

EFFECTIVE SOCIAL MEDIA STRATEGIES FOR CAMPUS RECRUITMENT

ENTERPRISE HOLDINGS.



jobpostings.ca

adidas[®]
GROUP



GO WHERE THE STUDENTS ARE
Jobpostings.ca



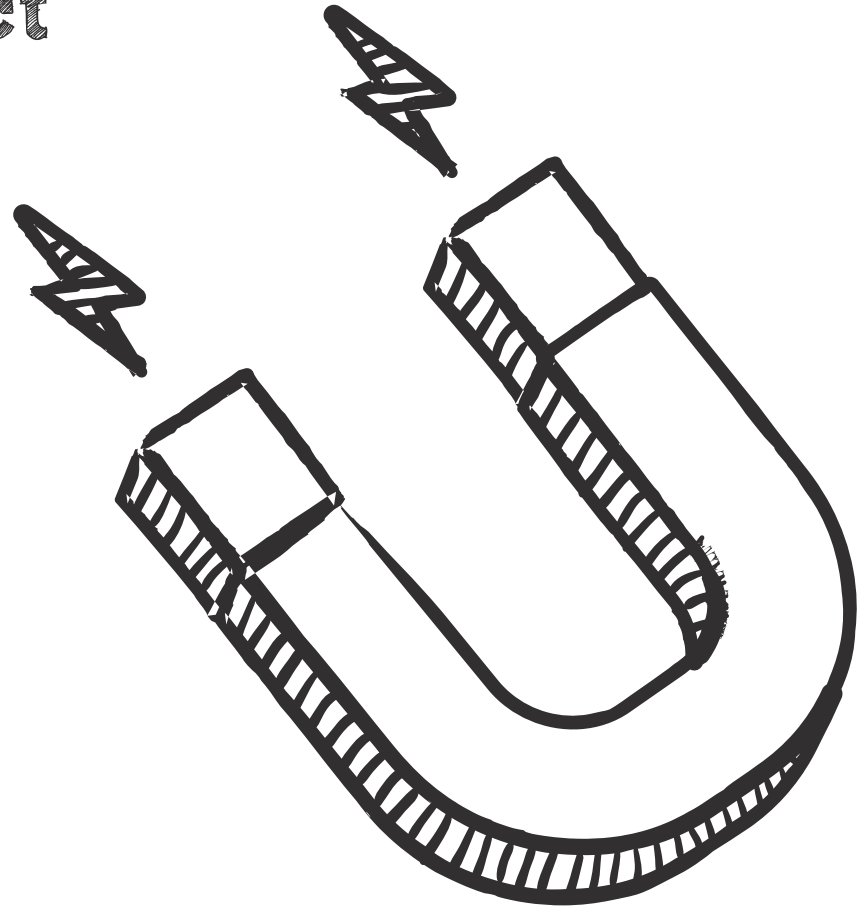


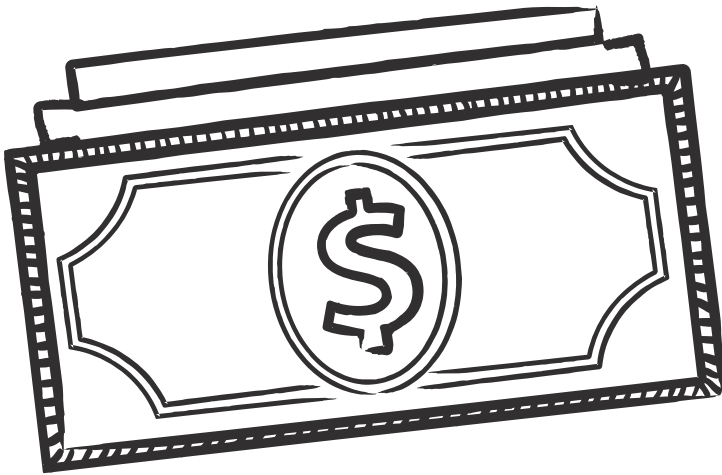
**Selecting
the right
social media**





Ideas to attract a following





Paying for reach





Targeted Boosted Posts

Post Details

Reported stats may be delayed from what appears on posts



jobpostings.ca

March 16 at 7:00am · *

Are you a [#student](#) with a [#disability](#) looking for a career in financial services? Do you want to help customers become financially better off? [Scotiabank](#) is [#hiring](#) Customer Service Officer & Financial Advisor Trainee positions in locations across Canada! Apply now: <http://www.jobpostings.ca/student-jobs/disabilities>

Scotiabank **er to WIN 2 FREE movie tickets daily!**
Bank/Financial Institution For details, check out [@scotiabank](#) on Instagram.

