

Social Media Recruiting Toolkit: Templates, Checklists and Scripts for Effective Recruiting



Introduction

Using social media for recruitment can be a powerful way to connect with candidates. By including various social platforms in your recruitment strategy, you may see higher reach, better engagement and gain more access to both passive and active job seekers.

Whether you're just starting out or want to refine your current social media recruitment strategy, this toolkit provides essential resources to optimize your efforts.

How to use this toolkit:

Each section in this toolkit is standalone and includes an introductory “Why this matters” element to highlight its importance and a “Learn more” element at the end to link you to related resources. Work your way through from the beginning or jump to what you need most.





Quick Reference

Here's what you'll find in this toolkit
(click to jump to each section):

- Popular social media platforms: quick reference table
- Profile audit template
- Profile optimization checklist
- Job post templates for socials
- Candidate engagement scripts
- Hashtag guide
- Engagement strategy checklist
- Social media recruiting key metrics and definitions
- Minimizing risk when recruiting through social media
- Monthly review checklist

Popular social media platforms

Why this matters:

Social media platforms differ widely in their audiences, content formats and engagement styles. Choosing the right platforms for your brand may improve your chances of reaching the right job seekers and showcasing your brand effectively.

Quick reference table

See the table below to compare popular social media platforms and to determine which works best for your business.

Platform	Purpose	Pros	Cons
X (formerly Twitter)	Real-time updates, trending topics	Quick engagement, broad reach	Limited post depth, content trends peak quickly
Instagram	Visual storytelling, branding	High engagement, high appeal to creatives	Limited direct job tools
Threads	Conversational, community building	New and engaging, linked to Instagram	May be difficult to discontinue using Threads without affecting your other Meta accounts
TikTok	Short-form creative and informative videos	Strong with younger audiences, high viral potential	Short-form content may not have enough depth
Facebook	Community building, staying connected	Targeted ads, wide reach	Ads could be considered costly
Pinterest	Visual inspiration	Good for lifestyle or creative industries	Limited engagement features
YouTube	Long- and short-form creative and informative videos	Great for showcasing culture	Long videos might require lots of resources
Reddit	Highly specific, niche topic community discussions	Can connect with very specific groups	Requires active participation

Learn more about how to [create a social media strategy](#).

Profile audit template

Why this matters:

When on social media, your profile is often the first place a job seeker visits when they want to learn more about your company. An **optimized social media profile** reflects your organization's identity and can help potential candidates understand your values, see open job opportunities and know how to get in touch.

Conducting a profile audit involves reviewing and optimizing your social media accounts to ensure they accurately reflect your brand and appeal to potential candidates. By regularly auditing your profile, you can help it stay consistent, relevant and aligned with your brand and hiring goals.

Profile audit template

Use this template to keep your social media profile audits streamlined and organized.

Platform Name	Profile Element	Update Needed (Yes/No)	Current Status (Meets needs/Needs work)	Update Needed (None/Yes)	Scheduled Update

Here's an example of how you can use the template:

Platform Name	Profile Element	Update Needed (Yes/No)	Update Details	Update Needed by	Update Completed
Instagram	Bio, profile pic	Yes	Copywriter needs to update text	Dec. 5	Dec. 1
TikTok	Cover image	Yes	Currently with graphic designer	Dec. 5	Dec. 3
Threads	Keywords	Yes	SEO team generating	Dec. 5	



Profile optimization checklists

Why this matters:

After you've completed a profile audit, you may find areas that need some work. An optimized profile can increase your visibility, reinforce your brand identity and help you attract top talent.

An optimized profile:

- Communicates who you are as a company or recruiter
- Is visually appealing, professional and consistent with your brand
- Includes essential information like contact details, links and keywords

Here are two checklists to help you optimize your social media profile. One focuses on your company profile, while the other is designed for recruiters or managers who represent your organization's recruitment efforts.

