Social Job Distribution: Making Job Listings Visible on Facebook and Twitter

To recruit the best talent, you need to get your job listings seen by the right people. Many of these potential job candidates are using social media services such as Facebook and Twitter to stay abreast of current information. This brief will give you some best practices for automating your recruiting in social media channels so that you can access new audiences on Facebook and Twitter.

Establish a Social Presence for Recruiting

The first thing to do is establish a social presence for recruiting. You do this by leveraging your existing corporate assets or creating new social accounts. For example,

- **Leverage corporate pages for recruiting.** Chances are your marketing or communications department already manages a few Facebook or Twitter pages. What’s great about these pages is that they already have established audiences with fans or followers. You can leverage this established presence by pushing out targeted jobs to these audiences in an automated way that takes little effort.

- **Create career-specific pages.** If someone lands on your career site but doesn’t want to apply for a job today, you may be offering them e-mail job alerts. But many people don’t want to sign up for e-mail alerts. A great alternative is to let passive job seekers Like or follow a career-specific Facebook or Twitter page so that they can get more passive alerts about jobs—in their activity feeds—without clogging their inbox. You can establish career-specific Facebook pages and Twitter handles for passive job seekers to Like and follow.

- **Encourage individual recruiter Twitter accounts.** As recruiters have hundreds of conversations with candidates, they should stay connected with the talent that they network with. What better way to do so than to have each of your recruiters create Twitter handles? Recruiters can list the handle in their e-mail signature and then use Twitter to distribute job listings.

Automate Job Distribution

Once you have established a social presence with a Facebook page or Twitter account, you need to send jobs to these accounts. Doing this manually can be cumbersome and time consuming; therefore, setting up an automated process is key. Oracle Taleo Social Sourcing Cloud Service can help you automatically distribute jobs socially to an unlimited number of Facebook pages or Twitter accounts with the following simple steps:

1. Select the jobs you want to post.
2. Select the accounts you want to post to.
3. Preschedule job posts to unlimited accounts.

By following these steps, your job posts will automatically show up in fans’ and followers’ activity feeds.

Create a Career Site with Searchable Jobs within Facebook

Take advantage of all the time passive and active job seekers spend on Facebook by giving them a way to search through all of your open jobs on your corporate or career Facebook pages. With Oracle Taleo Social Sourcing Cloud Service’s Facebook job page feature, all of your open opportunities are displayed and dynamically updated on your Facebook page. Job seekers can search and apply to jobs, refer jobs to friends, or join a talent community—all without ever leaving Facebook. With Oracle Taleo Social Sourcing Cloud Service,

- Your jobs appear as a prominent tab on your corporate or career page
- Visitors can view, search, and refer jobs within Facebook
- Job seekers can share and apply to jobs or join your talent community
- Candidates can start the application process within Facebook

Get Your Jobs Seen by the Right People on Facebook and Twitter

Oracle Taleo Social Sourcing Cloud Service can help you

- Create a socially enhanced, more relevant candidate experience
- Increase recruiter productivity
- Decrease advertising and agency fees
- Save thousands on recruitment man hours by automating social recruiting

CONTACT US

For more information about Oracle Taleo Social Sourcing Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Hardware and Software, Engineered to Work Together