

Purpose: The Social Media for Recruitment program will provide Recruiters and HR with the toolkit to develop and execute Social Media recruitment strategies that are aligned with your business drivers and market specialisation providing your organisation with a competitive advantage in engaging and recruiting the best and brightest candidates available in the market.

Feature	Learning Outcomes	Benefits
Defining the difference types of social media	<ul style="list-style-type: none"> • Develop an understanding of the types of Social Media and how best apply to meet your business drivers. • Understand the size and trends of Social Media for your industry 	<ul style="list-style-type: none"> • Helps you choose which Social Media tools are best suited to your organisation. • Provides benchmark data to use as part of business case development.
Linking of your talent management Social Media activities to broader business online programs	<ul style="list-style-type: none"> • Learn the various places Social Media can be used within your talent management strategy. • Understand how to link your program goals to marketing objectives. • Understand how to leverage online marketing programs for talent acquisition. 	<ul style="list-style-type: none"> • Increases the quality of effectiveness of your Social Media activities. • Helps recruiters work with marketing departments to improve the overall message • Leverage existing investments in Social Media to reduce the cost of your program.
Defining the requirements of a Social Media policy and guidelines for organisations	<ul style="list-style-type: none"> • Understand if your organisation requires a Social Media policy or if existing policy suffice. • Understand the possible legal, IT and marketing barriers to using Social Media. • Learn the best practices in using Social Media. 	<ul style="list-style-type: none"> • Save time in selling your Social Media program within your organisation. • Improve the contents of Social Media policies. • Save time developing policies. • Reduce the learning curve using Social Media.
Building an effective strategy	<ul style="list-style-type: none"> • Understand the best Social Media approaches for different types of talent. • Learn the skills required to run a Social Media talent management program. • Develop a talent management Social Media strategy. • Learn how to use metrics to demonstrate business benefits. 	<ul style="list-style-type: none"> • Improves the return on investment by focusing only on talent segments that work. • Improves the quality and business focus of your strategy. • Saves time in finding the right resources to run a Social Media program. • Ensures ROI from the investment in Social Media.