



HireSocial

by CareerArc

2026 Social Recruiting Playbook

A practical guide to showing up authentically where candidates scroll

Why Organic Social is Table Stakes for Talent Teams

The cost reality

Cost-per-hire is climbing. According to the 2025 SHRM Benchmark report, the average for nonexecutive roles hit \$5,475 in 2025 (up from \$4,700).

Organic social is your low-cost answer to reaching diverse talent pools.

Reaching the right candidates

70%

of the global workforce is comprised of passive candidates. They're not on job boards, but they are scrolling social media!



Long-Term Organic Strategy

Balance short-term paid ads and job board spend with a long-term organic strategy that compounds over time.

Where candidates actually spend time

Adults are on social media every day:

% of Adult Users



Facebook
3.1B users

71%



Instagram
3B users

50%



TikTok
1.9B users

37%



X
557M users

21%



LinkedIn
1.2B+ users

100%



What Should I Post?

Organic social works best when it's intentional—not when it's a stream of last-minute job links with a thrown-together caption. Candidates need content that helps them understand the role, the culture, and the people behind the brand before they click “apply.”

In 2026 and beyond, here are the pillars that consistently drive engagement, trust, and action at every stage of the candidate journey.

- Candidate-centered job posts
- Always-on employer brand storytelling
- Employee brand ambassador content

The good news: you don't need to post everything. You need to post the right things.

The better news: [we learned from 1.4 million posts in 2025](#) to tell you exactly what those things are.



workintherockies

Looking for something different? The Elevate Gap Program at YMCA of the Rockies might be your calling!

Live and work amidst the Rockies while gaining valuable skills and new friendships. Program starts in March. Apply now!

[#GapProgram](#)

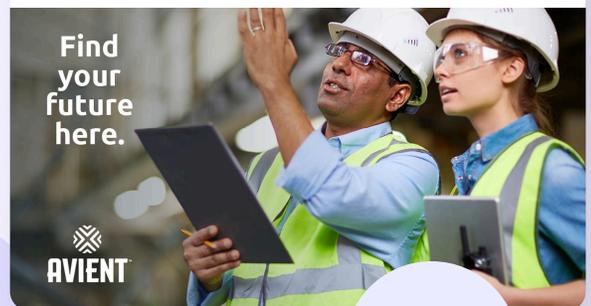


1K+ clicks

Careers

Avient's commitment to development ensures every associate has the tools to succeed. From 360 assessments to career progression support, we invest in our people to create a thriving workplace.

[#JoinAvient](#) <https://bit.ly/4qmlIwR>



Find your future here.



Melody Brown

Join our team! We're hiring for a new RN/ Paramedic position in Louisville, KY. Explore this exciting opportunity today.

<https://bit.ly/4qRtdgnhashtag>
[#MortensonDental](#)



Tag a friend

What should I post?

Candidate-Centered Job Posts

Lead with what candidates care about

- Don't just list job requirements. Highlight:
- Your mission and impact
- Benefits and perks
- Team culture
- Growth opportunities

Pay transparency is non-negotiable

Candidates expect it, and many states are already requiring it. Including salary ranges increases application rates and builds trust.

Hot offerings in 2026

- Remote and hybrid work options
- Mental health and wellness benefits
- AI tools and technology you provide
- Skills-based hiring over degree requirements
- DEI initiatives with real impact

Optimize the experience

You can post great content all day, but if your application process isn't mobile-friendly and seamless, you'll lose candidates at the finish line.



Pro tip: Keep application processes to 5 minutes or less. Every extra step costs you qualified candidates.



Vi is a nationally-recognized employer for our commitment to employee development. Apply today and bring life to your career!
Cook II PT in Naples, FL

<https://bit.ly/4aaaplZ> #CulinaryJobs
#WorkLifeBalance



Operate a forklift with Inergroup on the 2nd shift. Immediate openings in Ridgeville, SC. Offering \$19.25-\$21/hr + benefits. Showcase your work ethic and flexibility with us today!

#inergroup <https://bit.ly/4btloor>



60%

of candidates
abandon inefficient
applications

(Source: onrec)

What should I post?

Always-on employer brand storytelling



Pro tip: Mix it up. For every job post, share 2–3 employer brand posts to keep your feed engaging and authentic.

Build long-term affinity

Show why candidates want to work for you before they're even ready to apply.

59% of HR, TA, and Recruitment leaders say: **"Proactive sourcing and talent pool building are the most critical to their recruitment strategy."**

(Source: Avature)

Start with your careers page

Don't overthink it. What content do you already have? Repurpose it for social:



General "we're hiring" posts

- Connect open roles to your mission
- Share your company story
- Highlight what makes you different

Employee testimonials

- Day-in-the-life content
- Career journey stories
- Why employees joined and why they stay

Career growth & development

- Learning stipends
- Internal promotion rates
- Mentorship programs
- Skills training

Benefits & perks

- Healthcare and wellness programs
- PTO and flexibility
- Unique offerings (student loan repayment, sabbaticals, etc.)

 TetraTechCareers

At Tetra Tech, we are contributing to meaningful projects daily that make a lasting impact on the world. Your passion awaits you!

 Agrace

#TetraTech
#Sustainable

Congratulations to Erin Young, spiritual grief counselor, who recently earned her Certificate of Thanatology (CT)!

#ClinicalEducation #CT

Congratulations



What should I post?

Employee Brand Ambassador Content

Let your employees do the talking

Brand Ambassador posts turn employees into a force multiplier for reach, trust, and candidate engagement—and many employees actually want to help with hiring goals.

