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19 Deadly
Social Media Sins
Every Recruiter Needs
to Stop Commiting

From LinkedIn to Twitter to Facebook,
we're exposing the worst social media
sins a recruiter can commit and how you
can transform yourself from a sinner into
a saint.

Introduction

A sin is defined as "an immoral act considered to be a transgression against divine law", and today we'll be delving into nineteen of the most deadly sins a recruiter can commit on three different social media channels:

LinkedIn remains the most popular online recruiting tool among recruiters and sourcers the world over. A whopping 97% of you are now using it in your day-to-day recruiting activities - and with good reason. LinkedIn is one of the most effective ways of finding and contacting potential candidates. But, while LinkedIn remains the most popular tool, it also remains one of the most abused among recruiting professionals.

Twitter is an incredible resource when it comes to attracting potential candidates and a fantastic tool for engaging with them. In the 10 years since the site began, Twitter has become the world's second most popular sourcing tool behind LinkedIn (37% of recruiters are now using it) and a healthy portion of recruiters are now using it to post their jobs and message candidates respectively. But, while Twitter has helped to improve our candidate pools and our engagement rates, it has also given rise to many bad habits.

Over 1.5 billion people regularly use Facebook. That's 600 million more users than LinkedIn (LinkedIn currently have 400 million monthly active users) and 695 million more than Twitter (Twitter currently have 305 million monthly active users). But despite these sky high numbers, relatively few recruiters are utilising Facebook in their recruiting efforts. We believe that's because it's simply not obvious to recruiters how to source on Facebook. It's not that a potential candidate pool of 1.5 billion people doesn't look attractive to most recruiters, of course it does. It's just that many recruiters seem to be phased by the roundabout, non-traditional way of sourcing on the site and are, therefore, put off using it and taking advantage of all it has to offer. It comes down to a simple lack of education. We all know how to use Facebook for personal use, but when it comes to sourcing many of us need a little bit of training.

This whitepaper will highlight common issues recruiters face when trying to attract and source candidates on LinkedIn, Twitter and Facebook - what they get wrong and how you can avoid these pitfalls so that you can get the most out of these 3 incredible channels.

7 Deadly LinkedIn Sins Recruiters Commit Everyday

1. Publishing job specs as blog posts.

Like seriously? Not cool. Do you honestly think people come to LinkedIn Publisher to read your bullet pointed job specs? No, they don't. They come to LinkedIn publisher to read about the latest trends, soak up the knowledge of industry leaders or share their own expertise with other like-minded individuals.

They don't come to see the image on your right.

Take it from us, we learned this the hard way! In the early days of looking to hire new staff, our Co-Founder Vince thought it would be a good idea to post a job spec as a blog on LinkedIn. BIG mistake. People DO NOT appreciate it and will not thank you, or think favourably of you or your job offering. Yet, it's still something many other recruiters still insist on doing.

Why work for Swanstaff Recruitment?If you'd like to utilise Publisher as a means of attracting potential candidates, be clever about it. Instead of copying and pasting a job spec, use the platform to start a conversation just like Simon Flynn, Senior Talent Acquisition Consultant is Swanstaff Recruitment did with his post "Why work for Swanstaff Recruitment?".

In his post, Flynn makes no bones about what he's doing. He states from the very beginning that "is an unapologetic plug for Swanstaff Recruitment and the internal vacancies that [they] have", but what follows is a well written, witty open letter (of sorts) to "Recruitment Branch Managers and Recruitment Consultants who might be actively looking for, or merely contemplating looking for, a new opportunity."

Have a [read and see what I mean](#).

2. Immediately spamming someone after connecting with them.

This happens on a daily basis in both my own inbox and that of my boss, Johnny Campbell. We both receive numerous connection requests each day, the vast majority of which we accept in the spirit of networking. But all too often, our acceptance is seen as an open invitation to spam us with offers of irrelevant jobs, unsolicited queries, or asking us to buy something. Take the examples on the right for instance.

The result of said messages? We usually delete them and remove the sender as a contact.

If you want to connect with me, connect with me, and begin our professional networking relationship by getting to know me through starting a conversation with me and possibly offering me some help before asking me for mine. Don't go straight to your main objective for connecting with me, even if your ultimate goal is to sell me something or offer me a job. It just feels a bit dirty! Build a relationship with me first. Add value to your connection.

The same goes when you add a candidate as a connection. Don't immediately spam them with job opportunities. Get to know them. Show them you've done a bit of research and understand their professional goals on LinkedIn. It's not all about you.

3. Posting annoying "I'm Hiring" status updates.

I've mentioned my hatred for this phenomenon a few times now, but I think this meme sums up my feelings for this LinkedIn sin in a nutshell!

