

Using Social Media To Promote Open Positions Organically at JHU

Here are some tips, tricks, and suggested messaging when posting a position on social

Hiring managers are our best advocates in informing prospective applicants of the great work happening at JHU. Posting open positions on one’s personal social media accounts is a cost-effective way to recruit and engage new talent.

Recommended platforms: LinkedIn and Facebook

LinkedIn and Facebook are recommended as the preferred social media platforms when raising awareness about open positions available at JHU.

- LinkedIn is the preferred social platform, as it is widely used for professional networking, career advancement, and job discovery.
- LinkedIn and Facebook allow for extended reach beyond your immediate network through sharing and engagement.
- LinkedIn and Facebook support clickable links, allowing prospective applicants to easily view the full job opening directly from the post.
- Instagram is not recommended as a primary recruiting platform, as feed posts do not support clickable links. The exception is using Instagram Stories with a direct job link, though these are only visible for 24 hours.

To ensure engagement, you should:

Use clear and concise copy that tells prospective applicants what the position is, which department, and how to apply.

EXAMPLES OF COPY:

I’m hiring for a JOB TITLE at Johns Hopkins University’s CAMPUS/ DIVISION NAME! In this role, you will work with me and my team to INCLUDE A BRIEF DESCRIPTION OF THE POSITION. Apply today: LINK

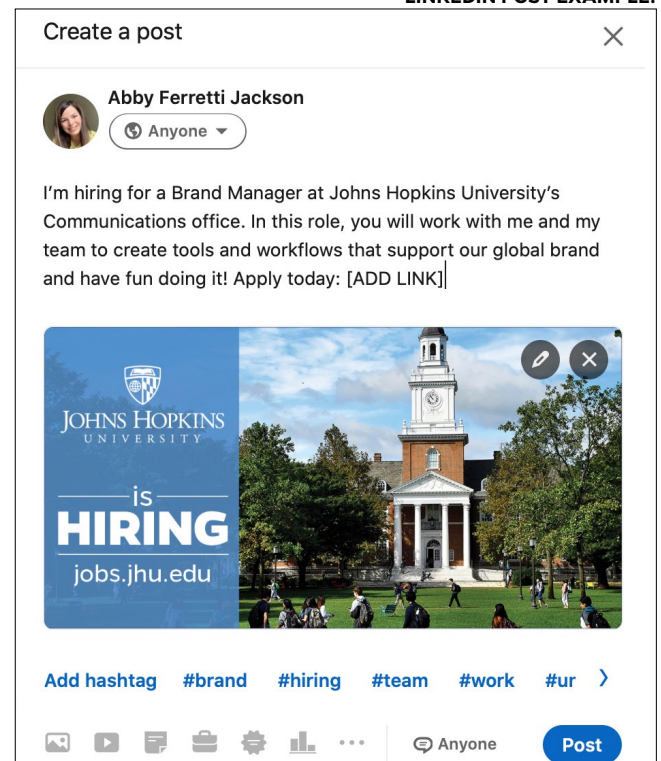
My department is hiring for a/an JOB TITLE! In this role, you will work with my team and me to INCLUDE A FEW WORDS THAT SUMS UP THE POSITION. Apply today: LINK

Want to take a stab at creating your own post?

Remember to include:

- Three to four, easy-to-read sentences that detail the job title, whether it is in-person (location) or hybrid, and a sentence summing up the role, benefits, as well as salary if you feel it is attractive.
- A call to action with a link to the specific job listing
- Include JHU-branded graphics from this [HR Recruitment Onedrive Collection](#) that catch the attention of a prospective applicant
- There are also JHU-branded graphic Canva templates that can be customized for use. Feel free to swap the general JHU with your department logo. Click here to access those templates.
 - > [Click here to access the Canva Linked In template](#)
 - > [Click here to access the Canva Facebook+Twitter template](#)
- Join the conversation by monitoring and responding to comments
Comments within your posts show your audience wants to engage about this role. Responding to comments can not only ensure more attention to your post, but it tells a prospective hire that you are serious about hiring for the role. Remember, responding to a positive comment is just as important as managing negative feedback. Responding to negative feedback is a great way to dismantle perceptions about the role, the hiring process, and even working at JHU. Answering questions/feedback in the comments informs not only the person who commented but also anyone who sees the post in the future.

LINKEDIN POST EXAMPLE:



For more tutorials on LinkedIn and Canva visit [linkedin.com/learning](https://www.linkedin.com/learning)