

4 reasons why Facebook is essential for recruiters

As a recruitment consultant, you will always be on the hunt to seek new methods that help source candidates, which is why we have outlined **4 reasons why Facebook Ads can be an ideal tool** for recruiters.

Reason 1 - It's a less direct approach

Traditional headhunting is a **very direct** way to recruit and can be off putting as candidates feel as though they are **being poached**.



Facebook Ads offer a **subtle yet targeted** approach to finding candidates. Be sure to link the ad to a contact form so that you can capture a person's interest there and then.

Reason 2 - Wider target audience

The number of people that use Facebook is a **staggering 24 million** based in the UK compared to LinkedIn's 10 million.

This **increases the odds** of finding candidates with rare or highly sought after skills.



Reason 3 - You can control your cost

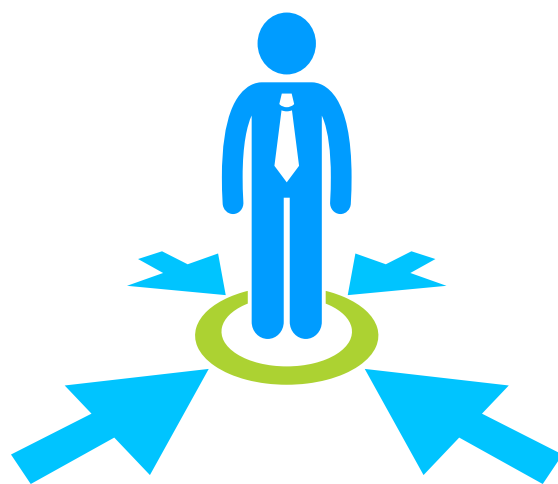
Facebook Ad's work on either a **cost per impression basis**, so you only pay per thousand that see your ad, or on a **cost per click basis**, so however many times your ad is clicked.



So you only incur a cost when your goal is being met.

Reason 4 - Highly targeted

Facebook Ad's can drill down into an individual's **location, job title, education** and even their **current employer**.



Targeted tools help **source quality niche candidates** and can remove the hassle of sifting through numerous applications.

Click [here](#) for more information on how Facebook is a great tool for recruiters.

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