Social Media Recruiting Toolkit 101

Curating and scheduling successful social media posts

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Curating posts

1. Where do we find our content?

1. How often should we post?

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Facebook and Instagram posts

1. Directly from the account

1. From a social media management platform

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Creating a post on Facebook

- Using an image
- Using a live link (when to use bit.ly)
- Customize text to your location
- Tagging
- Hashtags

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Creating a post on Instagram

- Using an image
- How to use a link
- Customize text to your location
- Tagging
- Hashtags

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Social media management platforms

- Hootsuite
- Spark Social
- Later
- Loomly
- AgoraPulse

- Cloud Campaign
- Social Champ
- Buffer
- Creator Studio

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Tips for using #hashtags

A hashtag—written with a # symbol—is used to index keywords or topics. This function was created on Twitter, and allows people to easily follow topics they are interested in.

Helpful links:

Hashtag Tips from Twitter

Ad Council Hashtag Article

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Join us for
Facebook and Instagram ads & boosted posts
next Thursday, April 29 at 10am

Contact Melissa.Hook@sparkspacecreative.com with questions!

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