

Lack of leadership buy-in impacts social media marketing success, research finds

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Recruitment marketers are struggling to overcome three obstacles when it comes to delivering and establishing social media strategy in their organisations. That's according to new research from BlueSky PR (<http://www.bluesky-pr.net>), the specialist PR and communications firm for the recruitment, HR and talent management sectors.

Commenting on the research, Dan Stobbs, social media executive at BlueSky PR says:

"There are now over three billion active social media users around the world, and with research showing that 73% of 18-34 years olds found their last job via social media, recruitment agencies must fully embrace it to ensure they remain competitive. However recruitment marketers are increasingly struggling to implement a robust social media programme within their business. Our research (<https://bluesky-pr.net/download/the-three-biggest-social-media-challenges-recruitment-marketers/?cat=hr-and-talent-manage>) reveals that achieving buy in from decision makers, developing the foundations for a compelling strategy and securing employee advocacy are the top challenges marketers are facing. With this in mind, we have developed a step by step guide to ensure that recruitment marketing teams can develop a social media strategy that provides real ROI."

ENDS

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