

Course : Recruit effectively with social networks

Practical course - 2d - 14h00 - Ref. SOI

Price : 1590 CHF E.T.

★★★★☆ 4,9 / 5

BEST

Social networks are relevant recruitment tools, provided you understand their characteristics and advantages. This training course will show you how to choose your networks, increase your attractiveness and optimize your efficiency thanks to AI.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Knowing the characteristics of social networks for recruiting
- ✓ Defining your social network recruitment strategy
- ✓ Make yourself visible and attractive to candidates on social networks
- ✓ Using AI to increase efficiency and improve content
- ✓ Optimize your sourcing on social networks
- ✓ Manage reviews and comments on rating sites

Intended audience

HR departments, recruitment managers, communications directors, marketers, HR and recruitment agencies.

Prerequisites

Knowledge of Internet navigation and web communication tools.

Practical details

Exercise

Discussions, use of tools (LinkedIn, X...), development of a sourcing strategy, individual or sub-group exercises.

Course schedule

PARTICIPANTS

HR departments, recruitment managers, communications directors, marketers, HR and recruitment agencies.

PREREQUISITES

Knowledge of Internet navigation and web communication tools.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The uses and challenges of social networks in recruitment

- Changing modes of communication.
- Understand new candidate behaviors and the impact of e-reputation
- Anticipating the risks of employees' personal use of social networks
- Understanding the role of a charter of good conduct on social networks
- Social networks: figures, uses, users, trends, formats
- Using social networks for recruitment: LinkedIn, Facebook, TikTok, X...

Hands-on work

Take stock and analyze your company's e-reputation as an employer. Identify sources and their impact. Discuss the precautions to be taken.

2 Defining your social media strategy for recruitment

- Define your social network recruitment strategy (target, expectations, content, networks...)
- Use employer branding as part of your recruitment strategy
- Develop your attractiveness and improve your visibility using web solutions: career page, rating site, e-mail signature, Smart Link...
- Involve employees with an ambassador program

Hands-on work

Use a matrix to define the main thrusts of your social networking strategy and the positioning of your recruitment strategy: targeting, editorial line, suitable social networks, organization.

3 Search for and target candidates on social networks

- Targeting profiles on LinkedIn
- Optimize your LinkedIn sourcing with Google
- Target groups on Facebook
- Optimize the visibility of your LinkedIn profile to make it an effective recruitment tool

Hands-on work

Create complex queries for sourcing on LinkedIn and Google. Save your queries with free profiles. Search for relevant Facebook groups to disseminate your offers. Optimize the presentation of your LinkedIn profile.
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4 Increase the attractiveness of your posts and recruitment ads on social networks

- Know the essential precautions: copyright, image rights...
- Understanding the main principles of algorithms to increase visibility
- Set up an editorial charter adapted to the objectives of each network
- Increase your visibility with SEO and hashtags
- Apply good writing practices on social networks
- Increase your appeal with picture marketing

Hands-on work

Practice writing optimized posts using proven methodologies. Discover Canva's features for creating visuals adapted to social network formats.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Enhancing and securing your online presence: a major challenge for your employer brand

- Applying good moderation practices
- Promote your employer brand through network interaction
- Adapt your answers to different situations: questions, comments, criticism on social networks and rating sites like Glassdoor or Indeed...

Hands-on work

Identify recurring questions and suggest sample answers. On the basis of existing comments (questions, remarks, criticisms), draft appropriate responses and collective exchange.

6 Leverage AI to optimize every stage of your recruitment on networks

- Managing the risks and biases inherent in AI
- Become a "prompt artist"
- Improve your editorial line
- Create customized visuals
- Laying the foundations of an editorial calendar for greater efficiency
- Using AI for varied, high-impact copywriting
- Optimize moderation management on networks and gain in speed

Hands-on work

Optimize an editorial line and create an editorial calendar with the help of AI. Write powerful posts for social networks (employer-branded content, job offers) using assisted writing techniques. Test and use innovative solutions to create and optimize visuals, carousels and videos. Respond effectively to candidates and subscribers using automation tools.

Dates and locations

REMOTE CLASS

2026 : 4 June, 17 Sep., 14 Dec.