

SOCIAL POST EXAMPLES AND CHEAT SHEET

HOW TO DEVELOP CONTENT

BUYER PERSONA

- Who are they
- What do they feel
- What are their goals
- What are their challenges/struggles
- What are the current trends in your industry sector?

OUR VALUE

- Why do existing clients buy from us
- Do we have proof
- How do we add value to clients?
 - Sal guide, Commission report, How to interview a rookie guide, How to train a rookie video training session, EVP Doc, Linkedin branding webinar, Fill more roles in less time webinar, Webinar on how to run a webinar, Podcast

DON'T BE AFRIAD TO SHARE YOUR OPINION!



SHORT FORM CONTENT IDEAS

Your posts should always add value to your network and meet their challenges

3 POSTS A WEEK

INDUSRTY

- Whats happening in your industry sector?

RECRUITMENT

- Life at your agency
- Jobs / market intel
- Achievements
- Recruitment tips, tricks, resume writing, interview techniques, applying for roles etc

PERSONAL

- About you
- Passions/interests, challenges, insights, photos



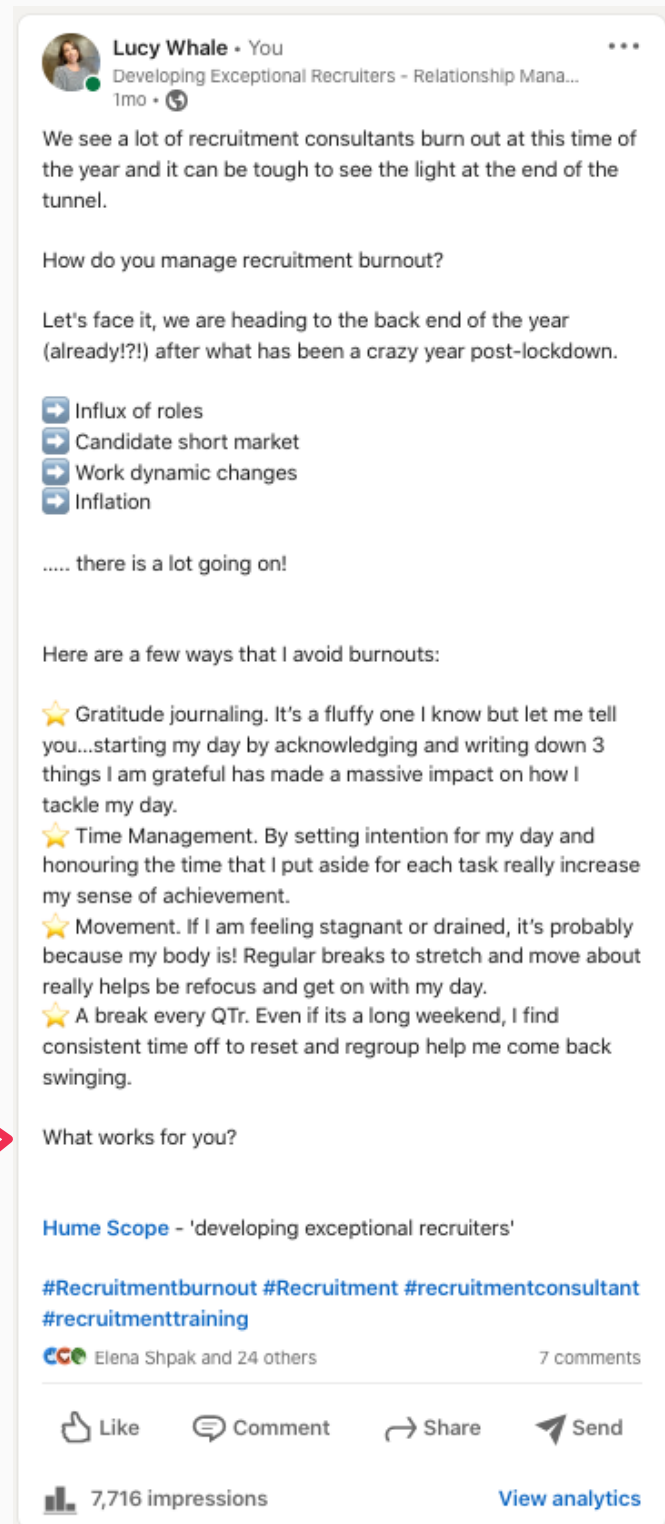
Follow others. Even competitors. See what they are writing about. See what gets engagement. Be part of the conversation and comments. Most of your ideas will come from peers, candidate or clients.

