



#6 Things HR, Benefits & Recruiting Brands Should Do On **Twitter** Every Day

Two key parts of being successful — regardless of your occupation — are having a disciplined routine and a solid grasp of the fundamentals.

This is why even the best athletes and executives require coaching. Coaches help us stick to a disciplined routine and help us work toward perfecting the fundamental skills needed for our success.

The same principles are essential to successful social marketing. Adhering to a daily routine (workflow) and mastering the fundamentals are crucial for standing out, generating engagement and performing the work efficiently.

This article guides you through six social marketing activities that should be incorporated into your daily workflow and provides some fundamentals to help you be more successful on social — especially on Twitter.

Before I get to the activities, a quick note: It is no longer enough to just “be” on Twitter. There is a subtle (and much welcome) change that is taking place on social media in which authenticity and realness are rewarded and impersonal and automation are ignored. This means it is vital for brands to have a personality, to be real, authentic and not come across as a bot or only interested in themselves.

This reality is reflected in the six activities, which should be the foundation of your social outreach initiatives—whether your brand is experienced on social or just starting out.

#1

Follow and Connect With New People

Connecting with new people is critical for growing your social visibility. While some followers may come to you on their own, it's important to follow accounts that you'd like to connect with.

For most B2B brands, a goal of following 10-20 new accounts per day on Twitter should be sufficient. Quality is more important than quantity so be strategic about whom you follow and connect with. I recommend following accounts that are active (their last Tweet was within the last few weeks) and:

- Engaging with topics similar to what your brand is building its thought leadership around
- Newly engaging with your competitors (but not you)
- Participating in industry events (via the conference hashtag)
- Trending in your industry
- Industry influencers

Always remember the three primary reasons of why you want to follow someone: (1) you find their content interesting (2) you want to make them aware of you (3) you want to build a relationship with them. This means that you should not, by default, follow everyone that follows you.

Note: I recommend unfollowing accounts you follow that have been inactive for 3+ months. This allows you to follow more people (Twitter [limits](#) the number of users you can follow if there is a large difference between the number of users you follow versus how many followers you have) and also improves your following-to-follower ratio (makes you look more in demand and influential which can drive more organic followers). Plus, what's the point of following an account that has gone dormant?

Tips from Influencers



Deb McGrath, CEO, HR.com (@hrdotcom): Look for new followers that follow your competitors as they may be in the buy cycle.



Kevin W. Grossman, Talent Board Vice-President

(@KevinWGrossman): *It's important to invest time week after week to identify and connect with like-minded people across social channels. This helps to grow your personal and professional network and your potential influence.*



Robin Schooling, SPHR, SHRM-SCP, HR executive, speaker and writer

(@RobinSchooling): *Find hashtags that are relevant to your professional interests, your company, or your industry. Follow and connect with people using the hashtags and, of course, join the conversation yourself!*



Tim Baker, CHRL, Certified Human Resources Leader

(@TimBakerHR): *A great way to find these people is through Twitter Chats. Joining in Twitter conversations is an excellent way to present yourself as a subject matter expert.*



Irene Becker, justcoachit (@justcoachit): *Follow people connected with others you're following. Using hashtags and joining Twitter chats are also key to connect with new people.*

#2 Share Other People's Content and Your Own

Sharing quality content is the primary way that you provide value—and generate interest and engagement—on social. Content can be split into two categories: other people's content and your own content. The goal is to be the brand or person that people make a point of reading what they publish or share.

Adrian Jock ([@IMTipsNews](#)) is a person in my network that I always pay attention to. Why? Because I know the content he publishes and chooses to share is good. Let's look at best practices for sharing other people's content and sharing your own content.

