



OneEastside
SPARK

How to Find Your Next Employee Using Social Media

August 25, 2021 | 1:30 – 2:30 PM

OUR WEBINAR WILL BEGIN SHORTLY



One Eastside
SPARK
WEBINAR

**KRISTINA
HUDSON**
CEO
OneRedmond



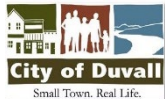


One Eastside
SPARK

23 Eastside Cities & Towns



One Eastside
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Eastside Supporting Partners



OneEastside
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STARTUP425





OneEastside
SPARK

*Center for Business
Resilience and Innovation*

www.OneEastside.org/SPARK

OneEastside SPARK: *Center for Business Resilience and Innovation*

provides our small businesses and nonprofits with essential support to recover and grow!

Offerings include:

- Database of financial opportunities and other resources
- No cost one-on-one advising services
- Programs and webinars in collaboration with our partners
- Businesses and non-profit are invited to connect with your peers on our Facebook Group <https://tinyurl.com/OneEastside-SPARK-Group>



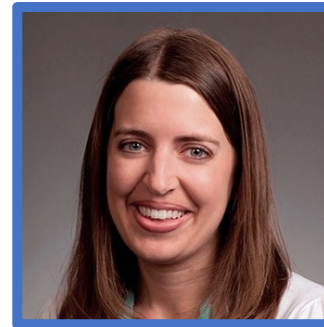
OneEastside
SPARK

***Confidential, No Cost
One-on-One Advising***

Need to talk to a CPA?

Receive up to two hours of tax and accounting advising

Sarah Huang
Clark Nuber PS



Contact OneEastside SPARK Program Manager **Samantha Paxton** at
samanthap@oneeastside.org, (425) 885-4014 ext 5 for more information



OneEastside
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***Confidential, No Cost
One-on-One Advising***

Need help promoting your business?

Connect with our OneEastside SPARK Marketing Advisor

Daphné Leblanc
Social Media Strategist



Contact OneEastside SPARK Program Manager **Samantha Paxton** at
samanthap@oneeastside.org, (425) 885-4014 ext 5 for more information



***Confidential, No Cost
One-on-One Technical Assistance***

General business questions?

Connect with our East King County SBDC Business Advisor

Shawn Palmer
ASBC, MSML | Business Advisor
Washington Small Business
Development Center



Contact Shawn at shawnp@oneeastside.org (425) 885-4014 ext 3

Upcoming Webinars



OneEastside
SPARK

*Center for Business
Resilience and Innovation*

Funding Still Available: SBA EIDL Program Update

Wednesday, September 8, 2021

2:00 PM – 3:30 PM

NOTE: We will be providing simultaneous interpretation to assist non-English speakers. Indicate language preference when registering.

