

# *Embracing Social Media*

*Building Trust, Talent, and Community*

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# *Choosing the Right Platforms*

**Not every platform is right for every company.**

Focus on where your audience already spends their time.

## **Recommended platforms:**

- LinkedIn – B2B, recruiting, and industry credibility
- Facebook – Broad, mature audiences, and community engagement
- YouTube – Education, entertainment, and long-form content
- Instagram – Visual content, lifestyle, culture, and shopping
- TikTok – Trends, short-form video, and rapid engagement



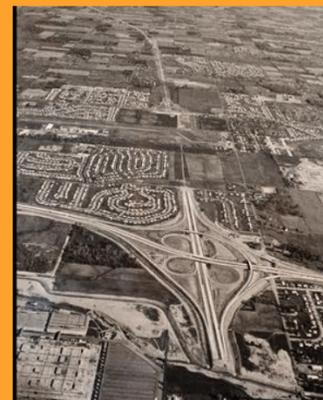
# *Your “Why” Drives Consistency*

## **Social media should support clear business objectives:**

- Increase brand awareness
- Strengthen community engagement
- Promote safety culture
- Highlight employees
- Drive website traffic
- Support lead generation
- Strengthen recruiting efforts

# How to Get Started

## Content That Works



Start with simple, authentic content:

- Product & equipment highlights
- Safety awareness & reminders
- Employee spotlights
- Community involvement
- Mining 101 education
- Company history
- Tutorials & demonstrations
- Seasonal and holiday content

✓ All job-site content is reviewed for safety prior to posting.

