

# Using Social Media to Support Teacher Recruitment

Social media is an important component of teacher recruitment strategies that, when planned intentionally, can help increase the quality of candidates and fill critical shortages. Below, we share ideas and questions to guide the creation of a thoughtful social media recruitment strategy.

## Know your audience.

Who exactly are you trying to recruit? The more detailed information you have about the audience you are trying to reach, the better you'll be at sharing messages that resonate with them. Start by asking yourself these questions:

- What is their current role?
- What's important to them, and what's driving them to apply for a new job?
- What do they need to know to apply?
- Who do they trust to give them advice?

## Determine the right messaging to differentiate yourself from competitors.

To break through the clutter of competing districts, networks, schools and training programs, identify what differentiates you. Effective recruitment messaging describes what's truly different about you—and outlines clear advantages to your target audience. Here are some possible lenses through which to identify messages that differentiate you from others.

- **Audience.** Are you seeking candidates with specific experience or qualities?
- **Benefits.** Are there unique professional development opportunities, salary scales, or career ladders that make your school system unique? What benefits do you offer to educators?
- **Reputation.** Are there academic or social success metrics that distinguish your school system?
- **Endorsements.** Does your school system have statements of approval or support from a person(s), group(s), or organization(s) that matter to your target audience?

## Focus on your website first.

Before jumping into social media, make sure the webpage linked in your social media ads and posts aligns to best practices. Effective landing pages:

- **Give jobseekers the information they need.** Highlight eligibility requirements, job benefits, and a clear call to action to apply or learn more. Making landing pages job- or department-specific will help make sure prospective candidates self-select for positions that fit their experience and interests (i.e., separate pages for leadership, central office, and classroom-based roles).
- **Make it easy to express interest with a short form.** Give candidates an easy way to learn more with a short form that includes their name, email address, and phone number. Many applicant tracking systems (ATS) have form-building features so your landing page is integrated into your current system.
- **Reflect your team culture.** Landing pages may be a candidate's introduction to your school, district, or network. Landing pages with photos, videos, and short testimonial quotes from current teachers, school leaders, students, or community members often perform better than

those that stick to the transactional details. Try to give prospective candidates insight into what it's like to work with you.

## Select the right platforms and engage in the right conversations.

While Facebook, Instagram, and Twitter are widely used, don't overlook other platforms popular with job seekers. On LinkedIn, alert job seekers to your open positions with relevant hashtags like #education, #edjobs, and #ClassroomCareers, and consider joining [LinkedIn groups for education professions](#). Before launching a new social media profile, keep in mind the time and resource commitment to maintain these well. Before you set up new profiles, focus on your existing platforms, which will have a stronger audience base (and more reach). Just like employers look up potential employees on social media, potential employees do the same thing. If they go to your social media profiles and see you're not consistently posting or updating your account, you risk losing credibility with the people you want on your team.

## Prioritize boosted social media and paid advertisements.

Your social media posts' reach is limited by your current audience base, meaning it's difficult to attract candidates that don't already know about you. Most successful social media recruitment strategies involve boosted posts or paid advertisements. Boosting posts on Facebook, Instagram, and LinkedIn can be an effective way to expand your reach. Google Ads lets you place ads connected to specific search keywords (like "teaching jobs near me") at the top of search results. If you choose a paid advertising strategy:

- **Match your website messaging to your ads or boosted posts.** Social media platforms' algorithms favor ads that match the messaging of the webpage where people are being sent.
- **Set the right budget.** Because you pay per click, a modest budget can still go a long way. Starting with a \$10/day budget will help you learn what kind of ads candidates respond to the best. Find a sample budget below.
- **Track and refine.** Social media platforms' algorithms test your ads in a variety of ways to learn which ads are most effective—and then adjust who sees your ads based on that information. By creating a thank you webpage that prospective candidates are sent to after completing the short form on your landing page, you'll be able to help those algorithms understand which ads work best with which type of candidate.

## Sample Budget

The flexibility of digital marketing allows advertisers to affordably test and refine ads over time, maximizing return on investment by pushing the top performing ads during the most critical phases of a campaign (e.g., an approaching application deadline). The table below outlines how to use your budget to guarantee that your precious marketing dollars go to ads that are effectively meeting campaign objectives.

<b>Testing (20% of budget)</b>	At the beginning of your campaign, test your content by spreading <b>the first 20% of your budget</b> equally among a variety of ads, measuring the results over the course of a week or two.	<b>Sample \$3,000 campaign budget:</b> Put \$60 behind each of 10 ads, monitoring for a week or two.
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<b>Refining (30% of budget)</b>	Based on those results, <b>focus the next 30% of your budget</b> on the best performing ads, tweaking ad copy or design if needed.	<b>Sample \$3,000 campaign budget:</b> Put \$180 behind your top five performing ads, letting each run for a week.
<b>Investing (50% of Budget)</b>	After identifying and refining your top performing ads, <b>spend the remaining 50% of your budget on your top three performing ads</b> , boosting them strategically around campaign priorities and deadlines.	<b>Sample \$3,000 campaign budget:</b> Put \$500 behind each of your top three performing ads, boosting them strategically around campaign priorities and deadlines.

## Need More Help?

If you have questions about these resources or need help adapting your recruitment strategy to a virtual environment, please contact [info@tntp.org](mailto:info@tntp.org).

*A national nonprofit founded by teachers, TNTP helps school systems fight educational inequity. We work at every level of the public education system to attract and train talented teachers and school leaders, ensure rigorous and engaging classrooms, and create environments that prioritize great teaching and accelerate student learning. [tntp.org](http://tntp.org)*

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