BOOST

tools and resources
for going digital

YOUR BUSINESS

SATURDAY, September 25, 2021

9:00 AM – 3:00 PM

www.startup425.org

STARTUP425



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SPARK



BELLEVUE
COLLEGE

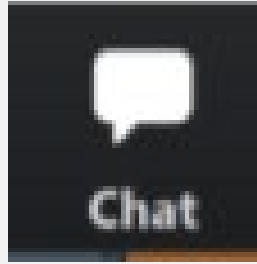


How to Find Your Next Employee Using Social Media

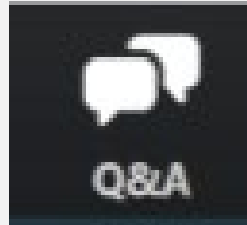
FREE WEBINAR



One Eastside
SPARK
WEBINAR



Need technical help during
the webinar?
Use the **Chat Box**



Questions for the
Speakers?
Use the **Q&A Box**



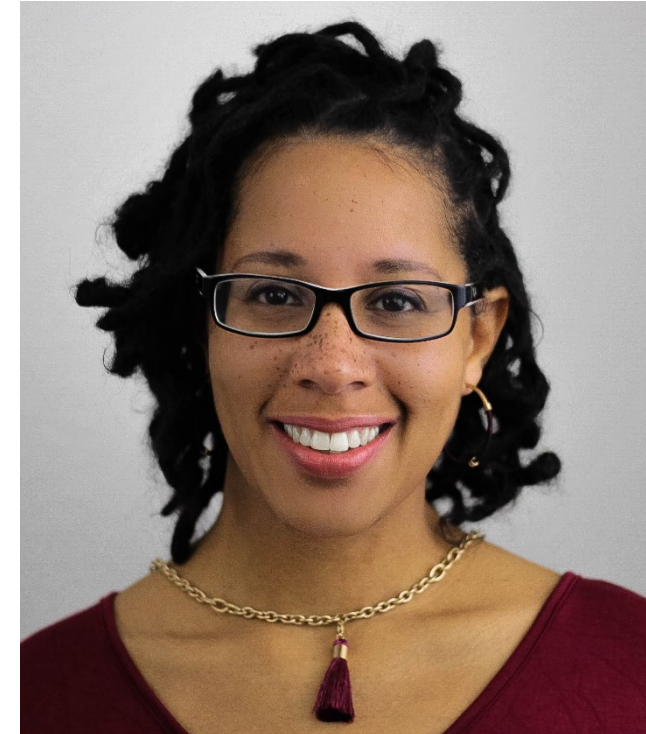
Recording will be available
following the webinar



OneEastside
SPARK
WEBINAR

**DAPHNE
LEBLANC**

Social Media Strategist
OneEastside SPARK



Using Social Media to Find Your Next Employee

Daphné F LeBlanc

- **Marketing Business Advisor**
- **Marketing Educator**
- **Digital Strategist | Speaker**
- **Mom of 3 | Wife of 1**



Did you know that 3 people are
hired every minute via
LinkedIn?





YOU'RE **ACTUALLY** SERIOUS?



Get Out Your Pen and Paper

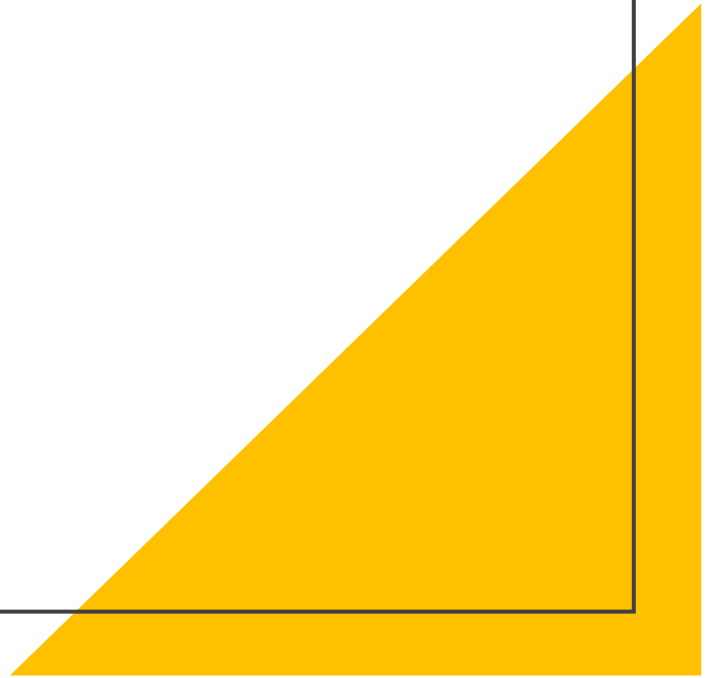


Agenda

- Why use social media for recruitment?
- Twitter Recruiting
- LinkedIn Recruiting
- Facebook Recruiting
- Next Steps & Questions



**Why use social
media for
recruitment?**



2.89 Billion

Increased **visibility**
allows more eyes
allows for increased
chances of finding
qualified candidates.
FAST



**LET'S
BEGIN....**

Break it down by platform

- Twitter
- Facebook
- LinkedIn





Twitter



What to Include

Text: Do you enjoy ...

