

CHATTERKICK 



DIGITAL RECRUITMENT
Worksheet

Digital recruitment means marketing your open roles, culture, and employee experience across digital channels. For HR professionals in manufacturing or food processing, it's an especially useful way to reach both active and passive job seekers on the platforms they already use. According to Glassdoor, 84% of people would consider leaving their current job if a new employer with an excellent reputation offered them a position. This illustrates just how critical a strong online presence can be.

The Foundation: Your Company Story

Before diving into Facebook ads or LinkedIn posts, step back and define what makes your organization special. Candidates—especially in a competitive labor market—want to see more than salary figures; they're looking for a unique culture, growth opportunities, and stability. Ask yourself:

What sets your organization apart from others in the same industry?

How do employees describe the work environment, day to day?

What career paths or training programs do you offer for growth?

A clear, authentic story will guide all your digital recruitment tactics.

Active vs. Passive: Where Do They Intersect?

ACTIVE CANDIDATES	TACTICS	PASSIVE CANDIDATES	TACTICS
<ul style="list-style-type: none"> ◦ Searching job boards (Indeed, LinkedIn Jobs). ◦ Responding to company "We're Hiring" posts. ◦ Quick to fill out online applications. 	<ul style="list-style-type: none"> ◦ Short, clear job posts with direct calls to action. ◦ Sponsored ads on job boards for high-priority roles. ◦ A mobile-friendly careers page, ideally with an easy application process. 	<ul style="list-style-type: none"> ◦ Not actively looking but open to the right opportunity. ◦ Engaged by strong employer branding and community presence. ◦ Influenced by social media "behind the scenes" content and industry networking. 	<ul style="list-style-type: none"> ◦ Consistent, positive presence on LinkedIn, Instagram, or TikTok. ◦ Employee-generated content showcasing everyday wins, team milestones, or facility tours. ◦ Subtle "culture-first" posts that spark interest without sounding desperate.

Tips for Better Social Job Posts



Describe the job thoroughly:

Start with a clear, well-defined, and easy-to-understand job description. Add personality and showcase your company culture.



Provide key details:

Provide an accurate job title and location to increase relevancy and help potential employees discover the job opening.



Fill in the specifics:

Detail the salary, benefits and work hours for the open job role. Posts that include a salary range or starting salary are more likely to be viewed than job posts without salary information. People love lists but keep them short. A list of 3 to 7 items is great!



Be Multilingual:

Create separate job postings for different languages in your community instead of adding it to your original job posting. Adding a second language to one post means more words and makes it more likely to be passed over.



Stay organized:

Keep track of applicants with your jobs management tool.



Utilize Your Tools:

By posting your job on social media, you're able to share the job organically, instead of just relying on paid ads. Start by sharing the post to your personal Facebook page and encourage your network to share to their networks. Encourage your employees to share the post as well. Employee advocacy often offers the strongest form of referral and can be an excellent source for new hires. Another great tool is posting in local community hiring groups on Facebook. They can be great resources for finding existing audiences looking for employment.



Add an image:

The best images will be ones of your team interacting authentically and will encourage engagement. Applicants want to see themselves in a role and stock or posed images don't usually make that easy. If you post jobs frequently, consider changing up the image as well (this goes for copy too). Applicants can be turned off by repetitive images that make it seem like you just copied and pasted a job post.



Respond promptly:

Don't leave your applicants hanging. Respond in a timely manner to questions on posts, and when people apply, let them know where they stand.

Social Media in Practice



Ideal for professional and technical roles in manufacturing or food processing. Encourage leadership to share industry insights and highlight your facility's unique capabilities.



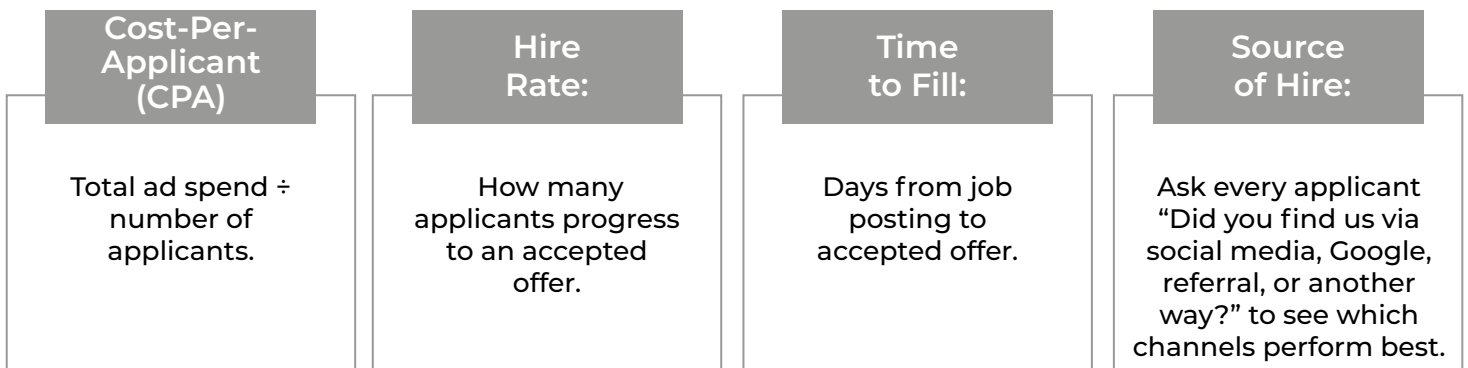
Short behind-the-scenes videos—like a “day in the life” of a production-line employee— can resonate with entry-level and younger candidates. Spotlight real employees in real environments.



Join local or regional community groups where your target demographic gathers. Share job openings in a helpful, community-centered way

Tracking Success

Data is essential to justify recruiting spend and optimize your approach:



If metrics aren't meeting expectations, revise your approach—adjust ad copy, tighten job requirements, or test new platforms.

Action Worksheet

Data is essential to justify recruiting spend and optimize your approach:

Define Your Core Culture

- What three unique traits set us apart in the industry?
- How do employees describe our workplace?

Key Roles & Requirements

- Which positions do we struggle to fill?
- What must candidates have (skills, certificates) from day one?

Active vs. Passive Strategy

- How are we targeting each group specifically? Production v. professional for platform selection
- Which platforms/groups do active job-seekers use most in our industry?
- Do we have ad dollars allocated for promotion?

Setting Success Expectations

- Cost per applicant chart
- Who is managing questions and comments on social media?
- How are we measuring success and in what timeframe?

CONCLUSION



Today's HR pros juggle marketing tasks daily, especially in manufacturing and food processing. By refining your message, leveraging the right social channels, and tracking metrics methodically, you'll connect with the best talent—often before they even know they're looking. Focus on authenticity, clarity, and data-driven iteration, and your digital recruitment efforts will stand out in a crowded landscape.