

# 8 Free Apps For Streamlining Recruitment





*Buffer* is an easy-to-use app that lets you publish news and announcements across multiple social media profiles.

[www.bufferapp.com](http://www.bufferapp.com)

## What Does it Do?

*Buffer lets you manage multiple social media accounts on a singular platform.*

*Buffer broadcasts updates across Twitter, Facebook, Google+, LinkedIn, and app.net simultaneously. You can use Buffer to schedule updates to be published in the future too!*

## What do I do with it?

*Streamline your workflow. Set-up all your social media updates at the beginning of the week, and Buffer will automatically publish them over the week while you work on other things.*

## How Does It Help Me?

- *You'll only have to remember one password to login to all your social media accounts*
- *Buffer is compatible with Apple and Android devices. You can use it on your laptop and desktop too.*
- *Buffer schedules its updates to be published at the times when you'll get the most exposure.*

## Considerations

- *There are limitations to the free plan*
- *Attach images, links, and videos to your updates to be more noticeable on social media.*



*Bit.ly* is an online web service that lets you create webpage links that can be tracked

**Bit.ly**

## What Does it Do?

*Bit.ly tracks who clicks on your links, which websites your link was clicked on, and where in the world your target audience is from.*

## What do I do with it?

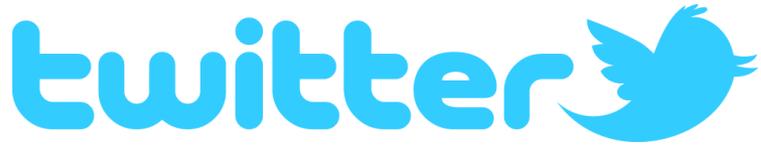
- *Create trackable links by copying and pasting a link into the Bit.ly app.*
- *Then place these Bit.ly links into your district's job postings, profile page, and application page on Makeafuture.ca.*
- *Bit.ly will track the source of the clicks—the sites that are exposing job seekers to your job postings, and the ones that are driving online applications.*

## How Does It Help Me?

- *Bit.ly's stats can help you determine which websites drive the most applications to your jobs.*
- *It'll help you make decisions about where you should spend your recruitment advertising dollars.*

## Considerations

*Bit.ly is available on Apple, Android and Microsoft devices, and your desktop/laptop computer.*



*Twitter* is a simple messaging tool for sharing ideas, information, and updates instantly.

**[www.twitter.com](http://www.twitter.com)**

## What Does it Do?

*It broadcasts updates, announcements, and news to individuals who “follow” you on Twitter.*

*Updates shared through Twitter are called “Tweets,” and those who subscribe to your updates are called “Followers.”*

## What do I do with it?

- *Advertise job vacancies*
- *Use it as a branding tool to highlight why your district is a great place to work.*
- *Provide updates on the status of job competitions, i.e. closing dates, interviewing schedules, etc.*
- *Promote professional development opportunities*
- *On-board new staff*

## How Does It Help Me?

- *Twitter can help you generate a lot of exposure for your district—thousands of BC educators use it!*
- *Regularly publishing content helps to maintain top-of-mind awareness among potential job seekers.*

## Considerations

- *Updates are limited to 128 characters*
- *Include links to photos, video, and other interactive content on Twitter*
- *Twitter is a “social media” so be social*



*LinkedIn Company Pages*  
are a branded profile page  
promoting your  
organization on the world's  
largest professional  
network.

**[www.linkedin.com](http://www.linkedin.com)**

## What Does it Do?

*It connects your organization with professional networks worldwide. LinkedIn company pages are platform to promote your organization as an employer. It can also be used as a medium to advertise your jobs, and a platform to attract interest in employment at your district.*

## What do I do with it?

- *Create professional applicant pools by having job seekers follow your LinkedIn page*
- *Promote career opportunities in your district*
- *Use it as a billboard to promote your school district*
- *Provide useful information about the application process to help facilitate the application process*
- *Use it as a medium to provide answers to FAQ.*

## How Does It Help Me?

- *LinkedIn users are primarily professionals with post-secondary educations—the people you want to hire!*
- *Job seekers that you connect with on LinkedIn can be added to your applicant pools*
- *LinkedIn helps you develop professional connections through your own professional network.*

## Considerations

- *To build a following on LinkedIn, regular updates need to be published*
- *It takes time to set-up a LinkedIn company page.*



*Slideshare* is an app for sharing presentations, documents, videos, infographics, PDFs, and Webinars.

**[www.slideshare.net](http://www.slideshare.net)**

## What Does it Do?

*It's a publishing platform for sharing information about your district and career opportunities in a presentational format.*

## What do I do with it?

- *Create multimedia presentations highlighting your school district and your communities*
- *Create informational documents to answer job seekers' FAQs*
- *Create an informational slideshow explaining the application process to job seekers.*

## How Does It Help Me?

- *It's a visually engaging way to promote your school district and promote interest in career opportunities in your district.*

## Considerations

- *SlideShare is among the top 120 most visited websites in the world*
- *Content on SlideShare is available to the general public and easily shareable*
- *Even mobile devices and tablets can use SlideShare.*



*A company page is your organization's public profile on Facebook—the world's largest social network.*

**facebook.com/business**

## What Does it Do?

*It's a page that you create on Facebook that will help create awareness of your district among job seekers and their social networks.*

*It is a branding tool that will help you shape public perception of your school district and what it's like to work there.*

## What do I do with it?

- *Share jobs, promote your district to active job seekers*
- *Ask your fans to share jobs with their networks*
- *Share photos and videos to showcase your schools*
- *Answer FAQ about the application process*
- *Directly contact your fans about job opportunities.*

## How Does It Help Me?

- *It is an effective way to reach early career teachers*
- *Keeps you engaged with active and passive job seekers even when you're not hiring*
- *Facebook's data helps you identify applicant pools.*

## Considerations

- *Sharing new content regularly to engage fans*
- *Allow comments on your page if you have time to moderate them.*



A YouTube channel is a homepage for sharing videos about topics of your interest.

[www.youtube.com/channels](http://www.youtube.com/channels)

## What Does it Do?

*It is a platform for sharing videos of your district, schools, students, and events.*

## What do I do with it?

- *Publish videos about your district and community through an online channel that you control*
- *Gather video testimonials of your employees extolling the virtues of working in your organization and community*
- *Find and curate videos showcasing your community to show what it would be like to live and work there.*

## How Does It Help Me?

- *Videos help to demystify preconceptions job seekers may have about your district*
- *Videos are an engaging medium, and may help to stimulate interest from outside applicants.*

## Considerations

- *Allow comments on your page if you have time to moderate them.*



*Paper.li* is a platform for publishing an online newspaper based on your interests, and from the articles and news you curate.

**[www.paper.li](http://www.paper.li)**

## What Does it Do?

- *Paper.li* automatically takes content from a variety of online sources, and organizes it into a visually appealing online newspaper that you can share with your target audience, i.e. job seekers.

## What do I do with it?

- *Create a weekly newspaper to highlight all the positive news coming out of your district to create a positive organizational image*
- *Share employment information and hiring news that is relevant to job seekers.*

## How Does It Help Me?

- *It saves you the time of having to aggregate all the news coming out of your district and the effort it takes to create a presentational document.*

## Considerations

- *You can edit the content that is shown in your newspaper.*

# Need help implementing these apps?

## Contact

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