Checklist for optimizing a basic company profile

1. Branded profile picture and cover image

- Use your official company logo for the profile picture.
- Feature a branded cover image that highlights your company culture or mission.

2. Complete and clear bio

- Write a concise bio that conveys your mission and hiring focus.
- Keep it between **150-250 characters** (depending on the platform).
- Include who you are, what you do, and a call-to-action (**CTA**), such as “Explore Open Roles” or “Contact Us”.

3. Consistent tone and messaging

- Align the tone of your profile with your company brand voice, images and messaging.
- Stay consistent across all platforms.

4. Keyword integration

- Incorporate relevant keywords to help search engine optimization (**SEO**).
- Use appropriate hashtags while keeping in mind that hashtags are included in your overall character count.

5. Profile verification (where possible)

- Consider verifying your profile to show your audience and job seekers that your company, recruiter or hiring manager profile is legitimate.
- Follow steps on each individual platform to get a verification badge.

6. Accurate contact information

- Provide links to your hiring page or specific job posts.
- Include a clear method for candidates to reach out, either by direct message (**DM**), email or visiting the company website.

Checklist for optimizing a manager or recruiter personal profile

1. Professional profile picture and branded cover image

- Use a professional headshot.
- Feature a branded cover image that highlights your company culture or mission.

2. Well-written bio with a transparent purpose

- Highlight your expertise and your role in the recruitment process.
- Explain your role as a recruiter or hiring manager and what you can offer job seekers.
- Keep it between **150-250 characters** depending on the platform.
- Include who you are, what you do and a CTA for users.

3. Keyword integration

- Incorporate industry keywords to help search engine optimization (SEO) searchability.
- Use appropriate hashtags without exceeding your recommended character count.

4. Brand alignment

- Align your profile's tone and voice with the brand's tone and voice.
- Share company updates, job postings or insights to actively represent the organization.

5. Accurate contact information

- Provide links to the company's main social profile or site hiring page.
- Include a clear method for candidates to reach out, either by direct message (DM), email or visiting the company website.

Learn more [tips for optimizing your social media profiles](#).

Job post templates for socials (text, image, video, carousel posts)

Why this matters:

Engaging job posts may help capture the attention of job seekers and increase candidate applications. Ready-made templates can help you plan your social media posts, making it easier to post consistent, relevant content and stand out authentically in crowded feeds.

The following templates have been designed to support your social media post ideas for recruitment. Keep in mind that different platforms might not support each template type and may have specific requirements (such as character count), so you may need to adjust accordingly.

Accessibility tip:

Any images with text overlay should also have the same text reflected in a brief post description.



Text post template - 200 words max

This is a concise description of your open role that includes a clear call to action. Keep it short, to the point and scannable. Feel free to use emojis to break up sections.



We're hiring! [job title]



[Company name] is looking for a motivated [job title] to join our team!

This is a great opportunity for someone with 😊 [experience/skills/other requirements].

Your role includes:

- Key responsibility 1
- Key responsibility 2
- Key responsibility 3

What we offer:

- Competitive salary [include range]
- Benefits [list one or two key benefits]
- Other [one other offering that sets your organization apart] 😊

Location:

- Note where this job is based or if it is remote.

Apply today!

[Instructions on where to find the application link]

Image post template

An image can feature the most important elements of your job posting, such as “We’re hiring!”, job title and company name, and include a short description with other relevant details like the job location or application instructions.

For the image:

- Feature a branded image of the team, workspace or role.
- Provide text overlaying the image:
 - Now hiring [job title] at [company name]!
 - Salary range
 - Location
 - CTA (**Apply today!**)

For a brief description:

- Include relevant information that may be missing from the image text (**200 words max**).
- Use text overlaying an image to improve accessibility.
- Use our “text post template” to guide you.



Video post template - 30-60 seconds

A short compelling video can communicate not only that you're hiring, but also introduce your company and its values. Use the video to explain the role, who you're looking for and how candidates will benefit from working with you.

