

myHRtoolkit

*Why social media is an HR  
professional's best friend*

# Why social media is an HR professional's best friend



Hannah Wheater  
**Social Media and Digital Marketing  
Executive**

## Overview:

1. An introduction to social media
2. Social media in the workplace
3. How to use social media for recruitment purposes
4. How social media can help to increase morale and communicate with employees virtually
5. How to use social media to keep informed



# An introduction to social media

- In the UK, social media usage has increased on average by 40% since the first lockdown.
- The activities and use of social media varies on each platform.



Facebook

- Mostly used personally for leisure purposes.
- 74% of users are aged between 18 and 44.
- The average user spends 38 minutes a day on Facebook.
- Hosts a large range of community groups.



Instagram

- Mostly used personally for leisure purposes.
- 64% of users are aged between 16 and 34.
- The average users spends 28 minutes a day on Instagram.
- Very visual and is highly used for personal interests.



Twitter

- Used for personal and professional purposes.
- 64% of users are aged between 18 and 49.
- The average user spends 3.5 minutes on Twitter per session.
- Fast-paced, insightful and a conversation led platform.



LinkedIn

- Mostly used for professional purposes.
- 61% of users are aged between 25 and 34.
- The average user spends only 17 minutes a month on LinkedIn.
- Driven by B2B, employee, and networking content.



## Social media in the workplace

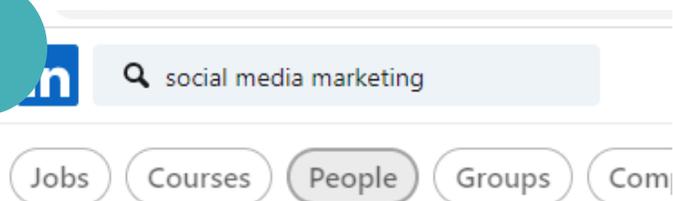
- Social media is a fantastic method of advertising a business for FREE and to a wide audience.
- As many people are using social media now more than ever, it can be a great way to keep engaged with your community.
- There is a stigma that using social media in the workplace can be unproductive. However, social media can benefit many job functions.
  1. Sales – find leads and prospects.
  2. Creatives – finding inspiration; helps with idea generation.
  3. Marketing – finding leads and creating brand awareness.
  4. Management– view competitor activity and networking opportunities.
  5. Human Resources – recruiting, maintaining culture, communicating and keeping informed.

# Recruitment

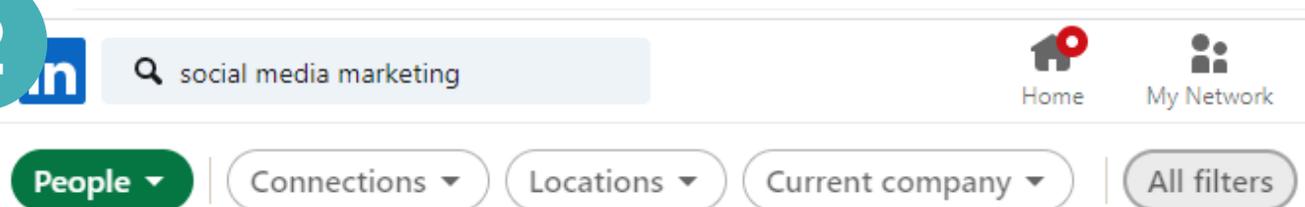
# Recruitment: finding a candidate

LinkedIn is the place. It can save money and you can find high quality candidates proactively.

