

The Recruiter's Content *Playbook*

A Practical Guide to Personal Branding for
Recruitment Leaders and Their Teams





Table of Contents

+			—	□	×
01	Introduction	01			
02	Why Personal Branding Matters in Recruitment	02			
03	The Role of Personal Content	03			
04	Step 1: Get Your Foundations Clear	04			
05	Step 2: Use the 3-3-3 Framework	05			
06	Step 3: Choose the Right Format for Your Message	07			
07	Step 4: Plan Your Week	07			
08	Step 5: Measure What Matters	08			
09	Step 6: 30 Personal Content Prompts	10			
10	Common Personal Branding Mistakes	11			
11	Final Thoughts & How Prominence Can Help	12			



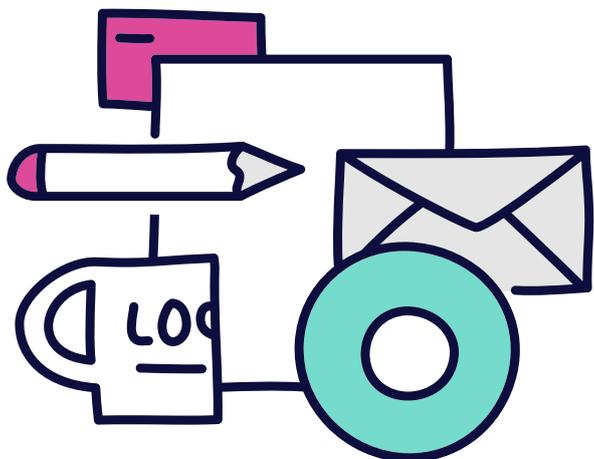


Introduction

This guide is for recruitment agency owners, directors, and senior recruiters who want to use their personal LinkedIn presence to build visibility, trust, and inbound opportunity.

Personal profiles often attract more engagement and credibility than company pages because people prefer to interact with real individuals.

You can use this playbook yourself and share it with your team as a practical framework for building strong personal brands that support your wider agency marketing and business development efforts.



Why Personal Branding *Matters* in Recruitment

In recruitment, your people are your biggest marketing asset.

A strong personal brand helps you:

- Stay visible with clients and candidates, even when you are not actively selling.
- Build trust and authority in your niche by sharing useful, relevant insight.
- Create more inbound conversations and referrals for both you and your team.

When multiple people in your agency build strong personal brands, your overall reach increases and your company brand benefits from every profile in your business.



The *Role* of Personal Content

Your content moves people from simply knowing who you are to wanting to work with you.

For personal branding, think about four stages:



Stage	Goal	Example Content	Where to Share
Awareness	Help people discover you	Market snapshots, hiring trends, thought leadership	LinkedIn posts, articles
Engagement	Build connection and trust	Reflections, team stories, values-based posts	LinkedIn posts, short videos
Conversion	Encourage action	Job highlights, client success, testimonials	LinkedIn posts, DMs, email follow-ups
Advocacy	Turn followers into promoters	Case studies, shout-outs, shared wins	LinkedIn posts, newsletters

A healthy mix across these stages builds a reputation that feels helpful and credible rather than sales-driven.

Step 1: Get Your Foundations Clear

Before you or your team start posting, get aligned on your voice, audience, and message.

Your personal voice

Your personal brand should feel like a human extension of your agency brand.

Ask yourself:

- How do I want to come across as a leader or senior recruiter?
- What three words describe the way I want people to feel when they see my posts?
- How formal or informal is right for my market?

If you have brand guidelines, use them as a base, then encourage each person to apply them in a way that feels natural.

Your audience

Think about the people you most want your personal content to influence:

- Clients and hiring managers in your niche.
- Candidates you most want to attract and retain.
- Industry peers or partners who can open doors.

Each group has different concerns, so your content should talk to real problems and questions they have, in straightforward language.

Your message

Your mission and values as an agency should show up in your personal content too.

Ask yourself and your team:

- What do we believe good recruitment should look like in our market?
- What themes do we want to be known for, such as quality, transparency, or candidate care?
- Can each of us explain what we do and why it matters in one clear sentence?