For the video:

[Opening shot: video of office/work location or team]

Narrator/Speaker:

Have you ever wanted to [do work that fulfills you/use your skills for X/be part of an enthusiastic team/etc.]?

You're in luck. At [company name], we're hiring a [job title].

[Show video clips of team members collaborating]

Narrator/Speaker:

When you join our team, you'll get:

- Benefit 1
- Benefit 2
- Benefit 3

[Closing shot: happy employees or company event, working with customers, etc.]

Narrator/Speaker:

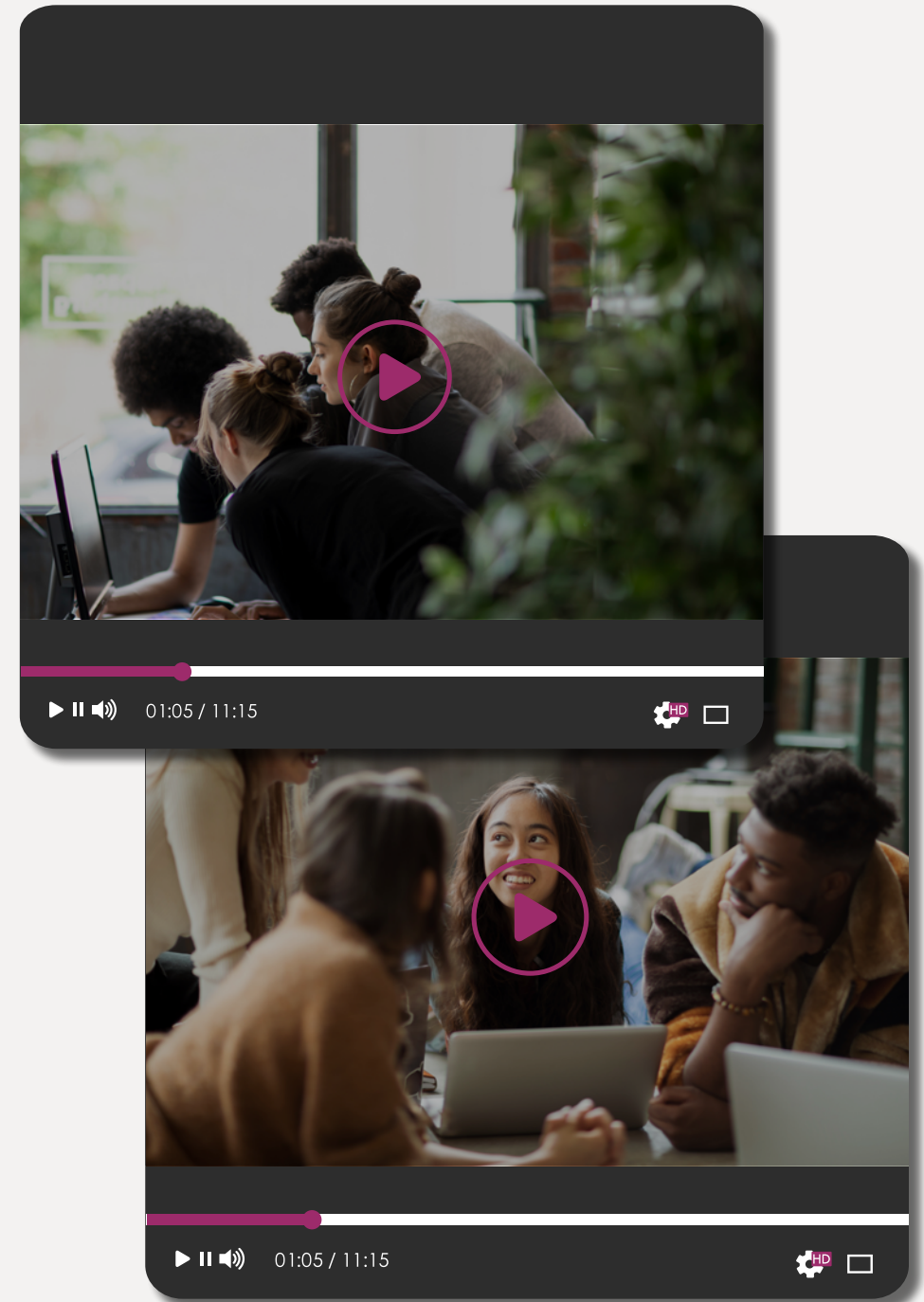
Click the link in the description to learn more. Apply today to join our growing team at [company name].