EXAMPLE INDUSTRY POST

Bulletpoints ➡

Ask for input

Hashtags



← Hook

←..... **Solution to problem**

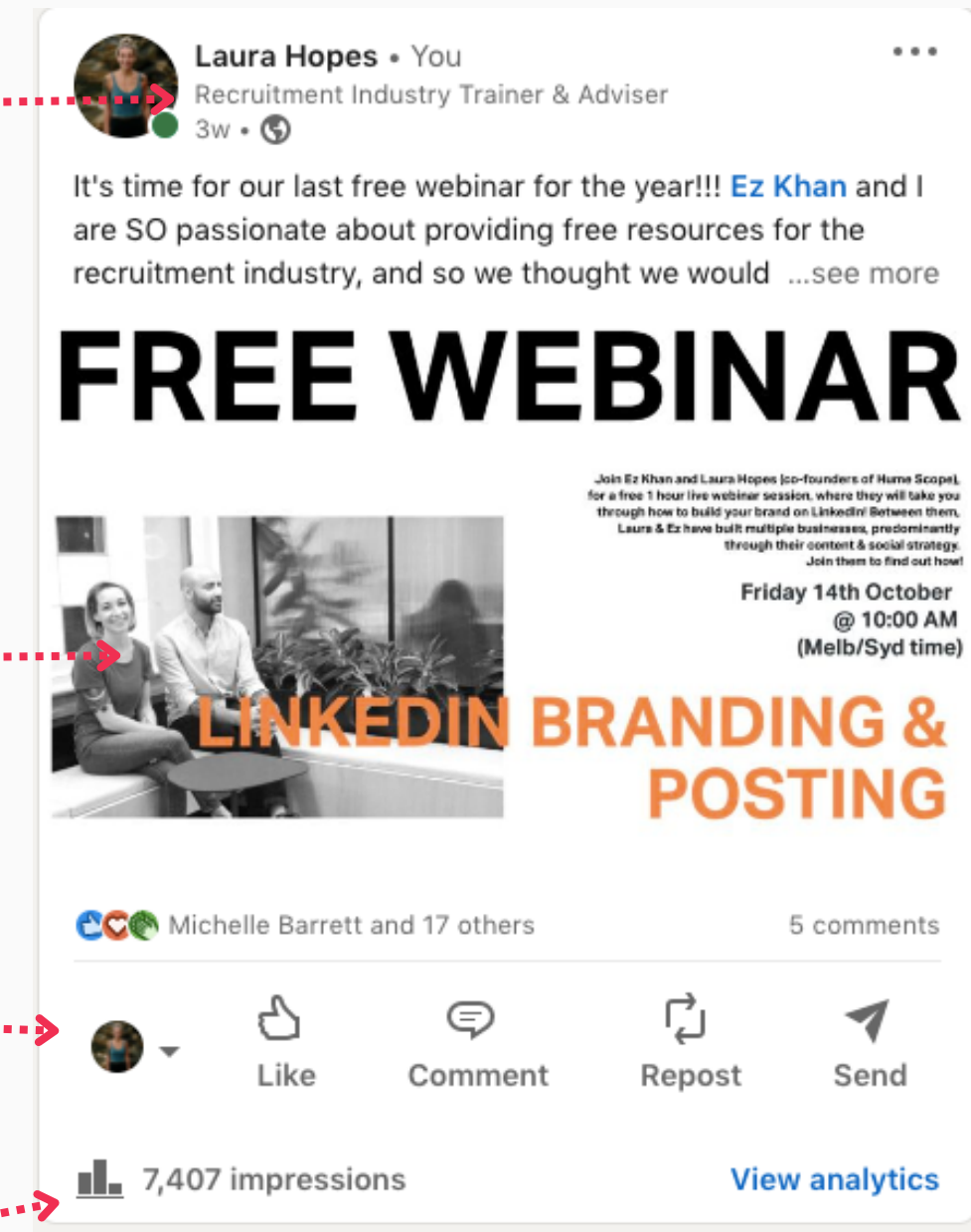
Brand reinforcement

Headline to reinforce

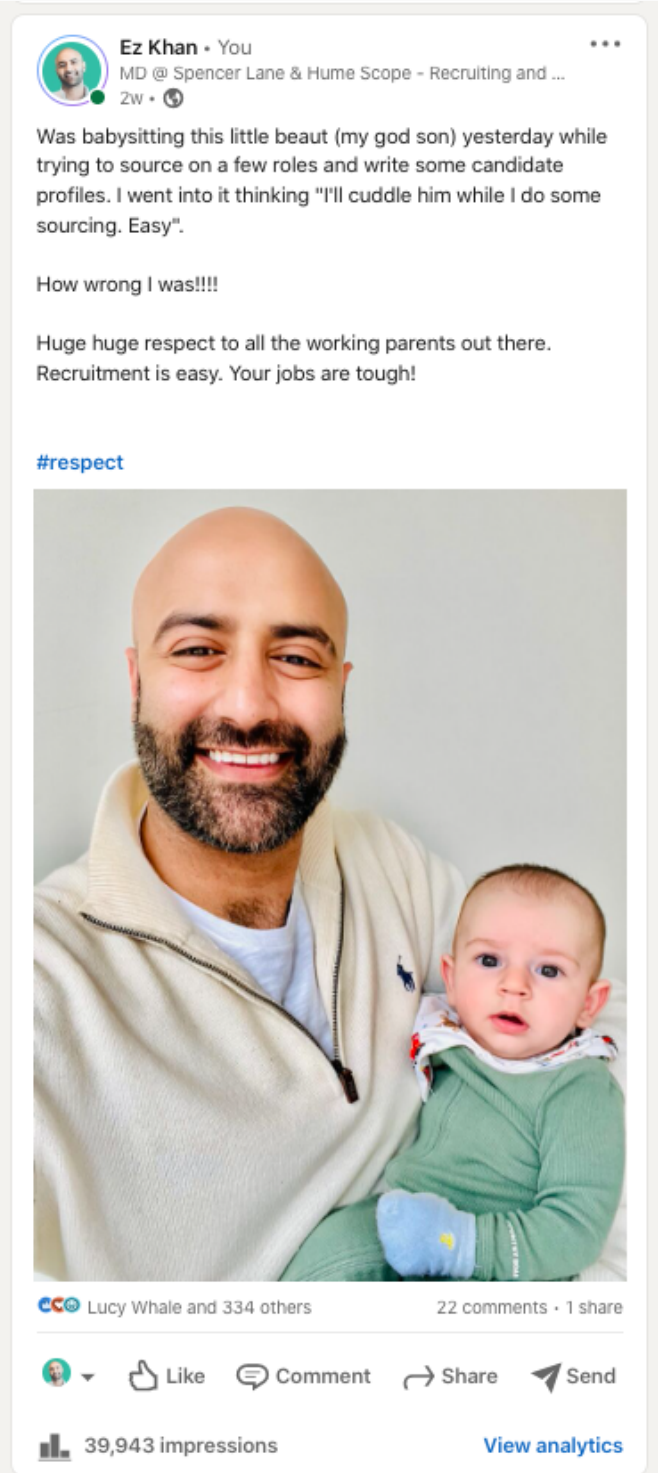
Image

Link in
comments 

Don't just chase the likes



EXAMPLE PERSONAL POST



Share
personal but
relay back to
professional

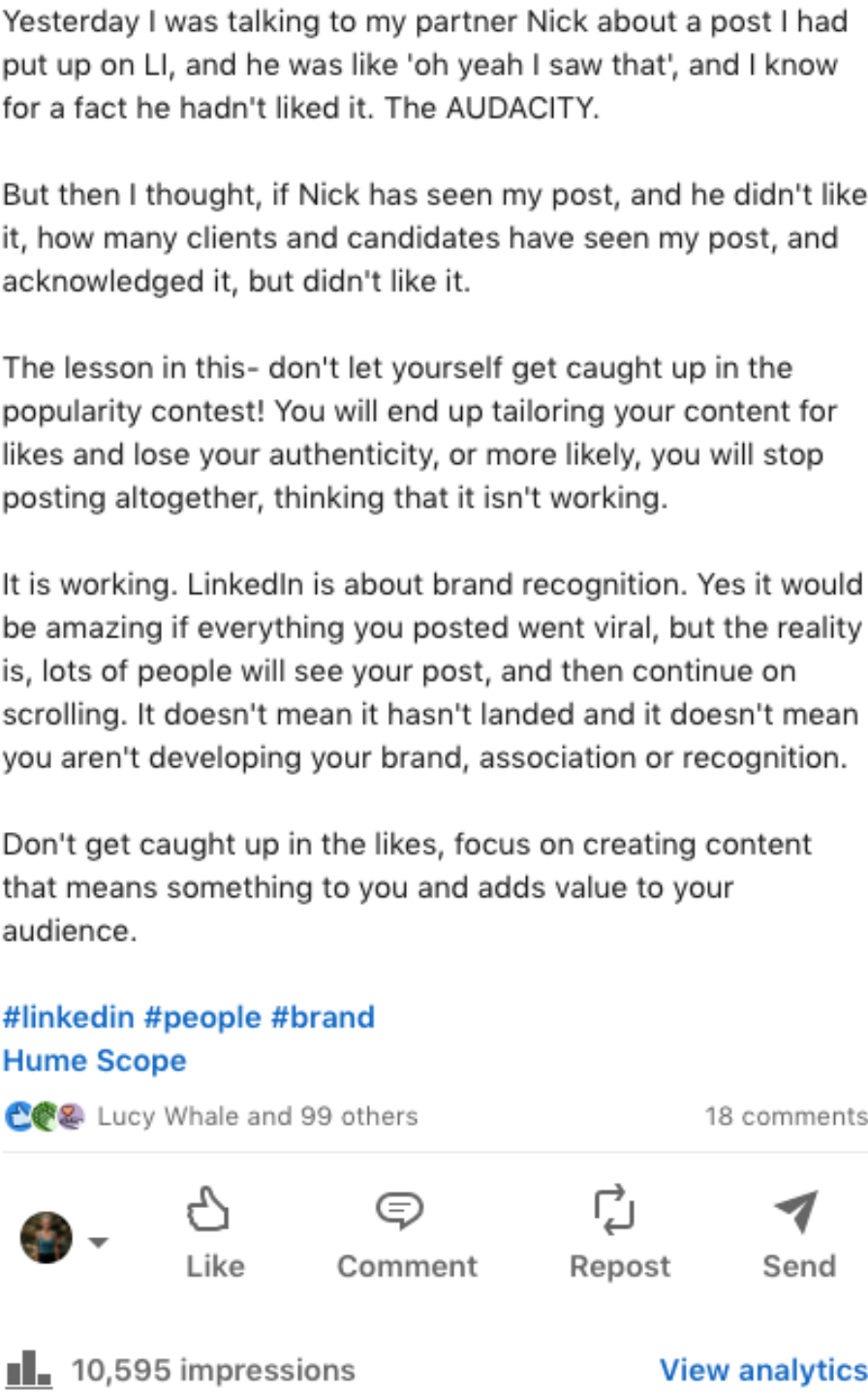
Image

Personal

Address
problem

Provide
value

Hashtags



EXAMPLE REC POST

Pose question ie hook

Link in comments for algorithm

Video snippet to encourage engagement

Ez Khan • You

MD @ Spencer Lane & Hume Scope - Recruiting and ...

1mo • Edited •

How do you go from Marketing Specialist to Marketing Manager? Our latest podcast guest [Fenella Brown](#) shares her career journey to date from broader more generalist roles, to her first leadership role.

Fenella shares how she was hit with the challenge that many people face - getting turned down for leadership roles because she didn't have people leadership experience.

But how do you get the experience if no one will give you a shot?

The way in which Fenella tackled this challenge is really interesting and valuable to anyone who has ever received this type of feedback.

She talks in detail about the approach she took, and how it has now paid dividends for her.

Thanks so much for coming on the podcast Fenella!

Link to full episode in comments!

[#marketingcareers](#) [#communications](#) [#marketing](#)
[#marketingrecruitment](#) [#leadership](#) [#career](#)

Fenella Brown

Emma Graham

My advice to anyone particularly

Emma Graham and 12 others

2 comments

Like

Comment

Share

Send

1,992 impressions

View analytics

Don't focus on likes. Only 12 likes but 397 views of video. People tend not to like videos but they watch them. Youtube/TV phenomenon

Post analytics

Ez Khan posted this • 1mo

How do you go from Marketing Specialist to Marketing Manager? Our latest podcast guest [Fenella Brown](#) shares her career journey to date from brc ...show more

Discovery

1,993 Impressions

Engagements

Reactions13 →

Comments2 →

Shares0 →

Video performance

397 Views

363 Viewers

131.6 Minutes viewed

Video viewer demographics

Job titles

Recruiter · 14.9%

Salesperson · 9.6%

Marketing Specialist · 8.5%

Consultant · 6.6%

Founder · 6.3%



Show all →

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 195

 21

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Leader in Recruitment Training & Advisory | Driving Innovation in Recru...
2yr • 

Salaries are skyrocketing. I've seen agencies pay Junior consultants 90k + super + comms in the past few Months. That to me is unsustainable and unfair to the Consultant long-term. The pressure of what that agency will expect for a 90k base will typically be far greater than the capability of said consultant. Leaving them under pressure and likely to move on when they are unable to deliver at the level of that salary.

Just be mindful of large salaries across all levels. Companies are offering huge salaries to get people through the door. You need to delve deep into expectations. Also, there is often a reason companies have to pay greater than industry averages. Uncover these reasons.

If you're looking for some unbiased advice around your interviews/companies you're considering, please feel free to give me a call. We only work with a handful of carefully selected clients on a retained basis, but I know a large portion of the agencies in Aus so should be able to give you some insights.


In the last few weeks alone, I've helped 8 candidates decline the offers they were about to accept. I assisted them in coming up with some probing questions that they were able to ask said company and realise it wasn't what it first appeared to be.

It is your job as a candidate to do your due diligence with your career moves.

Here to help if anyone needs ;-)

0423 332 009
03 9917 5285



[#careerhelp](#) [#careeradvice](#) [#recruitment](#)
[Spencer Lane](#)

 Laura Hopes and 195 others

21 comments

 80

 31

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2yr • Edited • 

A fresh new look to our brand, and a fresh new face to the [Spencer Lane](#) team!!!! I am beyond thrilled to welcome [Emma Graham](#) as a business partner here at Spencer Lane. Emma's vast experience speaks for itself and I've no doubt she will do a wonderful job in helping me build Spencer Lane further.


Same great service, more sectors!


Emma will be focused on building out a digital marketing recruitment arm of the business which she has a strong background in doing. Emma and I have actually worked together in the past so I'm delighted to bring the band back together!

Emma's strong leadership skills, her values alignment as well as the fact I get to work with someone who I can learn from, were all very strong reasons to partner with her.


Welcome, Emma Graham! It only took me 2 years of knocking on your door to get you on board! Worth it 😊

[#marketingrecruitment](#) [#recruitment](#) [#evolution](#) [#growth](#) [#salesrecruitment](#)



 **NEW LOOK!**

**Same great service.
More se**

 Emma Graham and 60 others

31 comments

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83



12



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...

When I got my first leadership role, I got in my head about how I hadn't done this before and so started the self-doubt chat with myself "what the f&*k am I doing, I've never done this before". The imposter syndrome was rife!

I knew how important it was to get it right, as having been in recruitment at this stage for over 6 years, I knew most people leave businesses because of poor leadership/management.