# *Team of One* (How We Do It)

## **Team of One: Strategic Collaboration**

### **Internally managed to:**

- Keep brand voice consistent
- Ensure safety and compliance

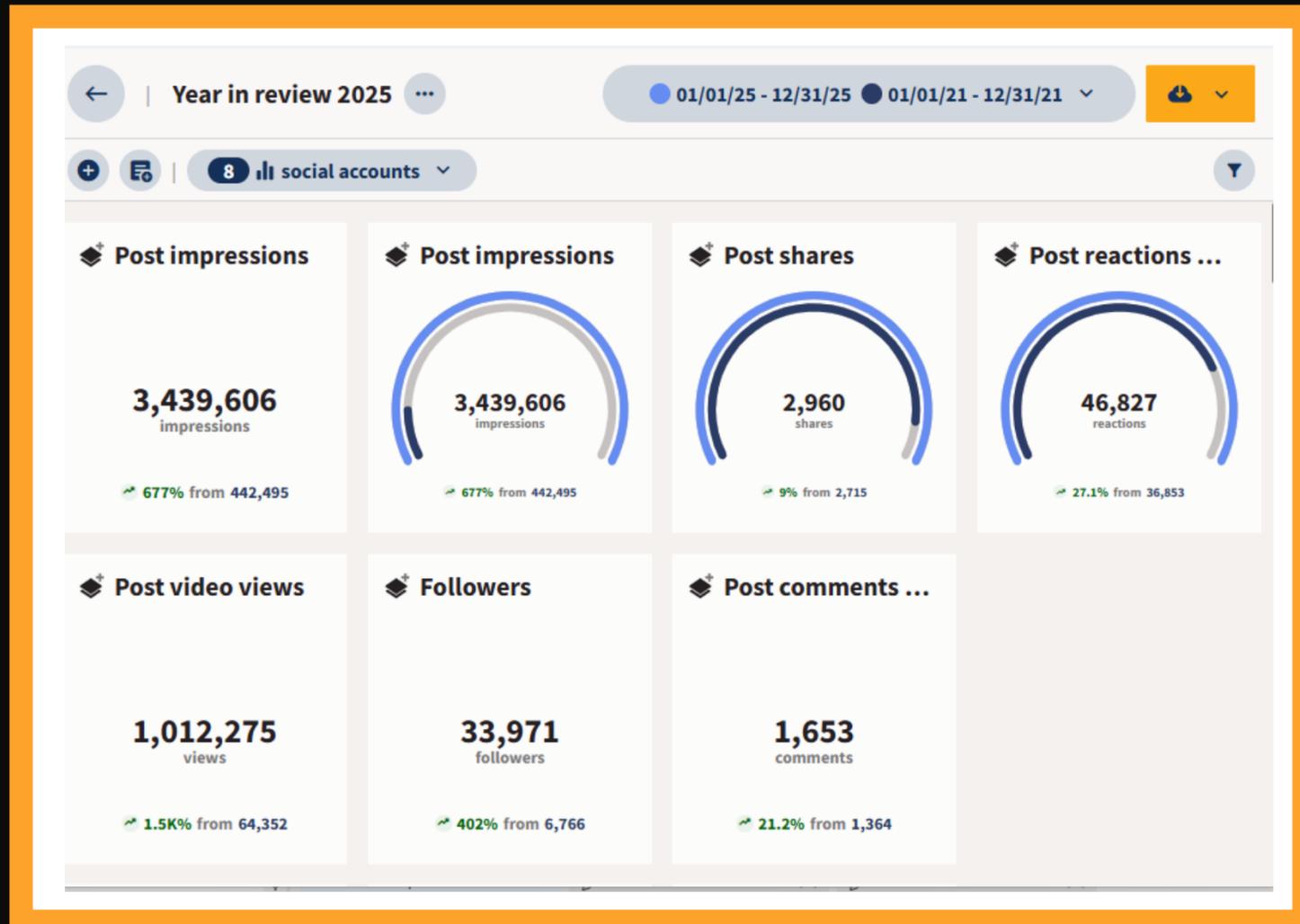
### **Supported through:**

- Outsourcing
  - Videography
  - Website management
  - Search engine optimization (SEO)

### **Content Sourcing:**

- Quality control department (drone footage)
- Interns
- Operations

# Maximize Your Reach

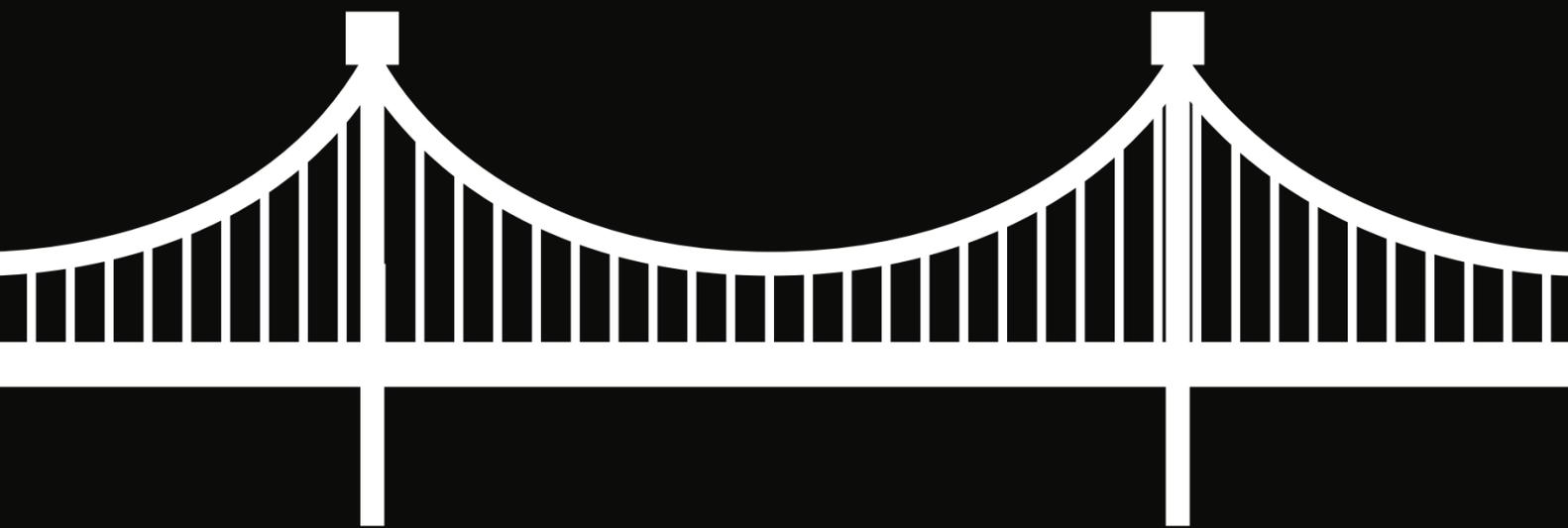


## Social media success is built through:

- Consistent posting
- Authentic storytelling
- Visual content
- Employee and community amplification
- Long-term commitment

 Performance grows over time.

