

How To Strengthen Your Network

Cheat Sheet

BUILDING YOUR PERSONAL BRAND ONLINE & OFFLINE AS A RECRUITER

Networking & Collaboration



- **Online and Offline Networking**
 - Build your network both online and offline.
 - Collaborate with other recruitment companies to expand your reach and share opportunities.

Personal Interaction

- Meeting clients or candidates in person builds credibility.
- Familiarity with your online brand can make people more inclined to meet in person.
- Getting out and seeing people differentiates you from competitors.

LinkedIn Strategy



- **Posting Times and Response**
 - Best time to post: 8am; be active for at least 2 hours after posting.
 - Respond to tags within 2 hours to maximize engagement.

Content and Interaction

- Comments should be a minimum of 10 words.
- Include a call to action or a question at the end of every post.
- Use three hashtags and tag others to increase interaction.
- Post a mix of content: live job ads, success stories, industry insights, and lighthearted posts.

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Engagement and Branding



- **Content Creation**

- Start posts with a hook and end with a call to action.
- Use captivating images and ensure posts have a clear structure.

Building Personal Brand

- Visibility is key: "If you're not visible, you are invisible."
- Authenticity is important; content doesn't have to be perfect.
- Share your opinions on others' posts to increase visibility and establish your personal brand.
- Continuously update your content planner and note down ideas when they come.

Marketing & Automation



- **Efficiency and Tools**

- Automate where beneficial, such as with email follow-ups for candidates.
- Personalize important communications to enhance engagement.
- Choose technologies that specifically meet your needs and make your tasks easier.
- Continuously evaluate whether the time spent on automation is worth the benefits (is it worth the squeeze?).