Other People's Content

Be selective about the content you share. Content you share should relate to the topics your brand is building its thought leadership around and be of high quality (yes, this means you should read it first). Also consider sharing content that is:

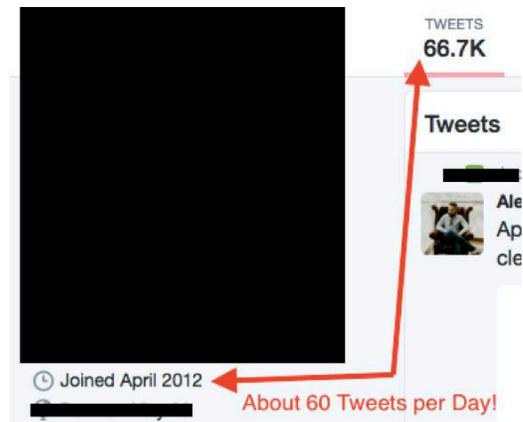
- Popular and/or trending in your industry.
- Published by or being engaged with by people important to you (such as your targeted influencers). In these cases, you may want to “retweet with a quote” to provide some context as to why you are sharing the content—or to just add your own nicety.



And don't go haywire with sharing. Take a look at this person who is quite active on Twitter in the HR space.

With this tweet frequency, how can they possibly know what they are sharing? They don't. It's social automation run amuck. Trust me—few people are listening to this person. Being great on social does not require high volume or huge networks. The early adopters got this one wrong.

Take the time to find great content.



Your Own Content

I don't recommend a specific ratio for the amount of other people's content you should share versus your own content, but I do suggest that at least 20% be your own (this includes re-sharing older content which we'll discuss in step 3).

In part this is because brands vary in the amount of content they create. Quantity is not as important as quality. So even if you only blog once per week (and all brands should blog at least once per week), make sure each post is written well, on an interesting topic, is not promotional, includes an eye-catching image(s) and includes a CTA somewhere on the page (e.g., newsletter sign-up). Then share each post on social. Here are some tips:

- Always use a trackable (or “short”) URL so you can measure engagement of your shares.
- Share once on each of your Facebook channels (company page and, if applicable, group page and personal page) with a short description, hashtag, and image.
- Share once on your LinkedIn channels (company page and, if applicable, group page) with a short description, hashtag and image.
- Re-publish the content on your personal LinkedIn page via LinkedIn Pulse.
- Share **multiple times** on Twitter (e.g., once or twice per day for a week) with unique messages, hashtags and images.

For example, six tweets for this blog post might include:



1. [Six things HR & recruiting brands should do on twitter every day #socialmarketing](#)



2. [How to do these 6 critical Twitter activities better #TwitterTips](#)



3. [Six social marketing activities you should do every day! #HRblogs](#)



4. [If you aren't doing these 6 things on Twitter every day you should be #HRtechnology](#)



5. [Why these 6 daily Twitter activities are critical for your brand's #social success](#)



6. [It's no longer enough to just "be" on Twitter. You need to do these 6 things #TChat](#)

Here is an example of a [social marketing workflow to follow for a new blog post](#).

TIP:

Having a system in place at your company to alert employees to new content and encourage them to share the content on social makes a huge difference in your reach. IBM created an internal online hub that allowed employees to easily share promotions on Twitter, LinkedIn and Facebook. The program was a resounding success resulting in millions of digital impressions and thousands of clicks to campaign content.

Tips from Influencers



Robin Schooling, SPHR, SHRM-SCP, HR executive, speaker and writer (@RobinSchooling): Don't be 'that guy' who ONLY pushes out his own content; make sure to share the content of other people or organizations. If you're a recruiter or are tweeting on behalf of your company career page don't just 'broadcast' your job openings; make sure to share interesting articles, tips and 'personal' observations



Tim Baker, CHRL, Certified Human Resources Leader (@TimBakerHR): Sharing other people's content should be done selectively and with purpose. Don't just read the title and start sharing. Read the content. Ask yourself if the perspective and message aligns with your own perspectives and your own brand.



