

Win at social media.

The HR edition.

The practical guide for HR and recruitment firms that want to stand out on social media — built on what Willow's HR clients do every week.

268K IMPRESSIONS, ONE POST · PONO

5,000+ FOLLOWERS · P.A. RECRUITMENT

+822% INSTAGRAM · RED POPPY

Most social media advice ignores your industry. **This guide doesn't.**

Willow works with HR and recruitment firms every day — solo recruiters, consultancies, multi-brand agencies. We've seen what builds a presence that attracts both candidates and clients, and what produces yet another feed of "We're hiring!" posts nobody reads. This book is the distilled version.

The structure follows our Six Pillars framework — still the most reliable way to think about social media for a professional firm. But every chapter goes deep on the HR sector specifically: concrete strategies, real client results, and the workflow that survives a full placement pipeline.

No theory you can't use. No examples from sneaker brands. Just what works in HR, with the numbers to prove it.

ABOUT WILLOW

We bring inspiration. You bring your expertise.

Willow combines a planning and publishing platform with expert human coaching — so you always know what, how, and when to post. Built in Belgium, trusted by 1,000+ businesses since 2018.

EU SERVERS

GDPR COMPLIANT

SINCE 2018

How to win at social media in HR & recruitment.

I	Consistency	Know your audiences, your competitors, and your targets
II	Value & content mix	The rule of thirds — and why vacancies aren't a content strategy
III	Employees	Your consultants are your biggest reach multiplier
IV	Engage	The first 30 minutes, and how to show up as a firm
V	Personality	Candidates research you before they ever reply
VI	Workflow	An efficient system that survives a full pipeline
VII	Analyzing results	Set KPIs, measure, refine — and know when to get help

The Six Pillars. Deliver on all six, and social media works.



PILLAR 1

Consistency

A steady rhythm your audience can rely on — and your firm can sustain.



PILLAR 2

Value

Every post answers a question, solves a problem, or teaches something.



PILLAR 3

Content mix

Original, curated, and social — the rule of thirds keeps a feed alive.



PILLAR 4

Employees

Personal profiles carry further than firm pages. Use them.



PILLAR 5

Engage

Social media is a conversation. Firms that only broadcast lose.



PILLAR 6

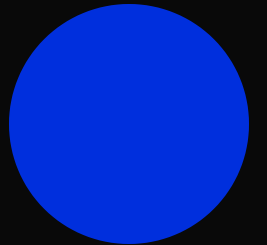
Personality

People trust people. Show the humans behind the placements.

79%

of job seekers use social media in their job search — and for people in the first ten years of their career, it's 86%.

SOURCE: GLASSDOOR



You serve two audiences. **Know both — separately.**

HR firms have a complication most businesses don't: candidates and clients are both your audience, and they want completely different things from your feed. Consistency starts with building a persona for each.

One profile per audience, three ingredients each. They decide every content choice you'll make in the next six chapters.

Demographics

Who they are — sector, seniority, age group, the language and jargon they use. A senior tech professional and a hiring manager read very different feeds.

Pain points

What keeps them up at night. Candidates fear the wrong move; clients fear the empty seat. Name the stress.

Interests

What they actually read and follow. Meet them there, not where you wish they were.

EXAMPLE - IT RECRUITMENT

A recruitment agency specialized in the IT sector.

For candidates: tech professionals sharing their career journeys, honest takes on growth in the sector, advice that respects their expertise.

For clients: what attracting senior engineers actually takes in this market — and proof you know it.

Two personas, two content streams, one credible firm.

Tailored content reads like it was written for one person.

EXAMPLE — CONSTRUCTION & INDUSTRY

A recruiter specializing in construction doesn't post generic application tips. They post about keeping site crews satisfied, why the sector struggles to attract qualified people, and the latest on workplace well-being and safety procedures.

That's content both audiences trust — workers feel understood, employers see expertise.

Reaching different audiences? Match the channel to the persona: what employers see on LinkedIn shouldn't be identical to what candidates meet on Instagram or Facebook.



