



## Agencies using social media for recruiting

- Portland, Oregon, Police Bureau
- Houston, Texas, Police Department
- Vancouver, British Columbia, Police Department

## International Association of Chiefs of Police

1-800-THE-IACP  
socialmedia@theiacp.org  
www.IACPsocialmedia.org

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## SOCIAL MEDIA FOR RECRUITMENT FACT SHEET

### Why social media for recruitment?

Police recruitment in the 21st century is as challenging as ever. To be competitive employers, law enforcement agencies must be creative in their outreach and open to using new tools. Social media are a new set of tools that many employers both inside law enforcement and beyond are using to attract, engage, and inform potential applicants.

### Advantages of social media for recruitment

**Volume** — With millions of daily users, social media platforms are a good way to connect with both passive and active job seekers. Young and diverse candidates are already using these sites every day. Recruiting through social media is increasingly common in other professions, and law enforcement agencies would be remiss if they did not tap into it as a natural extension of traditional outreach efforts.

**Low investment** — Unlike billboards, commercials, or other paid advertisements, use of social media is relatively inexpensive. Account creation is free, but personnel time is required to maintain and update the content. The more time you're able to devote to social media, the more dynamic your online presence will be.

**Communication and interaction** — The prospect of a career in law enforcement is often accompanied by a variety of unique questions (Am I too old? What are the fitness requirements? What type of department is right for me?). Social media is a way for agencies to answer these and other questions on a personal level but in a publicly accessible way.

**Establishing community connections** — Social media can also be used to reach out to those in your community who influence job seekers. Examples include community organizations, career counselors, military transition assistance staff, workforce development personnel, and educators, among others.

### Examples of social media for recruitment

**Blogs** — Blogs can give your recruiting effort a voice, offering a way to communicate more regularly and on a more personal level than a conventional Web site allows. Sample topics include a day in the life of a new recruit, advice or comments from the chief, or guest blog posts from other department personnel.

**Twitter** — Recruit in 140 characters or less with updates on the hiring process, tips for applicants, or messages from new recruits.

**Facebook** — Facebook offers a great way to communicate with both would-be and current applicants. The wall, as each user's message board is known, and the discussion areas allow a one-on-one conversation to be viewed by many.

**YouTube** — Create a YouTube channel where your department can post recruitment and other career-related videos.

### Strategy for recruiting through social media

Using social media for recruitment can be part of your agency's social media plan and strategy. Consult the legal and communications office for your agency or jurisdiction to determine the most effective approach. One question to consider is whether to have a dedicated recruiting account or incorporate hiring information into a department-wide account. There are successful examples of both. It's a matter of your strategy and the resources you have to devote to the effort.

### DiscoverPolicing.org

DiscoverPolicing.org is a nationwide police recruitment and career exploration resource managed by the International Association of Chiefs of Police and funded by the Bureau of Justice Assistance. Hiring agencies can use the site to advertise vacancies and search candidate résumés, all at no cost. This unique recruitment initiative actively uses Twitter, Facebook, YouTube, and a blog to promote careers in law enforcement on a national scale. — [www.discoverpolicing.org](http://www.discoverpolicing.org)