**EXAMPLES OF WEEKLY PROCESS COMMUNICATION ON SOCIAL MEDIA**

**MESSAGE 1**

Message type: Informational

Message format: Copy text + image or video + link to the job post

Comms phase: **Application period**

Other content: A link to the job post

Image: Your image/video you are speaking on the camera

Hey there, my name is [your name], and I just published this job post for our new opening. You don't happen to be looking for a B2B sales manager's job, would you? Or, maybe you know someone who is? If you do, could you do me a favour and share this post privately to your friend?

A couple of words about this role:

* This is a role in a team of 9 other sales managers.
* This team is led by one of our team leaders, his name is Tim. When we do our annual supervisor evaluations, our staff gives him really high scores every time. He's known for being super helpful and inspiring as a sales team leader. By the way, I'll introduce him next week, so you'll see for yourself!
* This is a B2B role, and the client base is Fortune 500 companies.
* What you sell is our CRM software built by sales managers to other sales managers.
* It gets the average rating of 4,7/5 from the users. They love it!

Learn more about the job on the job post. Link below. I'm here waiting for your application and will gladly respond to any open questions you might have.

Come back next week on Thursday at 3 pm. I will introduce Tim to you!

**MESSAGE 2**

Message type: Informational and inspiring

Message format: Copy text + image or video + link to the job post

Comms phase: **Application period**

Other content: A link to the job post

Image: A short video about Tim speaking on the camera

Hey there, it's me [your name] again, and I'm here to give you my weekly communication about our B2B Sales Manager recruitment.

Last week I promised to introduce Tim to you. Tim's the hiring manager for this role. He leads this sales team, and as a team leader, Tim is truly loved.

Check out this video about what Tim tells about himself as a team leader. Guess what he thinks is his worse characteristic! Or better yet, see for yourself.

P.S Find the job post here [link]. Deadline for applications is [date].

P.S 2 Come back again next Thursday! I will post a new update at 3 pm.

**MESSAGE 3**

Message type: Informational

Message format: Video + link to the job post

Comms phase: **Application period**

Other content: A link to the job post

Image: A video where you speak to the camera

Did you send one of these outstanding questions to me?

I've received a bunch of questions from applicants and people interested in this role. Check out this video below in which I answer to the most frequently asked questions about this role and a bonus about the compensation.

If you haven't applied yet, here's the link to the job post. We are closing the application process in 5 days. Better move now if you want to join this process!

P.S Come back again next Thursday! I will post a new update at 3 pm.

**MESSAGE 4**

Message type: Informational

Message format: Video + link to the job post

Comms phase: **Application period**

Image: A stock photo of a pile of paper

We're officially closed now. And that means we are no longer accepting applications to this selection process for a B2B sales manager to Tim's incredible team.

What happens next is:

* Tim and I will go through all applications by the end of the week [number].
* Based on the application only, we will invite successful applicants to the first interview round. This will be a video interview round.
* All applicants will hear back from me as soon as we have decided for the next round.

Hang on tight! I'll be with you personally shortly. I will also continue my weekly status updates here every Thursday afternoon.

**MESSAGE 5**

Comms type: Weekly process communication

Message type: Informational

Comms phase: **Selection phase**

Other content: A link to a career story of the hiring manager

Image: Tim's photo

Hey there, it's time to take a weekly update on what is going on in the recruitment process for Tim's new B2B Sales Manager!

🤓 Tim and I are in the final stages of deciding which candidates will be invited to the next interview phase. It looks like we are taking 8 candidates to the next round, so some heavy decision-making occurs. After all, we received 28 applications.

🎞 As mentioned last week, this is a video interview phase. I will send helpful tips, advice and the conversation topics to all invitees with a link to schedule the video session with Tim.

🔗 If you wonder who the heck is Tim, find and connect with him on LinkedIn [his profile link].

Back again next Thursday afternoon!

**MESSAGE 6**

Comms type: Weekly process communication

Message type: Informational

Comms phase: **Selection phase**

Other content: A link to a new podcast episode relevant to this role

This is my weekly status update for what is going on this week in the recruitment process for a B2B Sales Manager to @Tim’s team.