Before starting, I wrote a list of all the traits of good leaders that I had worked with in the past. As well as all the traits of the poor leader's I'd worked with and went from there...




Good traits; Self-awareness, Gratitude, Influence, Empathy, Authenticity, Clear vision that is shared, Resilience.

Bad traits: Lack of Integrity. No Adaptability. No Vision. Doesn't do what they say they're going to do/Poor communication.

If you find yourself going into your first leadership role, don't doubt yourself because you've never done it before. I've met managers who have been doing it for years and they're bloody awful at it! And in reverse, met consultants who go into their first leadership role and absolutely flourish! Past experience is not essential. Self-awareness and learning are.

What traits do you find the most important in a leader?

[#management](#) [#recruitment](#) [#leadership](#) [#people](#) [#leaders](#)
[#leadershipdevelopment](#)



Lucy Whale and 83 others

12 comments



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For all my British connections out there, that are feeling a bit homesick (like me). Go get yourself online to this great store (link in comments) that has all of the British faves! Apologies in advance, I think I've just ordered all of their remaining space raiders! (If you know, you know).

Happy online shopping!



Each pack contains					
Calories	Sugar	Salt	Cholesterol	Sodium	Salt
108	0.4g	5.0g	0.5g	0.5g	0.7g
(1%)	(1%)	(7%)	(1%)	(1%)	(14%)

