Domain 01 | Building Employer Brand through Social Media (25%)

01 Align Employer Goals with Social Media Strategy
02 Collaborate with Stakeholders (e.g., Public Relations, Marketing, Legal) to Align with Employer Goals
03 Select Platforms and Tools to Reach Target Audiences
04 Develop and Maintain Online Interactive Presence (e.g., Achievements, Events, Content)
05 Engage and Cultivate Target Audience
06 Monitor Online Brand for Alerts and Mentions
07 Respond to Public Posts and/or Employer Reviews
08 Promote New Programs and/or Products

Domain 02 | Recruiting Talent Using Social Media (25%)

01 Align Talent Acquisition with Social Media Strategy
02 Select Platforms and Tools to Identify Potential Candidates (e.g., Recruiting Events, Online Messaging, Search Filters)
03 Build Talent Pool by Sourcing and Cultivating Relationships
04 Use Data Collected from Social Media Interactions to Build Candidate Profiles
05 Publish Application Process and Targeted Job Opportunities
06 Engage Potential Candidates throughout Application Process
07 Participate in Online Communities to Support Recruiting Efforts
Domain 03 | Using Social Media for Internal Communications (20%)

01 Align Communication Plan with Social Media Strategy
02 Recognize Employees for Professional Accomplishments
03 Promote Employee Engagement, Culture, and Team Building Activities
04 Communicate Deadlines for Events and Processes
05 Disseminate Policy Changes
06 Use Various Methods to Survey and Collect Feedback

Domain 04 | Providing Training through Social Media (10%)

01 Match Training Needs with Social Media Options
02 Leverage Social Media to Develop and Deliver Employee Training Programs

Domain 05 | Establishing Social Media Policy and Managing Compliance (20%)

01 Develop and Implement Policies and Procedures Related to Social Media (e.g., Assignment of Authority, Disclaimers, Disclosures, Privacy, Training and Acknowledgement)
02 Monitor Social Media Usage for Compliance and Address Violations
03 Verify Social Media Content Aligns with Employer Diversity and Inclusion Policy