Can you see yourself ...

Are you and expert ...

If so, come join our [*team & location*]
as our new [*title*].

Call to action: [*link*]

Graphic Element: [*Image*]

A large yellow triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

HASHTAGS

#Jobs

#NowHiring

#Hiring

#JobsInXYZ

#PostionName

#BrandName

Sample Twitter Posts

 **StarFish Medical** @StarFishMedical · 19h

The Annual Family Summer BBQ is one of our most anticipated social events. On Sunday, Victoria employees and families enjoyed food, fun and games. This year's theme: Hoedown. YeeHaw!! [#companyculture](#) [#starfishmedical](#)



  3  5 

 **ETR** @ETRorg · Aug 23

[#NowHiring](#) for a Digital Marketing Manager! This role will work with our team to manage strategy and execution for all product marketing to maintain ROI/profitability. hubs.la/HOVP7ZX0.

[#MarketingJobs](#) [#ProductMarketing](#) [#DigitalMarketing](#) [#MarketingManager](#)



  4  6 



Facebook



Facebook's Job Board

The screenshot displays the Facebook Job Board interface. On the left, there is a sidebar with a 'Jobs' header and a gear icon. Below it, the status is set to 'Seeking'. A search bar prompts the user to 'Search by job title or keyword'. The 'Filters' section includes 'McKinney, Texas · Within 40 miles', a 'Salary' section with 'hourly', 'monthly', and 'yearly' options, and input fields for 'Min' and 'Max'. There are also dropdown menus for 'Type' and 'Industry'. At the bottom of the sidebar, there are buttons for 'Hiring', 'Applications', and 'Create Job'. The main content area is titled 'Jobs at Nearby Businesses' and features two job listings. The first listing is for a 'Remote - Entry Level - Work at Home - Focus Group Panelist (up to \$900/study) (Remote)' by Sherman, with an 'Apply' button. The second listing is for an 'In-Home Usage Tester (Product Tester from home) Part-time' by Dallas, also with an 'Apply' button. On the right side, there is a 'Job Alerts' section with the text 'Get notified about new job openings.' and a 'Subscribe' button. A 'Rectangular Snip' watermark is visible in the bottom right corner of the job board area.

Jobs

Seeking

Search by job title or keyword

Filters

McKinney, Texas · Within 40 miles

Salary

hourly monthly yearly

Min to Max

Type

Industry

Hiring

Applications

Create Job

Jobs at Nearby Businesses

Remote - Entry Level - Work at Home - Focus Group Panelist (up to \$900/study) (Remote)

Full-time

New · Focus Group Panel · Sherman

Remote Data Entry Agent / Clerk - Focus Group Panelist - Online Operate & Work From Home Position (Par... See More

Apply

In-Home Usage Tester (Product Tester from home) Part-time

Part-time

New · RemoteJobStaffing · Dallas

Company Description

Job Description

Presently we're recruiting Product Testers (from home) in severa... See More

Apply

PT - \$1,729.00/36 hr week - Fort Worth, TX

10d · AlliedTravelCareers · Fort Worth

Job Alerts

Get notified about new job openings.

Subscribe

Rectangular Snip

Sample Facebook Posts

 Palenque Grill (La Plaza Mall) posted a job. August 10 at 9:47 AM · 🌐

Are you ready for your next culinary adventure? We're ready for you! Palenque Grill is now hiring all positions! We offer flexible scheduling, on the job training, and a wonderful atmosphere. To apply, apply through this listing, simply come into one of our locations and speak to a manager, or apply online on our website! We can't wait to have you join our team.