Inge De Clerck

RECRUITER · MEDTECH · ILLUSTRATIVE

The medtech candidates I place are almost never "looking."

So I don't post jobs. I post what their next team is actually like to work in — the projects, the people, the reason someone stayed nine years.

When they're finally ready to move, they already know where to call.

173 REACTIONS 26 COMMENTS 13 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Your competitors are running the experiment **for free. Read the results.**

Other agencies in your niche are already posting. Their feeds tell you what your shared audience responds to — and what it scrolls past. Analyze three things:

- **Type of content** — what do they publish beyond vacancies, and which formats earn real engagement?
- **Tone of voice** — how do they talk to candidates versus clients?
- **Audience engagement** — who comments, and do they respond?

Then do the important part: don't copy any of it. Use the insights to sharpen a voice that's unmistakably yours. A feed that looks like every other agency's is invisible.

EXAMPLE — MARKETING RECRUITMENT

Recruiting in marketing? Map the competitors in your region and around the big marketing schools. Which agencies successfully attract recently graduated marketers — and on which channels do they reach them?

That analysis tells you where the gap is before you spend a euro filling it.

Short on hours for competitor research? That's a coaching session — not a reason to skip the step.

Pick a target. Then make every post earn its place.

"Be more visible" is not a target. Choose what social media should actually do for your firm — the choice changes what you post.

TARGET 01

Brand awareness

Become the agency people have already heard of. Success stories, achievements, behind-the-scenes of the office and team — recognition compounds.

TARGET 02

Professional network

Expand the client base. Engage with professionals in your sectors, share insights and resources that demonstrate you know the market.

TARGET 03

Talent & matches

Attract candidates and find the right match for clients. Recommendations, testimonials, and clear ways for both sides to reach you.

TARGET 04

Educate your audience

Bring the data together. Salary trends, hiring insights, market shifts — informative content that makes both candidates and clients smarter.

The doubts every recruiter has — addressed head-on.

You've seen your competitors online and you're wondering whether you have anything original to add. You do. Let's clear the doubts first.

DOUBT 01

"My audience only wants vacancies."

Nothing could be further from the truth: typical vacancy posts get less attention than creative content. The balance you want is mostly value, sometimes vacancies — not the reverse.

DOUBT 02

"Isn't it self-centered?"

A recruitment agency is a place where candidates and employers take center stage — so let them. Spotlight your clients, your candidates, your partners. It's still your corner of the internet; what you choose to celebrate is what defines you.

DOUBT 03

"My sector is too formal."

Formal industries still meet, share, and stay current on social media — usually on LinkedIn. The tone differs from Instagram; the opportunity doesn't. Don't underestimate where professionals actually spend their reading time.

DOUBT 04

"How do I stand out from other agencies?"

Differentiation starts with self-reflection: is it your personal approach, your commitment to diversity, your niche expertise? Identify it, then bring it to life — and don't make it about the agency. Humanize it through the people behind it.

DOUBT 05

"I don't have the time."

Juggling a strong social presence on top of a full pipeline feels overwhelming — until it's a system. Scheduling can be automated, and consistency matters more than frequency. Chapter VI is entirely about this.

Seamless content creation isn't a talent. It's the synergy between a strong strategy and the right tools.

P.A. Recruitment built a system — and tripled their audience with it.

5,000+

FOLLOWERS · UP
FROM 1,500

300+

POSTS PER YEAR,
SUSTAINED

5 yrs

ON WILLOW · JOYCE
& MICHAËL

THE SETUP

Joyce and Michaël run P.A. Recruitment's social media the way they run their desk: on a system. Posts are planned and scheduled in advance, at the moments their audience is actually online.

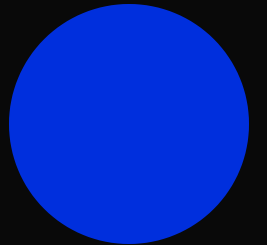
"It's easy. You know the best moments to post, everything can be set up in advance — and then you don't have to think about it anymore."

The lesson for chapter I: consistency isn't discipline. It's removing the need for discipline.

