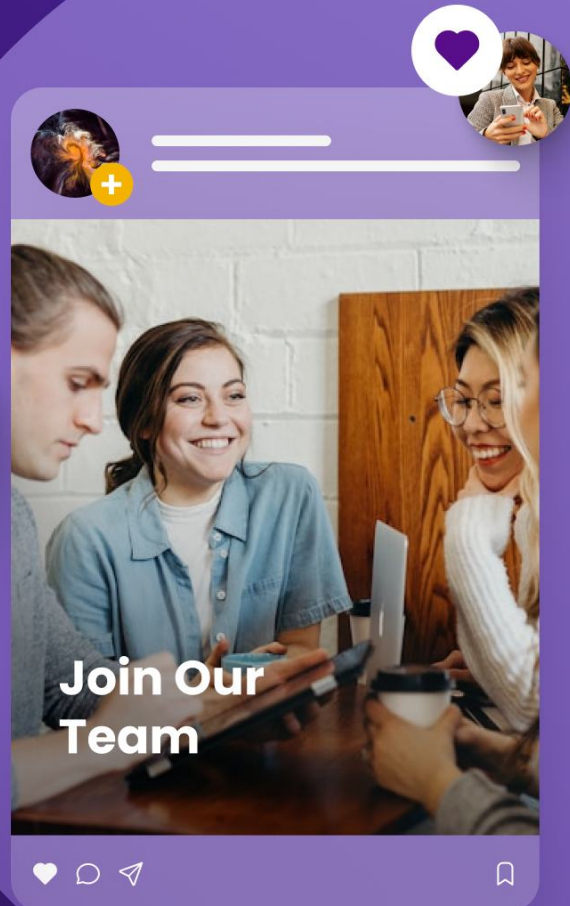




Job clicks

2.9k ▲ +12%



2025 EDITION

Social Recruiting Playbook

A collection of real examples to
inspire your next hire

Candidate sourcing has changed.
Is your strategy ready for 2025?

The 2025 Talent Attraction Landscape

Jobseekers expect a lot from employers in 2025.

They want engaging content, authentic values, and a workplace that aligns with their personal and professional goals.

Social media is **your most powerful tool** to connect with them—especially if your employer brand stands out.

DID YOU KNOW?

86% of jobseekers use social media in their job search.

SOURCE: CAREERARC



City Market
6,200 Followers



We're looking for
more talent!



Sr. Store Associate Boston, MA



Mike Counts
@MikeCounts31

Are you ready to grow and advance your career?
We have the tools to help you achieve your dreams!

At [#UltaBeauty](#) we are currently hiring a Co Manager in La Quinta, CA! Click here to apply: <https://bit.ly/4hTY8VC> [#beautywithoutlimits](#)



From app.careerarc.com

PRO TIP:

Getting engagement but not applications?

Make sure your application process is seamless and efficient, or your recruitment marketing efforts will only take you so far.



The Non-Linear Candidate Journey

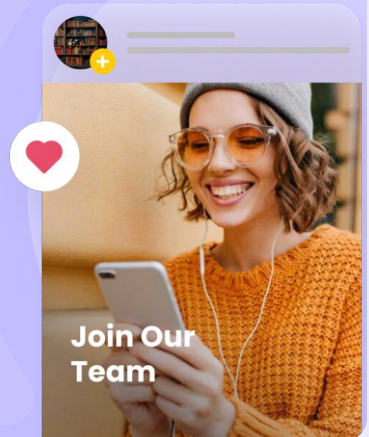
Today's candidates don't follow a linear application process

They **click, scroll, engage**, explore their options, and come back when they're ready.

On social media, **your employer brand is like a billboard**. Candidates see it multiple times on their journey, and when they're ready, they take action.

DID YOU KNOW?

Jobseekers typically interact with an average of **6-8 touch points before applying**.



SOURCE: RADANCY



Christophe Maroun

Director Business Development @ Mastercard | Driving ...

Don't miss out – join the Mastercard Talent Community to access invaluable resources for your career and interviews at Mastercard. Connect with us and start shaping the future today. 📍 <https://lnkd.in/eTukPQH3>

[#TalentNetwork](#) [#Networking](#) [#WeAreMastercard](#)



From app.careerarc.com

PRO TIP:

Posting frequently and consistently is key.

