

BUILD & MAINTAIN
AN ONLINE PRESENCE
AWARENESS
ENGAGEMENT

SOCIAL MEDIA

RECRUITERS
MASTERMIND

THE 5 BIG CONTENT RULES



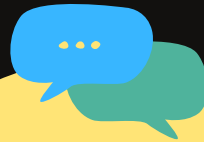
THE 80/20

Entertain and inform first, then sell. Find a balance between entertaining, educational, and selling.



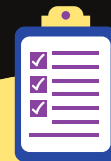
PERSONALIZE

First paragraph of copywriting should look, sound and feel like it's coming from a person trying to connect, not an ad.



BE RESPONSIVE

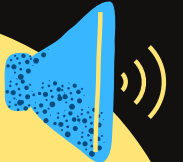
Engage with comments on your posts and always tag people mentioned. Try to engage weekly with other's content.



CONSISTENCY

Post consistently on all channels. Choose the least engaging day to repurpose older content that still offers value.

TONE



Don't ignore the more professional tone of LinkedIn. Job posts and branded content should sound friendly & trustworthy.

IMAGES



DIMENSIONS

Alternate images depending on platform and analytics - the most common sizes are 1200 x 628 px and 1080 x 1080 px.

If your channels have a big flux of mobile users, use more square images.



FONTS

Keep it clean and easy to understand. Use a maximum of 2 fonts in one image and diversify the look through font-weight, bold and italic formatting.



READABILITY

Respect contrast when adding text to images and make sure the background does not look to cluttered. Use graphic elements to express concepts and cut text short (<100 words)



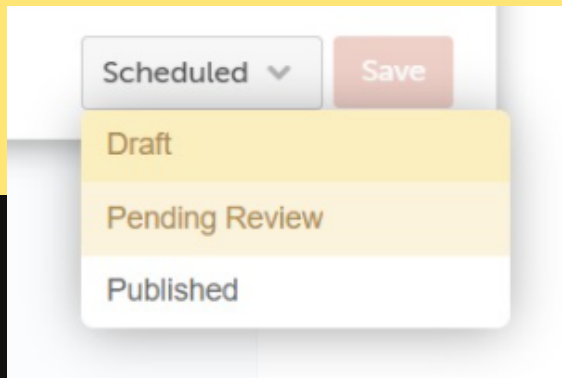
BRANDING

Stay loyal to brand identity and always use logos, as well as the brand colors in elements that you can reuse on a daily basis.

PLAN & SCHEDULE



Use Coschedule to draft and schedule posts for daily/weekly content. After posts get approved, simply change the status of the post from pending review to published.



HASHTAGS



Use 4-7 relevant hashtags per post, out of which 2 consistent ones like #hiring #recruitment.



For a recruitment business, each channel that you're posting for should have *3 fresh pieces of content per week*, out of which 2 should be *job posts* and 1 a *Feedly article*, interesting *podcast*, company updates, or original non-job content.



TESTING PERFORMANCE

Test different formats of posts and content types. Analyze which ones had best reach and engagement, and replicate the model.

