

**Client:** Hamilton Bradshaw  
**Source:** Evening Standard (Main)  
**Date:** 03 February 2014  
**Page:** 42  
**Reach:** 676335  
**Size:** 107cm2  
**Value:** 7099.45



**HAMILTON BRADSHAW**  
Investing in people with passion

## Getting your message across in social media



James Caan

*Dear James,*

I work with a small recruitment agency and we are developing our social media networks. What is the most effective way of promoting the business that way?

*Danny Sumner*

Social media is being picked up by more and more businesses, and for recruitment companies in particular it can be a fantastic tool.

Using LinkedIn properly is hugely important – that's where the bulk of your candidates and clients will be. Ensure you have a properly branded company page that explains what you do and can drive traffic to your website. Be creative with slides and videos to showcase your strengths.

Your consultants and senior staff should always be looking to join relevant group on LinkedIn.

Depending on your sector, Facebook groups and Twitter hashtags can help you find potential candidates.

On all platforms, you need to strike a balance between job postings and engaging with your followers. Posting good content and encouraging people to debate and interact will give you more of a voice on the platform. Share external things, for example news stories and case studies relevant to your industry.

Everybody in your company should have social media links on their email signature. A well-designed signature is sure to increase your following.

■ *James Caan is looking for top talent in the recruitment space. Find out more at [www.recruitmententrepreneur.com](http://www.recruitmententrepreneur.com).*