-50%

A strong employer brand cuts cost-per-hire by half — and lowers turnover by 28%. Content is how you build one.

SOURCE: GLASSDOOR



The rule of thirds. Because vacancies aren't a content strategy.

There's far more to share than job offers. Split your calendar three ways and each third feeds the others.

1/3

Original content

Updates about you and your firm — market insights, success stories, myth-busting, milestones. The third that builds authority.

1/3

Curated content

Hiring trends, salary data, sector news with your take attached. The third that keeps your feed current.

1/3

Social engagement

Reposting your consultants, celebrating placements and clients, joining conversations. The third that makes you part of a community instead of a job board.

Give advice away. It comes back as candidates and clients.

Share tips tailored to your niche — for job seekers and for employers. The rule: minimize generic application advice. Your value is the specialized insight other recruiters can't offer.

EXAMPLE — TECHNICAL PROFILES

An agency specializing in engineers posts a tip aimed squarely at employers: how to actually attract top technical talent — what the offer letter gets wrong, what candidates ask about first, what makes them ghost.

Clients read it and see market knowledge. Candidates read it and see someone on their side. One post, both audiences.

An HR-focused firm can own labor law, compliance, and inclusion topics: explain the impact, offer the adaptation, show the success story.

POST BLUEPRINT — TIPS & ADVICE

- **Hook** — a question candidates or clients ask
- **Answer** — plain language, no HR jargon
- **Proof** — one concrete example
- **Soft CTA** — “save this” or “ask us”

SAMPLE OPENING LINE

“Should I put salary in the job ad?’ Yes. Here’s what happens to your applicant quality the week you start — and why the right people self-select in.”

You make matches for a living. Each one is a story.

Recruiters always have something to celebrate: a successful match. When one lands, ask the client for a first-day photo. For long-term placements, ask for a written or recorded testimonial about the collaboration.

These posts prove your engagement extends past the signature — and they're free advertising from the most credible source there is: the people you placed.

One strong match story per month outperforms weekly "We're hiring!" posts. Scarcity keeps it credible.



Nova Talent

RECRUITMENT AGENCY · EXAMPLE POST

Eight months ago, Sara told us she was done with her sector — but couldn't name what she wanted instead.

Today is her first day as operations lead at a scale-up she'd never have applied to on her own.

The best matches aren't found. They're figured out — together.

Welcome to the new chapter, Sara.

187 REACTIONS 26 COMMENTS 7 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Debunk a myth. **Open a dialogue.**

Every sector you recruit for drags a tail of folklore behind it. Debunking those misconceptions does two things at once: it demonstrates how well you know the field, and it invites your followers to share which myth you should tackle next — a built-in dialogue engine.

EXAMPLE — MARKETING RECRUITMENT

Recruiting marketers? Show that social media marketing isn't just for the youngest hires, and that a typical marketer carries far more than "promotion." The deeper you go into the details, the more the industry itself shares your post.

THE FORMAT THAT WORKS

- **The myth** — state it the way people actually say it.
- **The reality** — short, plain language, backed by what you see in the field.
- **The invitation** — "Which misconception should we tackle next?" The comments do the rest.
- **Repeat** — on platforms with a story feature, run it as a recurring series.

Humanize the firm. **Candidates join people, not agencies.**

BEHIND THE SCENES

A day in the life of a consultant. The new colleague's first week. The office during a placement sprint. This content makes your firm feel like a place — and gives candidates the familiarity that lowers the threshold to reply to your next message.

It consistently earns the highest engagement of any recruitment content category. Don't fight it; schedule it.

MILESTONES

Anniversaries, talks, a record quarter, achievements outside work. Your network is eager to celebrate with you — these posts reliably score on engagement.

Tag the people involved. Every congratulation in the comments is reach you didn't pay for.

You watch the labor market all day. **Your audience doesn't.**

INDUSTRY NEWS & RESOURCES

Hiring trends, salary movements, regulation changes in the sectors you serve. Share the development, add two sentences of "what this means for you," and you've turned reading you already do into authority.

Got longer-form material — a podcast, a market report? Rework the key points into several smaller posts. One piece of thinking, a month of content.