This is so incredibly annoying! Too many recruiters are doing this on LinkedIn now and calling it "social recruiting". It's not clever, it's not different, it's not innovative.

You wouldn't walk into the middle of a group of 10 people having a conversation with a megaphone and shout "WE'RE HIRING!" would you? So, why do you think it's okay to do the equivalent on social media? Social media is a conversation. It's not a soap box or a bulletin board, and neither should it be treated like one.

In real life, if you wanted to start a conversation with potential candidates about a job you might start by asking them a question, telling a joke or talking about a recent event. You should be doing the same on LinkedIn. Use your social skills, not your shouting skills. LinkedIn gives you a platform to engage with potential candidates on their level, not shout at them from on high.

4. Using impersonal template InMails.

This is such a no-no! Especially, if you want to improve your response rates in 2016. There has been a lot of research conducted about LinkedIn InMails of late, the primary finding of which is that InMails now receive an average response rate of 85% – 3 times higher than that of traditional email. But here's the thing, the people getting that 85% response rate are the ones using personalisation within their InMails.

In the past, recruiters who sent InMails that received no response within 14 days were reimbursed with an InMail credit. In other words, LinkedIn were essentially rewarding recruiters for sending terrible InMails! Thankfully, that has changed in the last year and LinkedIn only reimburse recruiters with InMail credits once an InMail has been responded to. Which is why it's more important than ever for your InMails to encourage a response from the candidates you send them to. And the most effective way of garnering a response from candidates with your InMails is to personalise them.

In their guide to writing effective LinkedIn Inmails, LinkedIn encourage recruiters to put themselves in the shoes of a passive candidate getting a message from a recruiter out of the blue. What would entice you to respond? I guarantee you wouldn't say a generic message with just "Hi [First Name]" differentiating who the message is too.

The key to instantly increase the chances of getting a response, is to carefully craft your InMail messages to establish a real connection with the people you're reaching out to:

- **mention things you have in common like connections, groups, companies or education** – if you're using LinkedIn Recruiter, it will automatically suggest connections you have in common

- **acknowledge if they have viewed your profile** – you can check this by looking at the "Who's viewed my profile" feature

- **note a skill or previous position they have on their profile** – take some time to actually look at their profile in detail

- **mention a personal interest you both share** – if they mention a passion for snowboarding or yoga, and you happen to share it, say so!
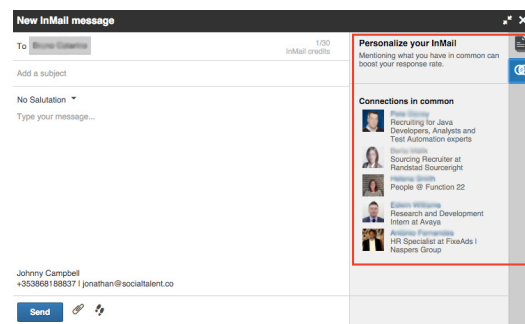
The aim of your first InMail to a candidate should about establishing a rapport and starting a conversation with them. That's not going to happen if the only level of personalisation you have included in your InMail is someone's first name. "But I don't have time to send personalised InMails to every candidate I wish to reach out to!" I hear some of you say. I know some of you are fond of utilising the LinkedIn Recruiter feature which enables you to send the same InMail to multiple (up to 50) recipients. But while it's more difficult to personalise mass InMails, it isn't impossible.

If you want to send mass InMails, be clever about it and start utilising the power of filters. When you conduct candidates searches, carve up your search by filtering your results by university, past company or years of experience, and use that as an element of personalisation within your InMail. For example, after filtering you could say "Hi Síofra, I see you went to the Quinn School of Business in UCD. My former colleague Mark Egan graduated from there in the same year you did. I know you've only been in your job for less than a year but I wanted to… etc.". It sounds like you've personlised your message to one person, but really each aspect is true for all recipients. We call this "scaled personalisation".

5. Searching for skills and keywords using the top search bar.

In terms of LinkedIn sins, this one's cardinal! According to our research, low performing recruiters tend to start almost all of their LinkedIn searches within the top search bar on LinkedIn's homepage:
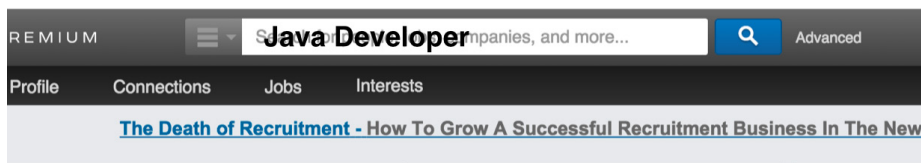
They start a search by typing in keywords like the skills or job title they're looking to hire e.g. "java developer", click search and are presented by the following result:

i.e. A million or so people all over the world who have a couple of those keywords somewhere on their LinkedIn profile. What do they do next? Well, they look through an average of 3 of those search results pages, click through to approximately 3 of those profiles, then they start a new search from the same search box when they can't find what they're looking for… A time-consuming strategy, but most definitely NOT a productive one!

