

Using Social Media to Promote Centre to Prospective Staff

Engaging an Active Audience through Social Media

Social Media websites are increasingly being used by organizations to create company pages, post and advertise jobs, showcase their organizations attractive features and join groups that target certain types of individuals.

Social media and an active web presence are often used in early learning and child care to promote your centre to the wider community and engage with current and past families. However, social media can also be used for recruitment of new high-quality staff. Think about how your web presence provides prospective staff:

- A sense of your vision and values, and how employees are treated
- What a regular day looks like as employees
- Clear information about job opportunities

Facebook: Creating a Business Facebook Page (*Statistics indicate that Facebook is a strong resource for parents and families 28-40 years of age*)

Before engaging in recruitment activity through social media the organization will need to have created a business web page and postings to develop a “following of viewers”. A following is developed by posting information about you centre with interesting content that will attract followers.

Wise Practices for Facebook:

- Regular posts (daily or at a minimum every 2-3 days) that spark interest and grow your following.
- Post should always include a picture or video (*aligned with centre’s photo release policy*)
- Post content should share a story that is aligned with the centre values

Strong examples of ELCC Facebook

Andrew Fleck Childrens Services <https://www.facebook.com/AFChildrensServices>

Makonsag Aboriginal Head Start <https://www.facebook.com/makonsag>

Instagram (*Audience demographic 16- 40 years of age*)

Instagram is similar to Facebook the basics of creating an account and developing a following but focused entirely around posting pictures with a description. Your Instagram account can be synchronized with a Facebook page, so all Instagram posts also post on Facebook.

Strong examples of ELCC Instagram

St James Montessori: <https://www.instagram.com/stjamesmontessori/>

- Instagram posts conveys culture of the program and documents active learning experiences
- Posts also demonstrates appreciation for educators, and provides a sense of educator philosophy
- Example posts highlighting educators and their important role:
 - <https://www.instagram.com/p/B3iqLswBSNq/>
 - <https://www.instagram.com/p/ByVfyIChM4J/>
 - <https://www.instagram.com/p/BxdCcwqhh2r/>

Ottawa Forest & Nature School: https://www.instagram.com/ottawa_fns/?hl=en

- Instagram posts are very frequent and consistent in style
- Posts show learning documentation and convey unified message about school's pedagogical practice
- Posts also highlight connections with wider community and professional development opportunities for educators
- Example posts highlighting community engagement and educators:
 - <https://www.instagram.com/p/BqdWPpeA9QD/>
 - <https://www.instagram.com/p/BuwtBN9ARrd/>
 - <https://www.instagram.com/p/B3fclw8hCm1/>

You have an audience and now you want to share job opportunities on your social media platforms

Facebook jobs is a free option available to business owners or non-profits (anyone, really) that have already set up a Facebook business account. Since Inc.com reports that 79% of job seekers use social media in their job search, Facebook serves as great place to post your open positions.

National Network on ELCC Human Resources Innovation and Decent Work

Resources are provided for reference only. Always consult current legislation in your jurisdiction to create policies and procedures that meet the needs of your organization.

Advantages

- You will be able to see results of how many people viewed it.
- Posting jobs on your business page will provide you with the opportunity to reach your current followers and reach new followers.

How it works

You can post job openings on their Page or in the [jobs bookmark](#). Job posts may appear in their News Feed, in the bookmark for jobs, and alongside other posts on business Pages. When applicants click on the Apply Now button, a form will open that's pre-populated with information from their profile on Facebook.

Additional Resources

- “Social Recruiting: A Complete Guide on How to Recruit on Facebook”
<https://www.talentlyft.com/en/blog/article/82/social-recruiting-a-complete-guide-on-how-to-recruit-on-facebook>
- “How to Use Social Media to Aid in Your Search for Employees”
<https://recruiterbox.com/how-to-use-social-media-to-aid-in-your-search-for-employees>
- “3 Tips for Hiring on Facebook”
<https://www.facebook.com/business/news/3-tips-for-hiring-on-faceboo>

Additional Social Media Examples

Child & Nature Alliance of Canada: <https://www.facebook.com/childnaturecanada/>

StoryPark: <https://www.facebook.com/StoryparkApp/>