



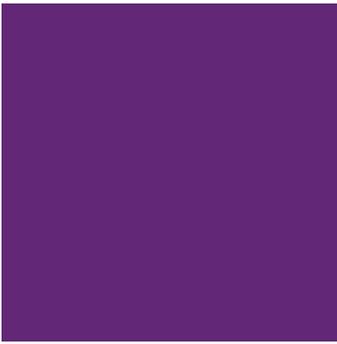
**Penheel  
Marketing**

*Marketing solutions for small businesses.*



## Social Media Recruiting for CPA Firms

The use of social media for recruiting in CPA firms is growing, especially with the need for accountants who are tech savvy. By using popular social media sites, firms of all sizes can attract, recruit, and hire highly qualified candidates.



# Current State

## Social Media Becomes the Norm

In 2012, it's no surprise that social media has become the dominant force when it comes to recruiting efforts in the professional services space.

These online platforms give recruiters new tools to evaluate candidates before they interview. And, provides an advantage when it comes to the war for talent.

Tracking systems and online databases give recruiters a way to amplify the number of candidates in the hiring network, while increasing the *quality* of leads.

Overall, trends indicate that leveraging social media in the recruiting process is becoming the norm. Reviewing potential candidates' social profiles before an initial interview is also becoming more commonplace.

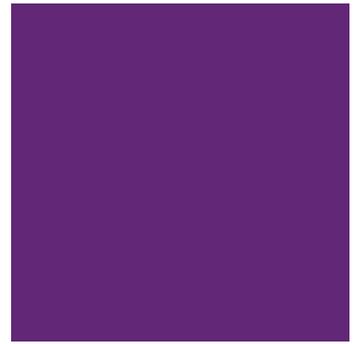
This summer JobVite released its 2012 Social Recruiting Survey results. In general, LinkedIn remained the number one social media platform used by recruiters to find qualified candidates. The distant second was Facebook, closely followed by Twitter.

Many of those statistics along with several others will be discussed on the following pages.

We will also share best practices, tips, and case studies of firms that are currently using social media for their recruiting efforts, including:

- McGladrey;
- WithumSmith+Brown;
- Sikich; and
- Berberich Trahan @ Co., PA.

# Research



Over the past few weeks, we've reviewed several resources about the use of social media in recruiting both within the U.S. and globally.

Two resources stood out, JobVites *2012 Social Recruiting Survey* and LinkedIn's *Global Recruiting Trends*.

Each really helped to set the stage around recruiting efforts over the past few years and how social media has influenced its methodology, including:

- Recruiters' need to find better ways to source passive candidates.
- Determining the ability to better utilize social and professional networks.
- Increasing the firm's need to develop and upgrade its employment brand.
- Identifying ways to deal with hiring increases, while hiring and recruiting budgets remained flat.

Additionally, the following statistics helped to dive home the understanding that recruiting and social media efforts were global trends.

- 92 percent of survey respondents either plan to use or are currently using social media in their recruiting efforts; an increase of nearly 10 percent from 2010.

- LinkedIn is used more than 80 percent of the time to recruit professionals; followed by Facebook at over 60 percent, and Twitter around 50 percent of the time.
- 73 percent of recruiters have successfully hired a candidate that was identified through a social media network or site; of that 89 percent were hired from a LinkedIn posting, 26 percent from Facebook, and 15 percent from Twitter.
- In 2012, 86 percent of recruiters were likely to look at a candidate's social media profile prior to the initial interview. That's up from 77 percent in 2011.
- The use of social media in recruitment efforts is at an all-time high. In 2012, 92 percent of recruiters used or plan to use social networks/social media in their recurring efforts.

What does this mean for you, as a recruiter?

1. If you do not have a profile on one of the top three social media recruiting platforms—LinkedIn, Facebook, or Twitter—then you should get one.
2. Education is key. Learn how to use the social platforms to your advantage.



# Tips and Techniques

There are many ways to leverage social media in recruiting efforts.

