

SOCIAL

SOCIAL RECRUITMENT CONTENT FRAMEWORK

- ✓ **The 80/20 Content Rule**
- ✓ Building Your Brand, Not Broadcasting Jobs
- ✓ Employee Advocacy & Social Amplification
- ✓ Content That Actually Works

Frameworks from

The Talent Brand

by Jody Ordioni

Your social channels are building an audience right now — for you or against you.

Let's talk · branding@brandemix.com · (212) 947-1001

Building, Not Broadcasting

Most recruitment social media is a megaphone for job posts. Real social recruitment builds a community — whether you're hiring right now or not.

The difference between broadcasting and building is the same as the difference between cold calling and earning trust. One works once. The other builds a pipeline that runs itself.

- 1 The best candidates aren't looking — they're watching. Your social presence is how passive talent forms an opinion about you before they ever see a job post. What they see determines whether they apply when the moment comes.
- 2 Employee voices carry more weight than brand accounts. Content shared by employees gets 8× more engagement than the same content from a company page. Your people are your best channel — if you give them something worth sharing.
- 3 Consistency compounds. One great post doesn't build an employer brand. A steady stream of honest, specific, human content does. This framework gives you the architecture to make that sustainable.

Want us to look at what your social channels are currently communicating to candidates?

We offer a free 30-minute Social Recruitment Diagnostic. branding@brandemix.com

Signs Your Social Is Just a Job Board

You don't need an analytics dashboard to know something's off. These patterns are the signal.

More than 50% of your posts are job listings

Candidates follow employer brand accounts for culture, not vacancy updates. A feed full of job posts tells them you have nothing else to say.

Your engagement rate is under 1% across all posts

Low engagement means your content isn't resonating. The algorithm deprioritises it, and candidates scroll past. Volume without engagement is invisible.

Every post comes from the company account — no employees

When only the brand speaks, it sounds like a brand. When employees speak, it sounds like people. Candidates trust people.

Your social and your career site tell different stories

If your social promises an innovative culture and your career site looks dated, candidates notice the gap. The weakest touchpoint sets the expectation.

You post when you're hiring and go quiet when you're not

Talent pipelines don't build in a week. If you only show up when you need something, candidates know it — and they don't stick around.

If you checked two or more — your social presence is either invisible or actively signalling the wrong things. This framework shows you how to fix the ratio.

What's Inside

01 The 80/20 Content Rule

The right ratio of brand-building to job posts — and why most companies get it backwards

02 Your Content Pillars

Define the 3–5 themes that make every piece of content feel consistent and intentional

03 Content Types That Work

Five formats that build trust with candidates — with guidance on how to execute each

04 Employee Advocacy

How to turn your employees into your most credible recruitment channel

05 The Job Post Formula

When you do post jobs, write them so candidates actually stop scrolling

06 Platform Guide

What works on LinkedIn, Instagram, and Twitter — and how to adjust for each

07 Content Calendar + Metrics

A repeatable weekly cadence and the metrics that actually predict recruiting outcomes

The 80/20 Content Rule

Most companies post jobs 80% of the time and wonder why no one engages. Flip the ratio.

80%

BUILD THE BRAND

20%

ACTIVATE

BUILD THE BRAND

■ Employee stories

Real people, real work — the most trusted content you can post.

■ Behind-the-scenes

Show the actual work, not just the polished outcome.

■ Culture proof

Events, team wins, candid moments — evidence over claims.

■ Industry insights

Position your people as thinkers, not just job-fillers.

■ Employee-generated content

Let your team tell the story in their own words.

ACTIVATE FOR HIRING

■ Job posts

Human, engaging, scroll-stopping — not a copy-paste from the JD.

■ Hiring campaigns

Specific, targeted, time-bound — not an always-on job feed.

■ Application CTAs

Clear next step every time — apply, refer, or join the talent community.

The ratio is the strategy. Brand-building now creates the pipeline that makes every future job post work harder.

Want help building the right content ratio for your brand?

We build social recruitment content strategies for 200+ organizations.
branding@brandemix.com

Your Content Pillars

Define 3–5 themes that align with your EVP pillars. Every post should map to one.