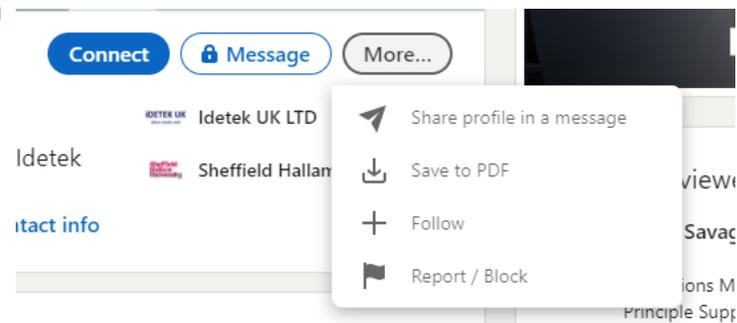
1



2



3



## Top tip!

Look for profiles  
and search  
with #opentowork



# Recruitment: reviewing a candidate

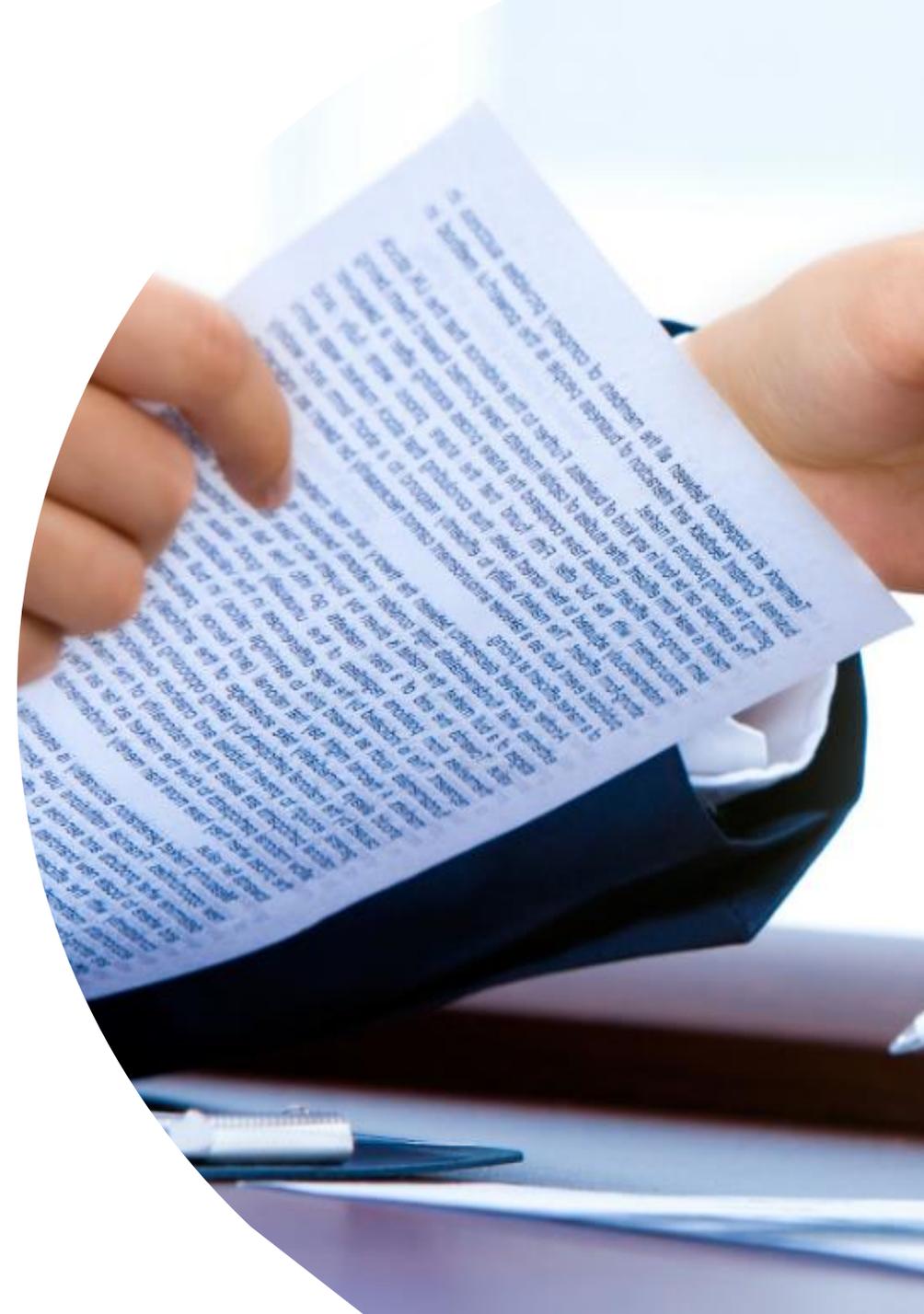
- Social media can provide an opportunity to get an initial impression of what a candidate is like both professionally and personally.
- Platforms such as Facebook, Twitter and Instagram will help you understand the candidate personally and determine if they could fit into your company culture. Don't scroll too far back!
- Viewing a candidate's LinkedIn will help you understand them professionally. Here's what to look out for on LinkedIn...