PALENQUE GRILL
LA PLAZA MALL
IS NOW HIRING


EMAIL YOUR RESUME TO HUMANRESOURCES@PALENQUEGROUP.COM

[Schedule](#)

PALENQUE GRILL
Now Hiring - La Plaza Mall Location
McAllen · Full-time


[Apply Now](#)

👍❤️ 25 2 Shares

 North East Independent School District - NEISD posted a job. August 13 at 1:45 PM · 🌐

NOW HIRING: NEISD COVID-19 Team Member

A COVID-19 Team Member is a non-licensed public health professional providing support to the school district in the fight against COVID-19. The COVID-19 Team Member is responsible for reaching out to people (employees, students, and families) regarding various COVID-19 situations and providing health education and guidance to interrupt ongoing disease transmission. Dialogue with contacts will be guided by standard protocols to obtain any symptom history and other relevant health information, provide instructions for self-quarantine, and make appropriate referrals to testing, clinical services, and other essential support services. The COVID-19 Team Member will perform simple COVID-19 nasal swab tests after thorough training. This position will require prioritization, prompt action, and attention to detail in documentation and data management as multiple investigations will be conducted simultaneously. COVID-19 Team Members are required to follow all designated scripts and comply with policies and procedures provided by Health Services regarding confidentiality and data security for the handling of sensitive client information and protected health information. For full job posting, visit <https://jobwebxprod.neisd.net:444/.../controller...#>



NORTH EAST INDEPENDENT SCHOOL DISTRICT - NEISD

Detail
San Antonio · Full-time

[Apply Now](#)

👍👍 111 133 Comments 28 Shares

What to Include

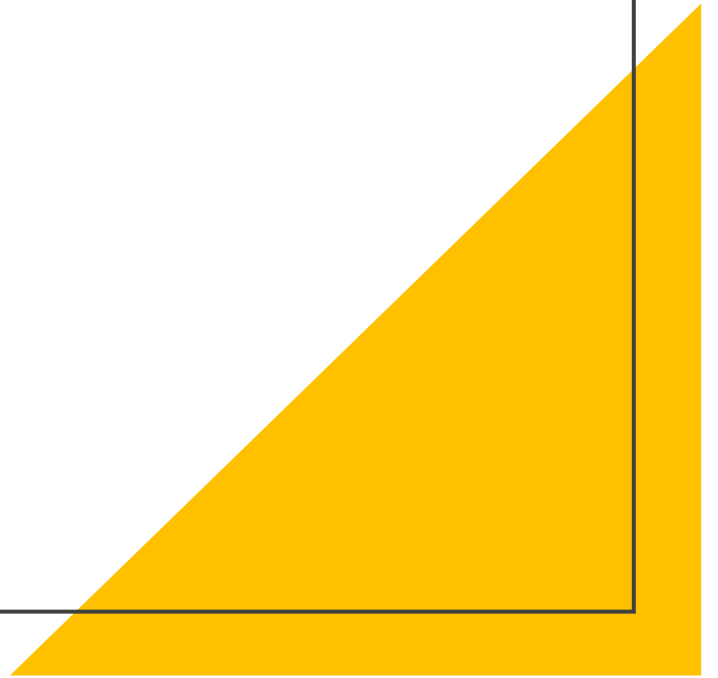
Job Title:

Benefits:

Location:

Call to action:

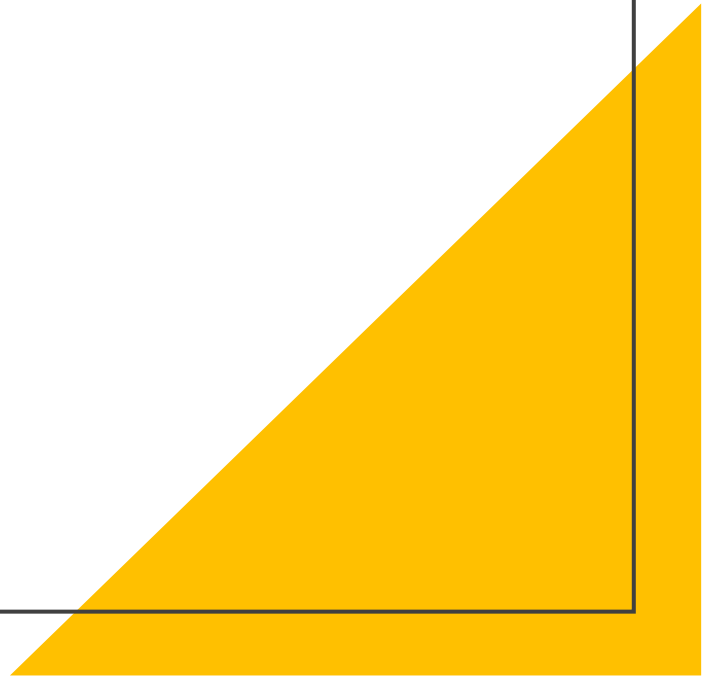
Graphic Element: [*video*]