of a child's guideline daily amount



Laura Hopes and 86 others

66 comments



86



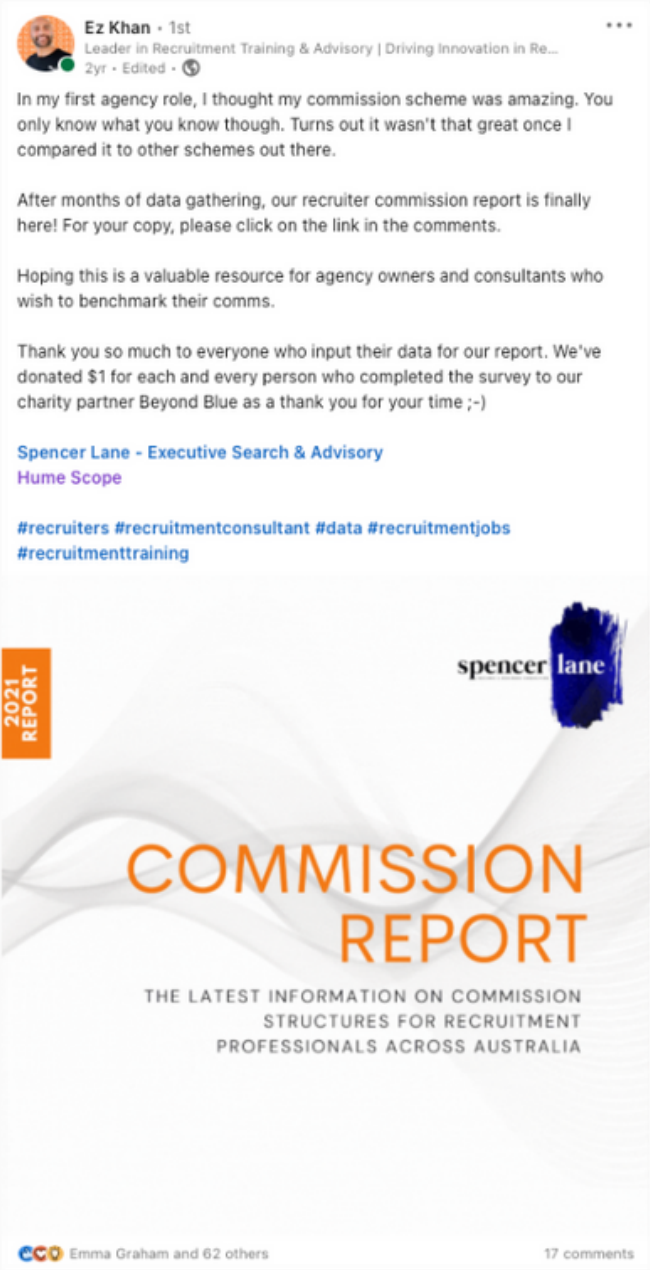
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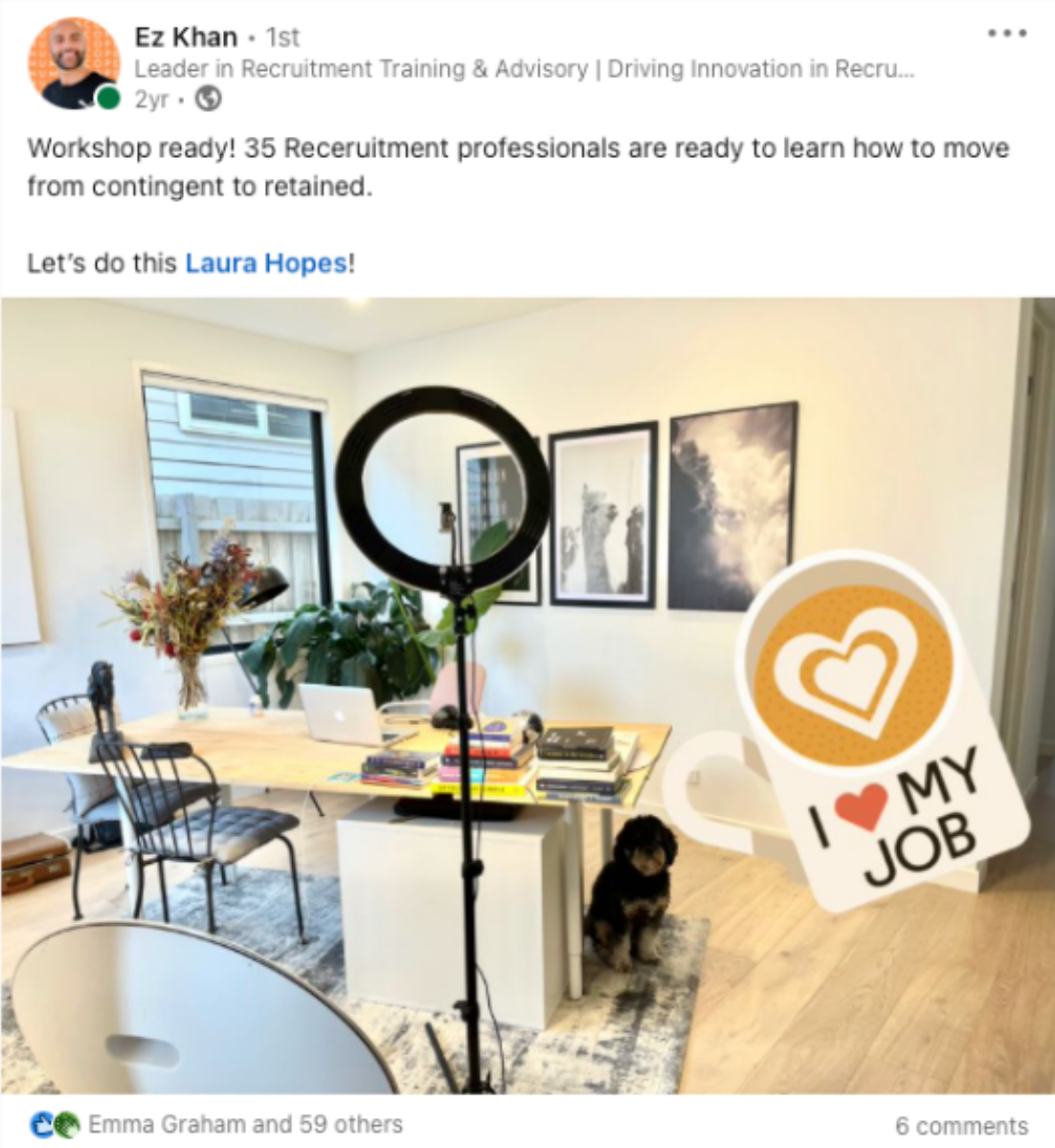
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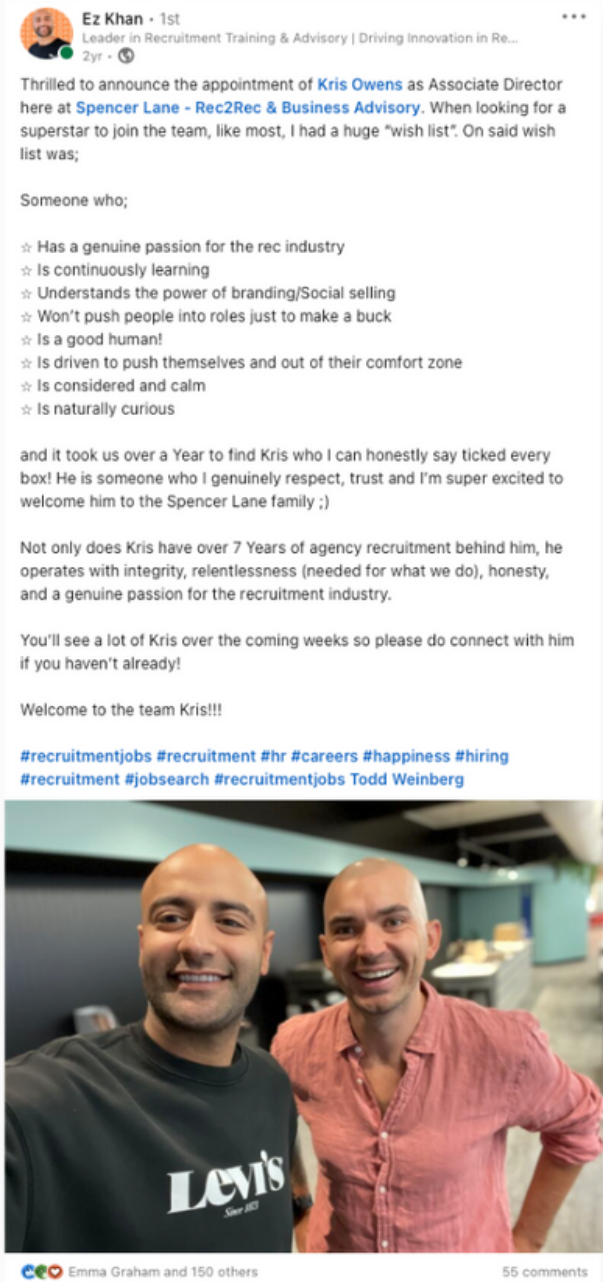
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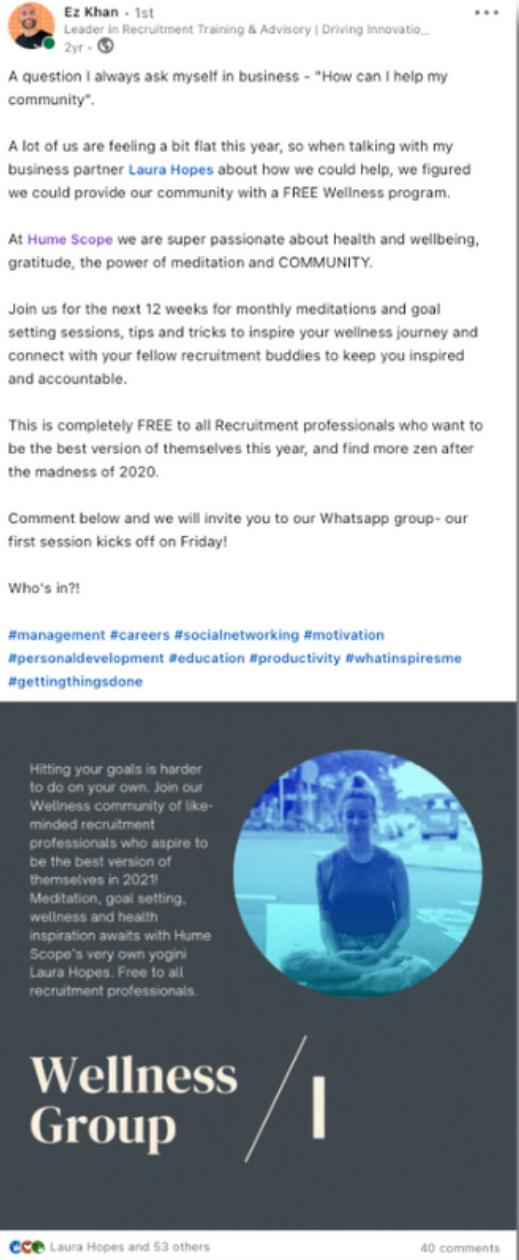
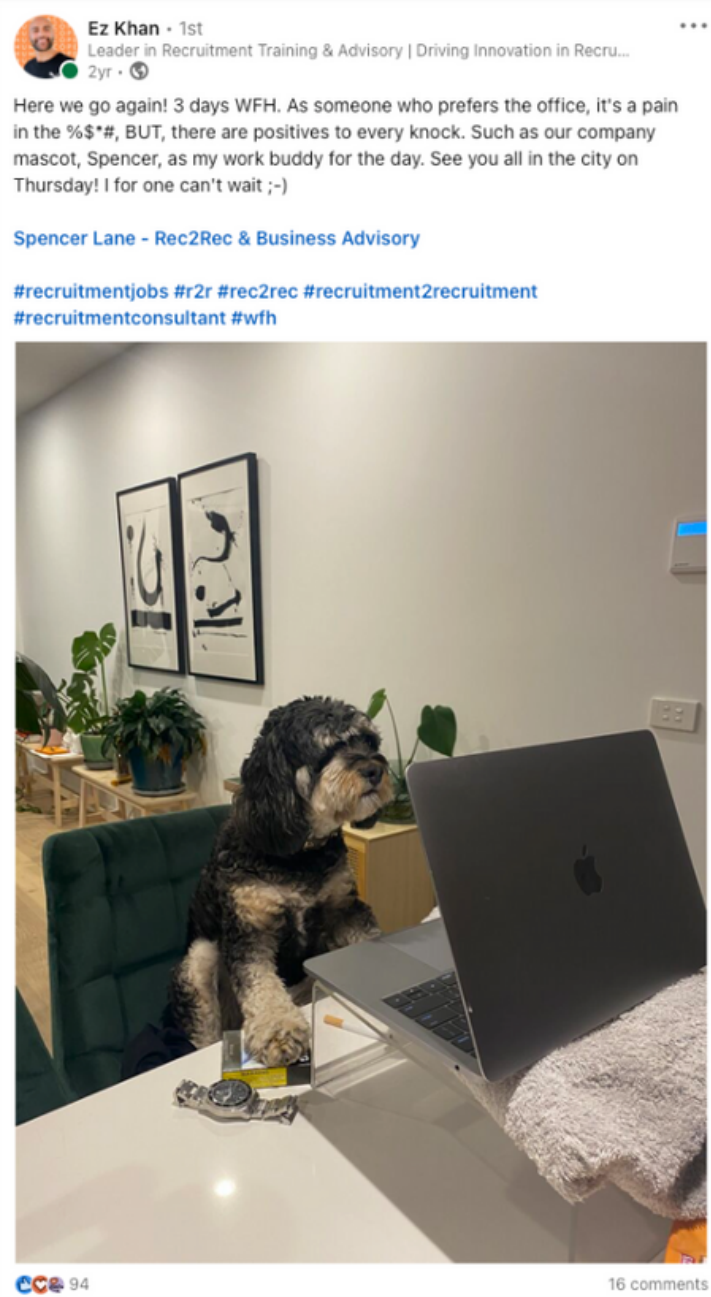
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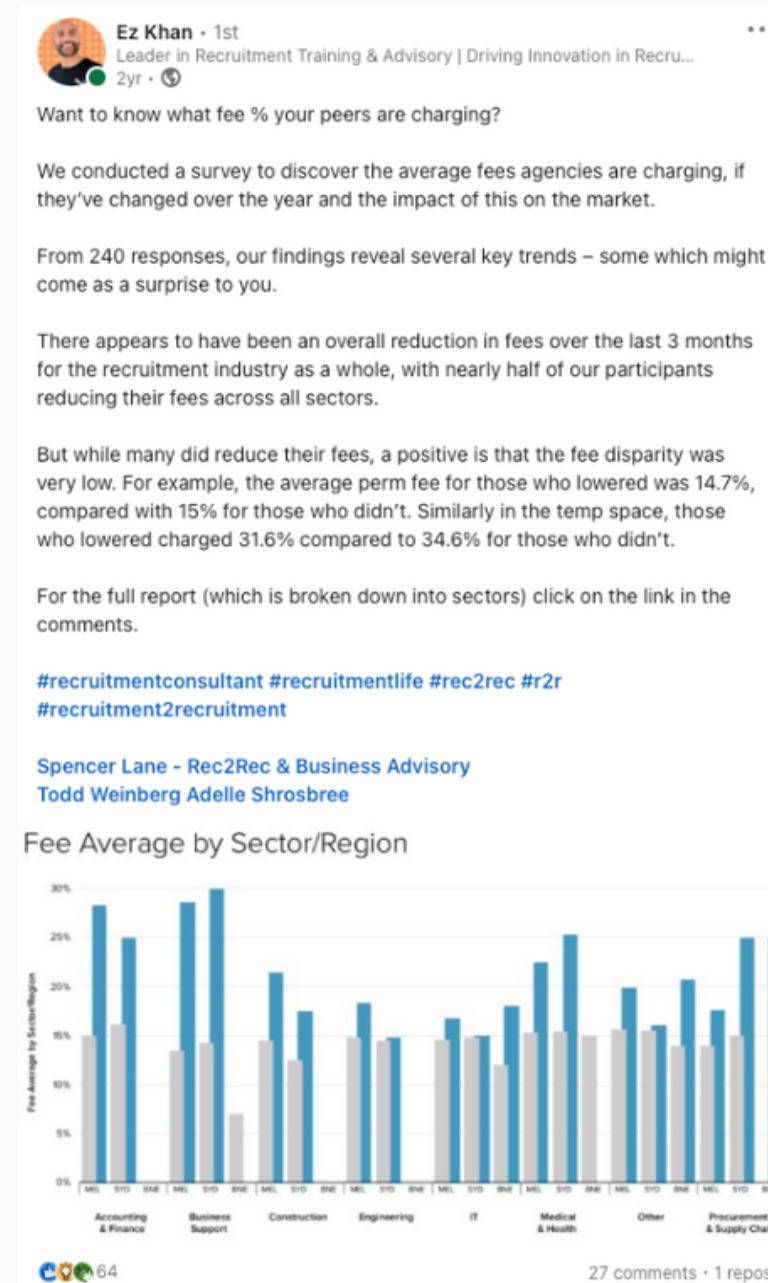
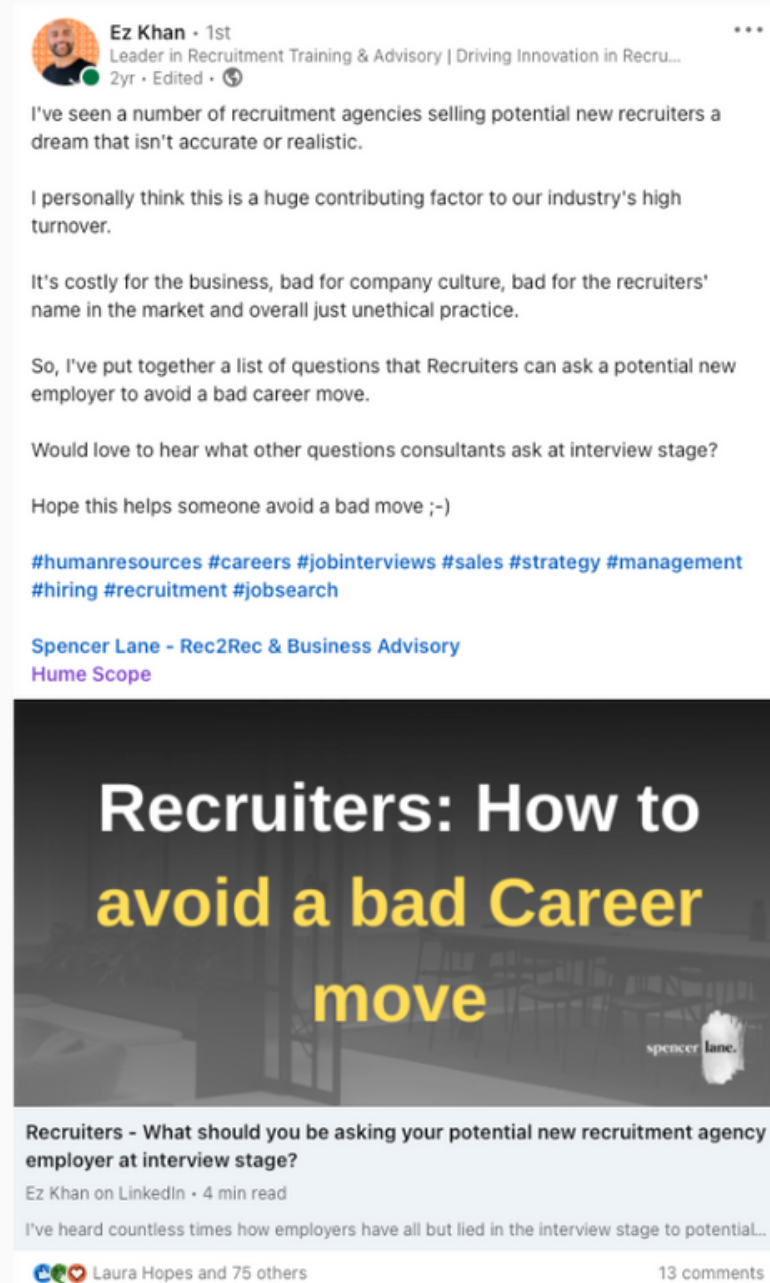