There are many ways to use social media to source job candidates. We've listed a few techniques here that you may find helpful. In general:

- As a recruiter, **establish yourself** as a resource for potential candidates. Often, you are the first person candidates come in contact with at the firm.
- **Engage current employees** in the social media effort. Internal recommendations are a great way to find reliable people; adding employees to the mix helps increase the number of people who will see the opportunity.

For example, you may want to post jobs internally, and offer a suggestion for social

media profile updates staff can place on their social platforms. Tip: Be sure to provide it in several different formats to accommodate different platforms.

Facebook or LinkedIn Example: We, [insert firm name], are looking for a CPA with 10 years of EBP audit experience. If you or someone you know might be interested, contact me. [add the link/phone/email]"

- Be a **savvy searcher** using powerful search strings in popular search engines. For example, enter the following in the search box on Google and see what you get:

Site:LinkedIn.com CPA Phoenix, AZ

# Tips and Techniques, cont.

## LinkedIn

- Buy job credits, which are cheaper than getting a premium account, to post a position for 30 days.
- Sign up for Talent Advantage, a LinkedIn resource for recruiters.
- Post open positions on your social profiles.
- Encourage employees to list the firm as their employer; it helps with SEO down the road.
- Share firm news, awards, articles, and more on the firm's LinkedIn page or on your status updates if you don't have a company page on LinkedIn.
- Cross-promote pages on all social platforms and on the firm's website.
- Optimize the firm's LinkedIn profile with keywords, video, and testimonials.



## Facebook

- Use Facebook's Directory feature to search for people's names, pages, groups, and applications they may have built.
- Post job listings on Facebook's Marketplace pages for free.
- Create a firm page where you can share information about the firm's services, products, culture, job postings, photos, videos, and more.
- Post ads (*not* free) with targeted audience options.

## Twitter

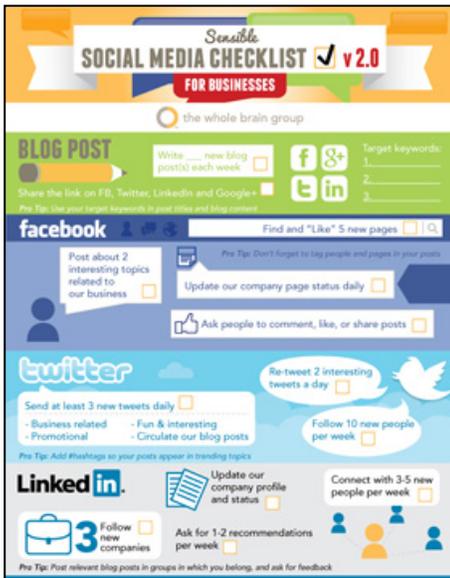
- Run a keyword search using [search.Twitter.com](https://search.twitter.com), for example #CPA #Phoenix
- Use hashtags, e.g., #hiring #CPA #EBPAuditor #NewYork, to help make postings stand out and relevant for people searching for jobs.
- Post 2-3 times per day on the firm's Twitter account, including topics such as events, relevant news, blog postings, job postings, and more. Consider repurposing content, e.g., restating content with the same link, in the postings.

## Pinterest

- Create pin boards, especially a career board, that highlights the firm's culture.
- Post events and news from the town(s) where the firm is located, for example the town's history. Photos are key!
- Post infographics/images about the accounting profession.

# Other Considerations

There is more to social media recruiting than simply posting jobs on various social platforms. To be effective, recruiters also need to know what's being said about their firm online so they can tackle any questions that may come up during an interview process. Below are some key resources to help you do that.



## Job Aid #1

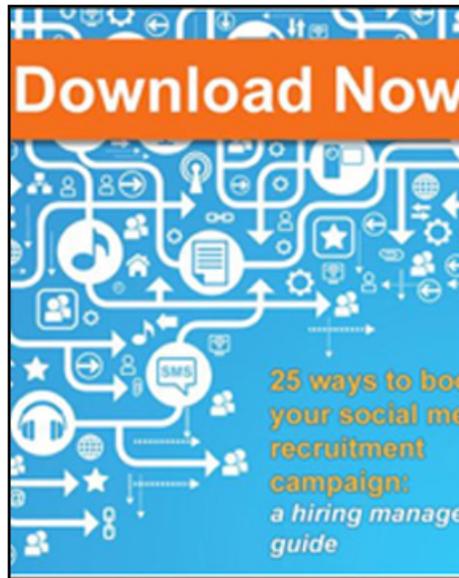
“Sensible Social Media Checklist for Business”

Developed by The Whole Brain Group, this checklist helps people to promote their brand on social networks.