HASHTAGS

** Only three*

#Jobs
#NowHiring
#Hiring
#JobsInXYZ

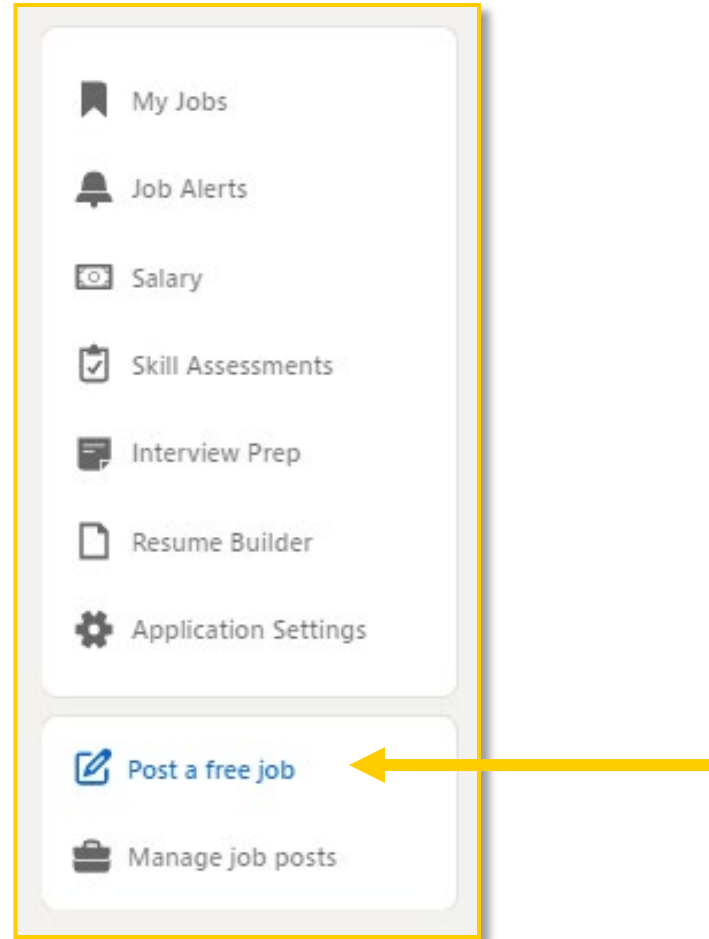





LinkedIn



LinkedIn Jobs



Sample LinkedIn Posts

 **Michael Cadieux** • 2nd
Procurement Industry Fanatic, Community Developer, Obsessed W/Maki...
2h • 🌐

<< Breaking News Update >>

BOOM!!! Turning the Dial to 11 today.....

WHAT IS THE NEWS?
Procurement Foundry's talent services division Foundry Talent has launched the #Procurement and #supplychain Job Board. After months of investigating options, looking into the design, asking members for assistance, it is now live.


WHAT DO I NEED TO KNOW?
Industry Pros (Candidates/Job Seekers)
Full profile development capabilities. Create an account, develop your profile, allow recruiters to search for you out of the public eye.
Add all your info including your Resume, set job alerts, apply for jobs very easily.
Participation is FREE to all Job Seekers!!
Employers (Hiring Managers/Corporate HR operators)
Full-service Job Board, including job listings, employer profile page, easy to operate back end for candidate and applicant reviews. API feed capabilities for large job quantities.
Solutions ranging from single jobs to unlimited annual listings, recruiter access to our candidate Database, Access to Industry experts to support your listings and openings.