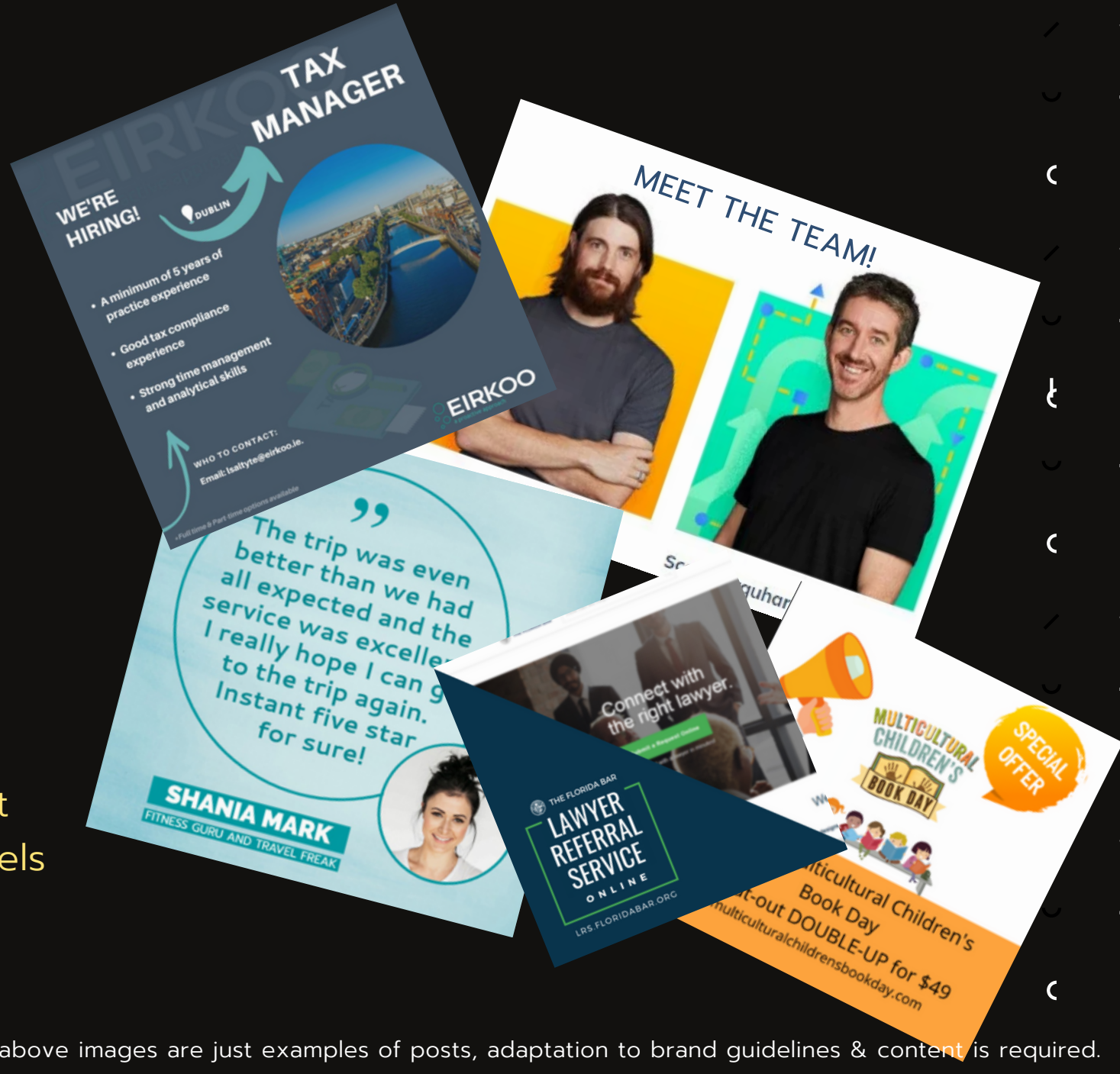


- Text only
- Image & short/long text
- Video jobs
- GIFs



TYPES OF CONTENT

1. Job posts from the company's website
2. Meet the team/ get to know us
3. Shout outs - clients, candidates
4. Testimonials - clients, candidates
5. Promotions
6. Refer a friend
7. Company updates
8. Repurposed content amongst similar channels



**The above images are just examples of posts, adaptation to brand guidelines & content is required.

USEFUL TOOLS

CONTENT BOT

Copywriting tool, helps rephrasing and suggesting texts.

[See tool](#)



REMOVE BG

Cuts out background of pictures in seconds.

[See tool](#)



FREE STOCK IMAGES

Copyright free pictures and videos.

[See tool](#)



[See tool](#)



SOCIAL MEDIA DYNAMIC PROFILE

The Scoop can host job ads and candidate videos that can be used on other social media and email campaigns, resulting in high engagement.

[See tool](#)

