

Social Selling for Recruiters

The Definitive Guide



Curated by [ContactOut](#). Follow us for more recruiting tips on [LinkedIn](#) and [YouTube](#).
We plan to update this resource regularly. Share your feedback or suggestion [here](#)!

Introduction



What is this lesson about?

This guide is about leveraging the power of social media platforms to engage and connect with potential candidates, enhancing the recruitment process through social selling techniques.



What will you learn at the end of this guide

- The concept and importance of social selling for recruiters.
- Practical steps to implement social selling effectively.
- How to utilize tools like ContactOut's AI for better engagement.



Why is it important?

In today's digital age, candidates are active on various social platforms. Tapping into these platforms not only broadens the talent pool but also allows for a more personalized and engaging recruitment process.

It's about building genuine relationships and understanding the needs of potential candidates.

Here's the step-by-step on how to do it:

1. Profile Optimization

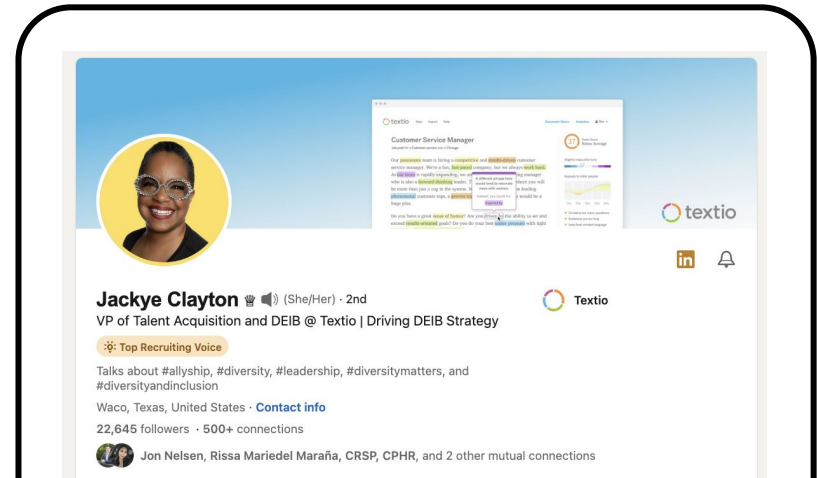
Ensure your social media profiles are professional and approachable. Craft a concise statement that encapsulates your UVP (Unique Value Proposition). One way of doing this is by reflecting on your strengths, personal experiences, and values.

Tip:

Your bio should clearly convey your role and expertise.

Instead of "John Doe, Recruiter", use "John Doe | Tech Talent Specialist | Helping Engineers Find Their Dream Jobs".

Check out Textio's VP of TA and DEIB, [Jackye Clayton's](#) profile:



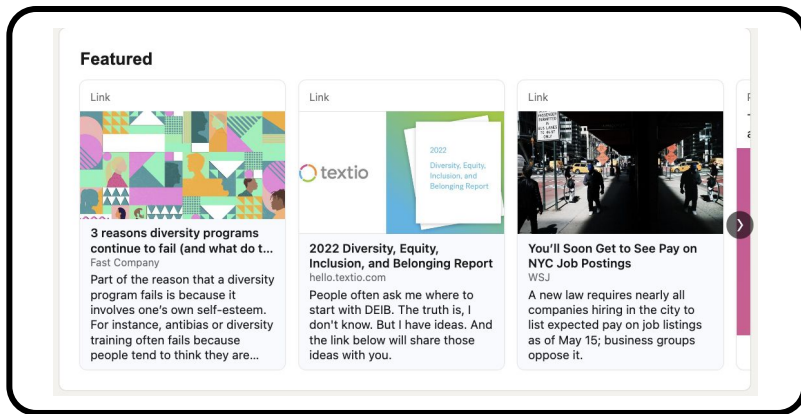
2. Build Credibility

Share relevant content, engage in meaningful conversations, and showcase success stories or testimonials. This will help build credibility and boost engagement in the long run.

Tip:

Share insights, tips, and stories that resonate with your audience.

Notice how Jackye Clayton's featured posts are aligned with her expertise in DEIB, emphasizing her role as a thought leader in the space.



3. Engage Authentically

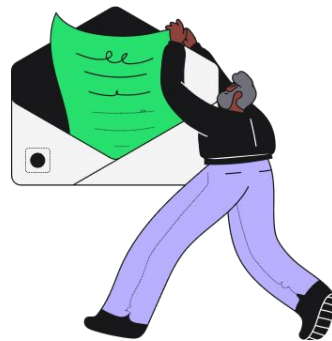
Don't just push job openings. Share valuable content and start genuine conversations with candidates and industry leaders alike.

