FAQ: Social Recruiting in Faculty Jobs

Objective

- Reach millions of potential candidates on Facebook, LinkedIn, and Twitter.
- Expand the reach of your job announcements through employee sharing and social engagement.
- Attract the modern, passive candidate.
- Simplify the applicant experience and reach more candidates without changing your system’s existing functionality.

Frequently Asked Questions

What is available in social recruiting?

- Social recruiting permits your users to share a job posting to Facebook, Twitter, or LinkedIn directly from the FacultyJobs application. The posting will be visible on whatever site the user is logged in to. Social recruiting also permits applicants to create an applicant profile using their LinkedIn information.

How will the “Post To” options appear on my screen?

- Small icons will be displayed below the Take Action button on the job posting page. The “Post to Web” link has been changed to an icon to match the formatting of the social media posting options. These buttons will not appear for internal postings. See the attached PDF below for a sample screenshot.

Where will the “Post To” option actually post?

- The job posting will post to whatever social media account the user is logged in to. It will only post to your institution’s social media page if that is the account the user is already logged in to or chooses to log in to.

What happens if I select “Keep me logged in” when posting to a social site?

- You will remain logged in to whatever account you sign in to at that time. That means future postings will automatically be shared to that page any time you opt to share a post on a social media site.

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An applicant already created an account using a Vitae or local login, can they still apply with LinkedIn?

- For now, new applicants can choose to create an account using any one of these options. If they have already created an account, they should use the existing account.

How does “Apply with LinkedIn” work for our applicants?

- When applicants find a job they would like to apply for, they can choose to create an account using their LinkedIn profile. Their personal information and employment history will automatically be copied into their application. The applicant can make edits to the application at that time. These edits will not change any information on their individual LinkedIn profiles.