POSITION YOURSELF AS A THOUGHT LEADER

Invited to contribute a LinkedIn article? Write it. Consistent contributions build credibility — and can earn platform recognition that extends your visibility and reach further.

Willow's daily newsroom can be tuned to your sectors, so the raw material finds you instead of the other way round.

Celebrate other people. **It's the cheapest reach you'll ever get.**

REPOST YOUR CONSULTANTS

When your team posts industry content on their personal profiles, repost it from the firm. Personal profiles — the founder's, a consultant's — routinely outperform the company page precisely because they're personal. Encourage the trend; don't compete with it.

CELEBRATE CLIENTS & COLLEAGUES

A client's company milestone. A placed candidate's promotion. A colleague's sharp take. Repost it, add your own insight, and tag the person whose post you're sharing.

Celebrating placements you made is the most elegant self-promotion in existence: their success story is your case study.



LinkedIn first. **It's where recruitment lives.**

Your clients, your candidates, and your market — all in one place. LinkedIn keeps you connected to the professionals and businesses you work with, and it's the natural home for the articles and insights that build your credibility.

Combine consistent firm updates with sharp market commentary and you become the agency your network already knows — before they ever need one.

90%

OF JOB SEEKERS
USE LINKEDIN AT
SOME POINT IN
THEIR CAREER

5×

PERSONAL PROFILES
OUT-REACH COMPANY
PAGES

JOB-SEARCH PLATFORM RESEARCH • WILLOW ACCOUNT DATA

The other platforms — each earns its place differently.



Facebook

Community and testimonials. Local events, office updates, candidate reviews that build your reputation. Groups where professionals in your sectors ask questions are a standing invitation to be useful in public.



Instagram & TikTok

Company culture, team spotlights, behind-the-scenes — the content that makes your office approachable. TikTok in particular is where the youngest talent actually looks: nearly half of Gen Z has used it on the way to a job or internship.

X

Fast takes on labor-market news. Only invest here if quick public commentary is genuinely your medium — for most HR firms, LinkedIn carries the client side and Instagram the candidate side.

Should you be on every platform?

Absolutely not.

Spreading a small agency across four platforms produces four mediocre presences. One well-run channel beats them all. Quality over quantity — every time.

Start where your most important persona from chapter I actually spends time. Client-side focus? LinkedIn. Young candidates in volume? Instagram, maybe TikTok. Master that channel — learn its dynamics, build the habit, grow the audience — then expand only when the first one runs itself.

01

RESEARCH WHERE
YOUR AUDIENCE IS
MOST ACTIVE

02

FOCUS ON ONE
PLATFORM FIRST —
MASTER IT

03

EXPAND ONLY WHEN
IT ADDS REAL
VALUE

Inge Neels turned LinkedIn into a pipeline machine.

268K

IMPRESSIONS ·
SINGLE VIRAL POST

91

POSTS IN A YEAR —
SOLO

1

PERSON · PONO,
MEDTECH
RECRUITMENT

THE SETUP

Pono is a one-person recruitment practice in medtech. Inge's feed mixes market insight, personal stories, and placements — planned and scheduled in advance, in her own voice.

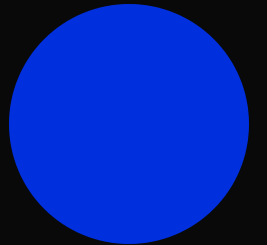
"My Willow is all done for the coming weeks, so I'm switching it off for now. Everything is scheduled and things can calm down a bit."

The lesson for chapter II: a deliberate content mix, kept up solo, can out-reach entire agencies.

5x

Personal profiles reach roughly five times further than company pages on LinkedIn. Your consultants are your distribution.

OBSERVED ACROSS WILLOW CUSTOMER ACCOUNTS



Your firm page has hundreds of followers. Your team has thousands.

Add up the LinkedIn connections of everyone in your firm. That combined network dwarfs your company page — and it trusts its members in a way no agency account is ever trusted. 92% of people trust recommendations from people they know over any form of marketing.

