

Leveraging Social Media

Complete the following to reach more candidates

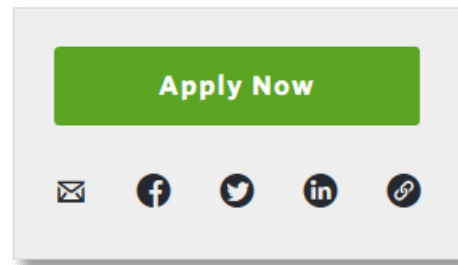
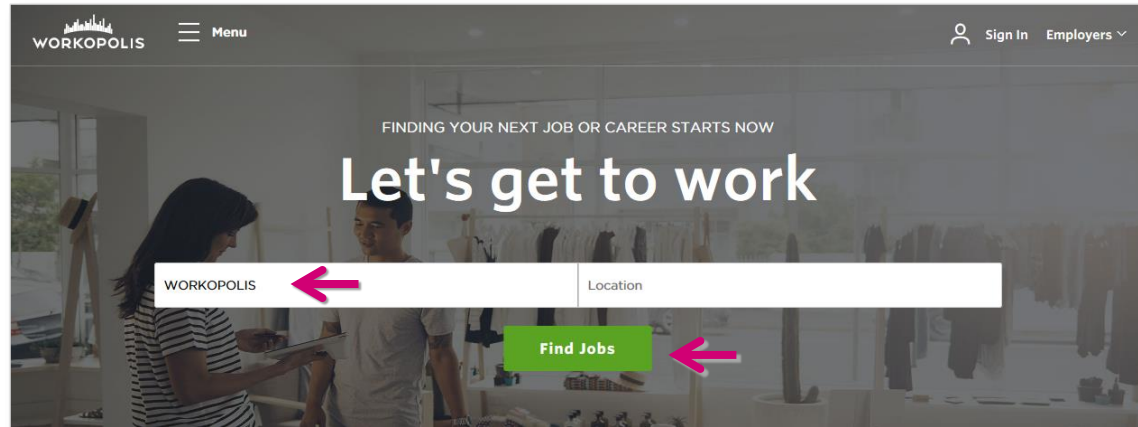
Email to a friend, share on Facebook, post to Twitter, share on LinkedIn.



Instructions

- 1 Visit Workopolis.com
- 2 Find your jobs by entering your Company name in the keyword field and click **Find Jobs**.
- 3 Complete the following four options on your posting:
 - Email to a friend
 - Share on Facebook
 - Post to Twitter
 - Share on LinkedIn (individuals and/or groups)

Use your own or company social media accounts.



How Workopolis leverages Social Media:

- Our **Twitter** feeds reach over 15,000 Canadians and result in an average of 12,000 job views each month.
- Our **Facebook** page has 96,000 engaged fans and our job application distributes Workopolis postings directly to Facebook users.
- Our **YouTube** channel has received more than 1.4 million video views and has job search functionality built right into the video player.
- Our **Career Alerts** reach up to 12 to 14 million candidates monthly.