

Recruitment Tip

WAYS TO BOOST YOUR PERSONAL BRAND FOR RECRUITMENT ON SOCIAL MEDIA

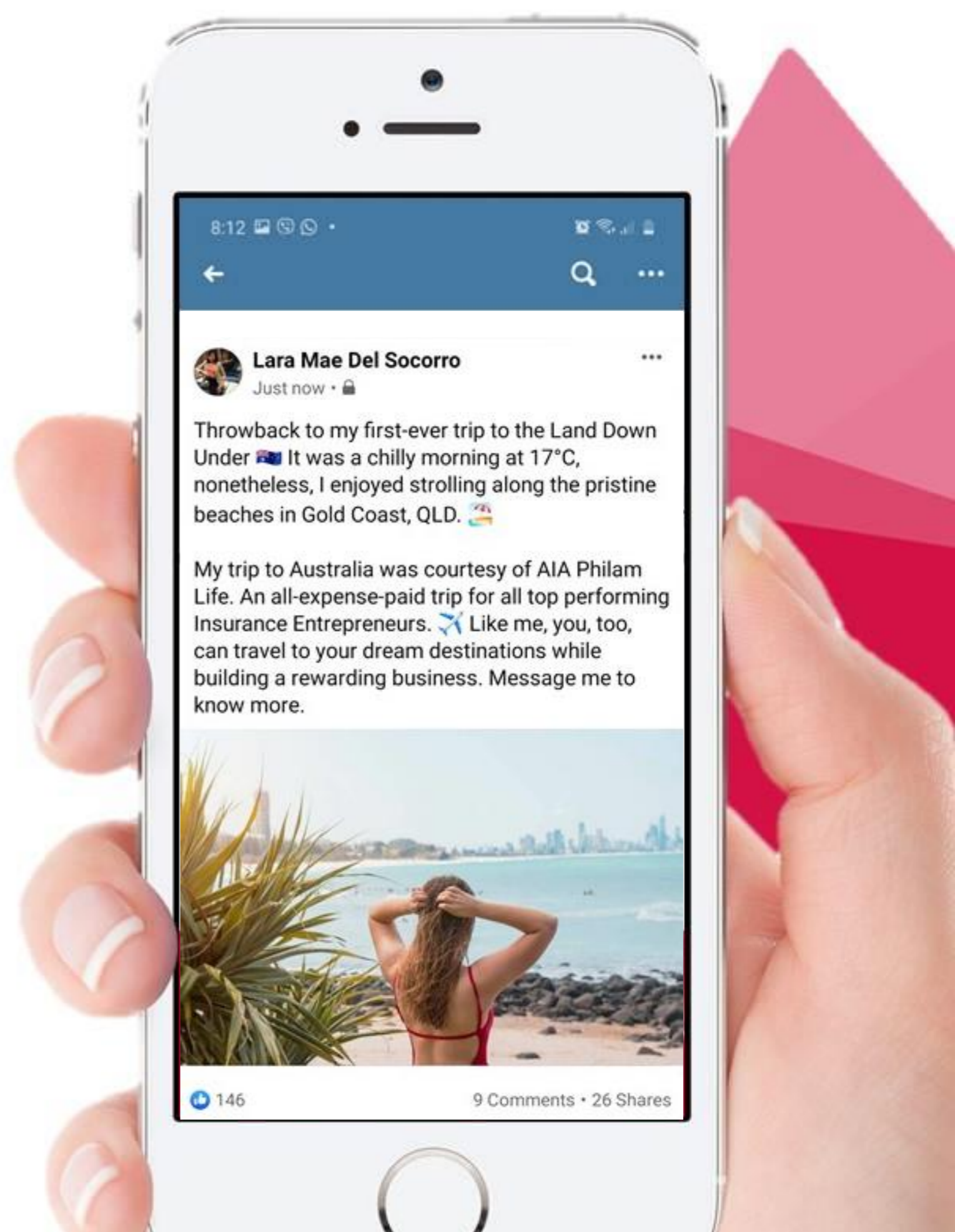
1. BE RELEVANT – Gear your content to your target recruit’s interests, pain points and experiences.

2. BE TIMELY – Post your content when most of your target recruits are also online

3. BE CONSISTENT – Schedule your content plan and don’t just post promotional contents. People would also like to be informed, entertained, and inspired.

4. BE PERSONAL – Share your personal anecdotes, stories and achievements to drive credibility and trust.

Want to post about AIA Philippines’ business Opportunity? Don’t just post a “job hiring”. Tell them what’s in it for them.