For a brief description:

- Include relevant information that may be missing from the video or recap the important information (**200 words max**).
- Use our "text post template" to guide you.

Quick tips for video posts:

- Use captions and consider providing a transcript for accessibility.
- Use background music to fill the silence when the narrator isn't speaking.



Carousel post template

Carousel posts allow you to share multiple images or slides in one post, which users can swipe through to view each individual slide. Carousel posts work well for sharing a core message spread across multiple slides. Use them to break content into bite-sized chunks with one key piece of information on each slide. Incorporate text, emojis and images to keep them engaging and informative.



For the carousel:

Slide 1:

Branded image with:

- “We’re hiring [job title] at [company name]”
- Location

Slide 2:

What you’ll do:

- Key responsibility 1
- Key responsibility 2
- Key responsibility 3

Slide 3:

What we offer:

- Benefit 1 (**salary range**)
- Benefit 2 (paid time off, other benefits)
- Benefit 3 (ex. office environment, ongoing education opportunities)

We’re hiring!
[job title] at
[company name]
in [location]



**What
you’ll do:**

- key resp. 1
- key resp. 2
- key resp. 3



**What
we offer:**

- benefit 1
- benefit 2
- benefit 3



Slide 4:

Branded image with: “Why [company name]?”

- Feature employee testimonials
- Team photos with descriptions that highlight what makes your organization great

Why [company name]?
[feature employee testimonials]



Slide 5:

CTA with branded image:

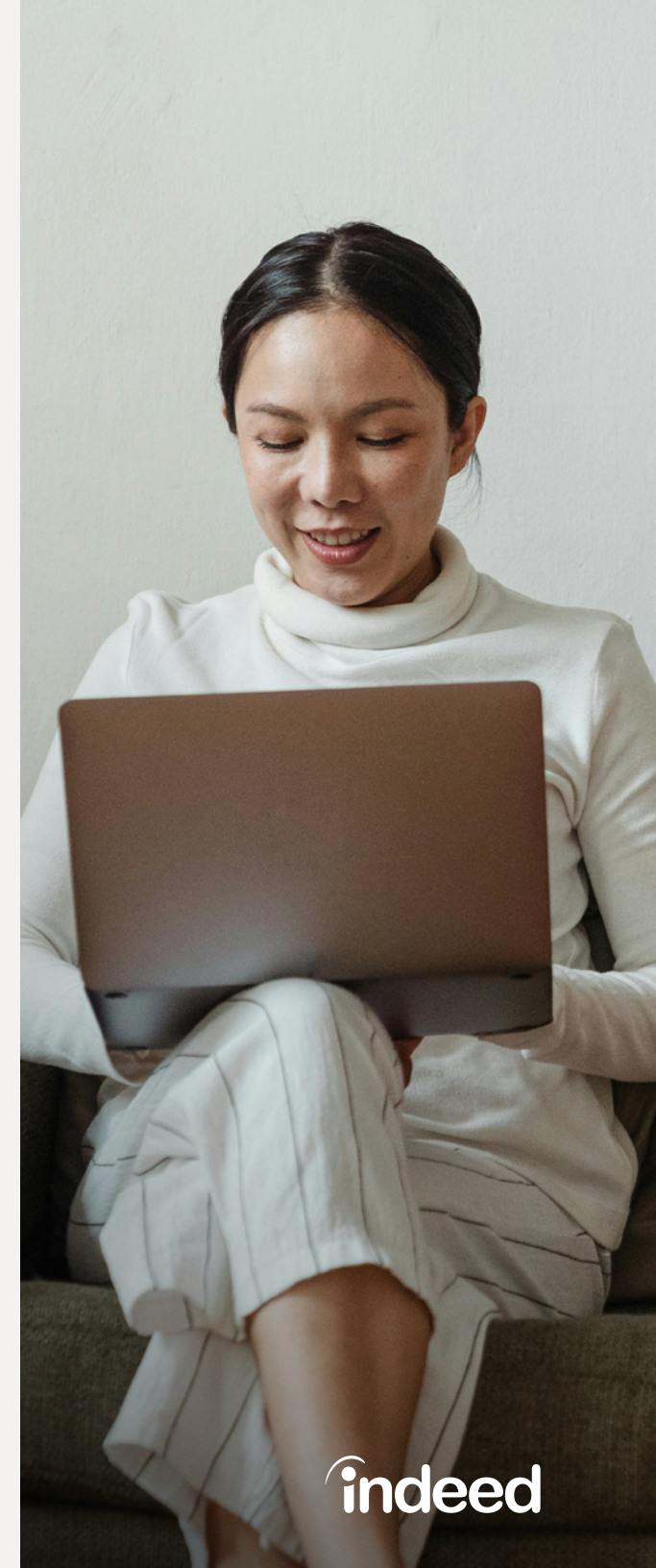
- “Apply now at the link in the description”
- Encourage readers to visit the hiring site or read the caption for more

