

## Tips for Creating More Effective Job Posts

- You have 30 seconds  
Active Job Seekers only spend about 30 seconds reviewing posts, and even less in our industry. Keep your information engaging, concise, and relevant. Include those bits that set you apart at the top of the ad, with further job-specific details at the bottom.
- Create a compelling job title  
Name ads with relevant titles and keywords. Optimize your searches for greater candidate turnout.
- Target your ads  
Keep ads limited to one job type per post. The most effective ads reach their targeted audience, so don't clutter the message by clumping jobs together.
- Blast your brand!  
We're a visual bunch, so it only makes sense that candidates pay more attention to branded ads—those with logos, social media, videos, and great photos. And forget about posting anonymously!
- Keep expectations in check  
Be transparent with expectations, but also be upfront with deal-breakers. Seekers are more inclined to apply to jobs that post compensation, minimum experience, vacation, and overtime details.
- Submission requirements  
Resume? Cover letter? Make it easy for you and the candidate by indicating exactly which materials you want.