50% of employed Americans say they would: **“Share their company’s hiring content on social media, with nearly a third saying they already have.”**

(Source: CareerArc)

Why employee voices matter

76%

of jobseekers trust information from current employees more than from a company's career site or recruiters.

(Source: Edelman Trust Barometer)

Candidates are...

3x

more likely to trust employee-shared content over corporate messaging.



Keep it scalable and authentic

Employee advocacy shouldn't be one more thing on your team's plate. Make it easy to participate, keep content genuine, and celebrate employees who engage.



Pro tip: Don't force participation. Start with your naturally engaged employees (often your hiring team!) and make it as frictionless as possible.

Candace Jackman, MBA-HRM

Learn how to stand out and make a great impression during your Mastercard interview. From prep tips to best practices, this guide has you covered: <https://lnkd.in/g48C3ktU>

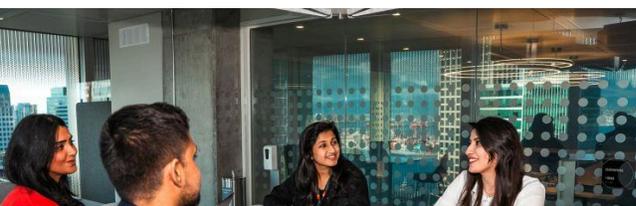
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Candace Jackman, MBA-HRM

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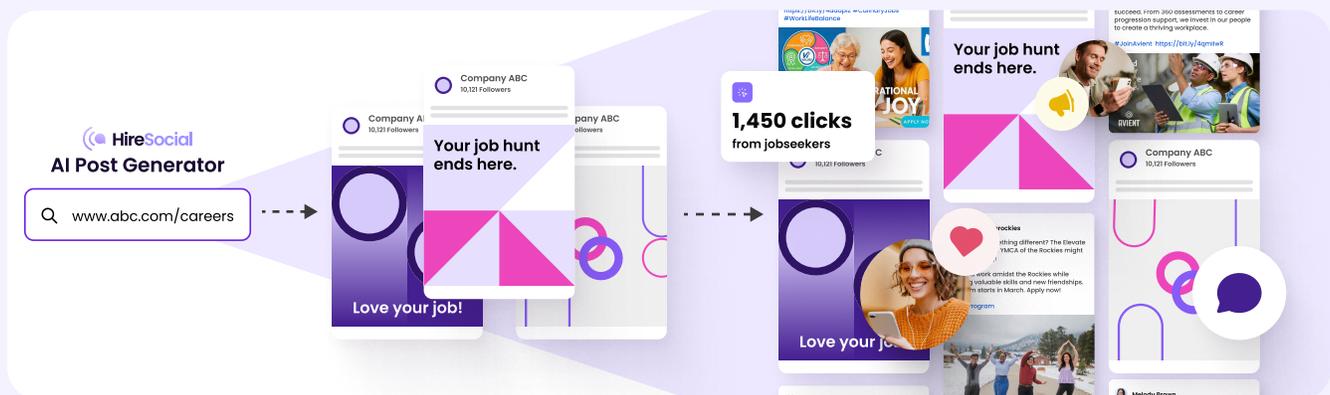


Scaling with Automation + AI (while staying authentic)

You don't have time for manual posting

60% of HR, TA, and Recruitment leaders identified streamlining HR processes with automation and AI is a priority in 2026

(Source: Avature)



Automation unlocks consistency

- Automatically post to company, recruiter, and employee profiles
- Maintain a regular cadence without manual scheduling
- Free up recruiters to focus on the human side: interviewing, building relationships, closing candidates

40 job posts have been auto-created

Creating scalable, compliant hiring content

- Leverage generative AI to transform your ATS job listings and careers page content into attention-grabbing posts
- Repurpose one piece of content into multiple posts for different platforms
- Maintain your authentic voice while saving hours of work



Pro tip: Use AI to create posts, but always review for voice and authenticity. Technology should support your strategy, not replace it.

Getting Buy-In When You Need Proof

Show the data

Leadership will always want to see ROI. Here's what to track:

Top-of-funnel metrics

- Clicks to jobs and career site
- Engagement rates
- Reach and impressions

Long-term trends

- Rising application rates
- Improved cost-per-hire
- Better quality of applicant pools

Time savings

- Hours saved through automation
- Recruiter capacity freed up for high-value work



1,650 hrs
saved through
automation

When marketing pushes back

You need to post, but marketing controls the brand. Here's the solution:

Stay marketing-compliant by default

- Built-in approval workflows
- Brand guideline guardrails
- Controlled content libraries
- Audit trails for every post



HireSocial keeps you aligned with marketing standards while giving you the speed and flexibility recruiting needs.



Pro tip: Position social recruiting as an extension of employer brand marketing, not a separate initiative that bypasses consumer brand marketing. Need help? Check out [Everything marketing teams need to know about HireSocial](#) (by CareerArc).

About HireSocial by CareerArc

What we do

HireSocial helps companies go from lost-in-the-crowd job listing to scroll-stopping through automated, AI-powered social recruiting.

We make it easy to:

- Post consistently across company, recruiter, and employee profiles
- Create engaging content that matches your brand voice
- Scale your employer brand without scaling your workload
- Track the impact of organic social on your hiring outcomes

What we delivered in 2025

For 300+ customers, we drove:

1.4M+

posts across all platforms

4.2M+

posts clicks to job and career sites

230k+

hours saved in manual work

300+

company profiles
connected and posting

6.8k+

ambassador profiles
actively sharing

Reaching diverse audiences on:

7,100+

LinkedIn profiles

900+

Facebook profiles

295+

X profiles

30+

Instagram profiles

**Ready to transform your
hiring strategy with
HireSocial by CareerArc?**

Try it for 30 days

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