

SOCIAL RECRUITING & LEVERAGING CANDIDATE EXPERIENCE

“Build Your Employer Brand and Attract Top Talent Through the Power of Social Media and Exceptional Candidate Experience.”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today’s digital era, recruitment extends far beyond job postings and resumes. Social media platforms have transformed the way organizations attract, engage, and connect with talent. At the same time, the candidate experience has emerged as a key differentiator in attracting top talent and strengthening employer reputation.

Social Recruiting & Leveraging Candidate Experience is a dynamic, forward-looking program designed to help HR professionals and recruiters harness the power of social platforms — such as LinkedIn, Facebook, Instagram, and X (Twitter) — to reach, engage, and convert the right candidates. The course also emphasizes designing a positive and consistent candidate experience that enhances employer branding, boosts candidate loyalty, and improves hiring outcomes.

Participants will learn to strategically combine technology, content, and communication to build talent pipelines and position their organization as an employer of choice.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and benefits of social recruiting.
- Identify and utilize key social media platforms for talent attraction.
- Develop and execute social media recruitment campaigns.
- Build and maintain a compelling employer brand online.
- Engage both active and passive candidates through targeted content.
- Design and implement a positive, end-to-end candidate experience.
- Use analytics and data to measure social recruiting effectiveness.
- Integrate social recruiting with traditional hiring strategies for maximum impact.

Why Attend

Social recruiting is no longer optional — it's a strategic necessity for modern talent acquisition. Candidates are evaluating employers long before interviews begin, and their experience throughout the hiring process can significantly influence their decision to join (or reject) an organization.

This course provides actionable insights, digital strategies, and practical tools to help you attract and retain top talent through engaging online presence and world-class candidate experiences. Whether you're managing recruitment directly or supporting your organization's employer branding, this training will help you stay ahead in the digital talent marketplace.

Target Audience

This course is ideal for:

- HR Managers and Talent Acquisition Specialists
- Recruitment and Employer Branding Professionals
- Social Media and Digital Marketing Teams (involved in HR branding)
- Hiring Managers and Team Leaders
- HR Business Partners and Organizational Development Practitioners
- Anyone involved in digital talent attraction and recruitment strategy

Individual Benefits

- Gain hands-on skills in social media recruiting and digital engagement.
- Learn to create powerful employer branding and storytelling campaigns.
- Improve your ability to attract passive candidates through content.
- Understand how to deliver a positive, personalized candidate journey.
- Enhance your digital HR and recruitment marketing capabilities.
- Strengthen your professional brand as a modern, tech-savvy recruiter.

Organizational Benefits

- Build a strong, consistent employer brand that attracts top talent.
- Expand candidate reach and engagement through social media channels.
- Reduce hiring costs and time-to-fill through targeted recruitment.
- Improve candidate satisfaction, referrals, and retention.
- Align recruitment marketing with organizational culture and values.
- Leverage analytics for continuous improvement in hiring performance.

Instructional Methodology

This program applies a highly interactive and digital-first learning approach, featuring:

- Case studies of successful social recruiting campaigns
- Practical workshops on employer branding content creation
- Hands-on activities using LinkedIn, Facebook, and other platforms
- Candidate journey mapping exercises
- Tools and templates for campaign planning and analytics
- Group discussions and peer sharing of recruitment experiences

Course Outline

Module 1: Introduction to Social Recruiting and the Digital Talent Landscape

Module 2: Employer Branding Fundamentals and Online Presence

Module 3: Leveraging LinkedIn and Other Social Platforms for Recruitment

Module 4: Content Marketing for Talent Attraction

Module 5: Engaging Passive Candidates and Building Talent Communities

Module 6: Designing and Measuring Candidate Experience

Module 7: Using Analytics to Track Social Recruiting Performance

Module 8: Integrating Social and Traditional Recruitment Channels

Module 9: Managing Candidate Communication and Employer Reputation

Module 10: Developing a Sustainable Social Recruiting Strategy

Certification

Upon successful completion, participants will receive a Certificate in Social Recruiting & Leveraging Candidate Experience, validating their expertise in using social platforms and candidate engagement strategies to attract and retain high-quality talent.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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