And the honest truth is: nothing, nada. Tim had a baby two days ago and he is spending this week home helping his wife and little baby to adjust to life at home.

But, what a coincident is this! The popular Sales Lion’s podcast just happened to publish an episode yesterday where one of Tim’s sales managers is being interviewed about how the sales job has changed in these digital times. If you have a 35 minutes to spare, listen to the episode here >>

Back again next Thursday same time!

[Your name]

**MESSAGE 7**

Comms type: End of process communication

Message type: Informational and encouraging

Comms phase: **End of the recruitment process**

Other content: A link to the company Instagram profile

Image: The new sales managers photo with the face covered

Listen, all good things come to an end, and so this recruitment process for Tim's new B2B Sales Manager has come to a beautiful ending.

After a total of 10 weeks, we successfully finalized this process and are happy to inform, we have signed the employment contract with NAME TO BE REVEALED ON [DATE].

What I can reveal now is that our new colleague is a she. And she will start with us already in 3 weeks.

As she starts, she will take over our Instagram for her first 3 weeks.

During this time, she will be sharing her feelings and experiences as she begins her career journey with us.

I think it's going to be fun, so if you fancy following it, find our Instagram profile here [LINK] and start to follow her.

I want to thank each of you for asking about this role and especially those of you who applied. We consider ourselves lucky to have had the opportunity to consider you for this role.

If there is another opening matching your needs now or in the future, please feel welcome to re-apply.

Want to be kept updated on our career opportunities and life at [company name]?

Sign up to our People's Weekly here [link]

**A COUPLE OF EMAIL MESSAGE EXAMPLES**

**MESSAGE 1**

Comms type: Weekly process communication

Message type: Informational

Comms phase: **Selection phase**

Recipients: All active candidates at this time of the process

Subject: Weekly status update on the B2B Sales Manager -process, week [NUMBER]

Hi [name],

Thanks for being so patient with this process. Here's the update on what is going on this week:

* Tim and I are making decisions on which 8 candidates we will invite to the next interview phase.
* We will have these important decisions made by the end of this week.
* As soon as we are sure about the selection, I will invite the successful applicants forward and inform all the rest of you personally about our decision.
* If you are not going to be one of the candidates invited along, you will hear from me during the next couple of working days.
* This first interview is a video interview with the hiring manager, Tim.

Since you probably want to be able to prep for your possible meeting with Tim, take this opportunity to earn more about who Tim via these following links:

* Here's a link to Tim's LinkedIn profile, feel free to connect with him and introduce yourself shortly. *Even if you end up not being successful in this particular process.*Here's a link to a recent blog post in which we interviewed Tim and his team about Tim as a team leader and manager.

I wish you a good rest of the week. You'll hear from me within the next few days.

Best Wishes

[Your name]

**MESSAGE 2**

Comms type: Personal candidate communication

Message type: Informational and helpful

Comms phase: Selection phase

Message: Invitation to a video interview on email

Dear [ Candidate’s Name],

This is probably a message you've been waiting for! We would like to invite you to participate in the first interview phase in this recruitment process, the video interview phase.

**When**: Between Tuesday the 11th March and Thursday the 13th March, at your own convenience.

Book the most convenient video interview time here on my online calendar. Make sure you have your interview booked by [date]. You will then receive a unique link which you need to click on the date and time when your interview takes place.

If you need to reschedule, just follow the instructions behind the same link.

**How to prepare**: To help you to prepare and feel at ease, here is the list of conversation topics we will cover during this 60-minute interview:

* Topics 1,2,3

If you would like to know who you will be having this conversation with, here is my LinkedIn profile: I would like to connect with you on LinkedIn and allow you to freely check out my professional profile.

**What happens after this phase?**

Unless some interviews are rescheduled, this phase and the decision making about who to invite to the next interview phase will be made no later than [date or week]. I will inform you the minute we have made out decisions.

The following interview phase will be with the hiring manager [name and LinkedIn profile link]. They will cover topics such as x, y z.