Shanna Landolt, President of Secrets From a Headhunter (@ShannaLandolt): Social media is, well, social. The more you share reshare and like, the greater your social network and reach will become. Just make sure that you are not over doing the amount of shared content as that can get annoying.



Kevin W. Grossman, Talent Board Vice-President (@KevinWGrossman): I make it a regular practice to share relevant content from others that I find valuable for me as well as potentially for my social audience. Make it a point to blend live sharing with scheduled sharing.

#3 Re-Share Great Content

Although social is a highly immediate medium, the content you share on it can have a long life and deliver more value if you continue to share it. Too many brands, however, 'share and run' on social, and thus miss a huge opportunity.

To get the most value from this activity, first identify what to re-share by looking at your most popular content shares from previous months — the ones that got the most click-thrus and retweets. Then, re-share the content with different messages and/or hashtags.

TIP:

Identify your most popular blog posts from previous months (if necessary, update the posts to make them current), then re-share across your social channels. HRmarketer's [Get it Done! platform](#) helps streamline this.

Get It Done!

Follow Share Reshare Engage Comment Thank

You are connected to Twitter as @HRmarketer

Time frame: One month

Search

Most Clicked Shares
 Most Retweeted Posts

Most Clicked Shares

Added	Content: Headline	Shared On ?	Activity
Oct 13, 2015 03:46:44 pm	What's Hot in HR: Diversity, Bernie Sanders, Quantified Self - HRmarketer	Reshare	53 (Facebook 48, Twitter 3, LinkedIn 1, Email 1)
Oct 14, 2015 01:08:36 pm	3 New Perspectives On Millennials In The Workplace	Reshare	21 (Twitter 6, LinkedIn 15)
Oct 22, 2015 10:54:38 am	Why Online Learning is Fun - e-Learning Feeds	Reshare	20 (Facebook 12, Twitter 2, LinkedIn 6)
Nov 12, 2015 10:36:32 am	They Change It, They Own It: Employee participation in change management - Communication World	Reshare	17 (Facebook 12, Twitter 4, LinkedIn 1)
Oct 20, 2015 12:40:47 pm	The Top 10 Recruiting Tools and HR Technologies of 2015.	Reshare	17 (Facebook 13, Twitter 3, LinkedIn 1)

HRmarketer's Get it Done! Social platform quickly identifies your most successful social shares so that you can easily share them again.

Tips from Influencers



Deb McGrath, CEO, HR.com (@hrdotcom): Remember only a fraction of your followers see your post so posting the same tweet again in a good idea.



Kevin W. Grossman, Talent Board Vice-President (@KevinWGrossman): Only sharing content one or two times won't get you the visibility you seek, so it's important to continually share your key content over time across social channels. Social sharing is a incremental play, so re sharing over time is how stay in the know.



Robin Schooling, SPHR, SHRM-SCP, HR executive, speaker and writer (@RobinSchooling): Timeless content has a long shelf life so share blog posts or news over the course of several weeks or months. You'll get new views and expand readership with each share



Tim Baker, CHRL, Certified Human Resources Leader

(@TimBakerHR): *If your own content was popular or well received in the past, share it again. Perhaps it is now relevant to new trends. Maybe you were ahead of your time when you wrote it!*

#4 Engage With Industry Events

Participating in social conversations about industry events is a highly valuable activity. People and brands—including those you might not ordinarily be able to reach—are both highly active and highly engaged.

And the great thing is that social offers you the opportunity to engage with the events you are not attending. And with the HR and recruiting industry having between six and twelve conferences each week, there is a lot of opportunity to be had. So make a point of getting into an event conversation each week.

Many influencers host weekly “Twitter Chat” programs, providing a great opportunity for engagement. Here’s a sampling of Twitter Chat hashtags in the HR industry, along with their weekly scheduled days/time (EST).

