

# REMOTE RECRUITING & HIRING TOOLKIT:

# Social Media for Educator Recruitment

Content Level: **DEVELOP & ENHANCE**

Social media and other virtual communications approaches—such as email or text updates—can help replace or supplement in-person recruitment activities. In a recent study, 94 percent of LEAs posted jobs on their website, but only 30 percent of the same LEAs posted job openings on social media platforms.<sup>1</sup> **Since early hiring is critical, shifting quickly to virtual recruitment will provide an advantage.** Read about ideas and questions to guide the creation of a thoughtful social media recruitment strategy—whether your LEA is already deeply engaged in social media or you are new to virtual recruitment. Learn about how to get the most out of social media use and plan a virtual recruiting budget if one is available.

## Know your audience.

Who exactly are you trying to recruit? The more detailed information you have about the audience you are trying to reach, the better you'll be at sharing messages that resonate with them. In most cases, schools will be looking to recruit from multiple audience types. Start by asking yourself these questions:

- *Are they recent graduates? Career changers? Experienced teachers?*
- *What are their certification areas—do you particularly need to hire for certain roles?*
- *Have they previously worked in communities like yours?*
- *What's driving them to apply for a new job?*
- *What do they look for in a school?*
- *Who do they trust to give them advice?*

## Determine the right messaging to differentiate yourself from competitors.

To break through the clutter of competing workplaces, identify what differentiates you. Effective recruitment messaging is **important to your target audience** and describes

<sup>1</sup> Annette Konoske-Graf, et. al., “To Attract Great Teachers, School Districts Must Improve Their Human Capital Systems” (Center for American Progress, 2016), available at <https://www.americanprogress.org/issues/education-k-12/reports/2016/12/22/295574/to-attract-great-teachers-school-districts-must-improve-their-human-capital-systems/>

**what’s truly different about your LEA.** Here are some possible lenses through which to identify messages that differentiate you from others:

**Employees.** Are you seeking candidates with specific experience or qualities?

**Benefits.** Are there unique professional development opportunities, salary scales, or career ladders that make your school system unique?

**Reputation.** Are there academic or social success metrics that distinguish your schools?

**Community.** Why would educators want to live and work in your community?

- Rural LEAs can consult [the “four rurals” tool](#) describing the assets that can attract teachers in different types of rural communities.

**Endorsements.** Does your school system have statements of approval or support from a person(s), group(s), or organization(s) that matter to your target audience?

- The endorsements of current employees can be particularly impactful.

 Learn more about involving employees in your recruitment efforts with the guide, **Staff Involvement in Virtual Recruiting.**



## Select the right platforms and engage in the right conversations.

While Facebook, Instagram and Twitter have the most daily users, don’t overlook other platforms popular with job seekers. On LinkedIn, alert job seekers to your open positions with relevant hashtags like [#education](#), [#edjobs](#), [#classroomcareers](#), and consider joining [LinkedIn groups for education professions](#). However, before launching a new social media profile, keep in mind the time and resource commitment to maintain these well. Before you set up new profiles, focus on platforms you already use, which will have a stronger audience base (and more reach). Just like employers look up potential employees on social media, potential employees do the same thing. Social media accounts with up-to-date information—including explanations of how your LEA is shifting to virtual hiring—can make a positive first impression.

### **ENHANCED STRATEGY:**

 **Prioritize boosted social media and paid advertisements.**

Your social media posts’ reach is limited by your current audience base, meaning **it’s difficult to attract candidates that don’t already know about you.** Most successful social media recruitment strategies involve boosted posts or paid advertisements. Boosting posts on Facebook, Instagram and LinkedIn can be an effective way to expand your reach. Google

Ads gives organizations the chance to place ads connected to specific search keywords (like “teaching jobs near me”) at the top of search results. If you choose a paid advertising strategy:

**Match your LEA website messaging to your ads or boosted posts.** Social media platforms’ algorithms favor ads that match the messaging of the webpage where people are being sent.

**Set the right budget.** Because you pay per click, a modest budget can still go a long way. Starting with a \$10/day budget will help you learn what kind of ads candidates respond to the best. Find a sample budget below.

**Track and refine.** Social media platforms’ algorithms test your ads in a variety of ways to learn which ads are most effective—and then adjust who sees your ads based on that information. By creating a thank you webpage that prospective candidates are sent to after completing a short “request more information on job opportunities” form on your landing page, you’ll be able to help those algorithms understand which ads work best with which type of candidate.

## Sample Budget

The flexibility of digital marketing allows advertisers to affordably test and refine ads over time, maximizing return on investment by pushing the top performing ads during the most critical phases of a campaign (e.g., an approaching application deadline). The table below outlines how to use your budget to guarantee that the majority of your limited marketing dollars go to ads that are effectively meeting campaign objectives.

<p><b>Testing</b> (20% of budget)</p>	<p>At the beginning of your campaign, test your content by spreading <b>the first 20% of your budget</b> equally among a variety of ads, measuring the results over the course of a week or two.</p>	<p><b>Sample \$3,000 campaign budget:</b> Put \$60 behind each of 10 ads, monitoring for a week or two.</p>
<p><b>Refining</b> (30% of budget)</p>	<p>Based on those results, <b>focus the next 30% of your budget</b> on the best performing ads, tweaking ad copy or design.</p>	<p><b>Sample \$3,000 campaign budget:</b> Put \$180 behind your top five performing ads, letting each run for a week.</p>
<p><b>Investing</b> (50% of budget)</p>	<p>After identifying and refining your top performing ads, spend <b>the remaining 50% of your budget on your top three performing ads</b>, boosting them strategically around campaign priorities and deadlines.</p>	<p><b>Sample \$3,000 campaign budget:</b> Put \$500 behind each of your top three performing ads, boosting them strategically around campaign priorities and deadlines.</p>

Toolkit Introduction

LEA Employment Web Pages

Online Job Search Platforms

Educator Job Descriptions for Online Posts

**Social Media for Educator Recruitment**

Retention Conversations with Educators

Staff Involvement in Virtual Recruiting

Virtual Information Sessions

Virtual Hiring Activities that Assess Desired  
Teacher Competencies

Best Practices for Remote Interviews

Remote Processes for Hiring Eligibility Forms

Virtual Options for Demonstration Lessons and  
Other Performance Tasks

Consistent Virtual Communication with Applicants

Online Job Application Tracking

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