For a recruitment firm this is doubly true: your consultants' credibility *is* the product. Their visibility is your pipeline — for candidates and clients alike.

Start small: a like costs one second, a comment costs ten. Posting comes later.

STRATEGY — MONTHLY SPOTLIGHT

People love to see people. Once a month, put one team member in the spotlight: their skills, a win, a lesson learned. They'll repost it to their own network — and their network will meet your firm.

One practical upgrade: when the firm page posts, notify your team with a click — and ask them to switch their notifications on. Speed matters, as chapter IV will show.

Tagging your team is **free promotion in their entire network.**

Every time you tag a team member in a firm post, that post becomes visible to their connections. Every comment it earns extends the reach again. These are consistently the highest-engagement posts an agency publishes.

And polish the foundation: your consultants' LinkedIn profiles are your firm's digital business cards. A consistent banner and professional photos — shot in one afternoon at the office — upgrade every interaction that follows.

FROM THE WILLOW TEAM

"Tagging your team members provides free promotion for your firm inside their networks. These posts get the highest engagement rates we see — and every comment buys extra visibility."



Rani

CONTENT MARKETEER · WILLOW

Your team wants to post. **Remove every excuse not to.**

FEED THEM CONTENT

A steady stream of high-quality, shareable material: firm updates, sector news, thought leadership. If finding something to share takes more than a minute, nobody shares.

GIVE THEM TOOLS

A shared content calendar everyone can see, contribute ideas to, and draft in. Pre-drafted templates that need one personal sentence, not a blank page.

Willow's shared calendar and a newsroom tuned to your sectors do exactly this — and consultants can schedule straight to their own profiles.

LOWER THE BAR

Nobody needs to write essays. A repost with one added insight is a contribution. Make the minimum viable participation genuinely minimal.

Guidelines prevent problems. **Recognition creates momentum.**

GUIDELINES & TRAINING

A short social media policy — acceptable behavior, confidentiality around candidates and clients, how to represent the firm — protects everyone and removes the fear of "saying the wrong thing." Pair it with one training session on best practices.

In a business built on discretion, this isn't bureaucracy. It's what makes everyone comfortable posting at all.

RECOGNIZE & REWARD

Celebrate the people who consistently share, comment, and contribute. Public appreciation, a personal note, a small incentive — visibility inside the firm fuels visibility outside it.

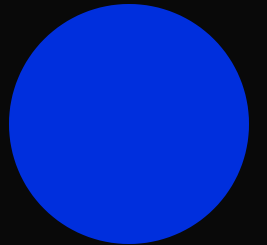
What gets recognized gets repeated.

**Always tag your team members
in a LinkedIn post, when possible.**

30 min

The activity a LinkedIn post earns in its first thirty minutes decides how far the algorithm carries it.

WILLOW COACHING INSIGHT — OBSERVED ACROSS CUSTOMER ACCOUNTS



A post's fate is decided **before most of your team has seen it.**

Posting content is half the job. The other half is what happens in the thirty minutes after — likes, comments, and shares in that window tell the algorithm the post deserves an audience.

So make it routine: when a firm post goes live, the team hears about it immediately — and shows up. A handful of genuine comments in the first half hour routinely doubles a post's reach.

The LinkedIn algorithm rewards engagement by showing the post to your network's network. Engagement early is worth triple.

BE THE EXAMPLE

If you run the firm's social media, model the behavior you're asking for. Don't just request engagement on firm posts — engage with your consultants' posts, your clients' posts, your candidates' posts.

Engagement culture is set from the top, like every other culture in a firm.

Reply to everything. Both your markets are reading along.

COMMENTS & MESSAGES

Respond promptly, personally, and with substance. A detailed answer to one candidate's question is a public demonstration — to every candidate and client reading along — of how you treat people.

OTHER PROFILES

Engage with your clients' posts and the companies you're recruiting for — on their business pages especially, where interaction is most valued. On LinkedIn, join conversations around careers and company news; on Instagram, where profiles are often private, don't force it.

