

Using Social Media to Support Recruitment Efforts

Overview

Client: **Juno Search Partners**

Industry: **Recruiting**

Services: **Social Media**

Results

- 892% increase in web sessions from social
- 443% increase in monthly career page views
- 211% increase in monthly client page views

Challenge

Juno Search Partners is a Strategic Search firm specializing in placement services for human resources, administrative support, finance, and information technology professionals throughout the Philadelphia Metro Region. Juno engaged Slice to help improve their social media strategy to increase their inbound business from both job candidates and potential clients. Additionally, they wanted to begin using paid social as a means of achieving their goals.

Insight

In order to increase inbound leads, Juno needed a clear strategy that outlined their specific targets and audiences. During our First Cut Process, we identified Juno's ideal client and candidate personas. With this information, our team developed messaging, including a point-of-view, that could be articulated through content, organic social posts, and paid social media ads. This allowed us to tailor ad content to specific audiences and therefore drive the right audiences to the right places.

Secondarily, in order to attract leads, Juno needed fresh, relevant content that would interest followers. Slice worked with the Juno team to develop three original blogs that were developed from interviews with talent that Juno placed in new roles. This content was then amplified using not only organic social, but also through paid social channels, which allowed the content to be delivered to Juno's ideal audiences.

Success

Social media efforts were able to generate hundreds of inbound job applications. Overall, Juno saw an 892% increase in website sessions from social. Additionally, there was a 443% increase in monthly views for the career pages and a 211% increase in monthly views of client pages. Their social media followings increased across channels: their LinkedIn following increased by 22.5%, their Facebook by 16%, and their Twitter by 32%.

