EFFECTIVE SOCIAL MEDIA STRATEGIES FOR CAMPUS RECRUITMENT
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

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

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,856</td>
<td>10</td>
<td>0</td>
<td>1</td>
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</table>

133 Post Clicks

<table>
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<tr>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
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</thead>
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<td>0</td>
<td>104</td>
<td>29</td>
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</table>

Negative Feedback

<table>
<thead>
<tr>
<th>Hide Post</th>
<th>Hide All Posts</th>
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</thead>
<tbody>
<tr>
<td>0</td>
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</table>

<table>
<thead>
<tr>
<th>Report as Spam</th>
<th>Unlike Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
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</table>
Targeted Recruitment
Remarketing

SEARCH FOR A POSITION OR AN UPCOMING LOCAL EVENT

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.

Facebook and Twitter tracking pixel added to this site
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

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...
@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
Number of times users saw the Tweet on Twitter

Promoted 12,684
Organic 75

Link clicks
Clicks on a URL or Card in the Tweet

Promoted 65
Organic 2

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

Promoted 58
Organic 1
Hashtags increase visibility/reach of a tweet
Recruitment on Twitter

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.