Tips to Optimize Your Job Post

The better your job post, the more qualified candidates you’ll receive.

**Description**

+ Keep the description mobile friendly (500 characters or less)
+ Make it easy to digest with bullet points
+ Be sure to include information about:
  • The job
  • Qualifications
  • Growth opportunities
  • Benefits
  • Perks
  • Company culture
+ Job seekers care most about:
  • Work/life balance
  • Salary information
  • Growth opportunities

**Screening Questions**

+ We strongly encourage the use of screening questions
+ To further filter candidates use “deal-breaker” questions
+ Additional considerations:
  • Most applicants are using mobile so yes/no or multiple choice questions work best
  • To be sure you don’t lose applicants, avoid using too many questions

**Location**

+ To expand your reach, use the closest metro area (within 25 miles)
+ List the city, not the county

**Job Title**

+ Keep the title concise (60 characters or less)
+ Use a title that is easy to understand
  • Ex: “HR Manager” not “Happiness Coach”
+ Avoid using special characters
+ Do not abbreviate words
  • Ex: Use “Sales Representative” not “Sales Rep”