PILLAR	CONTENT IDEAS — what would prove this pillar?
<p>01 PILLAR NAME: _____ <i>e.g. Innovation</i></p> <p>YOUR ANGLE: _____ _____ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Show a project that pushed technical limits <input type="checkbox"/> Feature an employee solving a hard, specific problem <input type="checkbox"/> Share a 'how we built this' story with real detail <input type="checkbox"/> Highlight a failure that led to a breakthrough
<p>02 PILLAR NAME: _____ <i>e.g. Impact</i></p> <p>YOUR ANGLE: _____ _____ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Share a client outcome with real numbers <input type="checkbox"/> Feature an employee talking about why their work matters <input type="checkbox"/> Show community or CSR involvement in action <input type="checkbox"/> Quantify what your team delivered last quarter
<p>03 PILLAR NAME: _____ <i>e.g. Growth</i></p> <p>YOUR ANGLE: _____ _____ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Spotlight an internal promotion or career pivot <input type="checkbox"/> Share a learning moment — a course, a project, a stretch role <input type="checkbox"/> Feature a manager talking about how they develop their team <input type="checkbox"/> Show what year one through year three looks like here
<p>04 PILLAR NAME: _____ <i>e.g. People</i></p> <p>YOUR ANGLE: _____ _____ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Candid team moments — not staged, not posed <input type="checkbox"/> Introduce someone new with their actual story <input type="checkbox"/> Show what collaboration looks like in practice <input type="checkbox"/> A day-in-the-life that captures the real rhythm of the work

Content Types That Work

Five formats that build trust with candidates. Check the ones you're currently using.

Employee Spotlights

Most trusted format

Photo + quote or short video. Ask one real question: 'What surprised you most here?' Let the employee choose.

→ *The question they pick tells you what they're most proud of.*

USING?

- Yes
- No
- Sometimes

Day-in-the-Life

Highest candidate intent signal

Follow one person from morning to close. Specific role, real tasks, real rhythm — not 'we have a great team.'

→ *Make it role-specific. 'A day as a Senior Engineer' outperforms 'Life at [Company]' every time.*

USING?

- Yes
- No
- Sometimes

Behind-the-Scenes

Strongest culture signal

Team meetings, sprint reviews, product launches, problem-solving — real work in progress, not staged outcomes.

→ *The less it looks like a photoshoot, the better it performs.*

USING?

- Yes
- No
- Sometimes

Employee Takeovers

Highest engagement format

Give an employee the account for a day. Their voice, their perspective, their unscripted view of the job.

→ *Brief them on what not to share, then get out of the way.*

USING?

- Yes
- No
- Sometimes

Culture Moments

Best for passive talent

Team milestones, real celebrations, candid wins — the moments that happen anyway, captured and shared.

→ *Candid beats staged. A team lunch with bad lighting does more for your brand than a photoshoot.*

USING?

- Yes
- No
- Sometimes

Is your social channel building a pipeline — or just filling a feed?

We look at what your social channels are actually communicating — and tell you exactly what to fix.

Career site, job postings, content strategy — we go through all of it and come back with a clear, prioritised list.

Let's talk →

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Or continue to the Employee Advocacy section →

Getting Employees to Share

Employees are your most credible recruitment channel — when they actually want to share.

MAKE IT EASY

- Create shareable content**
Quote graphics, short videos, story templates — assets they can share in one tap without re-creating anything.
- Provide copy they can customise**
Give them a caption draft. Most people don't share because they can't think of what to write — remove that friction.
- One-click sharing from internal platforms**
If it takes more than two steps, most people won't do it. Embed share links in Slack, Teams, your intranet.

MAKE IT REWARDING

- Spotlight employees who share**
Feature them in your next post. Public recognition creates more advocates than any incentive programme.
- Show them the impact**
'Your share reached 12,000 people and generated 3 applications' — make the outcome visible and they'll do it again.
- Recognition over just rewards**
Leaderboards and gift cards help. But being known as someone whose voice matters? That lasts longer.

MAKE IT AUTHENTIC

- Never mandate sharing**
A mandated share is immediately detectable and damaging. It signals the culture is performative — the opposite of what you want to communicate.
- Give them content worth sharing**
If you wouldn't share it yourself, they won't either. Pride-worthy content gets shared. Obligatory content gets ignored.
- Let them add their own voice**
'Here's the story, tell it your way.' Their words matter more than your caption.

Job Post Formula for Social

When you post jobs, make them scroll-stoppers. Every element earns the next.

01

HOOK

First line. This is the only line most people read.

X

We're hiring a Senior Engineer in New York.

✓

Want to build AI that helps doctors catch diagnoses they would have missed?

Start with the problem being solved or the impact — not the title, not the location.

Your hook draft: _____

02

CONTEXT

Why this role exists and what it's actually solving.

X

Responsibilities include managing projects and working cross-functionally.

✓

You'll lead the product decisions that determine what 40,000 clinicians see every day.

What problem does this role solve? What will they own? Who will they work with?

Context statement: _____

03

VALUE

Why here, why now — tied to your EVP.

X

We offer competitive salary, benefits, and a dynamic fast-paced environment.

