

# Social Network Amplification Platform

Feb 2021

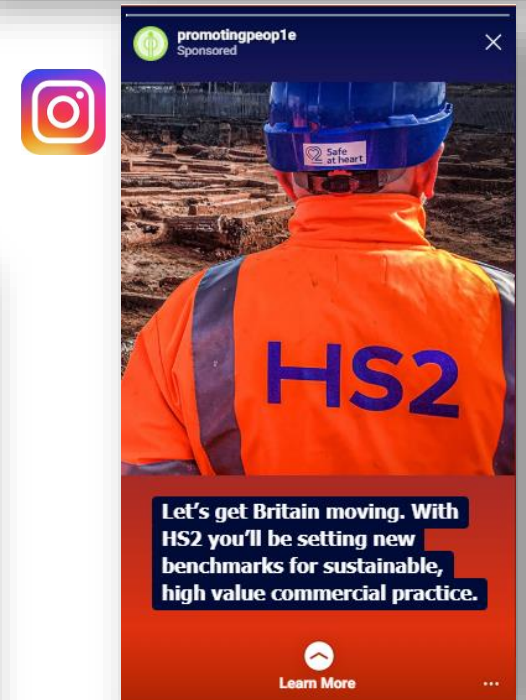
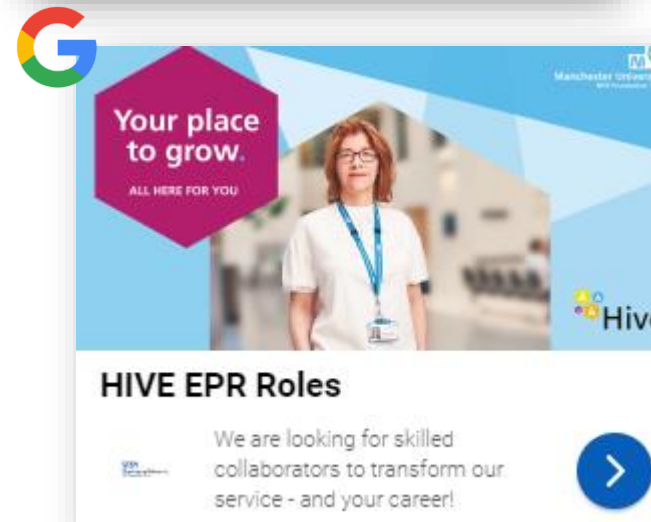
 peoplescout™  
A TRUEBLUE COMPANY



# Social Network Amplification Platform (S.N.A.P)

## What we do:

- Identify the best social channels to reach your audience
- Create channel-tailored posts, including imagery & headlines and tagging you (see examples right.)
- Use the targeting capabilities of social “back-end” to pinpoint your chosen audience
- Identify and use topical / influencer hashtags to create organic interest
- Create promoted content on channels that allow paid-for: Facebook, Twitter, Instagram; Google Display Network, LinkedIn, Snapchat, Pinterest and (coming soon) Reddit.
- Monitor posts for interaction and engage with users
- Create tag links for analytics
- Supply you with an analysis & reporting dashboard which measures engagement



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## How is content shared?

### Amplified Posts

- These are paid (sponsored) posts using Facebook, Twitter, LinkedIn, Snapchat, Pinterest and Instagram.
- We use the Facebook Business Manager and Twitter Ads, Google Campaign Manager etc. to target a defined audience, and serve the content directly into their news feed, stories or direct messages.
- These ads will link directly viewers to your site of choice i.e. homepage, landing page job listing or ATS.

### Organic Posts

- This is content we manually post on our specialised social media accounts
- These posts can then be shared by other influential accounts, communities or by your own employees on their personal social media.
- This includes user engagement such as Twitter conversation and Facebook comments.

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## Our Approach

We build an audience based on demographics such as interests, fields of study, job titles, qualifications. This allows us to carefully select who we want to see the sponsored adverts.



