

# Why You Should Use Social Media For Recruiting

Help us build our brand engagement and hire awesome employees like you. Let's be honest, people don't want to hear from CSN, **they want to hear from YOU.**

Here's some statistics to empower you and back up the truth, We need you!

- Content shared by employees receives 8x more engagement than content shared by brand channels. (Source: Social Media Today)
- An employee advocate is 2x more trusted than a CEO. (Source: Edelman Trust Barometer)
- Brand messages reached 561% further when shared by employees vs the same messages shared via official brand social channels. (Source:MSLGroup)

**Simple ways you can become a brand advocate and recruiter:**

1. Follow the CSN main page ([www.facebook.com/thecsnteam](http://www.facebook.com/thecsnteam)) and your city's CSN facebook page:

Lincoln: [www.facebook.com/csnlincoln](http://www.facebook.com/csnlincoln)

Omaha: [www.facebook.com/csnomaha](http://www.facebook.com/csnomaha)

Kearney: [www.facebook.com/csnkearney](http://www.facebook.com/csnkearney)

Des Moines: [www.facebook.com/csndesmoines](http://www.facebook.com/csndesmoines)

Council Bluffs: [www.facebook.com/csncouncilbluffs](http://www.facebook.com/csncouncilbluffs)

Sioux City: [www.facebook.com/csnsiouxcity](http://www.facebook.com/csnsiouxcity)

Kansas City: [www.facebook.com/csnkansascity](http://www.facebook.com/csnkansascity)

2. Share job posts and add a message such as: My company is hiring and/or list a few reasons why you like working at CSN. Make sure to include a brief call to action such as apply today, or work with me and include a sentence about marking you as the referral when they apply and a link to the CSN Career webpage: [www.thecsnetwork.com/careers](http://www.thecsnetwork.com/careers) or direct link to the job position.

3. Post testimonials: why you love working at CSN, what you like about your position, what are some challenges and how do you use your strengths to over come them, what are your strengths and why they are important or help you with your job, etc. make sure you include a call to action such as apply today or check out our current openings with link to CSN Career webpage.