When this is clear, it becomes easier for everyone to create content that feels joined up without being identical.

Step 2: Use the 3-3-3 Framework

To keep posting sustainable, give your team a simple structure. The 3-3-3 framework helps you create content with purpose instead of guessing.

For each post, answer three questions:



Your personal brand should feel like a human extension of your agency brand.

- What pillar does this sit under?
- What format will I use?
- What goal is it working towards?

Core content pillars for personal brands

Start with three main pillars:



Jobs

Live roles, what makes them attractive, what kind of person will succeed.



Insights

Market updates, salary trends, what you are seeing in your niche.



Culture and personality

Stories from your week, lessons learned, what it is like to work with you.

As your content matures, you can layer in more:



Client success

Small case studies, testimonials, examples of impact.



Candidate value

Practical tips, interview advice, CV guidance, job search support.



Education and leadership

How-to posts, myths and facts, opinions on where your market is heading.



Formats for personal profiles

On LinkedIn, the main formats you and your team will use are:



Format	Description	Best For
Text post	Short, scannable, conversational	Insights, stories, quick lessons
Image/photo	Real people and real moments	Culture, team wins, personal milestones
Carousel	Multiple slides people can swipe	Tips, frameworks, short case studies
Video	Simple, talking to camera or showing a moment	Quick advice, introductions, "day in the life"
Poll	One question and multiple options	Opinions, light interaction, market questions
Document	Uploadable resource people can save	Checklists, mini guides, salary snapshots

Personal brands usually grow faster when people use a mix of these formats rather than relying on just one.

Goals for each post

- **Awareness:** reach more of the right people and stay visible.
- **Engagement:** start conversations and build connection.
- **Conversion:** encourage a specific action such as "message me," "apply," or "book a call."

If a post does not support any clear pillar or goal, it is probably not worth your time.

Step 3: Choose the Right Format for Your Message

The format you choose affects how people interact with your content.

- Use text posts for quick insights, stories, and opinions.
- Use photos when you want to show real people and moments.
- Use carousels to break down tips, processes, or short case studies.
- Use video to build trust quickly, even if it is recorded on a phone.
- Use polls to ask the market questions and start conversations.
- Use documents when you want your audience to save or refer back to something.



LinkedIn tends to favour content that keeps people on the platform, so native text, images, carousels, video, and documents often perform better than posts that only share external links. Use links when they add value, but avoid relying on link-only posts.

Step 4: Plan Your Week

You and your team do not need to post every day. Two or three good posts a week from a personal profile can make a real difference over time.

Planning content around pillars is much easier than thinking up ideas from scratch. Here is an example weekly structure for a recruiter or senior leader:



Format	Content Pillar	Format	Example Post
Monday	Insights	Text post	"Five skills clients are prioritising in 2026 in [your niche]."
Tuesday	Candidate value	Carousel	"Three reasons candidates are rejecting offers and how to reduce it."
Wednesday	Jobs	Video	"Now hiring: [role]. Here is why it is a strong move for the right person."
Thursday	Education	Document	"Simple checklist for hiring managers preparing for interview."
Friday	Culture	Image	"A moment from this week that made us proud as a team."

You can use this structure across the team so everyone has clarity, while still allowing individuals to bring their own voice and ideas.

Scheduling tools can help, but personal branding works best when posts still feel timely and human.

Step 5: Measure What Matters for Personal Brands

For personal branding, the most important question is: “Is this content helping me and my team build the right relationships?”

Useful metrics within LinkedIn for personal profiles include:



Metric	What it tells you	Why it matters
Impressions	How many people saw a post	Shows visibility and reach
Engagement	Reactions, comments, and shares	Shows what resonates and invites conversation
Profile visits	Who is clicking through to view you	Indicates growing curiosity and brand interest
Messages and InMails	Direct responses from posts	Shows when content is turning into real conversations

For leaders, the most meaningful outcomes often look like:

- Prospects referencing your posts in calls.
- Candidates saying they followed you or your consultants for a while.
- More inbound messages that begin with “I saw your post about...”.