WHERE IS THIS JOB BOARD?
<https://lnkd.in/eZ9AQ49b>



WHAT IS THE SCOPE OF THIS JOB BOARD?
Global scope, all job listings are welcome. Any industry, level of expertise, subject matter. All are welcome to Post and Search.

We are thrilled at this new expansion of Procurement Foundry's support of our industry and hope you get amazing value. Now....
Go find your DREAM JOB, or your DREAM CANDIDATE today.

#makingprocurementcool

 Procurement & Supply Chain Sourcing Job Board
jobs.procurementfoundry.com • 1 min read

👍 🗨️ 🔄 42 • 31 comments

 **Gary Vaynerchuk**  • Following
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author, Text Me: 212-...
3h • 🌐


VeeFriends is now hiring! [tag veefriends]

👤 **Head of Community & Content:** a proven understanding and expertise in building digital communities and brands through social media.
Application: <https://t.co/HUlxLReCyz>

👤 **Community Manager:** extensive knowledge in servicing large digital communities, experienced in customer service and event coordination.
Application: <https://t.co/o8zHYR9pZL>

👤 **Presentation Creator:** strong design background, understands creative problem solving and has a knack for sales storytelling to develop presentation decks.
Application: <https://t.co/e2hdsI8QGq>

Tag a friend that should apply!


IS NOW HIRING!

What to Include

Text:

Benefits:

Call to action:

Graphic Element: *[image]*



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#Jobs

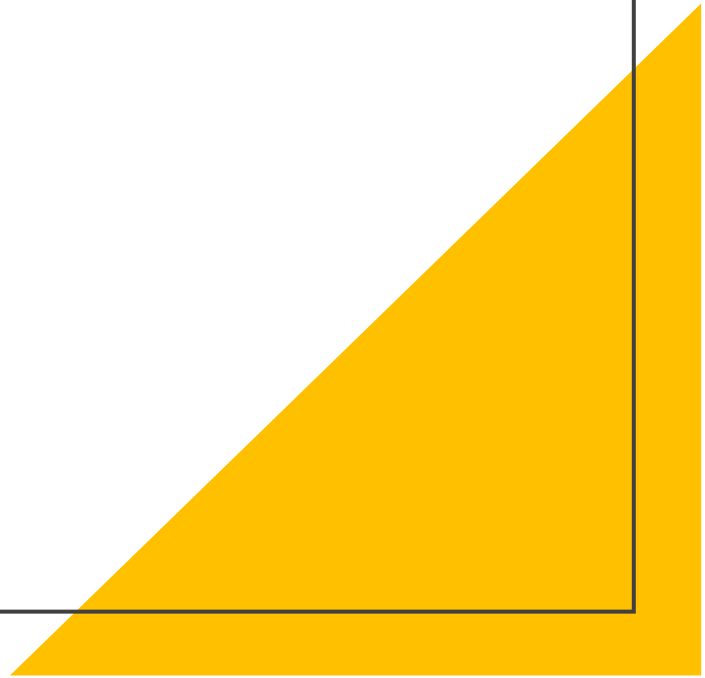
#NowHiring

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#JobsInXYZ

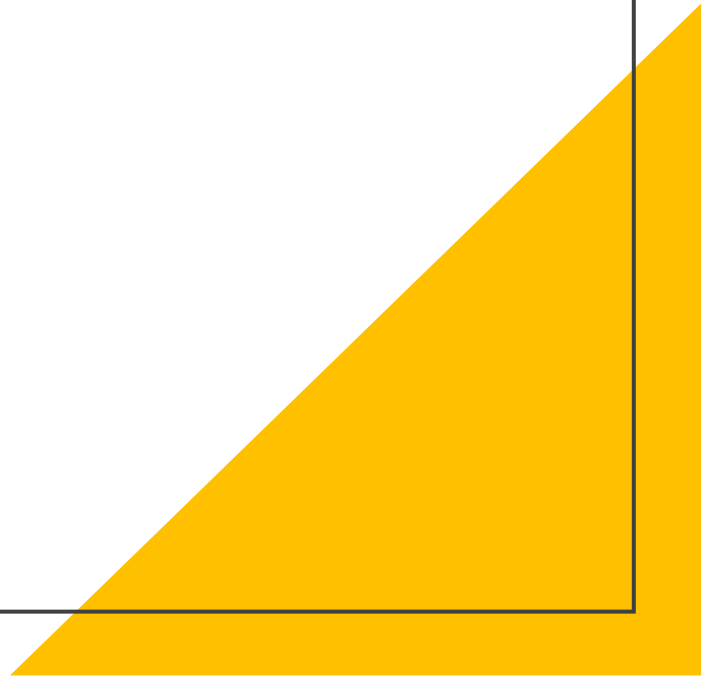
#Careers

#Opportunities



Company Page

Highlight the job from your company page.



Have
employees
share


Evie Vann • 3rd+
Recruiter, Fanatics Inc. Love where you work!
1h • 🌐

+ Follow ...


Join our team for PEAK 2021!
Fanatics is now hiring, Seasonal Warehouse Associates. Apply now! #nowhiring

- Weekly Pay
- Employee Discounts
- \$200 referral bonus

JOIN THE TEAM!!
NOW HIRING
www.Fanaticsync.com/careers




SCAN ME



7 • 3 comments

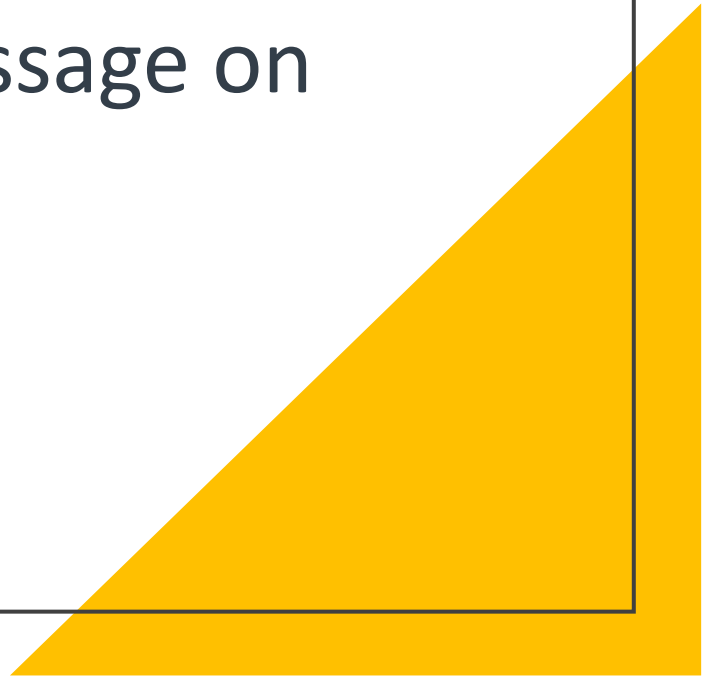
Reactions



Like Comment Share Send


InMail

Search for people and send them a private message on LinkedIn





Keys to Success

- Don't just post a job and forget about it
 - Share company culture
 - Ask staff and friends to share the job
 - Create a referral bonus for staff
 - Give people a reason to want to work with you
- 

STAY CONNECTED

- EMAIL: DLEBLANC@ONEEASTSIDE.ORG
- LINKEDIN: <https://linkedin.com/in/daphneleblanc>



Book a Marketing Advising Session

<https://oneeastside.org/advising/>

Questions
anyone?



Q & A



Daphné Leblanc
Social Media Strategist
daphnel@oneeastside.org



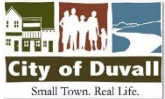
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THANK YOU FOR JOINING US