There are plenty of automated social recruiting tools out there—including **CareerArc—to make it easy!**



Why Employer Branding Matters for Candidate Sourcing

In a competitive talent market, employer branding is your edge

Candidates want to work for companies that “get” them: that align with their values, offer attractive benefits, and fit their career goals.

The more you share why you’re a great fit, the more jobseekers you’ll attract.



Alexandra Sanchez

Executive Director, Global Workplace Experience &...

You belong at Organon and will make a world of difference. Apply to our Clinical Account Specialist – Concord, MA today.

<https://bit.ly/3ZZcVYL> #WomensHealth #IAmOrganon



A day in the life_Ashley Chung

DID YOU KNOW?

75% of jobseekers consider an employer’s brand before even applying for a job.



SOURCE: CAREERARC

PRO TIP:

Stand out by **showcasing what makes your company unique**, from your culture to your perks.



What to Highlight in Social Recruiting Posts

Social recruiting posts should focus on what candidates care about most

- Competitive pay
- Employee perks
- Work-life balance and flexibility
- Mission, values, and culture

The best way to share?

A mix of employer brand posts (sharing about your company and culture) and job posts (sharing open roles that emphasize your employer brand).

PRO TIP:

Need more ideas?

Take a look at your **employee surveys** to see what your team members love most about working with you!



BaskinRobbinsCareers
@BaskinCareers

Effective leadership, teamwork, and support are what make Baskin-Robbins different from the rest. Plus, ice cream. Apply to join our team in Katy, TX. <https://bit.ly/4eyNwsj> #teammember



Restaurant Team Member in Katy, TX

From app.careerarc.com



Miller Transportation Group

Looking for a fulfilling driving job? Miller Transportation Group is hiring! We offer competitive pay, great benefits, and a supportive work environment. Apply today and steer your career in the right direction! CDL A OTR Driver - <https://bit.ly/48LuWFZ> #DriverJobs #CDLJobs



APP.CAREERARC.COM

CDL A OTR Driver in Atlanta, GA

Miller Dedicated Services is currently looking for CDL OTR drivers to haul...



Start a Career at Agrace
November 11 at 11:39 AM

At Agrace, we foster a culture of belonging and inclusion that celebrates people's uniqueness and leads to meaningful, empathic connections. If you have been seeking a job where you feel like you belong, you found it! <https://bit.ly/3050PpU#NOX#CNAjobs>



APP.CAREERARC.COM

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Agrace is a nonprofit, community healthcare organization that is nationally...

Talent Attraction on LinkedIn

LinkedIn is where candidates come to research and connect

- Optimize your company and/or careers pages with clear messaging
- Use employee advocacy to boost your reach
- Post regularly to keep candidates engaged (2-5x per week)

PRO TIP:

LinkedIn is the perfect platform to **find and network with current and prospective candidates**. That's what it was built for!



Alba Montero Ruiz

Talent Discovery Specialist @ Mastercard | Global Recruiting

Struggling to find work-life balance? Check out these practical tips from working parents at Mastercard for a more harmonious life. <https://lnkd.in/dyVhZPsY> #WorkLifeBalance #Flexibility #WeAreMastercard



Anthony Zubko

Talent Acquisition Partner/Lead Recruiter

Are you part of the next generation of health care leaders? Launch your clinical career with an apprenticeship or full-time role: <https://bit.ly/3O5WHpD>

UNITEDHEALTH GROUP

Optum

UnitedHealthcare

“The medical assistant apprenticeship has advanced my career in health care, allowing me to achieve my dream of helping people manage and improve their health.”