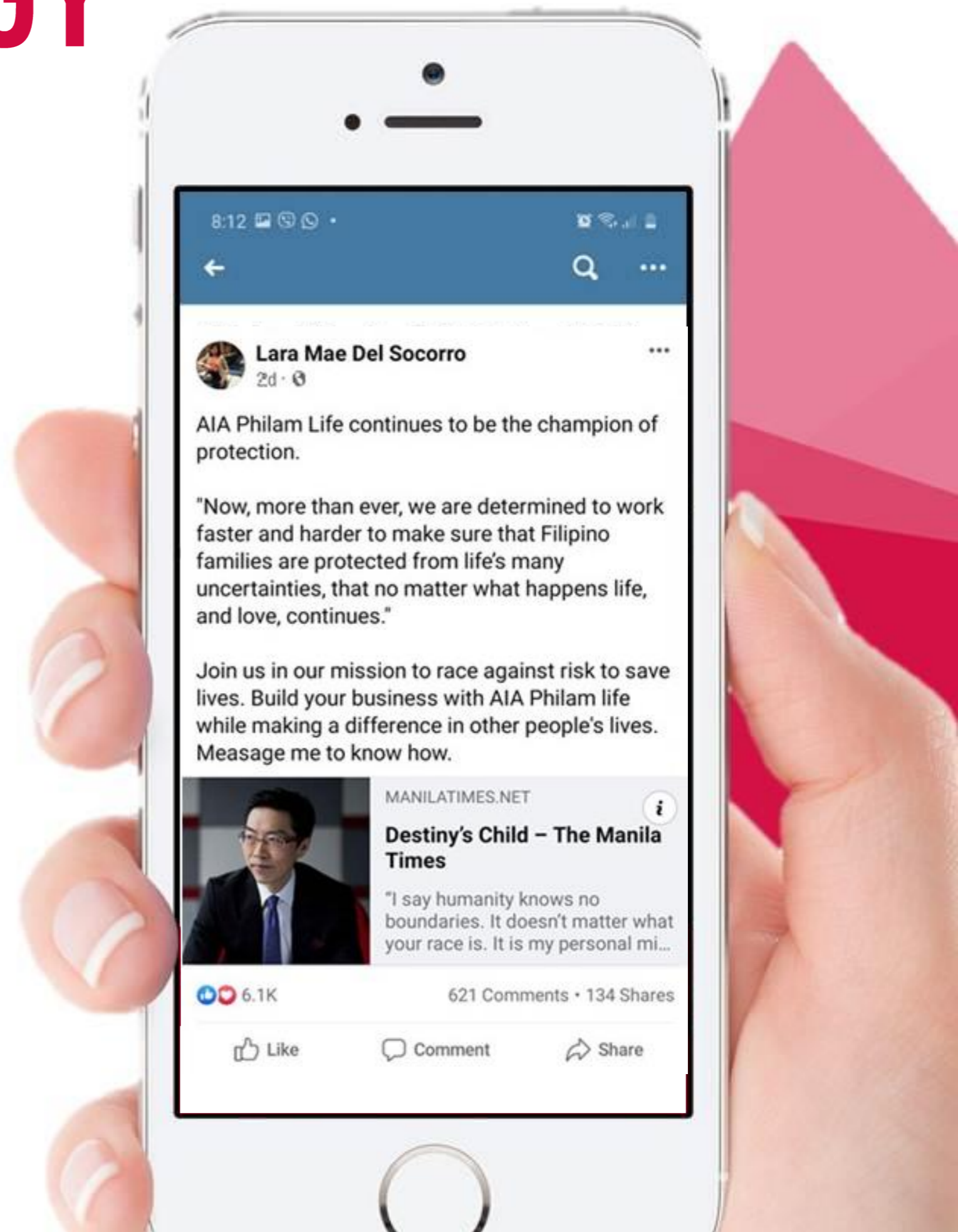
**HEALTHIER, LONGER,
BETTER LIVES**

Recruitment Tip

BUILD AIA PHILIPPINES' REPUTATION FOR EFFECTIVE SOURCING STRATEGY ON SOCIAL MEDIA

A company's reputation is a key influence in attracting the best recruits! Build a strong brand image for AIA Philippines by promoting interesting company content, awards and recognition, latest updates and more.

Example: Share press releases of AIA Philippines on your social media feed.



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