- **#NextChat:** Wednesdays, 3 p.m. Presented by @SHRMnextchat. A live stream of conversation centered around a timely HR-related topic.
- **#TChat:** Wednesdays, 1-2 pm. Intense live discussion about a selected workplace hot topic.
- **#PeopleSkills:** Sundays, 10am. Explores all aspects of people skills that impact business.
- **#LeadWithGiants:** Mondays, 7pm. Concentrates on Leadership, Life-Lessons, and Business.
- **#InternPro:** Mondays, 9pm. Discussion topics center around young professionals and typically include internships, job interview skills, personal branding and entry-level career development.
- **#MillennialTalk:** Tuesdays, 8pm. A chat by and for Millennials focuses on topics such as career, education, lifestyle and health.

TIP:

Pay attention to the hashtags being used at the event—use them in your tweets. Look at who is being mentioned the most with these hashtags—these are the influencers. Connect with them.

Tips from Influencers



Deb McGrath, CEO, HR.com (@hrdotcom): Download the tweets from an industry event and lists of everyone using the event hashtag to identify good speakers (and bad) and find new people to connect with. HRmarketer Insight has this information for all the events in the HR industry.



Tim Baker, CHRL, Certified Human Resources Leader (@TimBakerHR): Following an event hashtag allows you to find those that are active on social media, and you will hear what they have to say. You can re-Tweet their posts, reply and give them praise (people love that). There have been many times that people have responded to me asking if I was actually there at the event, even though I was not.



Shanna Landolt, President of Secrets From a Headhunter (@ShannaLandolt): Ideally, be at your industry's key events in person. There's nothing quite like in-person conversations. That said, by following event hashtags and key accounts, you can still make a big splash on social and reach lots of people who are engaged in real time.



Irene Becker, justcoachit (@justcoachit): Just because you're not physically at the event, you can still make a big impact! Connecting with events virtually via Twitter hashtags can be a fantastic way to keep up with the real-time announcements and conversations. Remember to share and comment.



Kevin W. Grossman, Talent Board Vice-President (@KevinWGrossman): One thing I've found extremely valuable is when you share and comment on event content via relevant event Twitter hashtags. It's a great way to connect and grow your network, even if you can't be at the event live.

#5 Comment

Commenting on popular content you find via Twitter is one of the most powerful—and underutilized—marketing tactics. Done right, it's a great way to generate visibility, show thought leadership and build relationships. If you are new to commenting, I recommend setting a goal of one comment per week. More experienced brands I've worked with comment six or more times a week (using multiple people). What content should you comment on?

- Popular content in your marketplace (blogs and articles)
- Content on topics related to your branding goals
- Content written by influencers you are wanting to build visibility with

Remember to comment within a day or two of the content being published. Otherwise your comment might be buried at the bottom and few people will notice it. Also make sure your comment isn't promotional. Add some thought leadership, and perhaps a different opinion. Maybe ask the author a question or disagree with the author (respectfully). Don't just say "great post" or some throwaway comment. Why? When you disagree or ask a question, your comment is more likely to be noticed and responded to than if you simply say "great post" or some throwaway comment.

Once you comment you can also post a tweet to the content and mention the author—and perhaps making reference to your wisdom.

Tips from Influencers



Kevin W. Grossman, Talent Board Vice-President

(@KevinWGrossman): *Most people long for social interaction and feedback, especially when it comes to content they feel passionate about because they wrote it. Commenting on content that moves you not only helps you connect with the writers and social influencers you're interested in, it gives you an opportunity to elevate your own social persona.*



Deb McGrath, CEO, HR.com (@hrdotcom): *To get the attention of key people, engage meaningful with their comments and offer value.*



Robin Schooling, SPHR, SHRM-SCP, HR executive, speaker and writer (@RobinSchooling): *Read something interesting you found via Twitter? Reach out to the author via their blog or connect with them on another social channel such as LinkedIn; authors and bloggers really enjoy hearing from readers.*



Tim Baker, CHRL, Certified Human Resources Leader

(@TimBakerHR): When you find that great content—the content that really resonates with you—share your thoughts. Add your perspective or experiences. However, you don't always have to agree with the author. Commenting with opposing views is another great way to get noticed. You might even get into a friendly debate. Just be sure to play nicely.



