Social Recruiting:
Note-Taking Template

# Social Media Recruitment

*Consider ways your LEA and/or individual schools already use social media.*

*How could you integrate educator recruitment into these uses?*

*What type/s of candidates usually apply to your schools? Fill in any characteristics for which you have an answer. For some characteristics, applicants to your LEA may vary widely.*

|  |  |
| --- | --- |
| Question | Response |
| *Age range* |  |
| *Approximate years of experience* |  |
| *Educator prep programs* |  |
| *New to the community or local* |  |
| *Reasons for working in education* |  |
| *Family situations* |  |

*Think about your usual type/s of candidates, as well as any other types of candidates you hope to attract. What are these candidates looking for in a job and in a school environment? If you don’t know, how can you find out?*

*How can you* ***show*** *what your LEA offers, aligned with what your usual candidates and/or target candidates are seeking?*

*What are the most important messages to communicate for each of the following categories?*

|  |  |
| --- | --- |
| Category | Response |
| *LEA/school characteristics* |  |
| *Community characteristics* |  |
| *Employee characteristics* |  |
| *Benefits* |  |
| *Endorsement (if applicable)* |  |

# Leveraging Current Staff

*Thinking about the type/s of candidates you are targeting, who would they most likely trust to give them advice about jobs? (These are the people to target for giving out referrals and working as talent ambassadors.)*

*Who in your LEA might be able to coordinate a formal referral campaign?*

# Next Steps

*Looking over your notes, what next steps would be useful for enhancing your use of social media in recruitment? Who should be involved?*

*What are the most important messages to communicate via social media recruitment?*

*What next steps would be useful for involving staff in recruitment? Who should be involved?*

*What roles could staff take on in the recruitment process?*

# Additional Resources

* This guide on [Social Media for Educator Recruitment](https://info.iu13.org/hubfs/Statewide%20Initiatives/Toolkit_SocialMediaforEducatorRecruitment.pdf) summarizes content from this workshop and provides additional tips, including more information about paid posts and a **sample budget for social media recruitment**.
* Similarly, this guide on [Staff Involvement in Virtual Recruiting](https://info.iu13.org/hubfs/Statewide%20Initiatives/Toolkit_StaffInvolvementinVirtualRecruiting.pdf) refers to content from this workshop as well as additional advice.
* This post lists [The Best LinkedIn Groups for Education Professionals](https://www.linkedin.com/pulse/20140408022900-143099425-the-best-linkedin-groups-for-education-professionals/), which can help put your job openings in front of the right viewers.
* See [Sample Candidate Referral Messages](https://info.iu13.org/hubfs/Statewide%20Initiatives/Candidate%20Referral%20Messages.docx) for examples of **templates for staff referrals**.

# We appreciate your feedback.

[Please respond to a brief survey about this workshop.](https://forms.gle/mRy51k8sm6y6bLyu9)