Apply now!
[www link, read more]



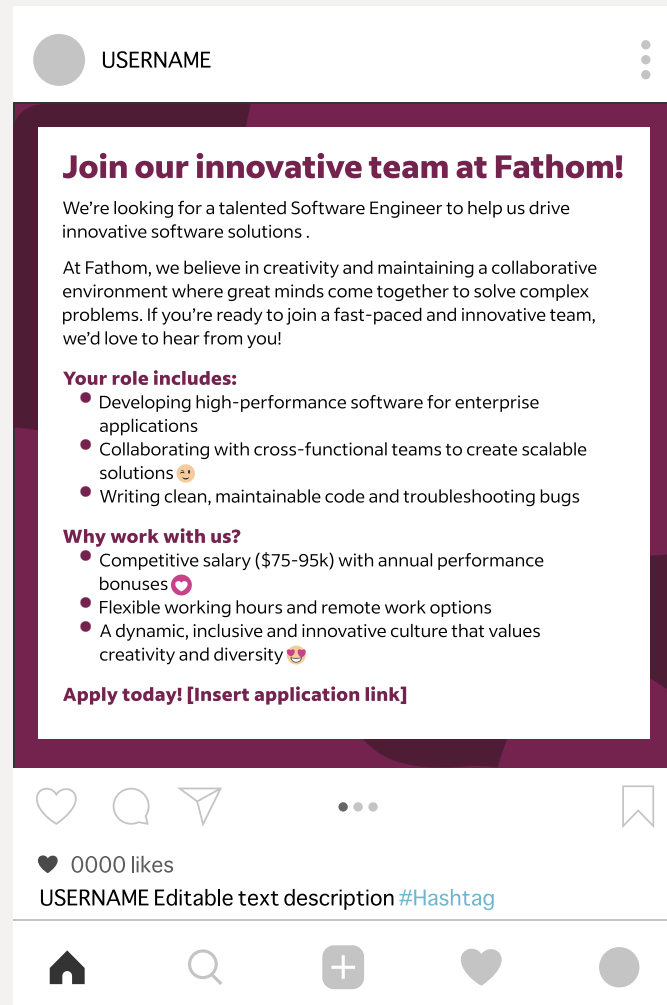
For a brief description before the carousel:

- Include relevant information that may be missing from the carousel or summarize the important information (**200 words max**).
- Use our “text post template” to guide you.