Personal



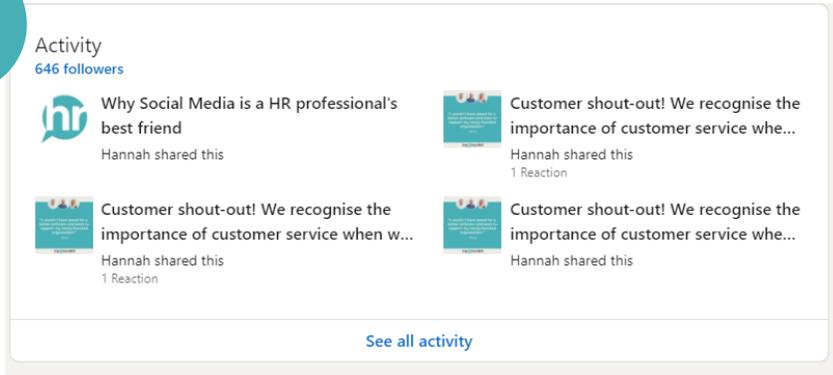
Professional



# Recruitment: reviewing a candidate

While reviewing a candidate's LinkedIn, look for these 5 things...

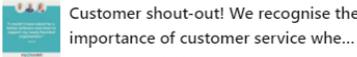
1

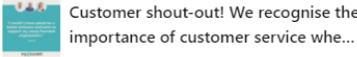


Activity  
646 followers

 Why Social Media is a HR professional's best friend  
Hannah shared this

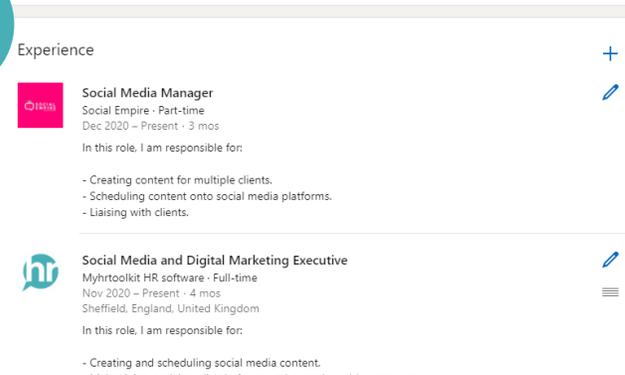
 Customer shout-out! We recognise the importance of customer service when w...  
Hannah shared this 1 Reaction

 Customer shout-out! We recognise the importance of customer service whe...  
Hannah shared this 1 Reaction

 Customer shout-out! We recognise the importance of customer service whe...  
Hannah shared this

[See all activity](#)

2



Experience

 Social Media Manager  
Social Empire - Part-time  
Dec 2020 – Present · 3 mos  
In this role, I am responsible for:

- Creating content for multiple clients.
- Scheduling content onto social media platforms.
- Liaising with clients.

 Social Media and Digital Marketing Executive  
Myhrtoolkit HR software - Full-time  
Nov 2020 – Present · 4 mos  
Sheffield, England, United Kingdom  
In this role, I am responsible for:

- Creating and scheduling social media content.
- Maintaining social media platforms and engaging with customers.

3

Skills & endorsements

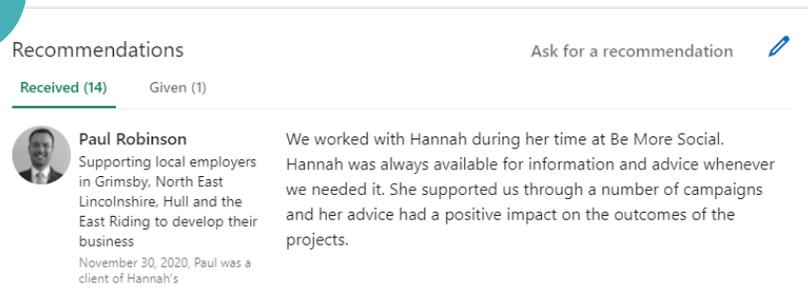
[Take skill quiz](#)