In contrast, high performing recruiters use LinkedIn Advanced Search 4x more often than average performing recruiters, and they utilise the power of Boolean search strings twice as often as average recruiters.

Yes, instead of whacking a minimal amount of keywords or indeed a job title into LinkedIn's top search bar (as the majority of low performers do), high performing recruiters will spend time creating a comprehensive Boolean search string containing all of the keywords relevant to the role they're recruiting for (skills, specific software, location etc.), before implementing that string into a LinkedIn Advanced Search:

("java" OR "j2e" OR "j2ee" OR "jee" OR "j2me" OR "j2se" OR "javaee" OR "javabeans" OR "jdk" OR "jsp" OR "jboss" OR "jsf" OR "json" OR "jquery" OR "jvm" OR "javascript" OR "js" OR "node js" OR "apache" OR "beans" OR "corejava" OR "eclipse" OR "ejb" OR "grails" OR "gwt" OR "hibernate" OR "hibernateorm" OR "maven" OR "mvc" OR "objective c" OR "scala" OR "scripting" OR "servlets" OR "spring" OR "struts" OR "tomcat" OR "uml" OR "unit" OR "weblogic" OR "websphere")

("developer" OR "dev" OR "programmer" OR "devops" OR "develop" OR "developing" OR "development" OR "developed" OR "developpeur" OR "design" OR "designer" OR "desinger" OR "architect" OR "analyst" OR "coder" OR "coding" OR "consultant" OR "contractor" OR "engineer" OR "engineering" OR "entwickler" OR "expert" OR "eng" OR "enginer" OR "enginner" OR "entwicklerin" OR "ingenieur" OR "guru" OR "ninja" OR "ontwikkelaar" OR "program" OR "programator" OR "programmeur" OR "programmierer" OR "programista" OR "software" OR "softwareentwickler" OR "technical lead" OR "utvikler")

The result? Well, instead of over a million semi-relevant results (as we saw in point number three), high performers get results that look like this:
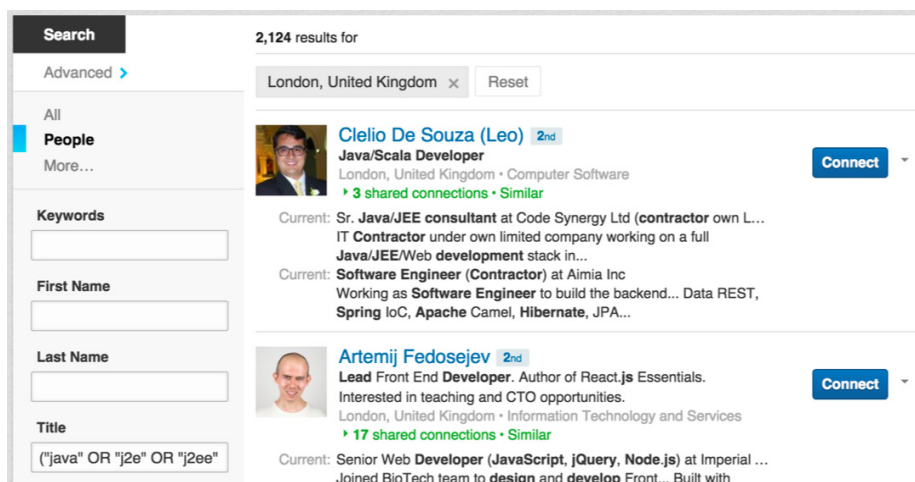
A smaller number of more relevant results, with candidates based in the right location and possessing the right skills and experience.

The moral of the story? NEVER use the top search bar on LinkedIn to conduct any search where you don't know the person's name i.e. skill searches, job title searches or location-focused searches. For each and every one of those searches, you should be using the Advanced Search feature on LinkedIn and doing so with the power of a great Boolean search string.

6. Trying to make placements and hires using a free account.

While you may feel like you're "beating the system" by using x-ray searching techniques to cheat LinkedIn's search limitations, the only person you're hurting is yourself.

Yes, it is perfectly possible to find candidates this way and yes, it is cheaper, but in 98% of cases, your search (and therefore, your search results) is a lot weaker than if you performed it within LinkedIn itself. Why? When you conduct an x-ray search versus an actual LinkedIn search, your x-ray search is not searching the whole LinkedIn database, it's not looking at all the keywords used on a candidate's profile, it limits the number of search terms you can use, you can't filter by job title, and x-ray searching just isn't as accurate. In short, you're getting a much weaker search engine and much weaker search results. Neither of which anyone wants!