**Facebook and Instagram-** We will share the post to relevant communities and people based on:



- Location
- Age range
- Job titles
- Fields of Study
- Level of Education
- Interests
- Industry



**Twitter-** We will create a bespoke advert and circulate it in newsfeeds of people following relevant groups e.g.-

- Handles/profiles = @XXXX,
- Keywords
- Hashtags



**LinkedIn-** We will share the post to relevant communities and people based on:

- Location
- Age range
- Job titles
- Field of Study
- Skills
- Industry



**Google Display Network-** We share your opportunity so that it will be seen on relevant websites based on:

- Demographics
- Keywords
- Topics

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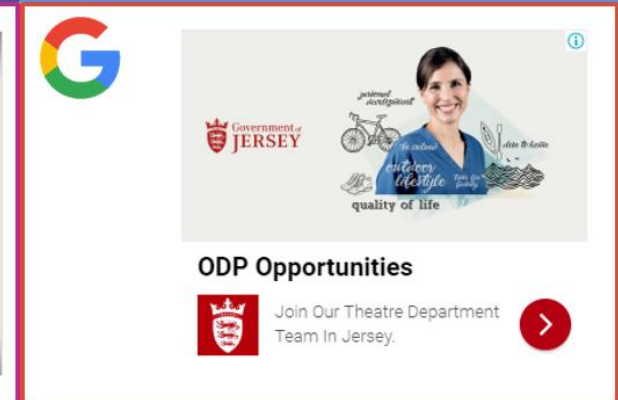
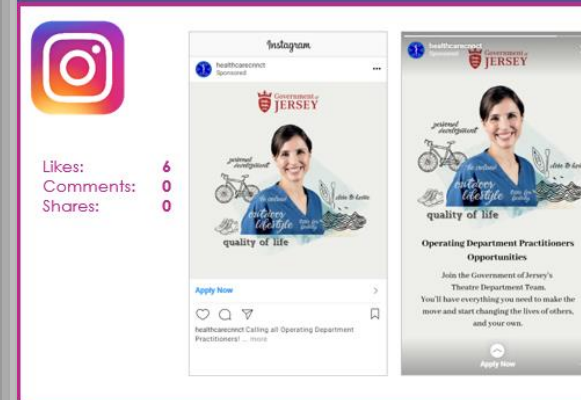
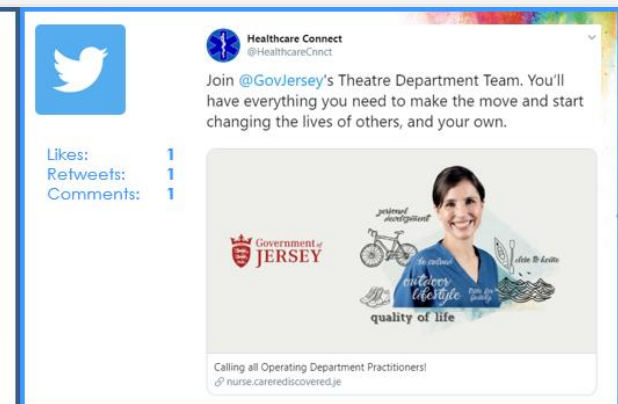
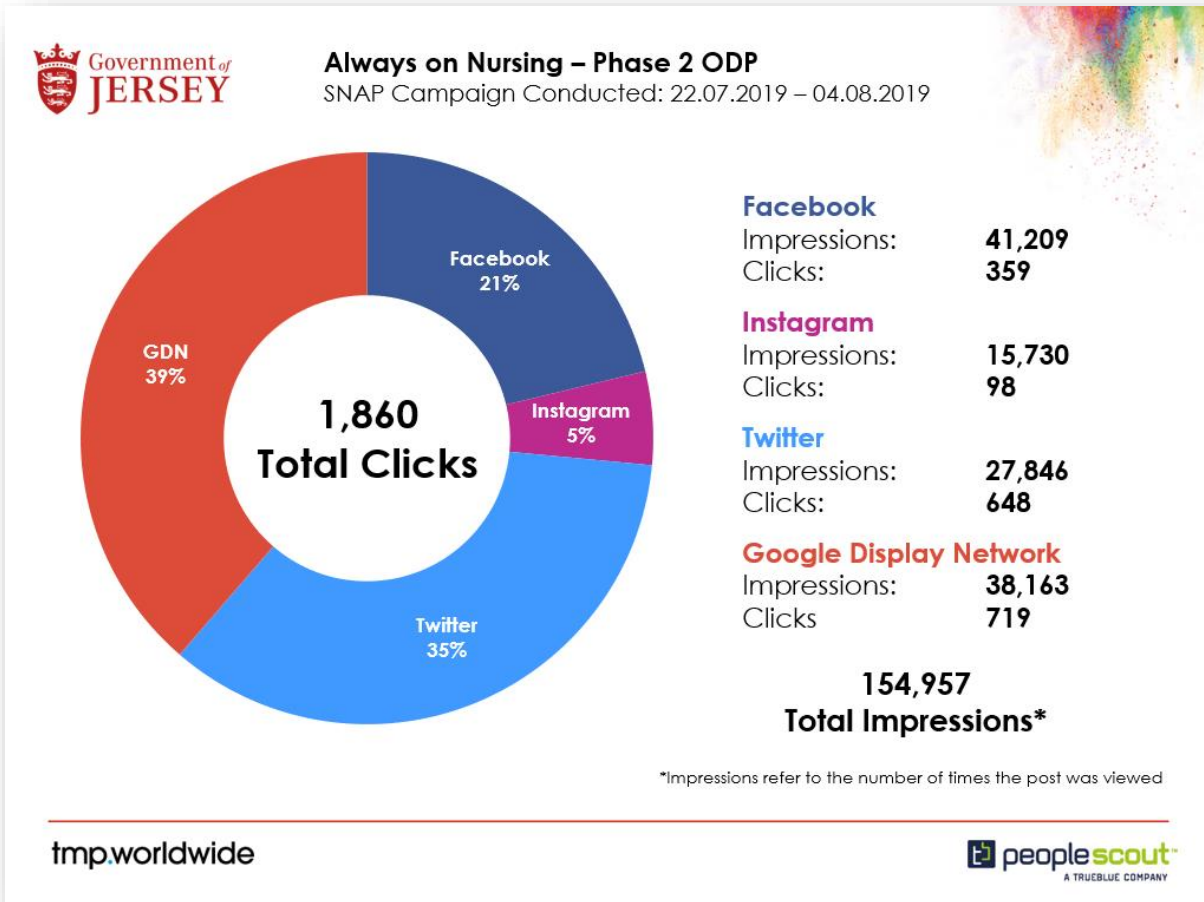
## Why use it?