Irene Becker, justcoachit (@justcoachit): Don't be shy. Reach out to the author of posts you like via their blog or connect with them on another social channel such as LinkedIn. Social influencers and authors usually love to hearing from followers and fans.

#6 Thank and Recognize Your Audience

Thanking and recognizing your audience is an important social activity that is often ignored—or automated, which is just as bad. Like these automated (and lame) attempts at recognizing me.



People and brands want to be noticed and recognized by YOU, not some free software tool. So if you get a influential new follower or someone of value retweets or shares your content, thank or recognize them personally. Like this thank you I received from Terry.



Booyeah!! You are awesome!! Thanks for the follow, i really appreciate it. Is there anything i can help you with? -via @crowdfire



Terry Hall
@TerryJobs

Following

@HRmarketer nice to meet you! I grew up going to Santa Cruz! Almost became a Banana Slug 😎

To be fair, not every new follower or retweeter deserves a thank you, but if they do deserve a thank you, then you owe it to them to be authentic. Show them you value them. This means not using the same thank you over and over again or thanking 10 people in the same tweet. Also, try to avoid publishing all the thank you messages at once, as it clutters your timeline, and can erode the value of the recognition you are providing.

Tips from Influencers



Kevin W. Grossman, Talent Board Vice-President

(@KevinWGrossman): Any time you receive and/or accept new connections across social channels, ensure that you're acknowledging them in some way. A simple "thank you for connecting" works, and for those you want to get to know better, engage them in regular online conversation. Who knows—maybe you'll meet them in real life someday!"



Deb McGrath, CEO, HR.com (@hrdotcom): You can never thank people enough. Public recognition is always appreciated and shows value.



Robin Schooling, SPHR, SHRM-SCP, HR executive, speaker and writer (@RobinSchooling): Please don't set up an auto DM thanking new Twitter followers; it can come off as spammy, obnoxious, and impersonal. Instead, take the time to send a tweet to a new follower with a reference to something fun or engaging you've read in his/her Twitter bio.



Tim Baker, CHRL, Certified Human Resources Leader

(@TimBakerHR): A "thank you" goes a long way, and that holds true in social media as well. If someone follows you, they have obviously done so for a reason. Something you said has resonated with them. Or perhaps it's the work that you do. Either way, thank them for following you, and maybe ask them what you can do for them. However, don't set up automated responses. You can spot those a mile away, and they are not sincere and genuine.



Irene Becker, justcoachit (@justcoachit): Don't just set up an auto DM thanking new Twitter followers. Make time to build real relationships send tweets to a new followers with a reference to something fun or engaging you've read in his/her Twitter bio.

Conclusion

Give these six social marketing activities a try for a few weeks. If you're disciplined about incorporating them into your daily social marketing workflow you should see an improvement with your brand visibility and engagement. And it doesn't have to take a lot of your time. In fact, sticking to a disciplined workflow each day will actually save you time. And using tool's like [HRmarketer Get it Done! Social](#) make it easy and fun to these six activities.

TIP:

Get it Done! SocialSM will help you do these six steps in just 30 minutes per day—and help you get your team members to collaborate. [Request a DEMO to see how.](#)

Related Posts:

[OK, You Wrote a Blog Post. Now What? How to #SpreadTheWord What Never to Automate on Social \(and what you should\)](#)

More about the influencers offering tips:

Deb McGrath, CEO HR.com. Debbie McGrath founded HR.com in August, 1999. HR.com is in business to help build great companies by connecting them with the knowledge and resources they need to effectively manage the people side of business. As the global authority, HR.com delivers HR best practices to help organizations build great companies through community, collaboration, research, shared best practices, events and measurements. Debbie has an extensive background in HR, publishing and the Internet. Previous to starting HR.com she owned The CEO Group, a Canadian and European entity that created job board software, talent management software, HTC Career Magazines and High Tech Career Fairs, which was sold to the Washington Post in 1998 and is now part of IBM/Kenexa.