Tip #1:

Instead of directly pitching a job, comment on their posts, appreciate their achievements, or share their content.

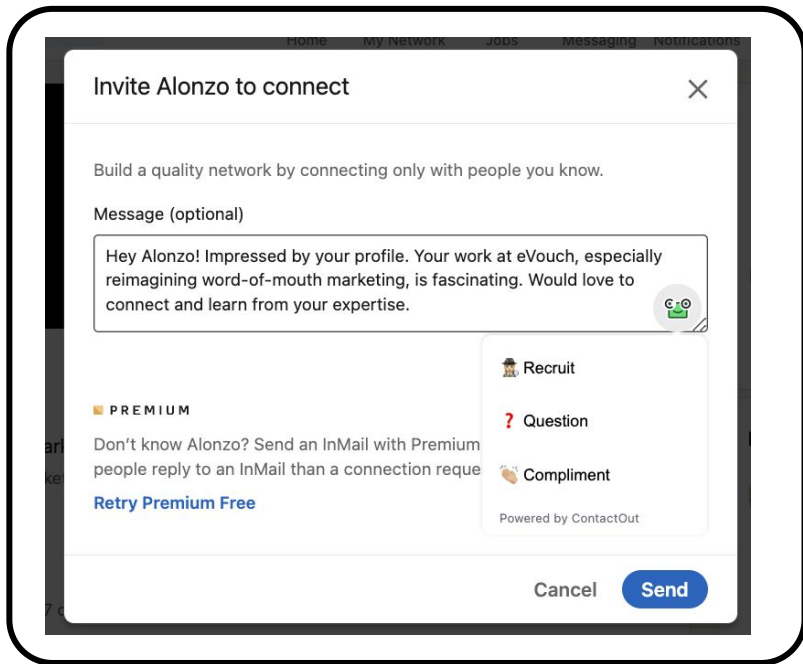
If a potential candidate shares an article they wrote, comment with:

- *"Great insights on AI advancements, [Name]!
Have you ever considered working with [Your Company]?"*



Tip #2:

Use [ContactOut's](#) AI Connection Request Messaging feature to write personalized notes in seconds.



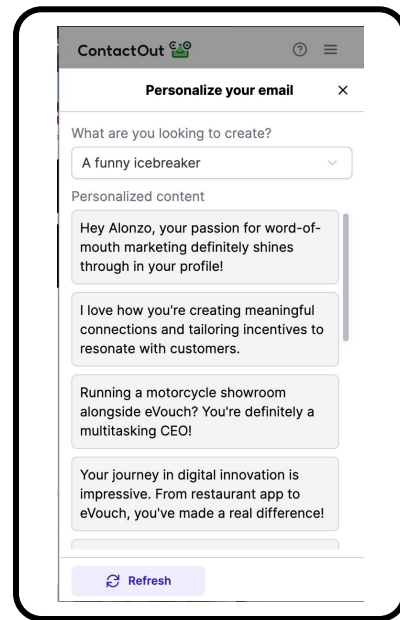
4. Personalize Your Approach

LinkedIn connection request messages are either lacking or simply bland. This reduces your chances of getting that invitation accepted. Tailor your messages based on what you've learned about the candidate from their social profiles.

Tip:

Use [ContactOut's](#) custom icebreakers via Chrome extension.

Copy the one you like the most, tweak, or click "Refresh" until you land on the perfect message to engage with your audience.



5. Create Value-Driven Content

Create a strong brand by sharing valuable content regularly: industry insights and success stories.