As part of the research we conducted for the Global Recruiting Survey 2016, we found that the amount of recruiters and sourcers using a paid LinkedIn account has shot up by 10%. By implementing a search limit LinkedIn have pushed people to pay for the data it proves its users, but this isn't a bad thing. In fact, it's probably a great thing! We've found that users of paid LinkedIn accounts are actually more competent sourcers than those who use a basic account. So using a paid account could help improve your sourcing efforts.

But there are 4 types of paid LinkedIn subscription, which one should you choose?:

1. Job Seeker
2. Business Plus
3. Sales Navigator
4. Recruiter Lite

Let's dive into what each of these paid features actually means for you:

- **Who's Viewed Your Profile:** While a free accounts lets you see a handful a people who have viewed your profile, the vast majority of this information is hidden from you, meaning you don't get a complete picture of who has been viewing your profile. Why is this important? Well, if you're a recruiter it's exceptionally important for you to know whether or not the candidate you just reached out to has visited your profile to check you out, and in doing so, shown some interest in the role you're proposing. When you notice a candidate has visited your profile, it's the perfect time of you to take action on that activity by reaching out to them and starting a conversation.

- **InMail Messages:** LinkedIn InMail messages have an a staggering 85% open rate – 3 times higher than that of traditional email – so having access to more InMails means you have more chance of receiving a response from the candidates you do reach to (depending on how well you write your InMail). Plus, if the recipient accepts or declines your InMail within 90 days, LinkedIn will credit the InMail back to you.

- **Premium Search Filters:** Paying for LinkedIn will give you access to some useful search filters you can use to refine your candidate search and get to the right people more quickly. These include; seniority level, company size, interests, Fortune 1000, job function, years of experience, additional information about your groups and who is new to LinkedIn – filters you won't be able to utilise with a free account.

- **Profiles Per Search:** This is the biggie! Last year LinkedIn allowed Basic (free) members access to 3rd-degree profiles, but as we all know this access came at an expense – the dreaded commercial search limit. As of the date this blog was posted, there is no commercial search limit when you upgrade to the Business Plus subscription or higher.

- **Saved Search Alerts:** The Saved Search Alerts are one of (three) emails you don't want to miss in your inbox. LinkedIn will email you any new profiles that fit your search criteria on a weekly basis. So, LinkedIn will email you leads? Yep, you got it.

As a recruiter, we suggest selecting the Business Plus option to start with, but if you feel like pushing the boat out, definitely check out the Recruiter Lite option which is specifically tailored to those in recruitment and offers you more ATS-like abilities within LinkedIn itself.

7. Not having your profile visible to everyone.

One of the most loved and most used features of LinkedIn is arguably "Who's viewed my profile". It allows you to check out who's been viewing your LinkedIn profile and it allows others who you have viewed to see that you have been viewing them. And you're probably used to seeing this stat appear next to the right-hand side of your profile:

When you click this stat you are usually presented with 3 different types of information about the people who have chosen to view your LinkedIn profile in recent days:
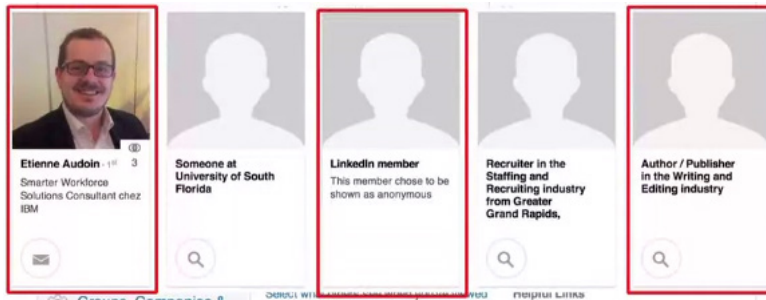
1. **Full information**
2. **Anonymous Information** (with visible characteristics about that person)
3. **LinkedIn Member** (no information available to see)

