

5 Considerations when creating an **EFFECTIVE** social media strategy



01



UNDERSTAND WHAT SOCIAL MEDIA IS (AND IS NOT)

79% of job seekers use social media when conducting their job search

02



SOCIAL MEDIA CAN MAKE OR BREAK YOUR ONLINE REPUTATION

7 out of 10 people surveyed indicated they had changed their opinion about a brand after seeing the company reply to a review

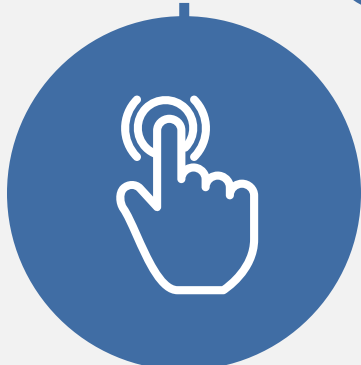
03



YOUR CHOICE OF SOCIAL PLATFORM MATTERS

40 million people search for jobs on LinkedIn each week

04



THE GOAL ISN'T TO GET CANDIDATES TO CLICK "APPLY" RIGHT AWAY

85% of employers said social media helps them find and engage passive job seekers

05



YOU CAN'T IMPROVE IT IF YOU CAN'T MEASURE IT

28% reduction in turnover, 50% reduction in cost per hire. What are your success metrics?

Check out [this blog post](#) for an in-depth explanation of each step.

Save time and bandwidth with [Wicresoft's social media services](#).

Wicresoft's talent marketing experts provide a comprehensive solution to recruiting with social media. We develop the strategy, create the content, manage the process, and generate the metrics while you reap the rewards.

[Book a consultation](#) or [email us](#) to learn more.