- SNAP is a great way of reaching out to a **passive audience** in their social space; individuals who may be open to changing roles, but **not actively looking**.
- Target audiences who are otherwise unreachable by traditional media options.
- Through use of **promoted posts**, we can amplify your role to a large, targeted audience efficiently and cost effectively.
- Achieve big **impact** with a relatively low budget
- Dip your toe in to Social Media job **marketing**
- Target specific **demographics** i.e. age range, location, behaviour, interest and more
- Adds a layer of **innovation** to the overall marketing strategy.

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## Reporting



**Page 1:**  
Shows clicks for each of the platform used as well as impressions.

**Page 2:**  
An overview of the creative as well as further information of engagement your campaign received.

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## Our Price

Prices will be dependant on scope of the campaign and based on parameters such as length of time, number of locations and number of social networks recommended.

### Base prices (2 weeks live, 4 social networks):

Standard SNAP = £1,850

Nursing SNAP = £2,250

Social Care = £3,000

### Unbundled (2 weeks live):

Same as SNAP except rather than advertising on 4 networks, we can just use 1, 2 or 3.

| Networks | Cost*  |
|----------|--------|
| 1        | £500   |
| 2        | £950   |
| 3        | £1,450 |
| 4 (SNAP) | £1,850 |

### Bulk Buys are available for

- On ongoing recruitment programmes
- Always on strategy
- repeatedly bought SNAP in the past (i.e. more than 4 times in a year)

| Amount of SNAP | Discount applied |
|----------------|------------------|
| 0 - 4          | 0                |
| 5 - 9          | 10%              |
| 10 - 14        | 15%              |
| 15 - 19        | 20%              |
| 20+            | 25%              |

Discount rates applied to £1,850/£2,250/£3,000 price points and can be applied to Unbundled as well.