What's going on here? Well, you can change the settings in your account so that when you look at somebody else's profile you can define what they will see about you as another LinkedIn member who has viewed their profile. As a recruiter (someone looking to attract potential candidates to open roles), you should really have your full information available to anyone who wishes to see it. You can do so by going to your **Privacy & Settings** and selecting the "**Select what others see when you've viewed their profile**" option:
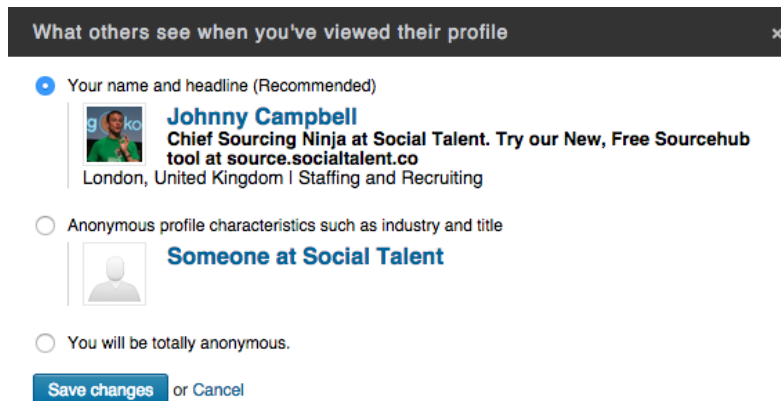
It will bring up three options:

1. **Your name and headline (Recommended)** – this option ensures your full information will be available to those who wish to see it and they can click on your profile to view it.

2. **Anonymous profile characteristics such as industry and title** – this option will hide your name and photo, but will give them an idea of the industry or company you're in and your job title within that industry. People will not have the option to you your profile.

3. **You will be totally anonymous** – this option ensures none of your details will be shared with that person whatsoever. People will not have the option to you your profile.

We recommend that you set this to show your name and headline so that you have the ability to gather leads about the people who choose to view your profile. Think about it: when you run a search and you've looked at maybe 10 people, if 2 of those 10 people see on their profile that you've viewed theirs and they decide to check you out, what is that? That's a signal. A signal that they want to know who this recruiter is that's viewed their profile. And to me, that says they may want to talk to you and about a job you may have on offer. So keep your name and headline visible – it's a great way to gather leads on potential candidates.

Bonus Sin:
8. Not including your contact details on your profile.

Stop asking candidates to email or call you about jobs, when you haven't bothered to include your contact details on your LinkedIn profile. We see this phenomenon all too often on LinkedIn.

It's extremely frustrating for candidates (and anyone else trying to contact you). Are they expected to be telepathic as well as gifted as Java and C++?! It only takes two seconds to edit and include your details. Just click the **Contact Info** button in the bottom right hand corner of the profile picture section of your profile:

Oh, and don't stop at including just your email. If you have a Twitter account (please tell me you do?!) include it, if you have a WeChat include it, and if you have a Skype, lash that in there too.

Conclusion

LinkedIn is one of the most powerful tools a recruiter has in their arsenal, as long as it's used correctly and respectfully. So, now that you know how not to use LinkedIn, it's time to get yourself back out there and win the talent you deserve!

5 Twitter Sins Recruiters Need to STOP Commiting

1. Posting Too Many Jobs!

Are you a job pimping robot? No, I didn't think so. You're a human being with thoughts, interests and opinions that other human beings would like to hear about. So stop purely posting job after job on Twitter. Yes, we want to use Twitter to spread the word that we have jobs on offer, but what you should be doing alongside your job advertising efforts, is trying to gain the trust of potential candidates – not bombarding them with sales message after sales message.

As a recruiter in whichever field you specialise in, you have insight and knowledge that job seekers in the same industry want to hear about. You may not consider it unique, but the insights you can provide on salaries, who's expanding, who's laying off staff, what hiring managers are looking for, and what skills are hot, are the types of information they will lean on you for. For example, if you work in-house or on-site, share insights and photos about the firm you're working for (making sure not to violate any digital communication or privacy policies while you're at it!). A potential candidate will care more about what the break room looked like when you had lunch today, than carefully photoshopped corporate branding posters shared on LinkedIn.

It's important to note however, that not everything you post has to be useful industry information. This is Twitter – spread some humour and show your personality by posting funny memes, links to blog articles you found interesting or entertaining, your thoughts on the latest football match. Bottom line: give people a reason to want to follow you and a reason to engage with your tweets – that's how you'll build followers and a candidate pool along with it.

April Fulton
@fultonhere

Does your cafeteria serve grilled salmon, al dente carrots and quinoa for under $10? Love #nprlife
5:50 PM · 24 Apr 2014 · Washington, DC, United States

2. Using Far Too Many #Hashtags!

2 or 3 is okay, but any more and you're just going to look like a Jimmy Fallon sketch! You only have 140 characters to play with. Don't waste them. Use them effectively to create truly engaging messages.

The best way to do that is to pick the most relevant tags for the job you're posting and work them into your message, rather than just piling them all on at the end. Check out our tweet advertising an open role for a Customer Service Executive, for example.

If you're advertising a Sales job try using #Sales, #SalesJobs and add #LondonJobs if the job is based in London. That way, when a job seeker looking for a job in Sales, searches the hashtag #Sales or #SalesJobs, they find your job. The likes of #jobs and #graduatejobs are all commonly used, but if you're unsure of which hashtags to use, type jobs' into the search box in Twitter and see the hashtags other recruiters have used.

