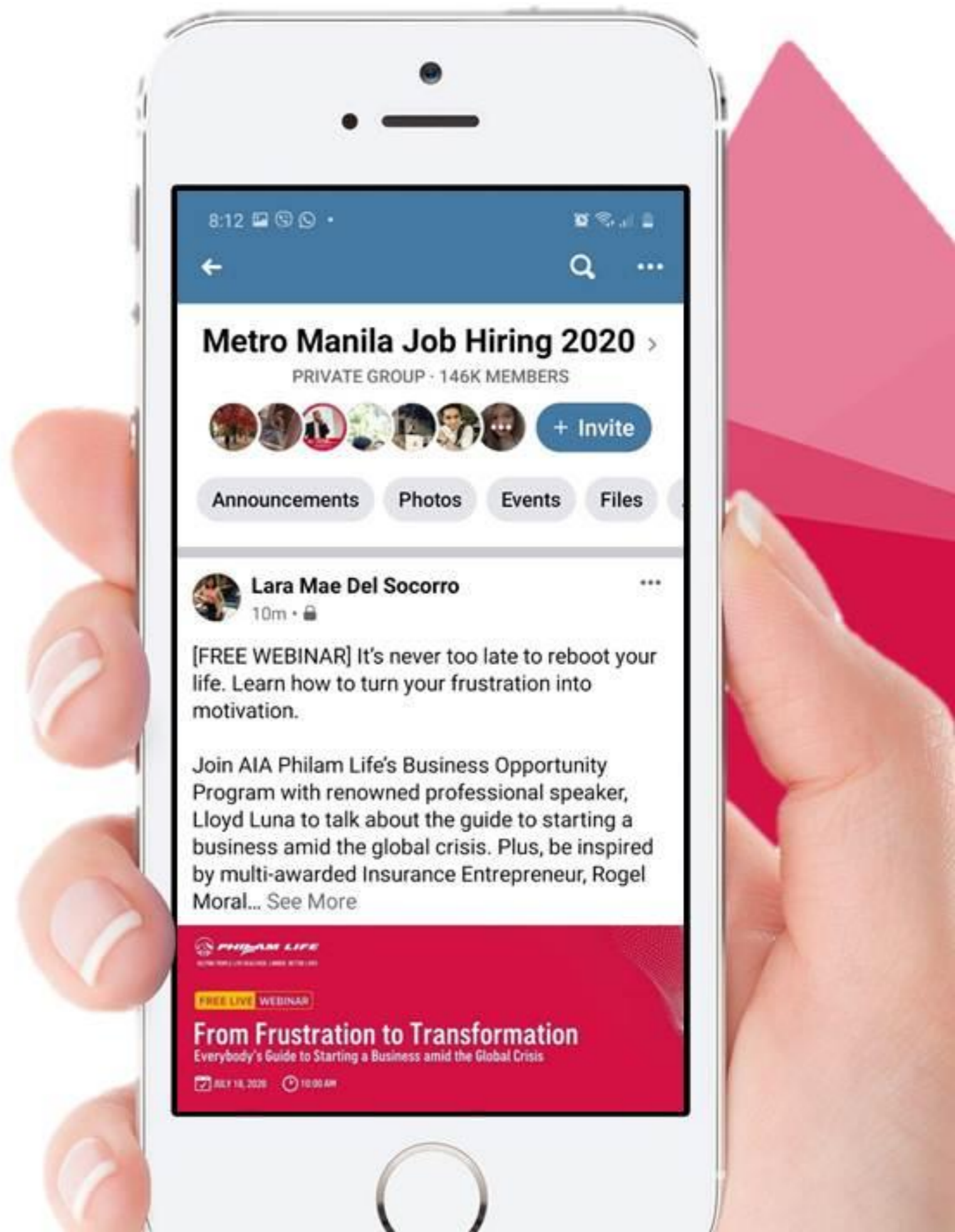


Recruitment Tip

EASY & PROVEN WAY TO FIND RECRUITS ON FACEBOOK

1. Join FB groups with people who have same or similar interests as you (e.g. OFWs, Dog Lovers PH, Cebu Hiring).
2. Engage with your FB group members by creating relevant posts and reacting/commenting on their posts.
3. Take your engagement further by reaching out to them via direct message. Get to know them more and introduce AIA Philippines' business opportunity. Bet you know the next drill!



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Recruitment Tip

BUILD THE WIDEST NETWORK ON LINKEDIN TO FIND & ATTRACT QUALITY RECRUITS

You can use the LinkedIn Search bar to broaden your professional network and look for your target recruits.



Use relevant search keywords such as:

- 🔍 Fresh Graduate; <name of school> New Graduate
- 🔍 Travel blogger; Event Organizer; Resort Owner
- 🔍 <name companies under the tourism or airline sector>



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Recruitment Tip

MAXIMIZE TWITTER TO SOURCE BEST RECRUITS FOR YOUR TEAM!



Hashtags

When posting a job, use appropriate hashtags (e.g. #JobsPH, #ManilaJobHiring, #FreshGraduates) to reach a more niche audience.



Chats

Consider initiating your own Twitter chat to get engaged with your potential recruits and spot candidates who exchange interesting ideas.



Advanced Search

Find potential recruits' profiles by using Twitter advanced search. You can filter your search by multiple criteria like location, profession and hashtags. Use keywords relevant to your industry to find profiles that fit to what you're looking for.

<https://resources.workable.com/tutorial/faq-social-media-recruitment-strategy#channels>



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Recruitment Tip

HOW TO USE INSTAGRAM FOR RECRUITING



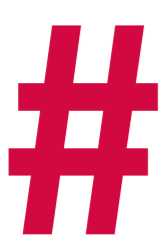
BUILD YOUR BRAND

Make sure that there is high-quality profile picture on your Instagram account, and that the details on your profile are filled out in a correct and working fashion.



SEEK OUT THE PASSIVE TALENT

Once you have built up a brand, start to look for users who share your interests, following or views. Make sure you comment on their photos, thanking them for liking your posts, like their photos and maybe even follow them.



MAKE USE OF SEARCH/HASHTAGS

To find talent, you have to search, and the best way to search is using hashtags. Searches on Instagram are carried out on username or hashtag, so search for #OFWph will bring up these results.



BE ACTIVE

Be on Instagram daily, post relevant content, create a hashtag especially for your brand, and also maybe run a few competitions or contests. Being active gives you a wider reach of followers and possible recruits.

Source: <https://theundercoverrecruiter.com/how-to-recruit-using-Instagram-in-5-simple-steps/>



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