Templates in action: example text and carousel posts

We've put together two example posts to help you see what these templates can become after filling in your details.



Example text post:

Join our innovative team at Fathom!

We're looking for a talented Software Engineer to help us drive innovative software solutions.

At Fathom, we believe in creativity and maintaining a collaborative environment where great minds come together to solve complex problems. If you're ready to join a fast-paced and innovative team, we'd love to hear from you!

Your role includes:

- Developing high-performance software for enterprise applications
- Collaborating with cross-functional teams to create scalable solutions 😊
- Writing clean, maintainable code and troubleshooting bugs

Why work with us?

- Competitive salary (**\$75-95k**) with annual performance bonuses 💖
- Flexible working hours and remote work options
- A dynamic, inclusive and innovative culture that values creativity and diversity 🌈

Apply today! [Insert application link]

Example carousel post:

Slide 1:



We're hiring a software engineer!

If you're ready to help us build the next generation of software solutions, this is the role for you.

At Fathom, we push boundaries, solve complex problems and make a real difference in the tech world.

Slide 2:



As a Software Engineer, you'll:

- Develop high-performance software for enterprise applications.
- Collaborate with talented engineers and designers to bring ideas to life.
- Contribute to the full product lifecycle, from ideation to deployment.

Slide 3:



What we offer:

- Competitive salary (75-95k) + annual bonuses
- Remote work options and flexible hours 😊😊
- Health and wellness benefits 💖
- Opportunities for career development and training

Slide 4:



Why join us?

At Fathom, we nurture a culture of creativity, inclusivity and innovation. You'll have the chance to work with new technology and a team that values your contributions. Our open and collaborative environment ensures that everyone's voice is heard.

Slide 5:



Ready to join us?

Take the next step in your career and help us innovate the future!

Apply now: [\[Insert application link\]](#)

Brief description before carousel:

 USERNAME

What it's like to work at Fathom

At Fathom, we're shaping the future of technology with bold solutions.

We're not just hiring a Software Engineer—we're looking for someone passionate 🥰 about innovation, eager to collaborate and ready to contribute their ideas.

Swipe to see why you'll love being part of our future-focused team. 😊



❤️ 0000 likes

USERNAME Editable text description [#Hashtag](#)



Learn more about how social media can be part of your larger [recruiting plan](#).

Candidate engagement scripts

Why this matters:

Pre-written scripts can save you time, ensure brand voice consistency and help maintain a professional tone when engaging with candidates. Social media platform allow you to directly reach out to potential candidates, opening opportunities for proactive communication. Using scripts may allow you to stay more organized and help you consistently gather the information you need from each interaction.

Proactive outreach may increase candidate interest and response rates and allow for more personalized interactions. Consider the following scripts when engaging with job seekers on social media.

Initial outreach

This script allows you to quickly connect while expressing why you're reaching out. Personalize the message to each candidate.

Hi [candidate name]. I'm [your name] with [company name]. I'm impressed by your profile and think you'd be a great fit for [open role] at [company name]. Would you be open to hearing more about the position and discussing how it may align with your career goals?

*Thanks,
[your name]*



Gauging interest and providing more information

This script can be used to respond to a candidate if they get back to you after your initial message. Use it to provide more information and a clear next step, like setting up a call.

Hi [candidate name]. Thank you for getting back to me. I'm happy to hear that you're interested in learning more about the [open role] position at [company name]. This position involves [briefly mention some key responsibilities].

I'd love to schedule a call to discuss the role and what you're looking for. Are you free [suggest two or three times], or is there a time that works better for you? I can also send more information via email if you'd prefer.

*Looking forward to hearing from you,
[your name]*

Follow-up

Use this script to follow up if you haven't heard back from the candidate in a reasonable timeframe (such as a few days or a week). Keep it brief and professional and demonstrate your intentions.