Social Talent
@SocialTalent

We're looking for a #CustomerService LEGEND! Do you have what it takes? bit.ly/CustServicesJob
1:30 PM · 7 Apr 2015

3. Using Canned Direct Messages

You're not fooling anyone with a canned message. Believe me, candidates can smell a generic DM from a mile away!

It doesn't take much effort to find out who a person is and what they like from their Twitter account. So there really are no excuses for sending a candidate a standard one-size-fits-all message. Within minutes you'll be able to see they're a

Manchester United fan, obsessed with their dog and they have a passion for antiques. And you can use this information to personalise an approach. If you see them commenting on the latest episode of Game Of Thrones or The Walking Dead, reference it in your tweet. Better still, try and find what we like to refer to as uncommon commonalities or things that you both have in common to talk about. People will always respond more favourably to someone who appears to share a similar interest or hobby with them and, if nothing else, it's a great ice breaker. For example, my colleague George was tweeting about his excitement for the Game of Thrones Season 5 premiere next week, so if I was a recruiter wanting to hire him, I may send him something like the tweet to your right.

The same can be said for the style of tweet you choose to send the candidate. If it's obvious that the candidate prefers to speak in text language e.g. ur gonna luv dis, be sure to tweet or direct message them using similar text language. If they type out every tweet in a grammatically correct manner, tweet them in a grammatically correct manner. As with talking about shared interests, candidates will be more comfortable responding to someone who speaks the same language' as they do.
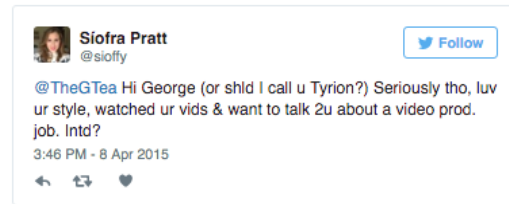
Bottom line: if you didn't make the effort to personalise a message to a candidate, why should they make the effort to reply to you?

4. Using Ugly Links

I will NEVER understand people who use long trailing URLs in their tweets, when sites like bit.ly exist! It's ugly and it's a waste of precious characters!

Not only is bit.ly free to use (WIN!) and allows you to produce customised links, but it also allows you to track the links used in your tweets by keeping an eye on the number of people who have clicked on them, when they clicked on them, and which social networks each bitlink has been shared to. I use it on a daily basis across a variety of platforms. For example, I created the customised bit.ly/company_page link to promote our 'How to: Get the Most Out of Your LinkedIn Company Page' blog:

It's short, it's sweet, it's tracked, it looks way better than your million-character link, and it offers you a whole host of stats on your links too.

5. Posting Continuation Tweets

Unless you are live tweeting from an event or a webinar, adding the 'ugh'-inducing (1/2) or (2/2) to your tweets is uncalled for – especially if it's a job tweet! If you can't say what you need to say in 140 characters or less, don't share it on Twitter. It may sound harsh but it's true.

Twitter is about micro-communication – the art of getting your point across in the simplest, shortest way possible. It's not cool to abuse that fact. And if you think about it logically, continuation tweets make things like retweets more difficult for candidates who will then be less likely to share your jobs with their followers.

Conclusion

So, now you're down with the 411 as regards correct recruiter Twitter etiquette, go forth and tweet my friends. It really is one of the best ways to engage with a potential candidates and a fantastic way to build your network, as long as you use it correctly and adhere to a number of simple, yet vitally important guidelines.

6 Facebook Sourcing Mistakes
You're Probably Making Right Now

1. Wasting valuable sourcing time!

Let's face it, Facebook is a time suck. You login in for a 5-minute scroll and the next thing you know you've spent an hour cyber stalking your best friend's new boyfriend's best friend! The same thing can happen when sourcing on Facebook.

It is way too easy to get distracted and spend half your time looking at other people's photos. It starts with "Oh great, this person's a mechanical engineer, just what I'm looking for!", it then quickly descends into "Oh look, there's that person on holiday with their partner, wow that pool looks amazing, are those mojitos in their hands, oh there's their friends, there's that really cool club"… and before you know it you've spent two hours looking at completely irrelevant stuff and are no closer to reaching out to a potential candidate.

I know it's tempting to get sucked in but you NEED to be strict on yourself when sourcing on Facebook. Get in, get the job done and get out quick!! Stick to the task at hand. Reward yourself with Facebook time later if you have to.