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👍 86
💬 5




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Primed and ready for the [RCSA Australia and New Zealand](#) online end of year celebration 🍷🍷🍷🍷. After the Year we've all had, it's well deserved.

Thanks for putting it on team [RCSA Australia and New Zealand](#) and for sending us our awesome "Recruitini" cocktail kits. Great touch!


[Rachael Fisher \(She/Her\)](#) [Mark Louwen](#) [Charles Cameron](#) [Jodie Radley](#)



 86

5 comments

👍 164
💬 46



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WE DID IT!!! 🏆🏆🏆🏆 Last Saturday, myself & 15 recruitment superstars ran 60k's in [Spencer Lane - Rec2Rec & Business Advisory's](#) "world around Melbourne" baton fundraiser race.




Our goal was to raise \$15,000 for [Beyond Blue](#) (so far we've gotten to \$14,251). We're not done yet! There's still time to help us get to our \$15k goal. Link to donate in comments ;)

Thanks to our amazing runners;

[Jesse Bonnici](#) - Pace Appointments (VIC) Pty Ltd
[Leanne O'Connor](#) - Natural Selection Group (Australia)
[Elton Kelly](#) - Natural Selection Group (Australia)
[Harry Barker](#) - FourQuarters Recruitment
[Aaron McIntosh](#) - Bullhorn
[Bart Wolkowski](#) - Redwolf + Rosch
[Jarrod Withington](#) - Redwolf + Rosch
[Charles Cameron](#) - RCSA Australia and New Zealand
[Rafael Moyano](#)
[Lucy Sharp](#) - Adecco
[Daniel Close](#) - Sharp & Carter
[Jacob Scott](#) - Sharp & Carter
[Erin Devlin](#) - people2people
[Stuart Campbell](#) - JV Recruitment Pty Ltd
[James Farrey](#) - Just Digital People

[#recruitmentconsultant](#) [#hr](#) [#rec2rec](#) [#worldaroundmelbourne](#)



 164

45 comments • 4 reposts

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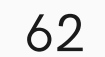
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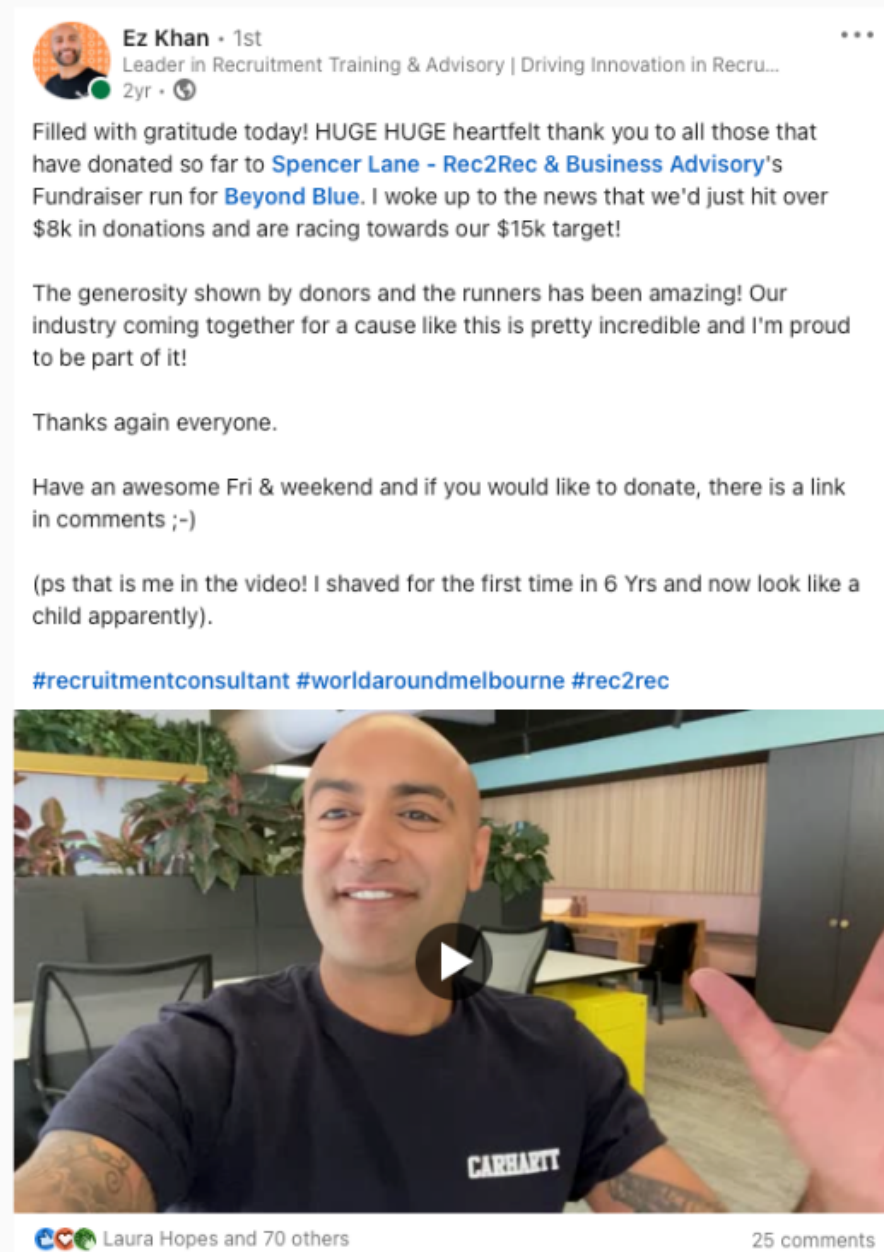
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25



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"Retained work is only available for those recruiting senior level positions"

Something I would often tell myself when I was working contingent jobs years ago.

It's such a common misconception though.

I just placed a retained role which was for a Consultant level role paying 65k. So it's not just for the super senior roles. In fact, I've never ever worked contingent jobs at Spencer Lane. We're exclusively retained.

Retained work is simply smart business and clients need to be educated on the benefits of it. Of which there are SOOOO many!

You get paid for the work you do. The client gets your unwavering commitment to filling the role. Win win.

Thinking of doing a webinar on how I built my business on retained work only.... Would you guys be interested?

[#r2r](#) [#recruitmentconsultant](#) [#recruitmentjobs](#)