Originally developed as a marketing tool, this checklist is also a great guide for any social media activity recruiters may want use. It helps you to create a consistent social media presence on multiple channels, including blogging, Facebook, Twitter, LinkedIn, Google Plus, Pinterest, and YouTube.

### Download >>

<http://bit.ly/RecruitingCkIstGrfk>



## Job Aid #2

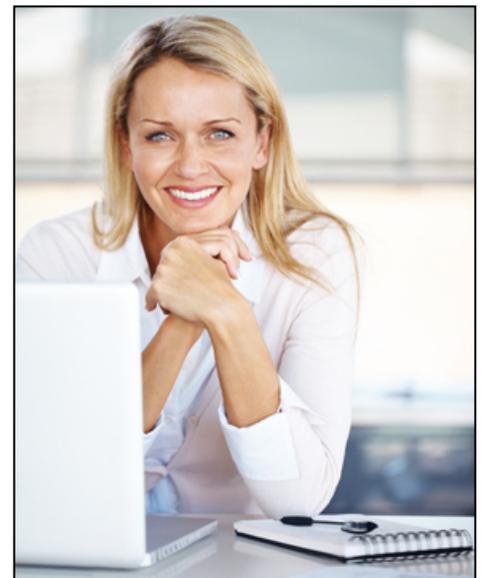
“25 Ways to Boost Your Social Media Recruitment Campaigns – A Hiring Manager’s Guide”

This five-page checklist helps recruiters to plan, disseminate, and execute their social media campaigns.

Covering LinkedIn, Facebook, Twitter, and Pinterest, this booklet from webrecruit, offers 25 tips on how to get closer to ideal candidate.

### Download >>

<http://bit.ly/25WaysChecklist>



## Listening.

Remember, just pushing content is not the only thing you should be doing.

Consider listening as well. Leverage tools like **HootSuite** to manage, schedule, and listen to conversations about your firm’s brand, professional topics of interest, trending topics, and most importantly, news about the competition.

A free account allows you to monitor up to three profiles.

Being aware of what’s happening in the profession not only makes the firm look good, it also makes you, the recruiter and often the first person potential candidates connect with, look good too.

# Case Studies

Four firms stood out in their recruiting efforts using LinkedIn, Facebook, Twitter, or Pinterest. Those were Sikich, McGladrey, WithumSmith+Brown, and Berberich Trahan & Co., PA. Each does things a little differently, but all are great examples to investigate and learn from.



## Sikich

Sikich takes full advantage of the Facebook apps available through the platform. On it's firm's page, the career tab leads visitors to a page with smiling faces and color-coded job descriptions. The casual, handwriting-style font gives the impression of a less conservative firm. While the statement "realize your full potential" leads visitors to feel they are in charge of their future. One thing they could improve is to move the Career app to the first row on the home page.



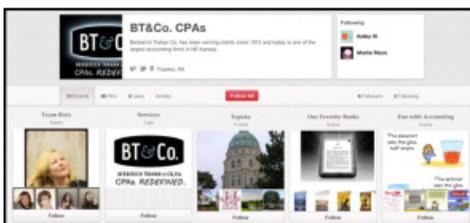
## McGladrey

McGladrey's premium LinkedIn account gives them the opportunity to add a graphical banner with an "Apply Now" button, as well as some additional features a free account does not offer. The profile also includes a very complete overview, leveraging keywords, plus job listings and recent awards. Adding recent awards, like "Working Mother," also helps draw in potential candidates. Adding a video to the LinkedIn profile could give additional insight into the firm's culture.