636,948 Likes
2,095 talking about this

Like Page

27,856 people reached

See Results

Like · Comment · Share · 9



27,856 People Reached

10 Likes, Comments & Shares

10
Likes

9
On Post

1
On Shares

0
Comments

0
On Post

0
On Shares

0
Shares

0
On Post

0
On Shares

133 Post Clicks

0
Photo Views

104
Link Clicks

29
Other Clicks

NEGATIVE FEEDBACK

0 Hide Post


0 Hide All Posts

0 Report as Spam

0 Unlike Page



Targeted Recruitment Remarketing

 OUR P

SEARCH FOR A POSITION OR
AN UPCOMING LOCAL EVENT

HOME > POSITION/EVENT SEARCH > JOB SEARCH

Job Search

Search below to find career opportunities by location, keywords and/or employment status.

Keyword:

Location Search:

Job Category:

Employment Status:

Language of job posting:

Showing **881 jobs**. You can refine your search using options in the left hand column.

Show entries Filter by job num, title, dept or location:

Job Num	Job Title	Dept	Location
96848BR	Greeter	D90 - Front End	Calgary, AB
96846BR	Garden Sales Associate	D28 - Garden	Calgary, AB
96845BR	Tool Rental Sales Associate	D78 - Tool Rental	Calgary, AB
96843BR	Merchandise Associate	Vendor Services	Chatham, ON
96841BR	Merchandise Associate (Weekday Shifts)	Vendor Services	Airdrie, AB
96840BR	Merchandise Associate (Weekday Morning Shifts)	Vendor Services	Calgary, AB
96839BR	Flooring and Decor Sales Part Time	D23 - Flooring	Cambridge, ON
96838BR	AssociÃ© aux ventes II	D42 - Pro	Vaudreuil-Dorion, QC
96829BR	Merchandise Associate (Temporary)	Vendor Services	Scarborough, ON
96828BR	Merchandise Associate (Temporary)	Vendor Services	Scarborough, ON




JOB SEARCH HINTS

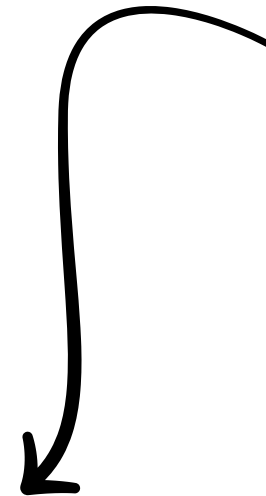
In the search area to the left, perform your search criteria. When results are displayed, the column will be replaced with tools and links to help you refine your job search.

For location search, if you put in a city, a province, or a postal code: we will search for jobs near either of those locations.

NEARBY EVENTS

Check out the upcoming local events.

   Showing 1 to 10 of 881 entries



Facebook
and
Twitter
tracking
pixel
added
to this
site



Targeted Recruitment Remarketing

Post Details

Reported stats may be delayed from what appears on posts X



jobpostings.ca

February 10 · Edited · *

On Feb 12, 6-9pm, Home Depot will run career fairs for Overnight, Receiving, and Lot Associate positions at all its Toronto locations!

Find the location nearest you:

- CURITY: <http://jobs.homedepotjobs.ca/view-event.php?id=219>

- STOCKYARDS: <http://jobs.homedepotjobs.ca/view-event.php?id=220...>

[See More](#)



Visit Toronto's Home Depot Career Fair | Feb 12, 6-9pm

Home Depot conducts hundreds of local career events every year. This is your opportunity to meet with Home Depot Representatives to find out about great...