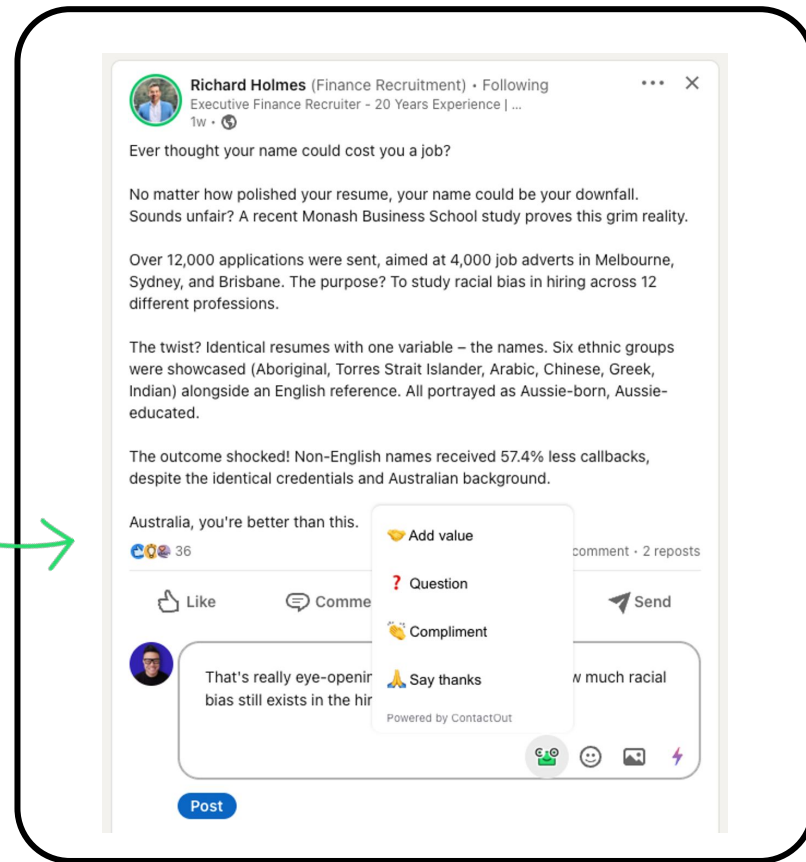
Tip #1:

Use ContactOut's AI Commenter via Chrome extension.

Click on our ContactOut's mascot 'Connie' icon to reveal 4 ways to generate a comment:

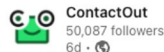
1. Add Value
2. Question
3. Compliment
4. Say thanks

Remember to personalise and revise the generated comment to suit your tone of voice and personality, as well as share any other additional insights or tips.



Tip #2:

Example: Sharing our customer success stories on [ContactOut LinkedIn company page](#).



Underrated. We're ok with being that for now.

Hear 🌟 [Amy Leann Wills](#), VP of Marketing at The Atticus Group, on why she chooses ContactOut over Zoominfo.

<https://lnkd.in/gS3vRh2>

(Go give her post some love and follow her - she's a rising star!)

Her takeaways:

1. More accurate data than Zoominfo.
2. More affordable & integrates with Google Sheets, Salesforce, HubSpot.

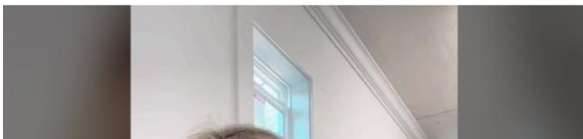
Amy says, "It's a game-changer, wish more knew about it."

Recent features we rolled out:

1. AI email composer for outreach.
2. LinkedIn AI commenter.
3. Personalized AI connection messages.
4. Filter for companies by funding events.

Our focus? Improving salespeople's lives. Your feedback fuels us.

What are some underrated sales tools you'd recommend? 😊



Tip #3:

Use tools like HubSpot or LinkedIn's analytics to monitor your engagement rates.

If you notice that posts shared in the morning get more engagement, adjust your posting schedule accordingly.

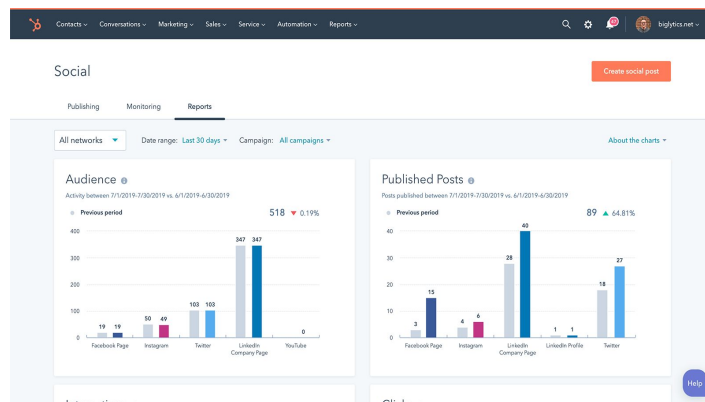


Image source: [hubspot.com](#)

Remember, building a personal brand is a continuous journey. Stay authentic, be consistent, and always strive for growth.

Next Steps

1. Stay Consistent

Set a content calendar. Engage regularly with your audience, even if it's just a few times a week.

2. Conduct Periodic Surveys or Informal Chats

Use feedback for continuous improvement.

3. Collaborate with Industry Experts

Guest post on their platforms or invite them to share on yours.

4. Join Webinars or Live Sessions

Network with like-minded experts.



Further Resources

 **Social Recruiting in 2023: How to Find the Best Candidates**

 **Social Recruiting: Everything You Need To Know for 2023**

 **The Ultimate Guide To Social Recruiting**

 **Unlock the Power of Social Selling**