Laura Hopes and 136 others

43 comments · 1 repost



136



43

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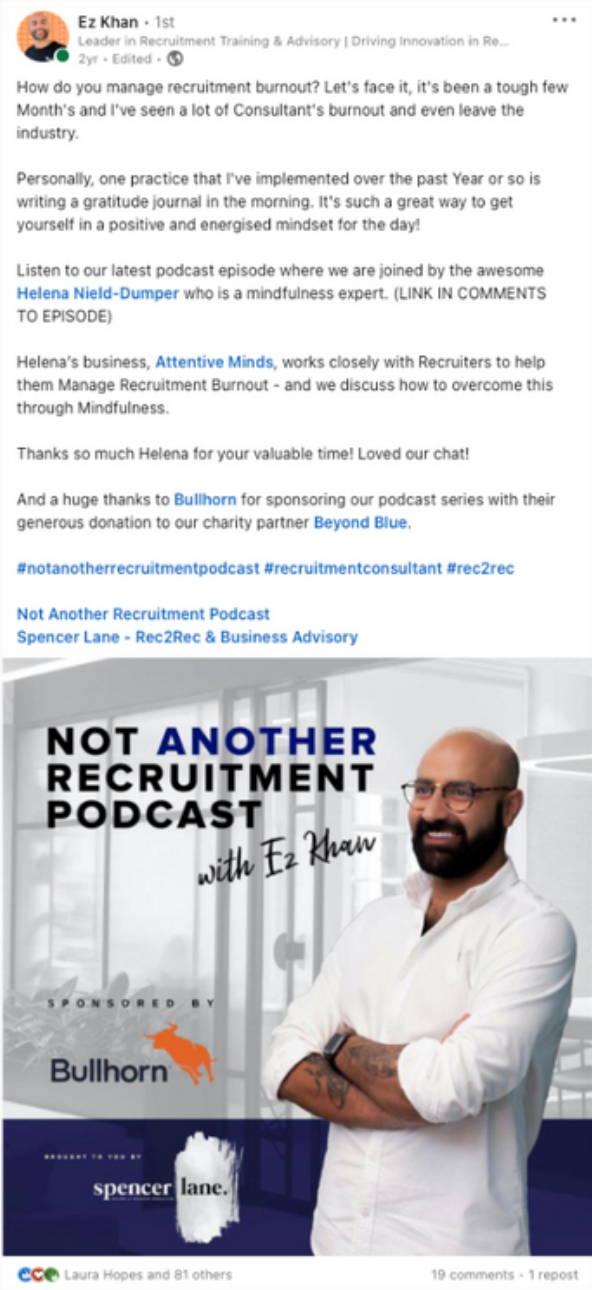
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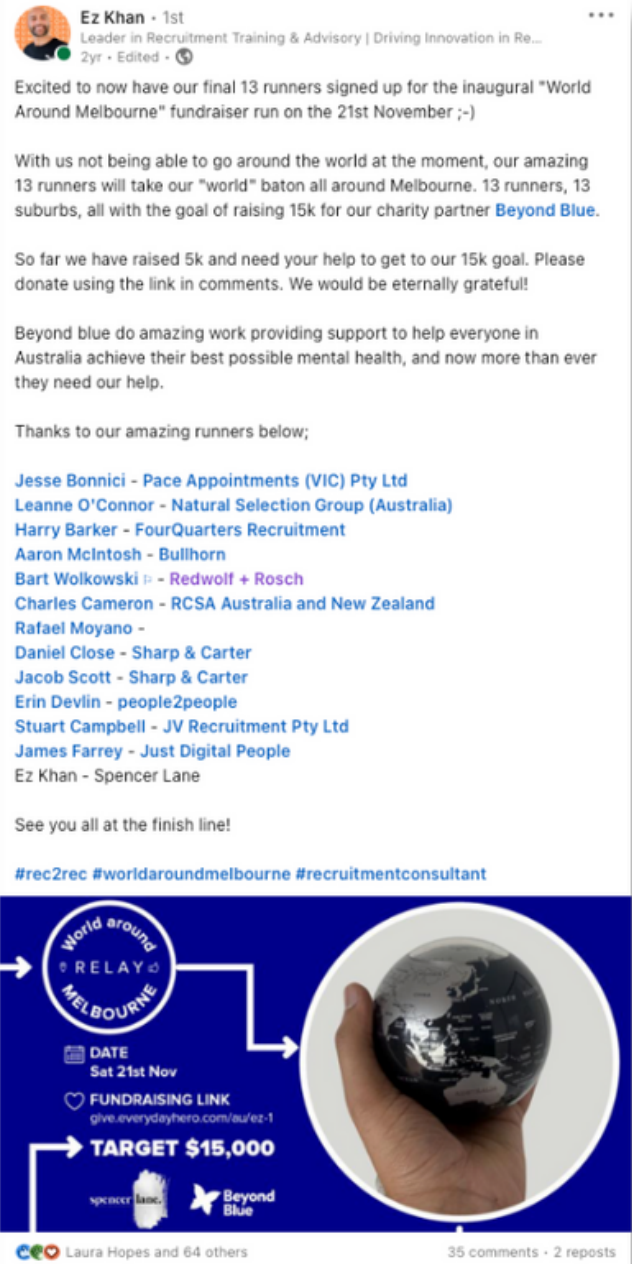
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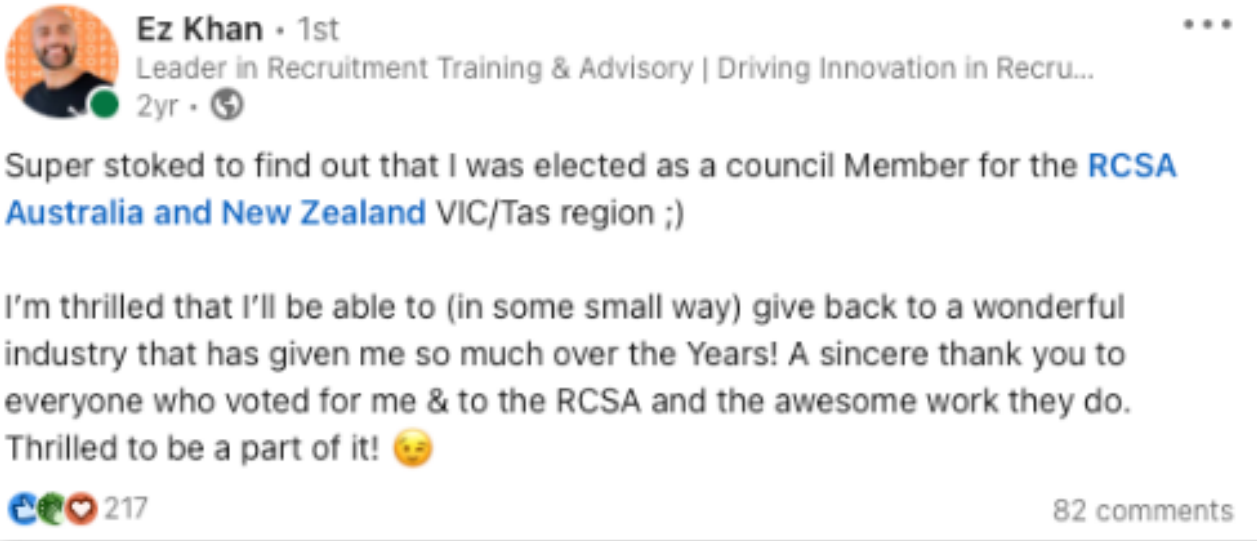