JOBS.HOMEDEPOTCANADA.COM

83,168 People Reached

138 Likes, Comments & Shares

60 Likes	36 On Post	24 On Shares
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39 Comments	17 On Post	22 On Shares
-----------------------	----------------------	------------------------

39 Shares	29 On Post	10 On Shares
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955 Post Clicks

0 Photo Views	495 Link Clicks	460 Other Clicks ⓘ
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NEGATIVE FEEDBACK

6 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

83,168 people reached

✓ See Results

Like · Comment · Share · 36 14 29





Targeted Recruitment Remarketing

Tweet details



Jobpostings.ca
@jobpostingsca



.@HomeDepotCanada is #hiring
Operations Reps on Feb 12, 6-9pm! Find
the career fair near you:
cards.twitter.com/cards/18ce53vz...

5:36 PM - 10 Feb 2015

7 RETWEETS 4 FAVORITES

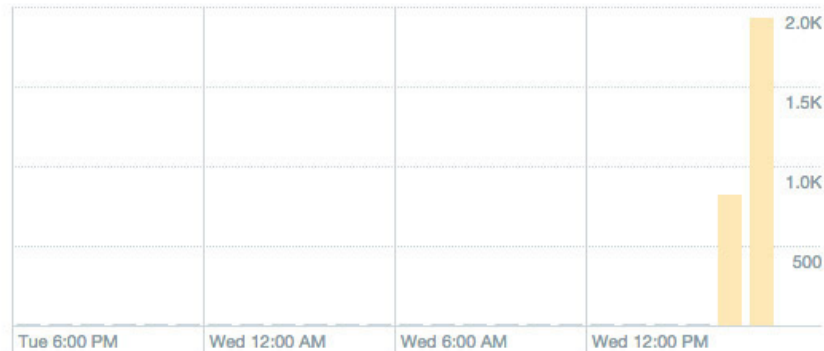


🚀 Get up to 20 times more link clicks

Your Tweet has 2 link clicks so far. Get it in front of more people like your followers and those interested in topics mentioned in this Tweet.

Promote this Tweet

Impressions overview



Key metrics

Promoted

Organic

Impressions

Number of times users saw the Tweet on Twitter

12,684

75

Link clicks

Clicks on a URL or Card in the Tweet

65

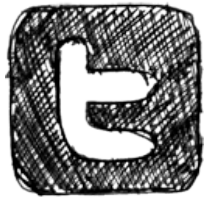
2

Detail expands

Number of times users clicked on the Tweet to view more details

58

1



Recruitment on Twitter

Tweet details

JP Jobpostings.ca
@jobpostingsca

Follow

.@loblawcareers is **#hiring** 1700+
#EntryLevel jobs across Canada. Learn
why to launch your #career wt Loblaw
ow.ly/GQ9PH

4:15 PM - 16 Jan 2015



Jobpostings.ca | Canada's top student job board

Student? Recent grad? Looking for your next full- or part-time
job? Co-op? Or Internship? Jobpostings.ca has you covered.
Apply to thousands of entry-level jobs across Canada.

JP Jobpostings.ca @jobpostingsca

2 RETWEETS 2 FAVORITES



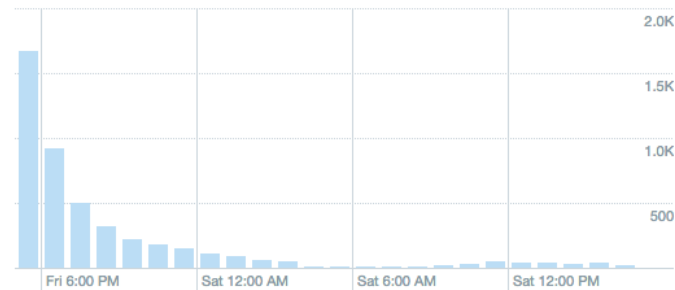
Get up to 45 more link clicks

Your Tweet has 36 link clicks so far. Get it in front of
more people like your followers and those interested in
topics mentioned in this Tweet.