As video interviews can be more stressful due to all the technical aspects, here are a few tips on how to decrease your potential stress:

* Make sure your device microphone works.
* If you live with other people, make sure they know you cannot be disturbed while you are being interviewed.
* It is probably a good idea to make sure the background visible on the video is tidy.
* And it is also a good idea to prepare to talk about the topics listed above.

This will be a friendly conversation, and I'm looking forward to it. If you have any questions or concerns, do contact me on this email.

Best wishes

[Your name]

**MESSAGE 3**

Comms type: Weekly process communication

Message type: Informational

Comms phase: Selection phase

Message: Status update on email

Recipients: All remaining active candidates at this time of the process

Subject: Weekly status update on the B2B Sales Manager -process, week [NUMBER]

Hi [name],

By this time, you should have your interview scheduled with Tim. If you don't, please email me asap, and I will sort the date and time out for you.

Tim is preparing for your interview. I'm pretty much going to enjoy a massive cup of coffee and this liberty of getting myself a little break from the interviews as soon as I press send on this email to you.

But before I go and brew myself that cuppa, I want to share this blog post published yesterday, because it just happens to be about the new product we are launching and what the sales manager selected to this role will start to sell. Tim is pretty excited about the product, and if I know him at all, he's probably going to ask you if you saw this post. So you might wanna take a look at it before your interview.

Again, if you have any concerns, any questions or need to reschedule your interview with Tim, do not hesitate to contact me.

Have a great end of the week!

[Your name]

**MESSAGE 4**

Comms type: Personal candidate communication

Message type: Encouraging

Comms phase: End of the process during the selection phase

Message: Rejection (no thank you) on email

Dear [name],

Sadly, I am delivering you the message that you are one of the candidates who will not be invited to the next selection phase in this recruitment process.

As you know, we selected only six out of the 15 wonderful candidates for the next phase.

What the chosen six had that we felt was missing from the conversations we had as well as from your application was:

* All of them were able to give is a pretty detailed and inspiring account on how they had contributed as a salesperson towards the launch of a new product in their previous jobs.
* They were also able to give a pretty impressive and detailed account of what actions they personally took when they were not meeting a sales quota.
* When tested, their spoken and written English met the expectations of our international sales team.

I want you to know that our decisions were made based on how the selected individuals were better able to communicate, elaborate and showcase their likely success in this role. In other words, sell themselves to us as the best fitting sales manager.

Since we are not connected yet on LinkedIn, I'd like to offer you the opportunity, if you wish, to connect with me and join my professional network.

While this was the outcome of this specific process, you still make a great candidate for a similar role, and I'd like to see you as an applicant again in the future.

If you have any questions I failed to answer during this process, feel welcome to contact me for a chat.

Also, I'd like to take this opportunity to ask you if we can hold onto your records from this process should we have a similar opening within the next 12 months?

Simply answer YES to this email if you allow me to hold onto your records for the next 12 months.

All the best

[Your name]

**MESSAGE 5**

Comms type: Process communication

Message type: Informational and inspiring

Comms phase: End of process

Message: Closing the process and thanking all participants on email

Recipients: BCC all applicants who sent their application to this process

Subject: Revealing the outcome for the B2B Sales Manager recruitment process

Dear [name],

I wanted to thank you once more for taking the time to be available and participate in the recruitment process for B2B Sales Manager at our company [name].

The process has now come to an end, and our final candidate accepted the job offer, and the employment contract was signed yesterday.

Mary will start in this role on the 1st March, and when she does, we will reveal her full identity. She will take over our Instagram account as she starts, so if you are interested in knowing more about her in this new role, you can find and follow our Instagram profile here >>

We received a total of 28 applications for this role. Finding a talented sales manager is never easy, and you made my job that much more pleasant, I sincerely appreciate it. Tim, our sales director, would have told me off, kindly, of course, had I not been able to present him with any suitable candidates.

If you did not connect with me yet on LinkedIn, I would like to connect with you. Find my profile here >>

If you would like to subscribe to our sales newsletter/People's Weekly/Sales Tips of the Week, you can do that here >>

I wish you all the best and hope to catch up with you on LinkedIn in the future!

[Your name]