

Market a Sparc

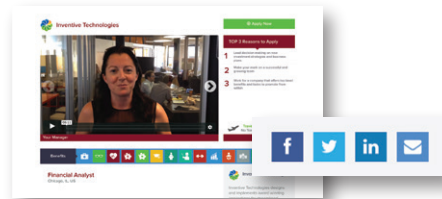
Once you have published your Sparc...

1 Add Sparc URL to job posting
 Make the first line of your job description the link to your Sparc. To attract candidates, add the phrase: "Click here to meet your boss."



2 Include in outreach
 Include a link in all InMails and emails. Invite prospects to "Meet your boss."

4 Share on social media
 Share the Sparc on Facebook, LinkedIn and Twitter. For your convenience, easy share buttons are included on all Sparcs.

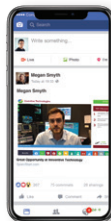


3 Leverage employee referral
 Send link to the Hiring Manager and Co-Workers featured in the Sparc and encourage them to share with their networks.

Tips for social sharing



Times to post:
12-4pm
 Wednesday - Friday



Use minimal hashtags and these keywords:

- #job - Find your next career move
- #careers - Click here to meet your co-workers
- #hiring - Meet your boss and co-workers
- #apply - Meet the team



Times to post:
12-6pm
 Monday - Thursday



Use hashtags to get your jobs noticed:

- #job
- #careers
- #hiring
- #[location]
- #[job title]
- #[job function] job



Times to post:
9-11am
 Monday - Friday



Use keywords when posting your Sparc:

- Click here to meet your boss
- Click here to meet your co-workers
- Meet your boss and co-workers