



At most organizations, social media is often seen from a sales perspective to help reach and market to customers; most don't look at it from a talent acquisition standpoint. But really, social media represents this matrix of cross-functional touchpoints that serve multiple audiences. It's through my partnership with CareerArc that I was able to experience how using social media for recruiting—from strategy to execution—can be done at scale and with impact.

One of the most important things CareerArc helped us with was to ensure all of those touchpoints—from our Glassdoor and Indeed ratings to our Facebook and Twitter presence and engagement—were all relevant and consistent. This need for a consistent message required a shift in mindset.

Historically, the belief at the company was that Glassdoor and Indeed were the primary sources of our candidate flow. However, these sites are more static than social platforms like LinkedIn and Twitter, which is where companies can tell a story and add to that story on a daily basis. Now we know that by the time candidates land on Glassdoor and Indeed, they likely have already seen several other messages and social posts that influenced their journey.

CareerArc's technology and social media expertise allow us to best craft, aggregate, and share that consistent employer brand message so that we tell the right story regardless of where candidates start their journey. This effort led to an increase in followers across our sites as well as an increase in our Glassdoor rating.



I've brought CareerArc with me to three different organizations, and while the hiring challenges have differed at each company, the results have been the same—stellar service and technology that prove their unrivaled leadership in social recruiting.

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MANAGING DIRECTOR, EMPLOYEE EXPERIENCE
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About CareerArc

CareerArc is the only social recruiting platform designed for talent acquisition teams. We help the world's largest, most exciting brands attract and hire top talent on social media.

For more information on how CareerArc can enhance your employer brand and extend your social reach, contact us to schedule a demo.

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Custom campaigns for hard-to-fill positions

With CareerArc we were also able to create custom campaigns for hard-to-fill roles. When recruiting for high-volume positions at peak hiring season, we worked with CareerArc to build a multi-channel strategy that targeted local talent across 26 states. Coordinating the social recruiting effort with our paid advertising efforts helped maximize our candidate reach in these hard-to-fill markets. These campaigns were further optimized by the content they delivered: Social posts included custom hashtags, videos, and images that matched the promoted job and the market to ensure each stood out among our competitors’ social content.

Superior customer support

One of the biggest benefits of our partnership is the expertise we receive from our knowledgeable, dedicated CareerArc client success manager. He’s helped us power a robust content calendar and kept us up to speed with social media best practices— responsibilities which would have otherwise required about five new hires on our team to train and perform.

Moreover, each time I’ve brought CareerArc to a new company, I’ve been lucky to have had the same CSM. The stability he has provided through each transition has been invaluable, and his tenure says a lot about CareerArc and its ability to keep such high caliber-talent for so many years.