THE BOLDER PLAY

Comment on your competitors' posts. Agree, disagree, add nuance — visibly and professionally. Their audience is your audience; a sharp comment in the right thread positions you as a thought leader in front of it. This works best on LinkedIn, where the content is professional by default.

"I love that you're always jumping on the latest trends and that you **explain them and guide us along the way.**"

EZ

Elly Zwerts

OWNER, EZWCONSULT · 5 YEARS ON WILLOW

WHY IT MATTERS HERE

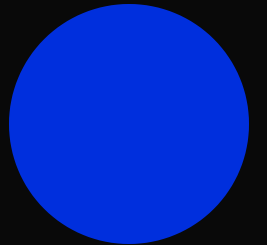
Elly runs a one-person HR practice. For five years she's built her personal brand on LinkedIn with a dedicated Willow coach — regular 1-on-1 sessions, her expertise, Willow's structure.

Staying current with platform trends is exactly the kind of work that shouldn't consume a founder's week. A coach makes it theirs.

75%

of candidates research a company's social media to evaluate its culture and values — before they ever apply.

SOURCE: VOUCH CANDIDATE RESEARCH



People, reputation, expertise. In that order.

01 — YOUR WHY

What sets your agency apart — the approach, the methodology, the reason you do this work. A 'why' post lingers far longer than a 'what we do' post.

02 — CHALLENGES

The daily obstacles of the job: avoiding bias, ensuring inclusiveness, the time pressure of a closing deadline. Sharing how you handle them shows the human and the professional at once.

03 — BEHIND THE SCENES

The inner workings of the office, the team, the rituals. Familiarity lowers the threshold for candidates to take the step toward you.

04 — VALUES & MISSION

The causes you support — inclusion, community initiatives, charities. Trust and sympathy with your audience are built on this.

05 — COLLABORATE

Joint webinars, guest blogs, partnerships with other thought leaders. You expand your reach and strengthen your network in the same move.

06 — HUMOR, CAREFULLY

A lighthearted joke or anecdote lands well — when it fits your brand. Stay professional; dry beats wacky.

What personality looks like in the wild.



Marjolein Theunis

FOUNDER · ILLUSTRATIVE

We measure success by who comes back.

Candidates we placed five years ago now hire through us. That only happens if the first placement was honest about the hard parts, not just the perks.

Recruitment built on the truth outlasts recruitment built on the pitch.

138 REACTIONS 20 COMMENTS 6 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT



Red Poppy

BEHIND THE SCENES · ILLUSTRATIVE

This is the wall where we track every candidate we've placed this year. Names, not numbers.

On hard weeks, someone walks past it and remembers why the job is worth doing.

The office your next hire will actually join — sticky notes and all.

159 REACTIONS 23 COMMENTS 7 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

The same expertise, **with a person attached.**



Lotte Peeters

RECRUITER · EXAMPLE POST

A candidate turned down the offer yesterday. Great salary, great company — no.

When I asked why, she said: "Nobody could tell me what my first month would look like."

We talk a lot about attracting talent. We talk far too little about what candidates are actually trying to find out.

Clarity beats perks. Every time.

241 REACTIONS 38 COMMENTS 12 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

WHY THIS WORKS

- **A real moment** — one rejection, one reason. Not "thoughts on candidate experience."
- **An insight clients need** — employers reading this just learned something about their own hiring.
- **Zero self-promotion** — and yet it's the best marketing on this page.

WHY THE 'WHY' WORKS

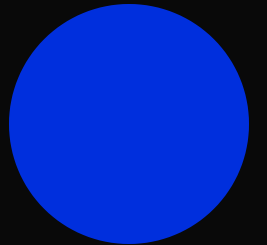
"The 'why' behind your company resonates more powerfully because it appeals to the parts of the brain that process stories and emotions. A 'why' post lingers much longer than one explaining what you do."



Kato

CONTENT MARKETING · WILLOW

An efficient workflow makes
time and space **for creativity.**



Consistency is a system, **not a personality trait.**

PLAN CONTENT IN ADVANCE

A content calendar — topics, formats, dates — turns "what should we post?" from a weekly crisis into a quarterly planning session. Batch the thinking; spread the publishing.