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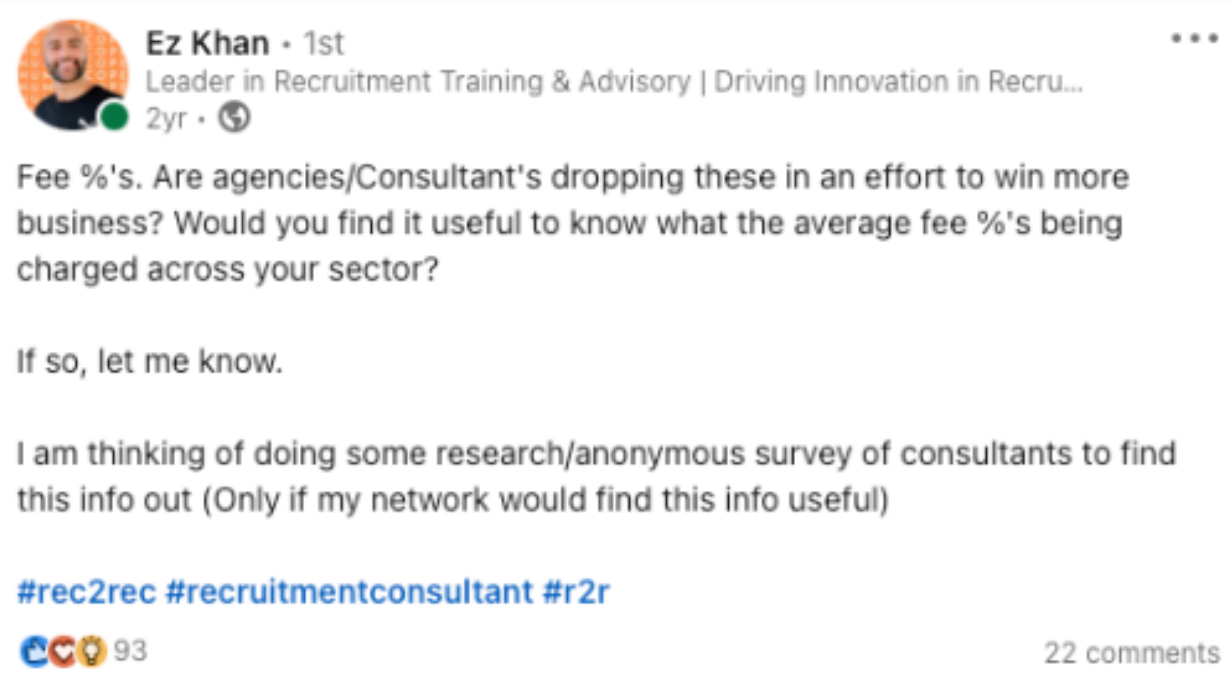
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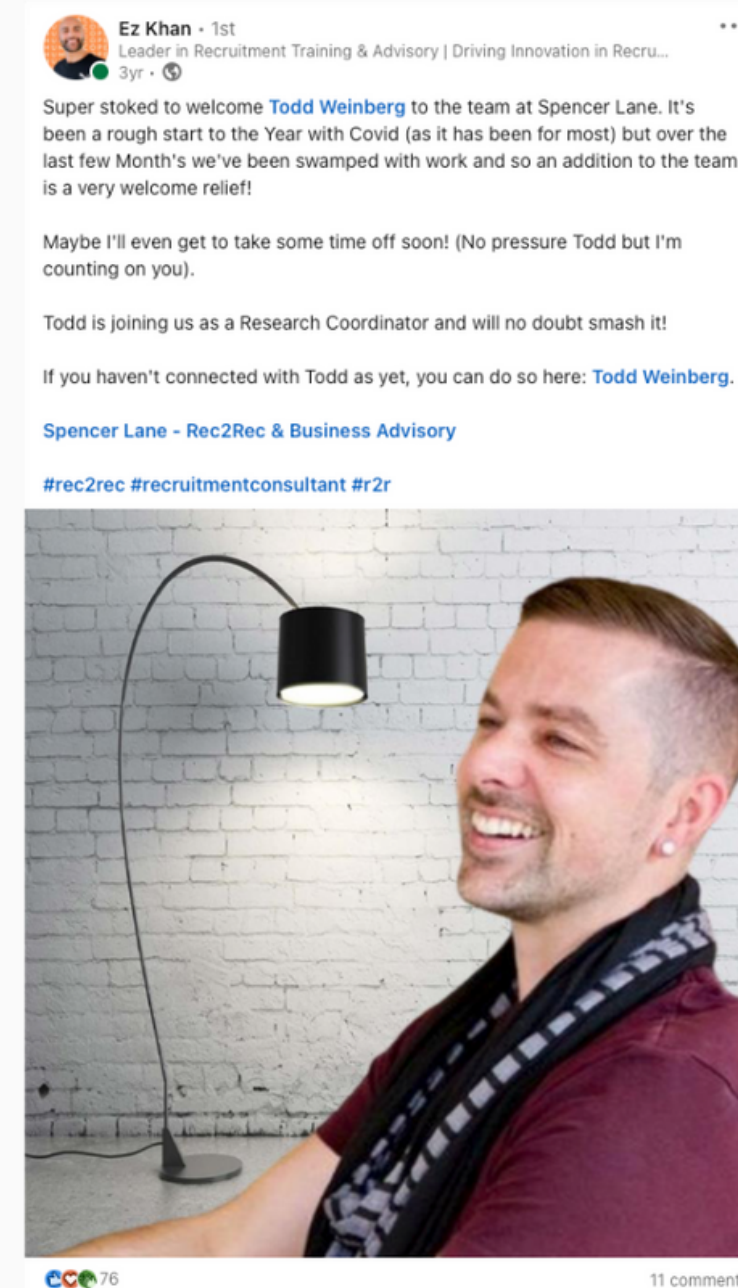
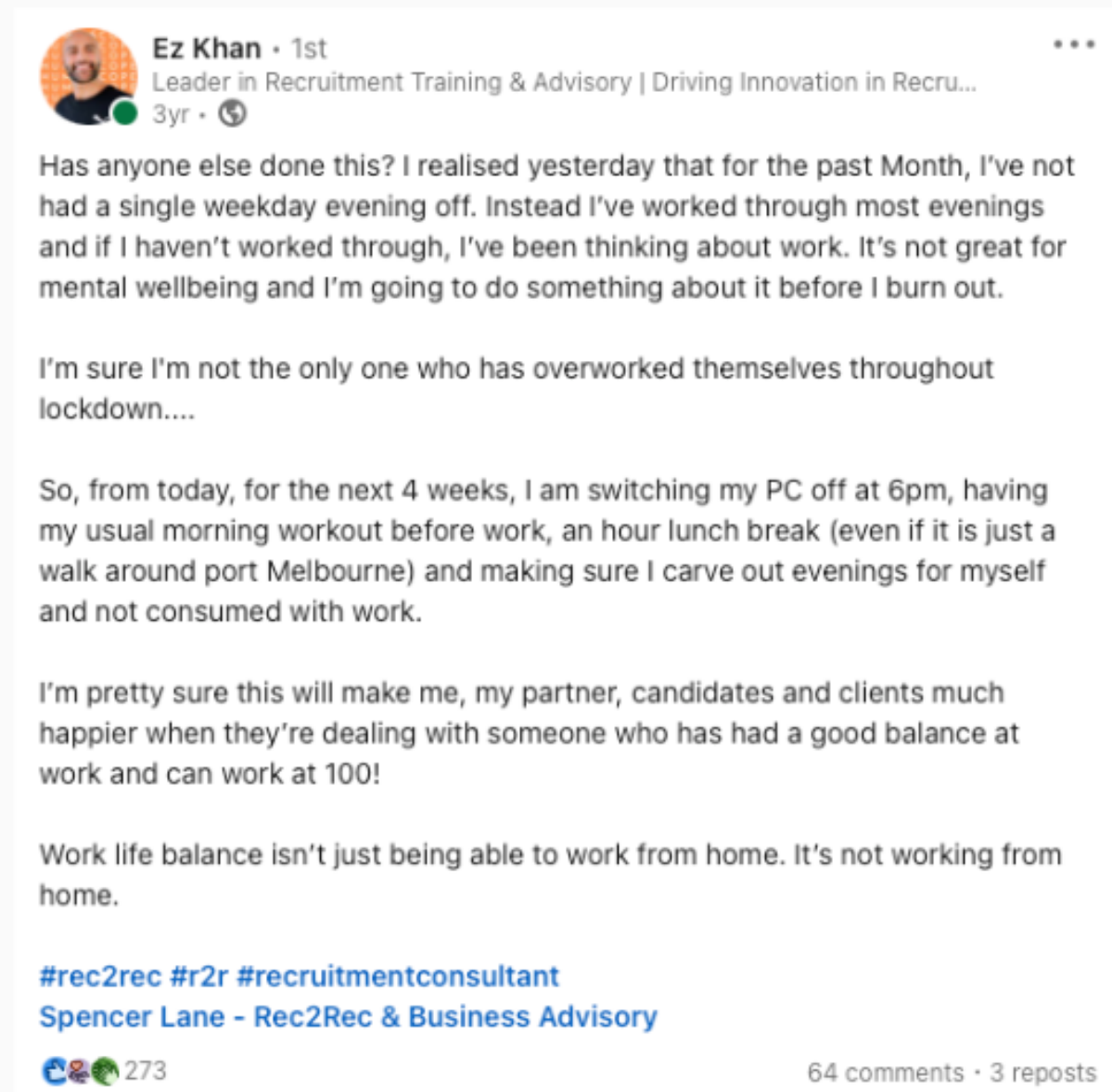
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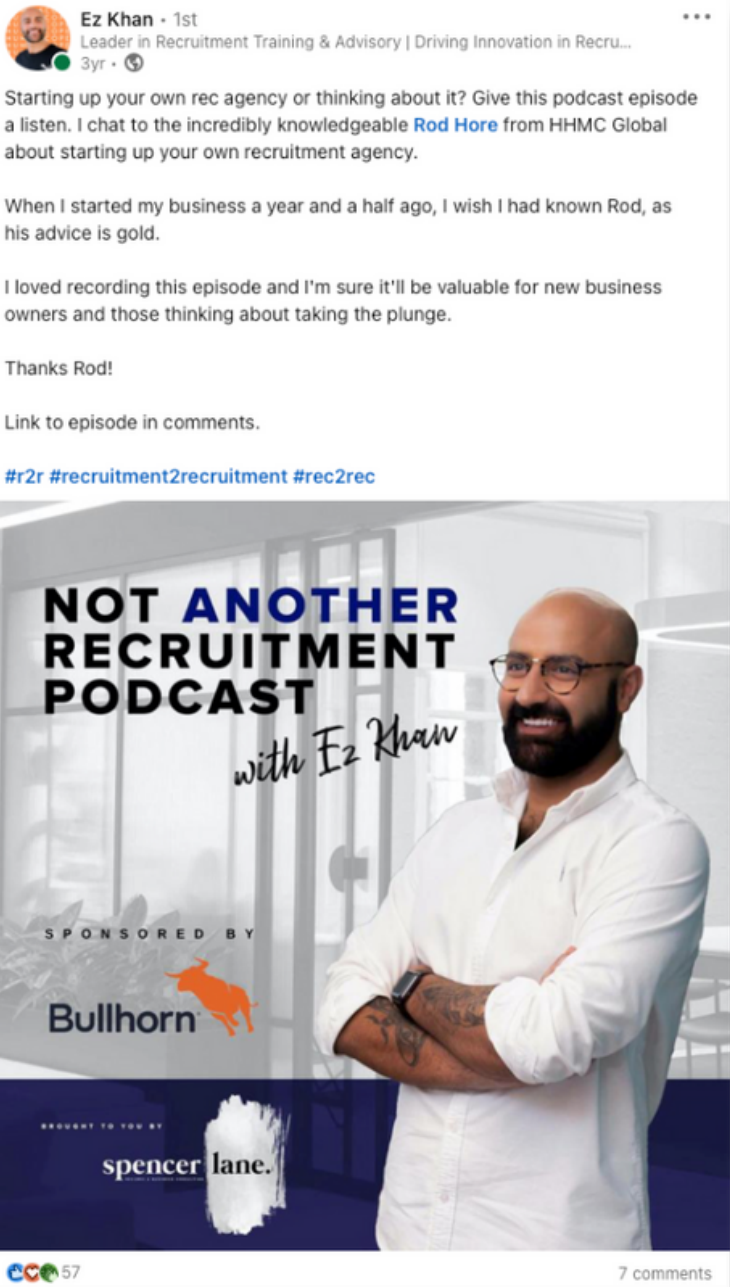
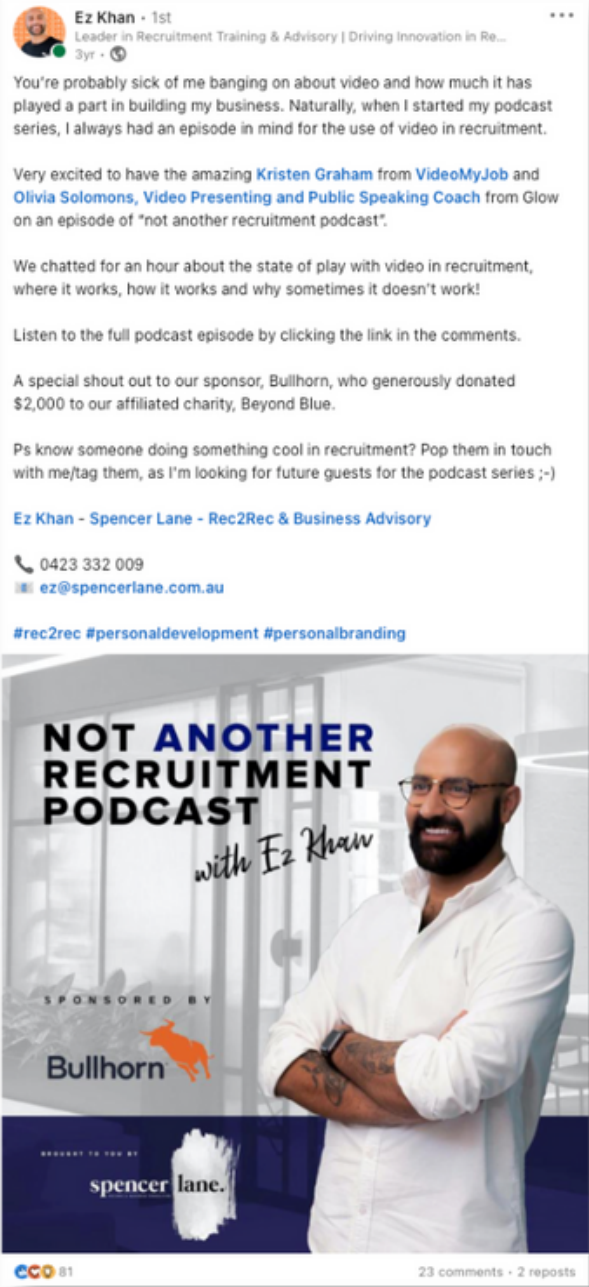
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7

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Do people still ad chase? And is it effective? I'm genuinely curious.

