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Social Media Engagement Checklist

Career Experts Group
www.careerexpertsgroup.com
info@careerexpertsgroup.com

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Social Media Engagement Checklist

Now that you've determined which social media platforms you want to include in your search, based on target company research (see [Using LinkedIn Job Search Features](#)), it's time to decide how you'll engage on those platforms. For this checklist, we are focusing on LinkedIn, Facebook, Twitter, and Instagram. Recruiters are also using platforms like TikTok, YouTube, Reddit, Pinterest, GitHub, Stack, Overflow, and Quora.

Remember, social media is a tool! It doesn't work unless you "work it."



SOME GENERAL TIPS FOR LEVERAGING SOCIAL MEDIA:

Be sure that your profile is complete. Each social media platform provides the opportunity for you to add information to a profile that can be seen by potential employers. Make sure that the information is up-to-date and sells your value proposition (what makes you unique and the best candidate for a position).

Connect to your "Power Circle." These are your valued connections, in life and on social media, with whom you have relationships that are built on trust and collaboration.

Research and follow your target companies. Follow company pages, watch for news and jobs they post on social media, and consider setting up "Google Alerts" for these companies. Show your interest and engage with their content by commenting and liking their posts.

Social Media Engagement Checklist

Engage with your network and with individuals and companies you follow. Respond to posts (comment, don't just hit the “like” button) from your Power Circle, warm and cold contacts, and influencers. Ask questions to encourage interaction.

Use hashtags. In your posts, use hashtags that are related to your job search that have a large number of followers, such as #jobsearch, #hiring, or #nowhiring. In the following pages, you'll see a list of the top job search-related hashtags for several social media platforms. To see how many followers or posts a hashtag has LinkedIn, Instagram, etc., go to the platform's Search bar, type "#" and then a word with no spaces between the hashtag or word(s) (e.g., #jobhunt).

Remember to repurpose. If you use more than one social media platform, you can use that same content on the other one(s). Be aware of post character limits (LinkedIn / 3,000; Facebook / 63,206; Twitter / 280; and Instagram / 2,200).

Post regularly. Consistency is key on social media to maximize engagement and reach. Comment or share resources/articles weekly or provide your own status updates. Hint: use organizing software like Hootsuite to plan your content for daily/weekly posts.



Social Media Engagement Checklist

LINKEDIN

- _____ Consider using these top job hashtags:
#opentowork (278K followers), #jobs (3.3M), #jobsearch (1.9M), #jobseekers (2M), #hiring (3.1M), #recruitment (2.7M), #recruiting (1M), and #careers (22.4M).
- _____ Research Your 2nd-Level Connections and ask your power circle for introductions.
- _____ Take 10 minutes daily to congratulate your network on their updates or engage on their posts.
- _____ Send personalized responses to every invitation you accept.
- _____ Invite those who view your profile to connect.
 - With LinkedIn Basic (free), you'll see the five most recent viewers in the last 90 days.
 - With LinkedIn Premium (paid), You'll see the entire list of viewers from the past 90 days.

Groups You Will Join and Participate in Weekly: _____

Resources/Article Sources for Sharing: _____

Industry and Career Influencers You Will Follow: _____



Social Media Engagement Checklist

FACEBOOK

_____ Consider using these top job hashtags in your posts:
#opentowork (869K posts), #jobs (35M), #jobsearch (7.6M),
#jobhunt (1.5M), #jobseekers (4.9M), #hiring (18M),
#recruitment (7.6M), #recruiting (4M), #career (9M),
#careers (5.4M), and #remotework (1.8M).

_____ Post or share at least weekly, balancing personal (80%) and professional (20%) activities.

_____ Search for and join professional groups and job seeker groups in your field for encouragement and support, job opening announcements, and industry insights.

Groups You Will Join and Participate in Weekly: _____

Personal Content Themes: _____

Professional Content Themes: _____

Industry and Career Influencers You Will Follow: _____



Social Media Engagement Checklist

TWITTER

- _____ Consider using these top job hashtags in your posts: #hiring, #nowhiring #recruitment, #career, and #careers.
- _____ Retweet, Reply, and tag Favorite Tweets by Power Circle, warm/cold contacts, and influencers.
- _____ Leverage your bio. Use keywords and strategic content to attract others to follow you.
- _____ Use hashtags to identify opportunities to follow current trends and key influencers.
- _____ Join Twitter chats to connect and engage with others and develop your network.
- _____ In the Discover section, click the "Find Friends" option to identify Twitter users through your Gmail, Yahoo!, Hotmail or AOL accounts.

Resources/Article Sources for Sharing: _____

Industry and Career Influencers You Will Follow: _____



Social Media Engagement Checklist

INSTAGRAM

- _____ Consider using these top job hashtags in your posts:
#jobs (8.5M posts), #jobsearch (3.5M), #jobseekers (1.1M), #hiring (4.7M), #nowhiring (2.2M), #recruitment (3.6M), #recruiting (2M), #career (8.2M), #careers (2.1M), and #remotework (#1.7M).

- _____ Create a bio that conveys who you are professionally and personally.

- _____ Take advantage of the Instagram Stories and IGTV features. Create a video to describe a project you're working on, or share a video from an employer you follow.

- _____ Tag companies you are interested in to let them know about an event you are attending. Tagging also can be used to thank to people in your network or people you want to meet.

- _____ Shares updates that will illustrate your personal brand and your professional interests. This can include photos of you speaking at a workshop or volunteering, a screenshot or photo of your portfolio, or a video of you sharing a tip or inspirational quote.

Resources/Article Sources for Sharing: _____

Industry and Career Influencers You Will Follow: _____

This informative document is presented by The Career Experts Group which is a select group of Master Career Practitioners, Personal Branding Strategists, and Diversity, Equity, and Inclusion (DEI) Consultants. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite Executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career. We've got you covered, no matter where you are in your career journey.

For a wealth of career-focused information, insights, and inspiration, visit the Career Experts Group website.

Check out our monthly "Your Career>Your Future" newsletter. Subscribe to get the latest information on hot career topics and trends in your email every month.

Do you have questions about career industry news and trends, job-finding strategies, career exploration, diversity/equity/inclusion, building your brand, or any other career-related areas? Just Ask the Experts!

CAREER EXPERTS GROUP



LET'S GET TO WORK ON YOUR CAREER!