# *Industry Perception*



## building bridges **OVER BARRIERS**



### **The more we share:**

- The more understanding we create
- The more trust we build
- The more positively our industry is perceived

**Social media helps humanize  
the aggregate industry.**

# *Recruitment Marketing*

## **Key Goals**

- Increase employer brand awareness
- Attract high-quality candidates
- Build long-term talent pipelines
- Improve the candidate experience
- Reduce time and cost per hire

## **Why It Matters**

- Candidates today research employers like consumers research products—so a strong employer brand is essential.



# social media **SPREADS THE WORD**

## **Social platforms:**

- Showcase your employee value proposition
- Expand referral networks
- Strengthen inbound recruiting
- Reach passive candidates

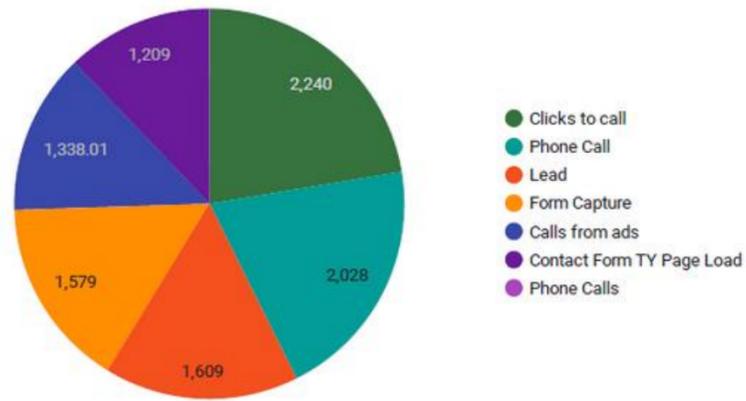
**Your people are your best recruiters.**



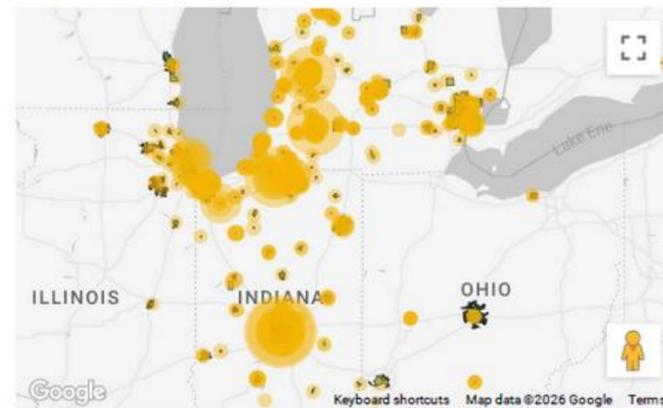
# Driving Website Traffic Search Engine Optimization