A few Consultants recently have mentioned to me that they've been doing ad chasing. I personally had thought this practice had died out Years ago?

Ad chasing (to me), seems like a really poor use of a Consultant's time and positions them as a transactional Consultant/CV flicking service VS a recruitment partner.

With any BD I do, I pop myself in the client's shoes....

For the old school ad chase, my thought process goes a little something like this;

If I were a client and I got another recruiter calling me with the usual "Seeing how your ad is performing, I am in industry specialist and I have the perfect candidate for this role" call,




I'd 1) find it annoying 2) would think the person on the other end of the phone was an amateur as they don't know who I am, how my business truly operates and what we ultimately hire for 3) Would likely keep that Consultant in mind to not work with in future

Plan plan plan your bd activity intelligently would be my advice.


You want to stand out and you need to in this market.

Add value where you can to clients aside from just recruitment, and they WILL circle back to you when the time is right.

#rec2rec #r2r #recruitment2recruitment

 70

39 comments



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...

You can make someone's day. Got this testimonial from an amazing lady/candidate/friend yesterday eve and it brightened up my day! If you have a spare 10 mins (I'm sure we all do), write someone who you value and have worked with a testimonial. It's a small gesture but could make someones day, especially when they take pride in the service they provide. It certainly made my day!

Thanks [Katie C.](#) You're a superstar!

Happy Friday all ;-)




#r2r #rec2rec #recruitment2recruitment



Ez Khan

For over eight years Ez has been a brilliant contact for me for all things recruitment. He has exceptional expertise in networking and talent acquisition and has built a stellar reputation, on integrity, intelligence and being a pleasure to deal with. Having now built his own successful business is not surprising. He is always forward thinking and keeps one step ahead in order to give his clients and candidates the best possible service

Katie

 61

7 comments

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52



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The amazing [Laura Hopes](#) and I have teamed up to bring you a one off 4 week BD course for recruiters. Together, we'll deliver this course over 4 weeks to a group of no more than 10. Sign up asap so you don't miss out, as we won't be doing this again (Link in comments to book & further info).

We'll be going through research, database, tech, BD cycles, developing USP's, connecting with authenticity, content creation, utilisation of video, engaging with your audience with purpose, measuring success, refining your pitch and creating a positive/winning mindset and much more.

You'll walk away with a thorough BD plan that will see you through the next 12 Months.




Really excited to kick this off! The course starts on Friday 18th Sept. See you there!! ;-)

[#trainingprogram](#) [#businessdevelopment](#) [#recruitmentjobs](#)

Future proof your desk

4 WEEK BUSINESS DEVELOPMENT FOR RECRUITERS COURSE

spencer lane.



59

22 comments



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People buy from those they trust. How do you plan to build trust with prospects? If you can't answer this, then you are not approaching your BD in an effective way in my opinion.

When you've built trust with prospects, THEY will call YOU to buy from you. Rather than you banging down their door asking for business like everyone else.

Don't do BD like everyone else. Continuous check-in calls & e-shotting available candidates isn't an effective BD strategy.

I've signed 2 new retainers this week off the back of a couple of Months purposely building trust with prospects and adding value to them without expecting immediate business.

Happy Friday all!

[#r2r](#) [#rec2rec](#) [#trustbuilding](#)

 102

22 comments · 1 repost





102




22

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 24



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Filled with gratitude this morning. This podcast means so much to me as one of the aims of it was to raise \$15,000 in sponsorship fee's for [Beyond Blue](#). To date, we've confirmed over \$4,000 in sponsorship donations to beyond blue and we're not done yet! We're also doing a charity run (details to follow over the next week) so we can get to our 15k target!


Thank you so much to [Bullhorn](#) for their VERY generous donation to our charity to be the sponsor for the first 10 episodes of our podcast.

So stoked with our first episode getting to 100!!! Thank you to everyone who downloaded our first episode on emotional intelligence.


If you haven't listened to the podcast yet, please do so by clicking the link below. The more people who listen, the higher our sponsorship donations to our charity partner can get!

Our second episode will be released this week and it's another fab one!

[#emotionalintelligence](#) [#podcasting](#) [#rec2rec](#) [Spencer Lane - Rec2Rec & Business Advisory](#)




Congratulations from Buzzsprout!
100 PODCAST DOWNLOADS



103

24 comments



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So, I've finally released my podcast! Super excited to share the first episode on emotional intelligence in leadership with you.


My first guest speaker was [Amy Jacobson](#), an emotional behaviour expert, and what a first guest she was! Super insightful and passionate!.

We've recorded quite a few episodes and will be releasing them over the coming weeks so please subscribe to the podcast using the link in the comments.

Also, a huge thank you to [Bullhorn](#) and their generous donation of \$2,000 to our charity partner beyond blue, to sponsor our first 10 episodes. You guys rock!

If the podcast gets enough subscribes + downloads + reviews , it has a high chance of being featured. This will help more people hear about the show so please do leave a review and subscribe ;-)


[#rec2rec](#) [#r2r](#) [#emotionalintelligence](#)



NOT ANOTHER RECRUITMENT PODCAST
with Ez Khan

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179

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Over the last few weeks I've seen a huge increase in the number of Consultants (who are currently employed) reaching out to me to assist them in exploring new opportunities.

On the whole, they're looking for transparent, supportive leadership in their next roles.



Agency leaders/owners - You may have supported your team at the start of covid, but your job isn't done. You need to continue to provide clear transparent communication and support to your teams to ensure they stay loyal to you and your business, so when the upswing happens, they don't leave you for a new opportunity!



Your staff will remember long after covid passes, how you treated them.

[#rec2rec](#) [#recruitment2recruitment](#) [#r2r](#)

 117

1 comment • 1 repost


 62
 7


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New retained roles on. I couldn't be more excited to be representing these 2 amazing Tech/IT Recruitment businesses in Melbourne. Unique offering from both, real live vacancies, we are looking to interview asap. Check out our new jobs page on the Spencer Lane Website for more details on the roles (Link in comments).

Referral's very welcome (Thank you in advance) - \$500 voucher + \$500 donation to a charity of your choice for successful referral's.

[#rec2rec](#) [#r2r](#) [#recruitment2recruitment](#)



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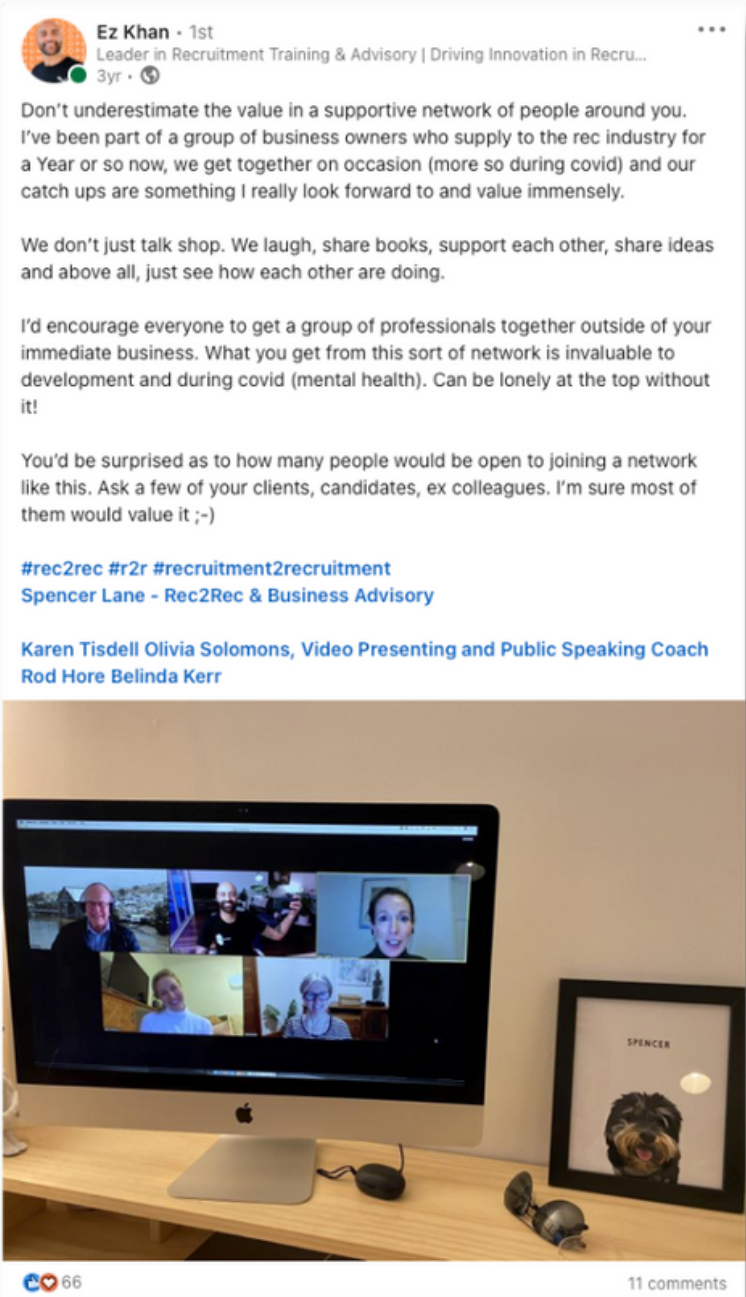
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