

How-To Guide: Social Media Recruitment

Best Practices and Step-by-Step Instructions for Effective Recruitment via Social Media

Social media can help you reach a broad audience and attract qualified candidates. Platforms like Facebook make it easy to share opportunities, highlight benefits, and engage directly with potential candidates. This guide provides Examiners with practical steps, strategies, and best practices for successful social media recruitment campaigns.

Using Graphics and Flyers from the Examiner Hub

Eye-catching visuals help your post stand out. The Examiner Hub offers a variety of professionally designed recruitment graphics and flyers you can use.

How to access resources:

- Open the Examiner Hub and navigate to the project tab for your current project.
- Under “Candidate Recruitment Resources” or “Recruitment Collateral” browse available materials.
- Select the graphic or flyer that best fits the tone of your recruitment post and download it to your computer.

Before posting:

- Add your contact information for how candidates should reach you. Many Examiners use a pre-made Google Form or ask interested candidates to direct message them on the social media platform.
- If you need a flyer not currently available, email us- we'll do our best to help create what you need!
- If you create a custom flyer for a specific community, send it to us at FRExaminerSupport@Pearson.com for approval before posting.

Creating a Facebook Recruitment Post

Follow these simple steps to create an effective post and upload your chosen graphic or flyer:

1. **Log in to your Facebook account:** Posting on your personal page or within local social or professional groups you belong to produces more reliable leads.
2. **Start a new post:** Click the “Create Post” box at the top of your homepage.
3. **Write your message:** Keep it friendly, concise, and informative. For example:
 - *“I’m partnering with Pearson for an exciting field research project, and we’re looking for candidates aged _____ to participate in testing. You can make a meaningful difference and be compensated for your time! Interested? Message me for details!”*
4. **Include essential details:** Briefly describe what participants can expect, the benefits, and how they should contact you. Keep your language clear and positive.

5. Upload your image or flyer:

- Click the “Photo/Video” button below the post box.
- Select the downloaded recruitment graphic or flyer from your device.
- Ensure the image preview appears correctly and is legible.

6. Review and publish: Double-check spelling, clarity, and accuracy, then click “Post.” After posting, monitor engagement (likes, comments, shares) and respond promptly to messages or comments to foster trust and interest.

Tips to Reduce Bots and Scammers from Engaging with your Post

To protect your recruitment efforts from bots and scammers, incorporate these security practices.

- **Limit access to your form.** Only share the link to your online form with individuals who message you directly.
- **Ask screening questions.** Use a short phone call or a few verification questions through email or direct messages to confirm identity.
- **Review form submissions regularly.** Look for suspicious patterns, such as identical responses or generic email addresses.

Applying these measures minimizes the risk of spam, helps identify genuine candidates, and protects the quality of research data.

Best Practices for Effective Social Media Engagement

- **Post during peak times:** Evenings and weekends often yield higher engagement.
- **Use clear, visually appealing graphics.** Examiner Hub graphics or flyers make posts more professional and recognizable to the Pearson brand.
- **Include a clear call to action:** Encourage potential candidates to reach out, share, or ask questions.
- **Engage with comments:** Responding builds trust and momentum.

Social media recruitment is a powerful way for Examiners to connect with potential candidates. By using graphics and flyers from the Examiner Hub, following posting instructions, and implementing protective measures, you can create effective recruitment campaigns that attract genuine, qualified candidates. For additional support, email us at FRExaminerSupport@Pearson.com.