Robin Schooling, SPHR, SHRM-SCP is an HR executive, speaker, and writer with over 25 years of experience as an HR and recruiting leader in industries including gaming, banking, manufacturing and health care. She's been an active SHRM volunteer leader at the chapter, state and national levels, is a member of the advisory board for BlackbookHR, and has served on Louisiana advisory boards for organizations that serve veterans and job seekers with disabilities. She has a popular HR blog at RobinSchooling.com and is a regular contributor to a variety of other sites. The Huffington Post named her one of The Top 100 Most Social Human Resource Experts on Twitter and Glassdoor called her one of the 2015 HR and Recruiting Thought Leaders to Follow. You can connect with her on Twitter at @RobinSchooling and LinkedIn.

Tim Baker, CHRL is a Certified Human Resources Leader with a diverse professional background including Operations Management, Customer Service and Human Resources Management. As an HR Consultant at Tim Baker HR, he leverages his experience to partner with clients offering a range of services and support. He works with organizations to create

solutions resulting in a high performance workplace. Tim is an active member and volunteer with the Human Resources Professionals Association, and the York Region chapter through their Mentoring programs, Social Media Committee and Annual Conference & Trade Show.

Shanna Landolt is president of Secrets From a Headhunter, Your Leading Authority on Leveraging LinkedIn and The Landolt Group - a Toronto based pharma & biotech search firm. Shanna has been featured as a LinkedIn and Career expert on NBC, FOX, ABC, CBS, CityTV and the Life Network. She is the author of "LinkedIn Secrets From a Top Executive Recruiter" and "Secrets From a Headhunter: LinkedIn Secrets for Pharmaceutical & Biotechnology Professionals". She is a contributing author along with Brian Tracy and Tom Hopkins to the book "101 Great Ways to Compete in Today's Job Market". She is also the Editor, Recruitment Strategy for The HR Gazette.

Irene Becker is a thought leader, doer and trailblazer whose accomplishments include being first CEO of a steel company in Canada, developing one of the first business mentorship programs in the country, first woman Rotarian in Canada, leading a campaign that changed environmental law as well as a landmark case enfranchising the rights of child victims of abuse. Her story and the genesis of her 3Q Edge™ model, Against All Odds, has been read by over 500,000 people.

Kevin W. Grossman is the Talent Board Vice-President responsible for all aspects of the Candidate Experience Awards program and other Talent Board activities for North America. He also co-founded and co-hosts the highly popular weekly TalentCulture #TChat Show with Meghan M. Biro. A certified Talent Acquisition Strategist (TAS) and Human Capital Strategist (HCS) by HCI, Kevin has over 16 years of domain expertise and familiarity with the HR and recruiting technology marketplace and remains a top social influencer in leadership, human resources, talent management and recruiting. He's been a prolific "HR business" blogger and writer since 2004 and his first business book titled Tech Job Hunt Handbook was released in December 2012 from Apress.



About The Author:

Mark Willaman is the founder of HRmarketer. Connect with Mark on [LinkedIn](#) and follow HRmarketer tweets on [Twitter](#).

About HRmarketer: If you want greater visibility in the HR marketplace, HRmarketer software is the answer. No other product gives you a clearer view of this marketplace, or helps you get seen by more buyers. Our software gives you the information critical for your ongoing HR marketing success and the industry's most powerful social marketing and business intelligence platform. HRmarketer helps your brand be more social—and authentic—on social.

www.HRmarketer.com • sales@hrmarketer.com • 831-685-9700

 twitter.com/HRmarketer •  www.linkedin.com/company/hrmarketer-com