Social Media Marketing · 35



Endorsed by Rik Courtney , who is highly skilled at this

4



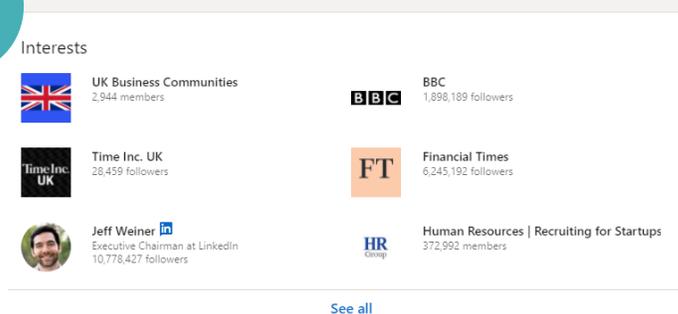
Recommendations [Ask for a recommendation](#)

[Received \(14\)](#) [Given \(1\)](#)

 **Paul Robinson**  
Supporting local employers in Grimsby, North East Lincolnshire, Hull and the East Riding to develop their business  
November 30, 2020, Paul was a client of Hannah's

We worked with Hannah during her time at Be More Social. Hannah was always available for information and advice whenever we needed it. She supported us through a number of campaigns and her advice had a positive impact on the outcomes of the projects.

5



Interests

 UK Business Communities  
2,944 members

 BBC  
1,890,189 followers

 Time Inc. UK  
28,459 followers

 Financial Times  
6,245,192 followers

 Jeff Weiner   
Executive Chairman at LinkedIn  
10,778,427 followers

 Human Resources | Recruiting for Startups  
372,992 members

[See all](#)

And remember...

LinkedIn notifies you when people view your profile!

# Culture & Communication

# Increase morale and sustaining culture

- Lockdown has certainly affected many businesses' company culture to some extent.
- Social media can be a great place to lift employee morale in the business and promote company culture virtually.

Here are some ways to increase morale on social media...

1



2

Skills & endorsements

[Take skill quiz](#)

Social Media Marketing · 35

Endorsed by Rik Courtney, who is highly skilled at this

3

Recommendations

[Ask for a recommendation](#)

Received (14) Given (1)

**Paul Robinson**  
Supporting local employers in Grimsby, North East Lincolnshire, Hull and the East Riding to develop their business  
November 30, 2020, Paul was a client of Hannah's

We worked with Hannah during her time at Be More Social. Hannah was always available for information and advice whenever we needed it. She supported us through a number of campaigns and her advice had a positive impact on the outcomes of the projects.

4



Corporate Central Credit Union @CorpCU · Feb 1

Shout out to Simplot Employees Credit Union in Caldwell, ID! Through the generosity of their members and the hard work of their staff, they were able to make a generous donation to the Ronald McDonald House Charities of Idaho. #MemberMonday #PeopleHelpingPeople



1



# Promoting your business and company culture

While maintaining morale and company culture, make sure to promote your activities on social media.

Try to promote:

- Staff work anniversaries
- Team building
- Staff training and development
- Business progress
- What your staff are doing outside of work





## Communicating with employees

- COVID-19 has limited informal social interactions between employees. Some companies do encourage informal conversations internally. However, there sometimes isn't time during the working day to catch up properly.
- Social media allows colleagues to sustain relationships despite their location. Follow people to see what they're up to and what makes them tick.
- Where appropriate, maintain a relationship outside of work by following, commenting and engaging in colleagues' social media activities.

# Keeping informed

# Keeping informed

There are many updates in employment law and new innovations in working from home and ways to operate as a business or as an employee.

Use social media to stay up to date by...

- 1) Joining HR community groups on LinkedIn and Facebook
- 2) Following credible pages and accounts e.g. CIPD
- 3) Follow hashtags on the conversations that you want to keep in touch with e.g. #employeewellbeing and #employeetraining



# Agenda

Today we covered:

1. An introduction to social media
2. Social media in the workplace
3. How to use social media for recruitment
4. How social media can help to increase morale and communicate with employees
5. How to use social media to keep informed





# Questions?

**myhrtoolkit**



@myhrtoolkit

[www.myhrtoolkit.com](http://www.myhrtoolkit.com)

# my@toolkit

Next webinar:

**Quick SEO wins for your HR  
consultancy**

Wednesday 17<sup>th</sup> February, 10am



Camille Brouard  
**Senior Marketing Executive**

# my@toolkit

HR Software for SMEs

[www.myhrtoolkit.com](http://www.myhrtoolkit.com)



@myhrtoolkit