**Effect Web Agency**  
Google Ads Specialists in Search, Display, Shopping, and Video

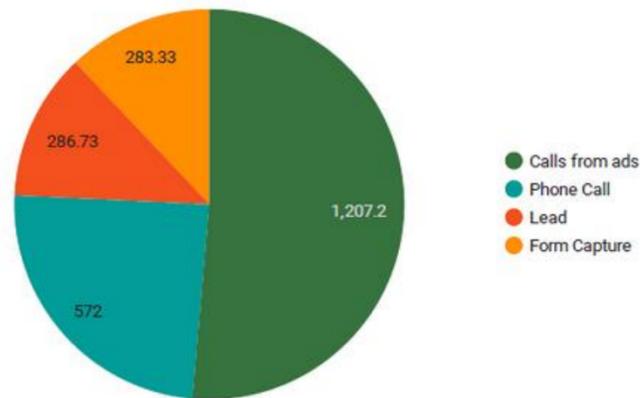
Conversions by Action 2025



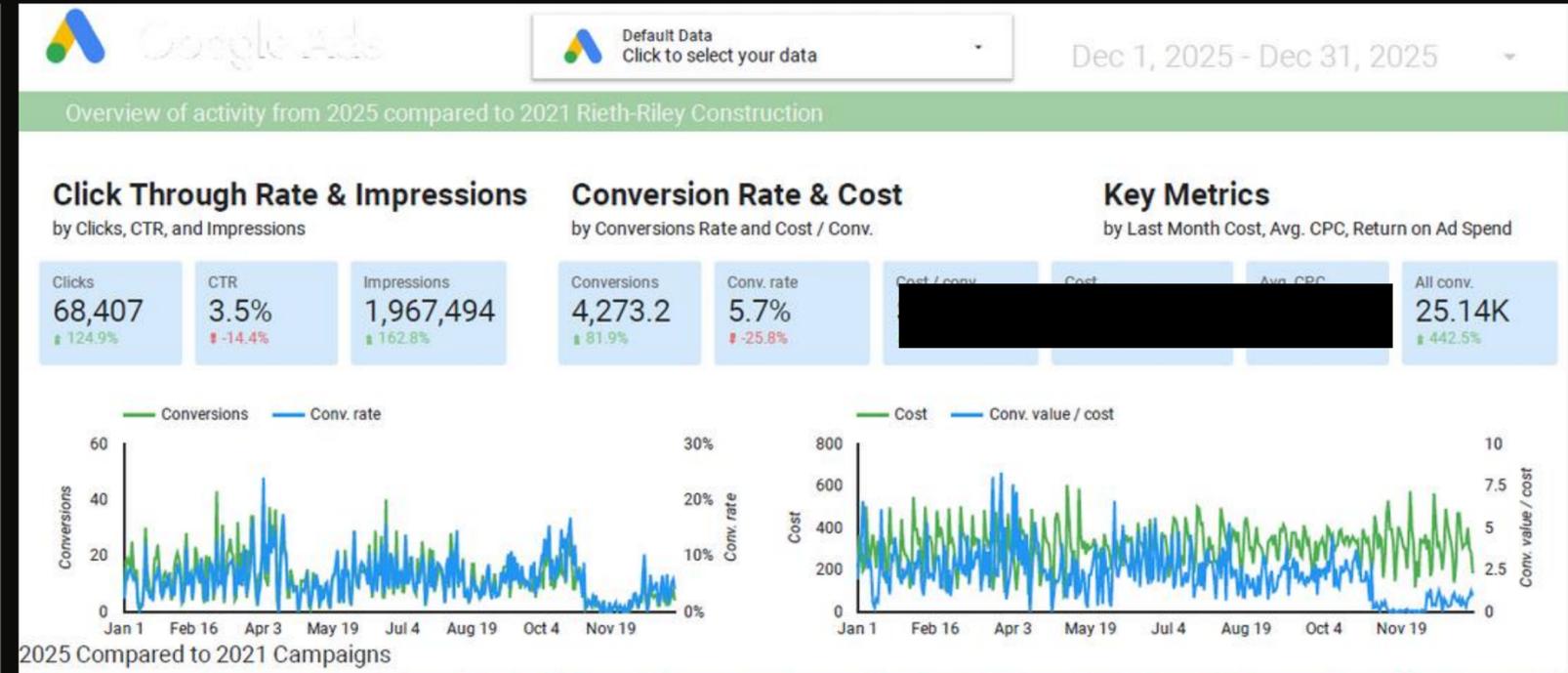
Conversions By City 2025



Conversions by Action 2021



Conversions By City 2021



## Social Media Supports:

- Increased website visits
- Improved search visibility
- Better audience targeting
- Data-driven insights

 Social + SEO work best together.



# Be Patient.

## Rome wasn't built in a day.

**Social media success:**

- Is cumulative
- Requires consistency
- Rewards authenticity

**Progress over perfection.**

**Questions?**