



These days, it feels like a new social network launches on an almost monthly basis. Do not suffer from “Shiny Object Syndrome” – creating a presence on the latest site just because it is fancy and new. Use this helpful guide to established and emerging social networks to help you assess social platforms from a strategic perspective, not simply a trend perspective.

f FACEBOOK

2+ BILLION USERS **AGES 25-54**

STORYTELLING

UTILIZING EMPLOYEE NETWORKS

TARGETED AUDIENCES

A healthcare client uses its careers-focused Facebook page to recognize employees for awards won, milestones reached and fun day-to-day activities. In one year, this type of content increased page growth by 181% and applicant flow by 26%.

t TWITTER

328 MILLION USERS **AGES 18-29**

NEWS, CONVERSATION, ADVICE

SOCIAL LISTENING

EVENTS

An electronic test and measurement manufacturing client used Twitter to connect with attendees at the SWE Conference. They tweeted at university accounts to reach students attending the event and participated in four Twitter chats leading up to the event. Employees shared news and pictures from the conference, which were then retweeted from the company’s Twitter account.

in LINKEDIN

500 MILLION USERS **AGES 30-40**

NEWS & THOUGHT LEADERSHIP

NETWORKING

TARGETED (PROFESSIONAL) AUDIENCES

A consumer goods client uses LinkedIn to connect with its 12K+ followers. As more than 28% of their followers work in sales, the organization shares content specifically geared toward this highly sought after audience, including leadership insights.

D GLASSDOOR

45 MILLION USERS **AGES 18-54**
(80% COLLEGE EDUCATED)

COMPANY REVIEWS

REPUTATION MANAGEMENT

OPINION SHARING

Responding to Glassdoor reviews allows an American technology client to engage directly with employees and prospective candidates. These responses provide a real-time channel where the company shares initiatives that are being put in place to address challenges, building trust and transparency by taking accountability for employee experiences.

▶ YOUTUBE

1.5 BILLION USERS **ALL AGES**

“DAY IN THE LIFE”

EMPLOYER BRAND AWARENESS

HOSTED VIDEOS

An outpatient surgery client shares videos on YouTube about what it is like to work at their organization, featuring employees in a variety of functions and roles. Each video is tagged with keywords and shared across all of the company’s social profiles to increase awareness and engagement.

@ INSTAGRAM

700 MILLION USERS **AGES 18-29**

CULTURE AND EVENTS

INTERNS & NEW GRADS

TARGETED MILLENNIAL AUDIENCE

A healthcare client uses Instagram to connect with students at career fairs, mock interview sessions, HCAPS test prep sessions and other events. The company features nursing students and new grads in many of their posts to show they are invested in the future and development of rising talent in the healthcare space.

♻️ PINTEREST

150 MILLION USERS **AGES 18-35**
(81% FEMALE)

“SCRAPBOOKING”

EMPLOYER BRAND PILLARS

TARGETED HEALTHCARE AUDIENCE

A pediatric healthcare client uses Pinterest to share kid-friendly activities and healthy lifestyle tips, as well as news about the hospital. Pinterest has proven to be a powerful vehicle for reaching nurses, allowing the organization to deliver targeted content to this specific audience.

RP RALLYPOINT

1 MILLION USERS **AGES 25-34**
(67% MALE)

NEWS, CONVERSATION, ADVICE

VETERAN-TO-CIVILIAN TRANSITION

TARGETED MILITARY AUDIENCE

Many clients use RallyPoint to connect with military veterans for their recruiting efforts. RallyPoint offers robust employer branding, proactive candidate attraction and engagement, targeted recruitment campaign strategies and advanced workforce analytics.

👤 SNAPCHAT

173 MILLION USERS **AGES 18-34**

LIVE EVENT UPDATES

COMPANY CULTURE

WORKPLACE ENVIRONMENT

Snapchat allows clients to share updates in real time. With live video and in-the-moment content becoming increasingly popular, Snapchat provides a great opportunity to “keep it real.” Features like geotagging and geofilters may come in handy for events, but they do require investment and on-site resources.



If you’ve identified that your target audience is on a particular platform, it is still important to confirm the type of content they expect to see there, as they may not necessarily want to connect with a potential employer in that space.

Cielo uses a strategic framework called Talent Magnetism to develop employer value propositions (EVPs) and branding campaigns that extend into the social space. The principal concept of Talent Magnetism is that the more magnetic an employer brand is, the more impactful its people will be.

Social Media is the heart of Talent Magnetism, allowing your organization to tell its story and be part of the conversation.

