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SOCIAL MEDIA CONNECT WITH MILLIONS

With thousands of ways to connect to candidates in the world, social media has evolved into a tool for reaching out to prospects when recruiting new employees. As Facebook, LinkedIn, Twitter, Instagram and Google Plus all boast hundreds of millions of active users per month, the opportunities to reach your target market are limitless. Utilizing these platforms to communicate will not only improve employer brand exposure, but allow millions of job seekers to look to your company as a savvy employer of choice.

Always on the forefront of what works best in attracting talent, Sky Advertising offers highly customizable, intuitive social media campaign strategies that cover all the major platforms. Our creative team handles all aspects of your recruitment marketing, including fresh, daily content, strategic pay per click advertising and a highly targeted job posting campaign.

Facebook now lets page administrators create job postings and receive applications from candidates. With Facebook's jobs features, recruiters can drive more traffic to their Facebook pages by allowing them to get their job openings in front of more candidates.

Below is one example of the Social Media Enhancements Sky Advertising can implement for your organization:

- Development of pages to allow your messaging to permeate unfiltered to the market
- Enhancement of your company's employer brand
- Posting and Promotion of your open jobs
- Targeting the right candidates through pay per click advertising aimed at your specific demographics
- Development of employment-related content
- Announcements of awards, promotions, new hires and other company news
- Increasing traffic, likes, and followers so that your content goes viral
- Providing relevant information for job-seekers

For the recruiter and job seeker, the message is clear. Social media is the future of recruitment and is a very important component to a comprehensive recruitment strategy.

Grow your online presence and locate the right candidates for your company through professionally developed social media campaigns. Visit skyad.com or email info@skyad.com to learn more.