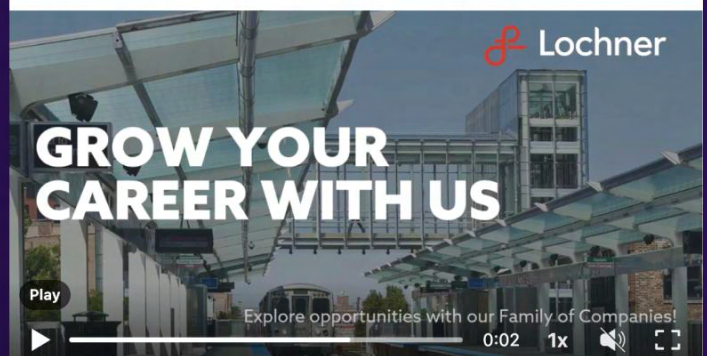
Michelle W.
Certified Medical Assistant



Val Thomas

Talent Acquisition Specialist at Lochner- Good Life Begins...

We believe employee growth and development at Lochner happens at all levels – that is why we offer multiple careers paths and internal mobility options so you can focus on your interests and passions. Take the first steps and apply now. <https://bit.ly/3YRM9PW> hashtag#NewJob hashtag#Engineering



Lochner Opportunities

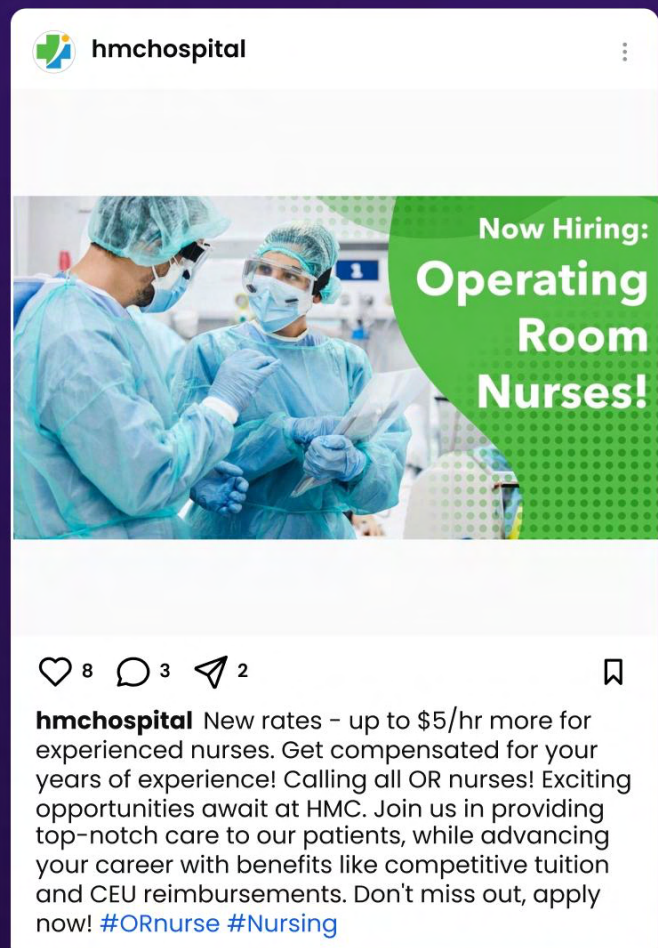
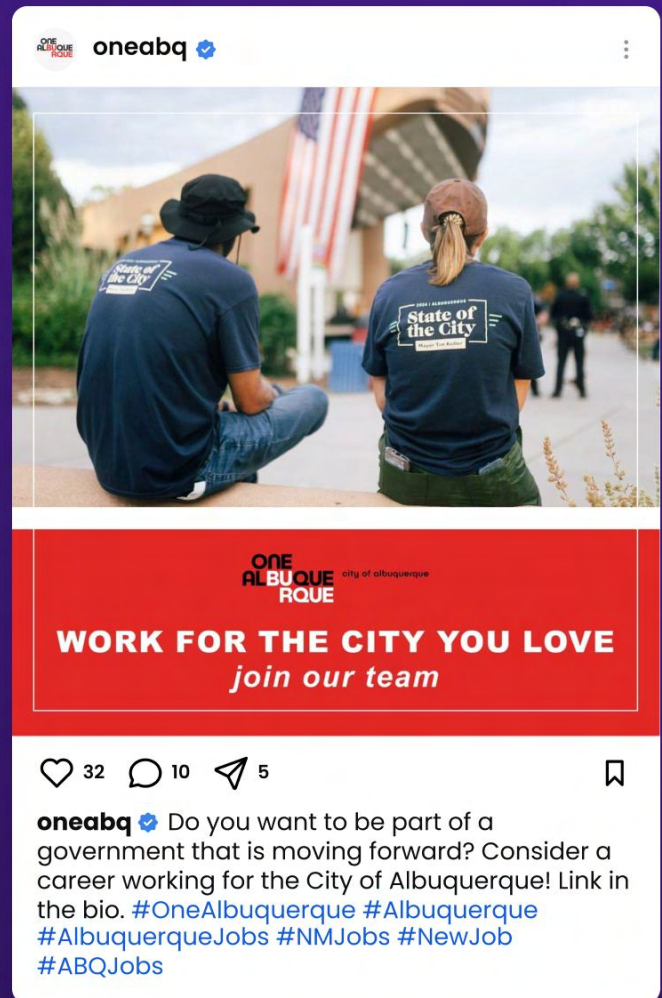
Talent Attraction on Instagram

