

## Social Recruiting Through LinkedIn and Facebook



***How to Recruit More Gen Y  
Candidates Using the World's  
Largest Online Professional and  
Personal Networking Services***

- **IMPLEMENT** an effective social recruiting strategy
- **SOURCE** Gen Y candidates on LinkedIn and Facebook
- **ATTRACT** the right candidates
- **GROW** social recruiting pipeline

**SCHEDULE YOUR SESSION TODAY!**  
Contact your **LIMRA Representative**  
or [thecentre@limra.com](mailto:thecentre@limra.com)





# *gen y seminar series*

## ***Social Recruiting Through LinkedIn and Facebook***

With members of Gen Y (also known as Millennials) now the largest generation in the workforce in many parts of the world, leading recruiters are turning to social media to attract and engage young talent. They understand that Gen Yers use social networks to both keep in touch with friends and manage their own careers.

Unfortunately, too many managers and recruiters are using LinkedIn and Facebook simply to review the social profiles of job applicants. That's no way to find the best and brightest Gen Y sales talent!

So how can you leverage social media to access more top young talent than any other source? How can you use key tools, technology, and data to attract, prospect for, and engage young talent?

This LIMRA workshop gives sales managers the hands-on experiences and techniques they need to:

- Understand the unique qualities of LinkedIn and Facebook
- Develop an effective social recruiting strategy
- Use the world's largest professional network, LinkedIn, to recruit active and passive Gen Yers
- Leverage the world's largest personal network, Facebook, to source Gen Yers, generate referrals, and promote your career opportunities

Sales managers who attend this one-day seminar will return to work with a social recruiting action plan they can launch immediately.

## ***Seminar Outline***

### **ADOPTING A NEW RECRUITING STRATEGY**

Recruiting has experienced more change in recent years than ever before. Recruiters have gone from relying on their Rolodexes and cold calling to engaging warm candidates within minutes of finding them online. This session helps sales managers:

- Learn what social recruiting is
- Understand why it matters
- Acquire essential social recruiting skills

### **DEVELOPING AN EFFECTIVE SOCIAL RECRUITING STRATEGY**

Social platforms are many and ever-changing. However, some social recruiting concepts remain constant and can help guide a sales manager's recruiting strategy. This session helps sales managers:

- Learn the 6-step process to creating their own social recruitment strategy
- Build an extraordinary sourcing and recruitment strategy
- Monitor their social recruiting pipelines



# gen y seminar series



## RECRUITING THROUGH LINKEDIN

More than 90 percent of U.S. recruiters now credit LinkedIn as their go-to source for recruiting. It serves as a job board and résumé (profile) database that top recruiters use to search, contact, track, and vet candidates. This session helps sales managers:

- Build an effective LinkedIn recruiting system
- Recruit students on LinkedIn
- Use video as social recruiting tool

## RECRUITING THROUGH FACEBOOK

While LinkedIn is the top social recruiting tool, 66 percent of U.S. recruiters also use Facebook as a source for recruiting, generating referrals, and posting jobs. It provides easy and affordable ways to increase your applicant pool. This session helps sales managers:

- Learn 5 ways to leverage Facebook for recruiting
- Ask for referrals on Facebook
- Source candidates on Facebook using unique Facebook search tools

## PUTTING IT ALL TOGETHER

Sales managers will learn how to immediately begin applying their new skills to develop their Gen Y social recruiting strategy to source more candidates, gain more introductions, and grow their recruiting pipeline.

## *It's Easy to Enroll*

Complete the registration form on the next page, scan it, and email it to [thecentre@limra.com](mailto:thecentre@limra.com).

Or contact your LIMRA representative.

### PROFESSIONAL FEE — FOR UNLIMITED ATTENDEES!

LIMRA Member: US\$10,500<sup>1</sup>

Nonmember: US\$13,500<sup>1</sup>

<sup>1</sup>Plus US\$3,500 speaker's travelling fee and taxes.

## *Bring Your Own Device (BYOD)*

In order to maximize the training experience and participate in the classroom individual exercises, delegates are required to bring their own laptop computer, smart phone, and/or tablet to the classroom.

## *Additional Gen Y Seminar Series Programs*

LIMRA offers additional one-day workshops that provide participants with focused, in-depth training on essential skills for recruiting, developing, and retaining young talent. Topics include, but are not limited to:

- Team-Based Business Models
- Coaching Gen Yers
- Creating A High-Touch Culture
- Social Selling

# SEMINAR REGISTRATION FORM

## Generation Y Seminar Series

Company \_\_\_\_\_

Last name/Family name \_\_\_\_\_ First name/Given name \_\_\_\_\_ MI \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Email \_\_\_\_\_

### Registration Fees\* (in U.S. Dollars)

LIMRA Member — US \$10,500\*\* \$ \_\_\_\_\_

Nonmember — US\$13,500\*\* \$ \_\_\_\_\_

\*LIMRA requires prepayment of registration fees.

\*\*Plus US\$3,500 speaker's travelling fee and taxes.

Your company will be responsible for securing a venue, coordinating logistics, duplicating materials, and paying local program costs including but not limited to refreshment breaks, interpretation services, and audio/visual rental.

### Social Recruiting Through LinkedIn and Facebook

City: \_\_\_\_\_

Date: \_\_\_\_\_

Month: \_\_\_\_\_

Year: \_\_\_\_\_

### Email your completed form to:

Patty Nelson  
pnelson@limra.com

### Cancellation Policy

All cancellations must be received in writing. Cancellations received 15 days prior to the seminar will be refunded 50 percent. No refunds will be issued within 15 days of the seminar date.

In the event that a scheduled meeting or event is cancelled by LIMRA for any reason, LIMRA shall refund any registration fees that have been paid. Under no circumstances, however, shall LIMRA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

### Method of Payment

Wire transfer. LIMRA will send you payment instructions.

Credit card (check one):

Mastercard     Visa     Discover     AMEX     Diners

Card number \_\_\_\_\_ Exp. date \_\_\_\_\_

CVV \_\_\_\_\_

(3- or 4-digit security code) located on the back of MC, VISA, Discover, Diners, and on the front of AMEX)

Signature \_\_\_\_\_



Credit card billing address if different from above:

Address \_\_\_\_\_

City, state, zip \_\_\_\_\_

