

Notes For Social Media Recruiting

FaceBook is the most ideal social media source for recruiting with an estimated 2.5 million users in California alone. FaceBook not only has individual accounts/pages, but it also has countless community groups that can be searched based on location. Posting in groups seemed to be more successful as many of the posts we put on pages were removed. In order to post in most groups someone will need to "join" the group. Once membership is approved a post can be made or if necessary, a request to post can be sent to the group administrator.

Consideration should be given to who is posting on FaceBook. We chose to create a "new" profile rather than use a member's personal profile for privacy reasons but it should be noted that FaceBook frowns on "fake" profiles so proceed with caution. Encourage every current/past member who is still active to post on their personal FaceBook account and to reach out to any groups they may belong to on FaceBook.

The tab in this workbook labeled "FB Contact Efforts" lists in alphabetical order every group or page we attempted to post in. We are leaving the notes so the next GJ can see which groups were receptive and which ones did not want to participate so they are not contacted again each year. Groups/pages with no comments were contacted early on before we started making notes. They should be contacted again and noted if they do not want to be contacted in the future. (This list is not meant to be all-inclusive but rather a helpful starting point for the next GJ. New FaceBook groups are created daily so we recommend searching "XX County, CA" or by city name in the FaceBook search bar for new groups or pages. New information should be added to the spreadsheet for future reference.)

When requesting permission to join groups there are often fields set up to answer pre-membership questions. If possible, we recommend making a short statement about your intentions to post in the group and that you will limit yourself to only one or two posts depending on time. We found groups were more cooperative when we assured them that we would be respectful and not post repeatedly.

NextDoor is also a good tool for reaching County residents. Individuals need to have a personal account set up. NextDoor can be very sensitive about "fake" accounts so anyone wanting to use it for recruiting needs to have their own account. For maximum reach, when posting selecting post to "anyone" (not nearby neighbors or your designated area only).

While **X** (Twitter), **Instagram**, and **TikTok** are great for reaching people, they do not work well for reaching a specific geographic area so we have not used those platforms.

****The goal is to post as many times as possible in as many locations as possible WITHOUT overdoing it and burning a bridge.****

Here is a sample of what we use to post on FaceBook and NextDoor:

"Are you a civic-minded Orange County resident who would like to ensure that the performance of county, city, and other local agencies is proper and ethical? Are you interested in improving our local government and helping to ensure that our tax dollars are spent wisely? Would you like to participate in indictments for serious crimes? The application period for the 2024-2025 Grand Jury is now open. The only requirements are proof of U.S. Citizenship, Orange County residency for at least a year, fluency in English and possession of sound judgement. A stipend of \$50 a day plus mileage will be paid to each Orange County Grand Juror. For more information about the Grand Jury selection process and application instructions please click on the link below: www.ocgrandjury.org."

For more information feel free to reach out to me at KBKind@yahoo.com

Karen Kindschi