AUTOMATE THE POSTING

Schedule posts ahead so the rhythm survives busy periods — in recruitment, that means it survives the quarter-end placement sprint. Willow schedules across LinkedIn, Facebook, Instagram, and X from one calendar, at the times your audience is actually online.

WILLOW COACH TIP

"Don't get too many people involved in the content process. Streamlining the flow inside your team avoids delays — and delays are how posting rhythms die."



Josephine

CUSTOMER SUCCESS MANAGER · WILLOW

The 2026 toolkit. **Four jobs, four tools.**

SCHEDULING & INSPIRATION

Willow

Calendar, publishing, a newsroom tuned to your sectors, and analytics — plus a human coach. Since June 2026, Willow Create drafts your posts from a profile of your firm, not a generic prompt. The blank page is over.

VISUAL DESIGN

Canva

Templates and pre-designed elements for post visuals. Set up brand colors and fonts once; everything after stays consistent without a designer.

VIDEO EDITING

CapCut / iMovie

Professional-looking short video without technical knowledge. Video consistently out-engages static posts — one team video a month is a fine start.

EVERGREEN RESERVE

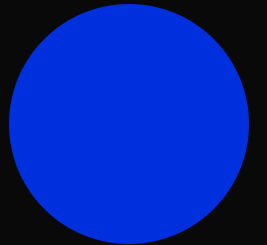
Your own archive

FAQs, interview guides, and recruiting tips that stay relevant. Build a reserve of evergreen posts to repurpose — it's the buffer that keeps the calendar full during placement sprints.

+822%

Red Poppy's Instagram impressions after they took social media back in-house — and started measuring everything.

WILLOW CUSTOMER DATA — RED POPPY



Decide what winning means **before you measure anything.**

Pick the goal first — website traffic, audience growth, candidate inflow, or client leads — then choose the two or three metrics that prove it. Without that, analytics is just a dashboard of numbers going up and down for no reason anyone can act on.

Review monthly. Not daily (noise), not yearly (too late). Monthly is where patterns become visible and strategy can still respond.

Without regular analysis you're not running a strategy. You're running a superstition.

Engage

LIKES, COMMENTS,
SHARES, SAVES —
DOES IT RESONATE?

Reach

UNIQUE VIEWERS &
IMPRESSIONS —
DOES IT TRAVEL?

Convert

CLICKS,
APPLICATIONS,
INQUIRIES — DOES
IT PAY?

Double down on what works. Kill what doesn't. Repeat.

ANALYZE & REFINE

Look for the patterns: which themes consistently perform, which days and times your audience shows up, which formats earn comments instead of just likes. Then shift the calendar toward the winners.

Pulling metrics platform-by-platform is tedious — Willow's analytics put every channel in one view, so the monthly review takes minutes, not a morning.

EXPERIMENT & ADAPT

What works today won't work forever. Hold a small share of your calendar — one post in five — for experiments. A Willow coach who works with HR firms every day keeps you ahead of the curve.

CUSTOMER VOICE

"My coach is well prepared, answers my questions on the spot, gives good tips and really takes her time. I didn't expect to learn so much — I have years of content marketing experience myself."

S

Suzette

CONTENT MARKETER · MRKTNG.NL, RECRUITMENT AGENCY

Agency, freelancer, or tool? Ask Red Poppy.

The right question: will the setup you choose deliver on all six pillars? Red Poppy answered it the hard way — they left their agency, took social back in-house with Willow, and beat the agency's results.

AGENCIES

Excellent creatives, stunning visuals. But they'll never know your niche and your candidates like you do, and they're slow to react to today's placement or market shift. €50–300 per post, every post, forever.

FREELANCERS

Same strengths and weaknesses as agencies, with one upgrade: a personal connection. A good freelancer learns your business — but you're betting the whole system on one person's availability.

IN-HOUSE, WITH WILLOW

+123%

LINKEDIN
IMPRESSIONS · RED
POPPY

+822%

INSTAGRAM
IMPRESSIONS · RED
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