Promote this Tweet

Hashtags increase visibility/reach of a tweet

Impressions overview



Key metrics

Quantity

Impressions

Number of times users saw the Tweet on Twitter

5,258

Link clicks

Clicks on a URL or Card in the Tweet

36

Detail expands

Number of times users clicked on the Tweet to view more details

27

User profile clicks

Clicks on the name, @handle, or profile photo of the Tweet author

6

Retweets

Number of times users retweeted the Tweet to their followers

2

Favorites

Number of times users favorited the Tweet

2

Hashtag clicks

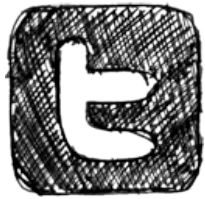
Clicks on hashtag(s) in the Tweet

1

Replies

Number of replies to the Tweet

0



Recruitment on Twitter

Tweet details



JP Jobpostings.ca
@jobpostingsca

Follow

.@adidasGroupJobs is #hiring team members across Canada. RT & #apply today! [ow.ly/lly2h](#)

4:15 PM - 17 Feb 2015



[Jobpostings.ca](#) | Canada's top student job board

Student? Recent grad? Looking for your next full- or part-time job? Co-op? Or Internship? Jobpostings.ca has you covered. Apply to thousands of entry-level jobs across Canada.

JP Jobpostings.ca @jobpostingsca

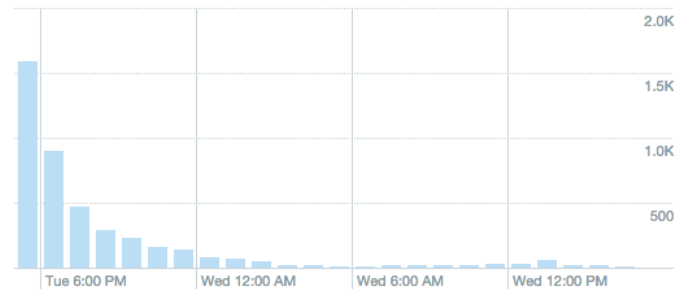
1 RETWEET 2 FAVORITES

Get up to 2 times more link clicks

Your Tweet has 28 link clicks so far. Get it in front of more people like your followers and those interested in topics mentioned in this Tweet.

Promote this Tweet

Impressions overview



Key metrics

Quantity

Impressions

Number of times users saw the Tweet on Twitter

4,769

Link clicks

Clicks on a URL or Card in the Tweet

28

Detail expands

Number of times users clicked on the Tweet to view more details

21

User profile clicks

Clicks on the name, @handle, or profile photo of the Tweet author

9

Favorites

Number of times users favorited the Tweet

2

Retweets

Number of times users retweeted the Tweet to their followers

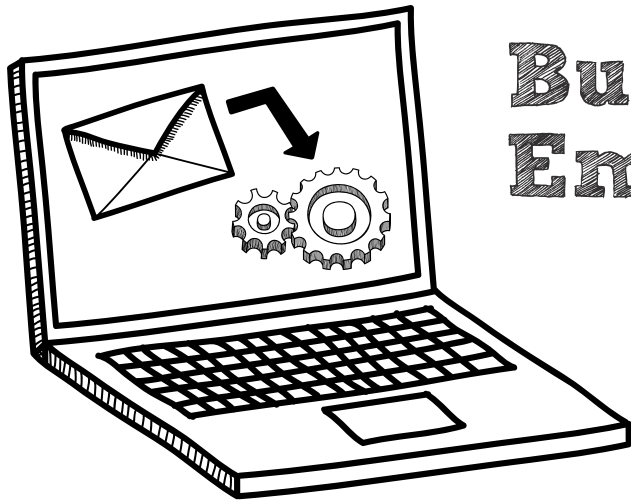
1

Replies

Number of replies to the Tweet

0

Add custom Twitter cards to better brand any link shared from your site.



Build Out Social Email List

Social Marketing To Existing Email List:

Import an email list; match emails to Facebook profiles, advertise to new marketing list on social media.

Build Look-alike Audience:

Facebook will analyze the demographic attributes of existing marketing list to create a new list of people who match those demographics.



PRESENTER: NATHAN LAURIE

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