2. Not using Facebook's Social Graph

You will not get anywhere on Facebook unless you are use Graph Search. Graph Search is a massively powerful search engine of all the data within Facebook. According to Facebook sourcing expert, Shane McCusker; people, companies, groups and even concepts are represented on Facebook by different types of Pages. Every time a user does something on Facebook it creates a relationship between that user and the other thing they have liked or friended or interacted with. All these pages and the relationships between them are searchable and provide a massive freely available resource to recruiters.

But Graph Search isn't available to everyone. Currently, it is only available to people who have English (US) selected as their default language on the site. So the first thing you need to do it start using it is to change your language settings on Facebook to English (US). In order to change your default language settings you must do the following:

*   Login to your Facebook account.
*   Navigate to the top right corner of your homepage and click the dropdown arrow.
*   Choose Settings.
*   In here there will be a section for language.
*   Select English (US) from the list.

Once you've done this check out our dedicated webinar on how to use Facebook Graph Search to find great candidates.

Or if that just seems like too much hassle, check out this amazing tool developed and created by our good friend, the aforementioned, Shane McCusker. Much like our free SourceHub product, which automatically creates complex Boolean strings for you, the Facebook Search Tool takes the hassle out of using Graph Search by doing all the legwork for you. It makes use of over 10 different Facebook operators and combines them in ways to tap the mine of information on Facebook and create all sorts of complex searches so you can find exactly the type of candidates you're looking for. And the best part is, it's FREE!

For a short demonstration of how this amazing product works, check out Shane's video on YouTube.

3. Thinking Facebook is LinkedIn

Because Facebook is a personal social network as opposed to a professional network like LinkedIn, people are not going to necessarily state things like their job title, where they work, what they do or the skills they have. Therefore, when it comes to finding the people we want to find on Facebook, we have to think a little more creatively about how to find them than we do on the likes of LinkedIn.

When it comes to sourcing on Facebook it's not so much about what the person says about themselves, it's what they

do on Facebook that tells you most about them. For example, while someone may not have stated that they are an accountant on Facebook, if they like a fan page for Chartered Accountants Ireland, it's almost certain that they will be an accountant by trade. Similarly, people who like ARCHITECT magazine's page on Facebook are more than likely to be architect's by trade due to the technical nature of the posts put up on the page.

Therefore, if you use Graph search to search for "People who like Chartered Accountants Ireland" you should get a list of accountants:
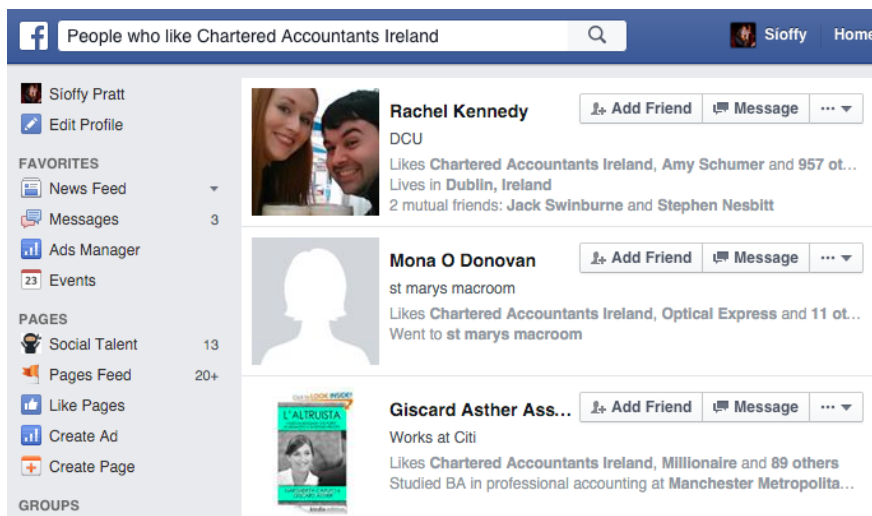
Once you have found these people, you can then start to refine your search to find the people you really need. For example, if you're looking for accountants in Dublin you might search; "People who like Chartered Accountants Ireland and live in Dublin":
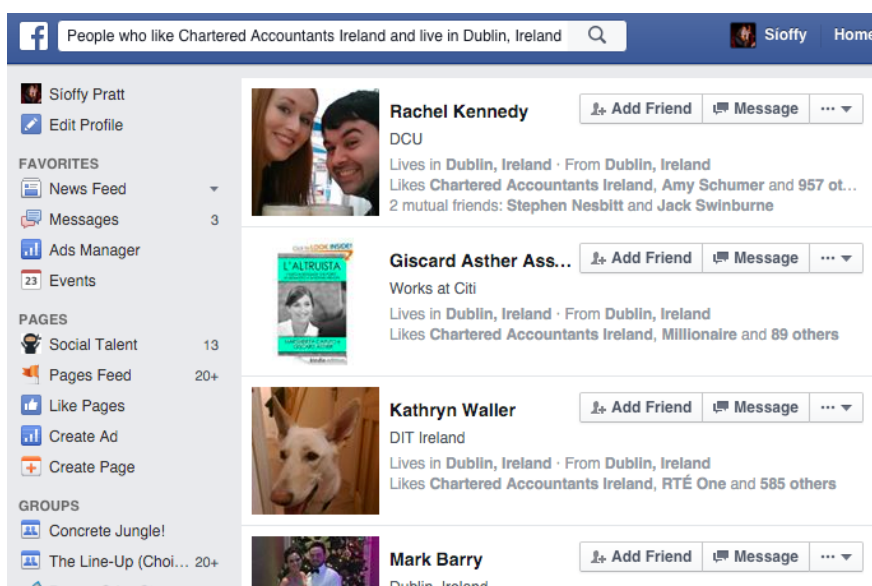
Or if you need accountants to have completed a certain education, you can search for; "People who went to University College Dublin and like Chartered Accountants Ireland".