Instagram is all about authenticity and behind-the-scenes moments

- Use Stories and Reels to bring your company culture to life
- Use Share employee highlights and day-in-the-life content
- Leverage user-generated content for credibility

PRO TIP:

Use your most visually compelling content on Instagram, and let your captions do the heavy lifting for messaging.



Talent Attraction on Facebook

Facebook is a great platform to broaden your reach

- Share long-form posts that dive deep into your company culture and values
- Use Facebook's diverse audience to reach candidates across demographics
- Join and engage with relevant communities to expand your reach

PRO TIP:

Engage with prospective candidates in groups and discussions that align with your industry for long-term relationship-building.



Stanley Martin Homes Careers

Innovation is built into the culture here at Stanley Martin. It enables us to thrive as a company despite various challenges, to be a builder our customers trust, and an employer our team members depend on. Consider joining our team: Assistant Neighborhood Construction Manager: <https://bit.ly/3CEyWSQ> #Construction #ConstructionJobs



APP.CAREERARC.COM

Assistant Neighbourhood Construction Manager

At Stanley Martin Homes, we believe our team makes the difference



ALDI USA Careers

What's it like to work at #ALDI? We offer flexible scheduling, excellent training, competitive wages and much more. Learn more about our opportunities now: <https://bit.ly/4eCwGcj> #ALDIUSA

WE'RE HIRING WAREHOUSE STAFF



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Open Jobs at ALDI

Explore, search, and view open jobs



Lexington Medical Center Careers & Culture

Want to work at Lexington Medical Center? We're hiring in West Columbia, SC! Click for details:



Lexington Medical Center

We're Hiring

Certified

Medical Assistant

\$3,500 Sign-on Bonus

APP.CAREERARC.COM

Certified Medical Assistant in West Columbia, SC

New Salary Lex Ortho & Sports Medicine Full Time AM Shift M-Th 8-4, F 8-12...

Talent Attraction on X (Twitter)

X is the platform for fast-paced, real-time engagement

- Use trending hashtags to stay relevant
- Keep posts short, visual, and to the point
- Post all kinds of content as often as you can (3-40x per day!)

PRO TIP:

Need to share a time-sensitive update? **X is the place to go.**

JDA TSG Jobs
@CareersJDATSG

Opportunities at #JDATSG always share 3 things in common: great corporate culture, growth opportunity and flexible schedules. What are you waiting for?
<https://bit.ly/4hOCnGY> #TaxPrep #SeasonalTaxPreparer



We're Hiring!
Seasonal Small Business Tax Prep

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BWW_Careers
@BWW_Careers

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Restaurant Management Opportunities in Austin, TX

From app.careerarc.com



15 recruiters connected
104 posts planned

Jobs Synced
104
Imported today

Job clicks
2.9K +30%

Unlock the Talent You've Been Missing

65% of active and 50% of passive jobseekers with work experience have **discovered jobs on social media**.

CareerArc activates your talent network to help you harness the power of candidate sourcing from social platforms.

Stand out with a strong employer brand.
Connect with top talent where they're spending time.
Transform how jobseekers discover your jobs and fall in love with your employer brand.

[Schedule a Demo](#)