Hi [candidate name]. Just reaching out to follow up on my previous message. Do you have any questions about the [role] or our hiring processes at [company name]? I'm happy to provide more details or schedule a time to chat. Let me know what works best for you.

*Thanks,
[your name]*



Best practices for messaging through social media:

- 1. Personalize messages to stand out.**
- 2. Be timely with follow-ups, but allow candidates a few days to respond.**
- 3. Be friendly and professional, keeping in mind your employer brand voice and values.**
- 4. Remember that your messages reflect on your company and have the potential to positively or negatively affect its reputation.**

Bonus tip:

Part of recruitment is engagement. Consider taking your strategy beyond direct messages by responding to comments and liking posts. Participating in industry discussions and sharing insights may help reinforce relationships, build trust and position your brand as a thought leader.

[Learn about the importance of getting your recruitment messaging right.](#)

Hashtag guide

Why this matters:

Hashtags work to expand the reach of your social media posts and profiles. They help your content appear in search results and connect you with specific audiences.

Here you'll find examples of hashtags for industries, job types and company-specific recruiting along with best practices for using hashtags.

Examples of industry-specific hashtags

These hashtags target candidates in specific industries or fields.

#TechJobs

#NursingCareers

#MarketingRoles

Examples of hashtags for job types

These hashtags target candidates based on the nature of the role:

#RemoteWork

#EntryLevel

#ContractJobs

Tip:

Mix and match, for example, **#RemoteTechJobs**

Examples of company-specific hashtags

These are hashtags your company creates to help job seekers find your postings and learn about your brand. They often include your company name or slogan.

#FathomOpenJobs

#FathomWorkLife

#WorkAtFathom

Hashtags best practices:

To get the most out of your hashtags and ensure they are unique, professional and not already used for unrelated content, consider following our best practices.

1. **Use 3-5 hashtags per post. Adding too many hashtags may impact the visibility of post by diluting your searchable keywords.**
2. **Research a hashtag before you use it to make sure it isn't being used for a different or inappropriate meaning.**
3. **Keep hashtags accessible using title case. This means capitalizing the first letter of each new word to make hashtags easier to read for those who use assistive technology.**
4. **Check that the hashtags you use aren't offensive, dismissive or discriminatory. For example, the hashtag #DigitalNative misuses the word "native" and would be better written as #DigitallySkilled.**
5. **Monitor hashtag performance. Track the reach and engagement of your posts to see which hashtags work the best for your content and audience.**

Learn more about using hashtags to reflect your [company culture](#).



Engagement strategy checklist

Why this matters:

Engagement is at the core of a successful social media presence. Consistent engagement builds trust, creates connections and showcases your employer brand. It can also solidify your company's brand voice and tone and help create a cohesive and authentic image of your company.

Regular, meaningful interactions with followers and candidates reinforce your presence as a thought leader in your industry and can help you attract top talent. To amplify your engagement strategy, consider using the following checklists to guide how you interact with followers and job seekers.

Social media engagement checklist

Daily tasks

1. Respond to comments and messages promptly.
2. Monitor and address brand mentions.
3. Like and comment on posts from industry professionals or employees to boost visibility.
4. Welcome and engage with new followers.

Weekly tasks

1. Share job openings (more frequently if needed).
2. Repost employee-generated content that highlights your culture or organization's achievements.
3. Hold a poll or live question-and-answer (Q&A) session to encourage direct audience engagement.

Monthly tasks

1. Share posts that highlight company or team achievements and tag relevant employees.
2. Celebrate company events, anniversaries or new initiatives.
3. Analyze and reflect on engagement trends to see what is effective and adjust your strategy accordingly.

Our tips for successful engagement:

1. Be thoughtful when commenting and aim to add value with each interaction.
2. Maintain a consistent brand voice by aligning your content with your brand identity, whether that is professional, approachable, etc.
3. Like and comment on posts that resonate with your company values.
4. Be intentional with your likes, comments and other interactions with users to convey authenticity.
5. Strive to be professional in all interactions, whether facing praise or criticism.