## WithumSmith+Brown

Who says accounting has to be boring? Not the staff at WithumSmith+Brown. Since 2010, they have released an annual video that has gained them a lot of attention in the recruitment space. Look more closely at their Facebook, Twitter, and LinkedIn pages and you'll see causal language and statements from staff like "I love this firm." They are doing so many things right and are a best practices case study to follow.



## Berberich Trahan & Co., P.A.

If you don't know how Pinterest can help your firm, especially with recruiting, view BT&Co.'s pin board. They post team bios and photos. List the firm's services. Highlight events and history of the town in which they are located—Topeka. And, share pins "Fun with Accounting." Few firm's are taking advantage of this newer social platform, so now is the time to explore it. Demographics for this platform are a nearly 80 percent female audience between the ages of 25 – 40.

# Resources

- LinkedIn Company Pages FAQ: [https://help.linkedin.com/app/answers/detail/a\\_id/1561](https://help.linkedin.com/app/answers/detail/a_id/1561)
- How to Optimize Your LinkedIn Company Profile for Recruiting: <http://mashable.com/2011/04/10/linkedin-recruiting/>
- How to use Social Media as a Recruiting Tool <http://www.inc.com/guides/2010/04/social-media-recruiting.html>
- LinkedIn Recruiting Solutions <http://talent.linkedin.com/contact-us>
- 2011 Global Recruiting Survey [talent.linkedin.com/](http://talent.linkedin.com/)
- Facebook Directory [www.Facebook.com/Directory](http://www.Facebook.com/Directory)
- Facebook Marketplace [www.Facebook.com/Marketplace](http://www.Facebook.com/Marketplace)
- Recruiting Reinvented: How Companies Are Using Social Media in the Hiring Process <http://www.forbes.com/sites/lisaquast/2012/05/21/recruiting-reinvented-how-companies-are-using-social-media-in-the-hiring-process/>
- 8 Simple and Effective Tools for Recruiting with Social Media – The Hiring Toolkit [http://www.volt.com/Recruiting\\_with\\_Social\\_Media.aspx](http://www.volt.com/Recruiting_with_Social_Media.aspx)
- How Accounting Firms Can Use Social Media to Attract New Hires <http://www.AccountingToday.com/news/Accounting-Firms-Social-Media-Attract-New-Hires-58180-1.html>
- JobVite 2012 Social Recruiting Survey Results <http://www.jobvite.com>
- Case Study: Recruiting through Social Networks [Volt.com](http://www.volt.com)
- Social Recruiting Results from Forrester [Case Study] <http://talentminded.com/forrester-sees-real-social-recruiting-results-on-twitter-case-study/>
- Case Studies [http://www.accountingtoday.com/ato\\_issues/26\\_2/case-studies-social-media-61611-1.html](http://www.accountingtoday.com/ato_issues/26_2/case-studies-social-media-61611-1.html)
- How Intuit Does Social Media Recruitment and Employer Branding [Case Study] <http://linkhumans.com/blog/how-intuit-does-social-media-recruitment-and-employer-branding-case-study>
- LinkedIn Company Page Guide [www.Linkedin.com/Companies](http://www.Linkedin.com/Companies)
- Social Media Checklist <http://www.thewholebraingroup.com/sensible-social-media-checklist-v20-infographic/>
- 25 Ways to Boost Your Social Recruitment Campaign – A Hiring Manager’s Guide [http://www.webrecruit.co.uk/blog/featured/25-socialmedia-recruitment/?goback=.gde\\_1988204\\_member\\_138352034](http://www.webrecruit.co.uk/blog/featured/25-socialmedia-recruitment/?goback=.gde_1988204_member_138352034)

## Penheel Marketing

Penheel Marketing is a boutique, marketing firm specializing in social media and digital marketing for CPA firms. Our virtual firm leverages skill sets from across the country, giving us the opportunity to spend time working on your projects with some of the most creative minds in the profession.

Our services include:

- Social media strategy and development
- Metrics and measurement
- Blogging, copywriting, and editing
- Social media and online ad development and placement
- Training/Education
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Website design and development (WordPress)
- Graphic Design

Closter, New Jersey

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