

# Workshop & Trainer Profile

## Boosting Recruitment via Social Media

With over 800,000 Facebook accounts and 270,000 LinkedIn users in Mauritius, it makes business sense for organizations to incorporate social media into their recruitment strategy to draw talent. However, the key to recruiting on social media is to cut through the noise and find the right people.

This workshop shows how to leverage the top social media platforms (LinkedIn and Facebook) to find and attract top talent.

### Objectives

- Learn how to find qualified candidates
- Build compelling company profile, articles and posts that attract talent
- Post job openings on LinkedIn and Facebook
- Spend more time on people and less on technology

### Topics / Modules

- I. Getting started
  - a. Why social recruiting?
  - b. Social recruiting platforms
- II. Hands-on with LinkedIn
  - a. LinkedIn company profile
  - b. LinkedIn status updates and long posts
  - c. LinkedIn jobs
  - d. Find candidates with LinkedIn
  - e. Find candidates with a recruiter seat
- III. Hands-on with Facebook
  - a. Personal and company profile
  - b. How to engage on Facebook
  - c. Facebook search
  - d. Facebook jobs
- IV. Time-saving tools
  - a. Set up a daily routine
  - b. Automation and content curation tools
  - c. Social media dashboards
- V. Your roadmap
  - a. Your social recruitment plan
  - b. Next steps

**Duration:** 3 hours

**Venue:** In-house or off-site

## Your Trainers

### Ashish KHATRY

A results-driven senior manager with 12+ years of experience in creating and implementing programs to improve business operations. He is adept at building recruiting, selection and retention business strategies, perform organizational diagnostics and provide recommendations for improvement. He is also highly skilled in preparing for restructuring, downsizing, change management, morale and retention.

In his current role at Adecco, Ashish also intervenes as a course designer, facilitator for Management and Leadership workshops, as well as consultant to find solutions to real life business problems at clients' end.

Ashish has served in start-ups as well as multinationals in leadership roles (Valldata, TNT, Accenture, Starwood, Marriott, and now Adecco). He holds a BSc (Hons) in Internet Systems and is reading for an MBA in Innovation & Leadership. Also, he is a **certified Black Belt in Lean Six Sigma**, and MQA approved trainer in Management.

### Jennifer Webb de Comarmond

Jennifer has more than 12 years' experience in the HR field and is known for her public appearances and speeches about "Future of Work" and "Millennials in the Workplace". Her training expertise range from topics such as Leadership, PMS, TNA and HR consulting amongst others.

Jennifer was recently a TEDxALC speaker where her knowledge about integrating millennials in the workplace has proven to be a unique asset on the local market. She is also an active member of Business Mauritius on the social capital commission.

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