Learn more about how to [engage passive candidates](#).

Social media recruiting key metrics and definitions

Why this matters:

Tracking your key performance indicators (KPIs) lets you measure the success of your social recruiting efforts. By analyzing these metrics, you can determine what resonates with your audience.

Below is a list of key metrics, their definitions and generally where to find them (which may differ from platform to platform) to help you analyze your recruitment analytics effectively.

Social media recruiting key metrics and definitions cheat sheet

Engagement rate

This measures the level of interaction (likes, shares, comments) on your posts relative to the number of followers or viewers. A high engagement rate may indicate that your content resonates with your audience.

Follow growth rate

This tracks how quickly your social media following increases. A growing audience may indicate a higher interest in your brand and increase your visibility.

Click-through rate (CTR)

This is the percentage of viewers who click a link on your post or ad. Having a high CTR might indicate that you have effective CTAs and that your content drives traffic to the applicable pages.

Application conversion rate

This is the percentage of candidates who complete a job application after clicking your post or ad. It can highlight how well your posts encourage candidates to fill out applications.

Cost per hire (CPH)

This is the total cost of social recruiting (such as ad spend, content creation, etc.) divided by the number of hires made. This can help assess how effective your recruiting efforts are.

Qualified candidates per post

This is the number of candidates who meet your job qualifications generated by a single post. It can help you evaluate whether a post attracted the right talent.

Top-performing hashtags

This identifies which hashtags generate the highest engagement. It can tell you which hashtags increase your visibility and help you connect with your target audience.

Tip:

Consider combining the data you accumulate from your social media KPIs with your overall recruitment metrics, and adjust your strategy to improve your chances of meeting your goals.

Learn more about [social media strategy and metrics](#).





Minimizing risk when recruiting through social media

Why this matters:

Social media recruiting reflects on your brand, making it important for you to maintain a positive and professional tone in your interactions. Proactive planning can help you stay professional, consistent and legally compliant during your recruiting efforts.

Follow these top tips to minimize risk to your brand when recruiting through social media:

Have a moderation plan.

- Create clearly defined steps for responding to negative or inappropriate comments.
- Maintain professionalism and avoid engaging in debates or arguments.

Follow legal guidelines.

- Check that posts comply with employment laws and platform policies.
- Use inclusive language in posts and all interactions.

Incorporate checks and balances.

- Vet responses and posts before publishing.
- Respond only to appropriate and professional candidate inquiries and direct messages.

Have a governance plan.

- Assign clear ownership of social accounts and login information.

Learn more about [inclusive language in the recruitment process](#).

Monthly review checklist

Why this matters:

Monthly reviews can help you assess how effective your social media recruiting strategy is. Using a checklist can make it easier for you to identify what’s working and what needs improvement so you can ensure your efforts help you meet your hiring goals.

Social media recruiting monthly review checklist

Consider this monthly checklist to guide your reviews:

Review	Check for	Notes/actions to take
Profile engagement	• Follower growth • Engagement rate • Top posts	
Candidate interactions	• Comments, likes, messages • Click-through rates	
Candidate feedback	• Feedback quality • Application conversions	
Insights and adjustments	• Post performance trends • New engagement trends	
Brand sentiment	• Positive or negative sentiment in comments or messages	
Hashtag performance	• Top-performing hashtags • Low-performing hashtags	
Post timing	• Best times for engagement	
Monthly goal	• Evaluate if monthly goal was met • Set a new monthly goal	

Learn more about [recruitment strategies for hiring great employees.](#)

Support your social media recruitment strategy with this toolkit

Recruiting using social media may increase your reach, strengthen your brand and position you as an industry leader to both active and passive job seekers. Consider using the resources in this toolkit to strengthen your overall social media recruitment strategy and connect with top talent today.

Learn about how to [improve employer branding with Indeed.](#)



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