Become creative with your searches. It's cliché to say it, but do think outside the box. Facebook is not LinkedIn and, as a result, you will not necessarily find the people you're looking for if you only go searching for people who mention they are an accountant/architect/chef/marketer etc. on their profile.

Think of the roundabout ways you can find the right people. Do your research. Find pages certain people would likely be a fan of and do some digging to discover Facebook groups that relevant candidates may be contributing too.

4. Not planning where to connect

Just because you found a candidate on Facebook doesn't mean you are obliged to or should reach out to them on Facebook too. Most people consider Facebook to be a private social network, a space where they interact with family and friends. They certainly don't expect recruiters to contact them there. In fact, many may look upon your Facebook communication as an invasion of privacy.

Therefore, it's important to use your common sense when deciding where to contact a candidate. If you see that the person you wish to reach out to has hundreds of photos in public albums, all of their posts are available for you to read, and they have a big network (400-500+), it probably means that they are a very open person on Facebook and won't

mind strangers contacting them there. Therefore, it's okay to go straight for it and network with them through Facebook.

But, if the only visible photos on a person's Facebook account are their profile and cover photos, or if they have hidden most of their posts, they are probably not someone who considers Facebook a very open place or somewhere they want to be contacted by strangers. In this case, it's probably best to find an alternative way of contacting them, like on LinkedIn, or using your skills to find their email address or phone number.

5. Not knowing what and what not to say

Facebook can provide you with a wealth of information about the candidate you wish to reach out to, so that you can make your approach more personal and therefore, more likely to be responded to. Facebook can tell you what they like, what they don't like, the countries they've been to, the events they've attended, the music they listen to, the films they've seen, the friends they have, whether or not they have children, if they own a pet, the list goes on! But you need to choose which information to use in your approach carefully and which information it's best to not let on that you know.

For example, if you see a picture of a candidate at a football match and they happen to support the same team as you, feel free to make a reference to it. But of you see that they have three kids and that one of them just had a birthday last week, mentioning that might be a little too personal. While most people wouldn't bat an eyelid at discussing their passion for their favourite team with a total stranger, they would be certainly uneasy about the fact you've brought they're kids into a conversation.

You might have lots of information available to you about a person on Facebook, but choose the information you utilise wisely. You need to be friendly but not overstep the line.

6. Thinking that Facebook is a numbers game

Just because your Facebook careers page has over 10,000 followers does not mean it is a successful careers page. Numbers are not what counts on Facebook, engagement is.

What percentage of your followers actually engage with your careers page? Yes, you may have 10,000 fans but if you only get 3-5 likes or comments per post on your page, those 10,000 fans aren't very engaged. On the flip side, you may only have 26 fans of your Facebook group for Python Developers, but every time you post something those 26 people like, share or comment on it. That's 26 engaged Python developers you can now contact about open roles, that's a lot of potential hires!

Oh, and paid engagement doesn't count. So many recruiters fall into the trap of thinking that high engagement rates on posts they have paid to promote on Facebook are a true reflection of how engaged their fan base is. They're not. Organic reach (or the total number of unique people who were shown your post through unpaid distribution) is the most telling form of engagement on your page.

So, don't worry about the other people who have bigger fan bases. When it comes to running your Facebook careers page you need to ask yourself, how can I be useful to the people that belong to our page? What can I put out that will make them respond? Are they the right people responding? The best way to garner responses is by asking questions, sharing relevant news stories, adding your own commentary to current industry issues and asking fans for their opinions on those same issues.

Conclusion

So, there you have it folks, I hope by exposing these sins that it has helped to clear up at least some of the mystery surrounding the use of Facebook for recruitment and that you'll feel more comfortable about using Facebook as part of your sourcing efforts in future.