



You know it's time to integrate social media into your recruiting strategy, but where to start?

What we do

We partner with HR and recruiting teams to identify, create and implement the right social media recruitment strategies for their job categories, culture, and budget.

How? We listen, ask questions, and partner with you to identify the right strategies and tactics that support your team's recruiting objectives, cultivate talent pools, and recruit more effectively. **Specifically, we help you...**



Social Media Recruiting: How can we help?

Real World Consulting

- ✓ Target candidate profiling and media habits research
- ✓ Employer branding and recruitment messaging content
- ✓ Social media strategy, plan, budget, launch, integration and performance measurement

Online Presence

- ✓ Micro career site development, optimized for search engines
- ✓ LinkedIn, Twitter and Facebook Company Profiles
- ✓ Blogging and Media Plan

Custom Sourcing Training

- ✓ Custom built sourcing and social media training and tools for recruiters and sourcers
- ✓ Custom built sourcing and social media training and tools for hiring managers and employees

Resist the hype and discover what works for your organization

- **Understand your target candidate profiles**, their social media habits, and how to engage them via social media and online ads.
- **Create custom, tailored content** that speaks to your target candidate profiles and helps you stand out among companies competing for the same talent.
- **Develop a social recruiting strategy** that works for *your* organization, available resources, corporate culture and target candidates.
- **Learn best practices** for leveraging LinkedIn, Facebook, Twitter, online ads and other tools to attract and source passive and active jobseekers.
- **Build a realistic, scalable communication and resource plan** that allows you to maintain what we build while meeting PR, marketing and legal guidelines.
- **Automate - to the greatest extent possible - your social recruiting activities** and presence, so that what we create lives on and becomes part of your integrated sourcing strategy (not a one time event).

Who we are

We are corporate recruiting leaders who have built, scaled and led successful recruiting campaigns and teams. Now, as consultants and trainers, we focus 100% on helping organizations improve their in-house recruiting capabilities by bringing practical, real-world, custom built solutions to you and your recruitment function.

Who we help

Since 2002, our consulting services, training and tools have been leveraged by leading organizations of all sizes, across industries, across North America.

Learn more

You can learn more about us at www.recruitingtoolbox.com or by contacting Carmen Hudson, Engagement Manager, Sourcing and Social Media Strategy or John Vlastelica, Managing Director at 888.823.2030 or info@recruitingtoolbox.com.

We've completed consulting or training projects for:

Nike ■ T-Mobile ■ REI ■ Zumiez
Expedia ■ Amazon.com ■ Google
International Monetary Fund
Eddie Bauer ■ Safeco ■ Marchex
Etsy.com ■ Microsoft ■ Clearwire
Philips Electronics ■ Concur
Swedish Medical ■ Capital Group
Salesforce.com ■ Coldwell Banker
Behr ■ SuccessFactors ■ Kaiser
Hotwire ■ Alberta Health Services