✓

We're growing fast enough that what you build this year will still be core infrastructure in five.

'Competitive' means nothing. Specificity earns trust.

Value statement: _____

04

CTA

Tell them exactly what to do next.

X

Interested? Apply below.

✓

Apply here [link] — or not ready yet? Join our talent community and we'll reach out when the right role opens.

Always give two paths: apply now, or stay connected. The second path keeps warm candidates.

Your CTA: _____

Platform Guide

Same brand. Different tone. Adjust your approach for each platform.

LinkedIn

BEST FOR: B2B, professional, most roles

The primary platform for most employer brands. Candidate trust is high — but only if it doesn't read like a press release.

WHAT WORKS

- Employee stories perform highest — LinkedIn's algorithm favours personal content
- Long-form posts showing expertise and thinking outperform short job blasts
- Encourage employees to share — it dramatically extends organic reach
- Behind-the-scenes posts consistently outperform company announcements

→ Write in first person even on the brand account. 'Here's what we're building' works.

Instagram

BEST FOR: Creative, consumer, retail, tech

Visual-first. Everything you post here is a window into your culture — staged, generic imagery actively damages your brand.

WHAT WORKS

- Stories for daily, unpolished moments — the format rewards authenticity
- Feed for higher-production content that still looks and feels real
- Reels for short-form Day-in-the-Life and behind-the-scenes
- Employee takeovers work exceptionally well here

→ If it looks like a stock photo, it will perform like one.

Twitter / X

BEST FOR: Thought leadership, tech, media

Where voice and personality matter most. The fastest way to signal what kind of company you are — and the fastest way to undermine it if your tone is corporate.

WHAT WORKS

- Thought leadership — opinions, industry commentary, honest takes
- Real-time engagement — respond to candidates, comment on relevant conversations
- Quick culture moments — what's happening in the office today
- Personality-driven posts that show there are humans behind the account

→ The worst thing you can do on Twitter/X is sound like a brand. Be a person.

Content Calendar & Metrics

Consistency beats volume. A simple, repeatable cadence will outperform sporadic bursts.

WEEKLY CADENCE

Monday

Employee story or spotlight

Start the week with a person

Wednesday

Behind-the-scenes or culture moment

Mid-week — show the work

Friday

Job post OR thought leadership

End with a prompt or opportunity

MONTHLY THEMES

Week 1 Brand Pillar #1

Week 2 Brand Pillar #2

Week 3 Employee-generated content

Week 4 Hiring spotlight (if roles open)

METRICS THAT MATTER

STOP TRACKING

✗ Follower count

Vanity metric. 10K unengaged followers is worth less than 500 who share your posts.

✗ Likes and reactions

Doesn't predict applications or hires. Nice to have — irrelevant as a success metric.

START TRACKING

✓ Applications sourced from social

The only metric that connects content to actual hiring outcomes.

✓ Quality of hires from social

If social brings in applicants but not fits, your content is attracting the wrong audience.

✓ Employee sharing rate

What percentage of your team shares content? This is your advocacy health score.

✓ Talent community growth

Future candidates, measured. The pipeline before the pipeline.

✓ Content-to-application rate

Which content types actually drive applications? Double down on those.

80/20

If more than half your posts are job listings, you're using social as a broadcast channel — and candidates have already tuned you out.

You're not losing candidates to companies with better jobs. You're losing them to companies with better social — who built trust with passive talent before they were ever looking.

The pipeline is built before you're hiring.

We build the content strategy and editorial engine that makes that possible — without it becoming a second full-time job.

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Here's how we help.

We've spent 20+ years helping organizations build employer brands that attract talent consistently — not just when they're actively hiring. Here's what that looks like.

EVP Development

We research what's genuinely true about your organization — through employee interviews, focus groups, and competitive analysis — and build an EVP that's specific, defensible, and real.

Delivered 200+ EVPs across industries

Employer Brand Strategy

Once your EVP is validated, we build the brand architecture and messaging system that lets it show up everywhere — from job posts to onboarding to all-hands meetings.

From strategy through activation

Social Recruitment Content

We build the content strategy, editorial system, and employee advocacy framework that turns your social channels into a genuine talent pipeline — not just a job board.

Award-winning creative & media

Let's talk about your social recruitment strategy.

A 30-minute conversation. We'll look at what you have, tell you what's working, and where to go next.

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bonding through brand strength

**Social media builds the audience.
Brand builds the trust.**

Together, they build the pipeline.

Your best candidates are out there right now, forming an opinion about your employer brand.

We help you make sure that opinion is accurate — and worth acting on. We've built social recruitment content strategies for organizations across industries. We know what makes candidates stop, read, and apply.

Let's talk →

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