended messaging volume of 5-10 per day to avoid triggering any Facebook red flags.

By the way we are always happy to be one of your first [Facebook friends](#).



## About Identified

**Identified is a data and analytics company focused on professional information.** Founded in 2010 and headquartered in San Francisco, Identified pioneered SYMAN (Systematic Mass Normalization), a proprietary technology that collects, standardizes, and organizes professionally relevant data from the social Web in order to create new products and insights for companies and individuals.

For more on Identified, look at [www.identified.com](http://www.identified.com) or follow us on Twitter, [@Identified](https://twitter.com/Identified).

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