You do not need complex analytics platforms to track this. A simple monthly review as a team, plus LinkedIn's native analytics, is enough to understand what is working and where to focus.

LinkedIn Social Selling Index

LinkedIn's Social Selling Index (SSI) is an additional indicator you can use with your team. It is a score that reflects how effectively someone is using their profile to build a professional brand, find the right people, share relevant insight, and build relationships.

SSI can be useful because it:

- Gives each person a quick snapshot of how active and effective they are on LinkedIn.
- Helps you identify who is already strong and who might benefit from more support.
- Provides a simple talking point in one-to-ones or team meetings about personal branding activity.

The goal is not to chase the highest possible number. Use SSI as a light-touch health check:

- Look at it once a month.
- Notice whether it is broadly trending up as you and your team post and engage more.
- Treat it as one signal alongside more important outcomes like conversations, leads, and placements that started from content.



Step 6: 30 Personal Content Prompts

Here are prompts you can give your team so they always have something relevant to say.

Insights and thought leadership

- “Three trends shaping [your niche] recruitment right now.”
- “One thing every hiring manager is asking me this week.”
- “A change I am seeing in candidate expectations in 2026.”
- “My take on the latest news affecting hiring in [industry].”

Jobs and hiring advice

- “We are hiring: [job title]. Here is why it is a smart move for the right person.”
- “Day in the life of a [role] at [client type].”
- “What top candidates are asking for before they accept offers this year.”
- “A short story of a recent placement and what made it work.”

Culture and personality

- “Meet the team: [name] and what they focus on.”
- “A lesson I learned the hard way in recruitment.”
- “One thing I am proud of from this week.”
- “What working in our team actually looks like behind the scenes.”



Client success and social proof

- “A recent client challenge and how we solved it together.”
- “Five reasons clients choose to work with us in [market].”
- “A testimonial that made our week and why it matters to us.”

Education and support

- “The interview question candidates never expect that reveals a lot.”
- “Three small changes that make job adverts much more effective.”
- “One hiring mistake we see often and how to avoid it.”
- “Start here: what it is like to work with us as a candidate or client.”

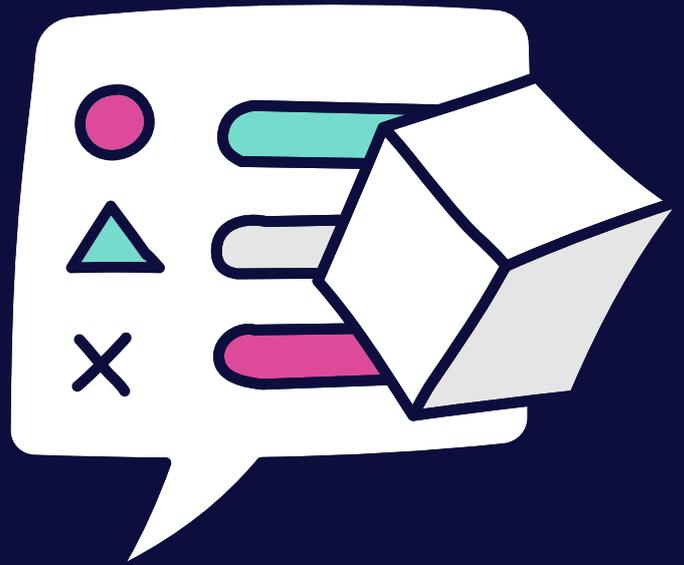
You can also encourage your team to use AI tools to turn bullet points, case studies, or voice notes into first drafts, and then edit them so the content still sounds like them.

Common Personal Branding *Mistakes*

Help your team avoid these **easy traps:**

- Posting only jobs with no added insight or context.
- Ignoring comments and replies.
- Using overly generic stock imagery instead of real photos.
- Writing in stiff corporate language instead of sounding human.
- Posting randomly instead of following a simple plan.
- Overusing buzzwords that mean very little to your audience.
- Never repeating good topics, even when not everyone saw the original post.

A few small corrections here can drastically improve how personal content is received.

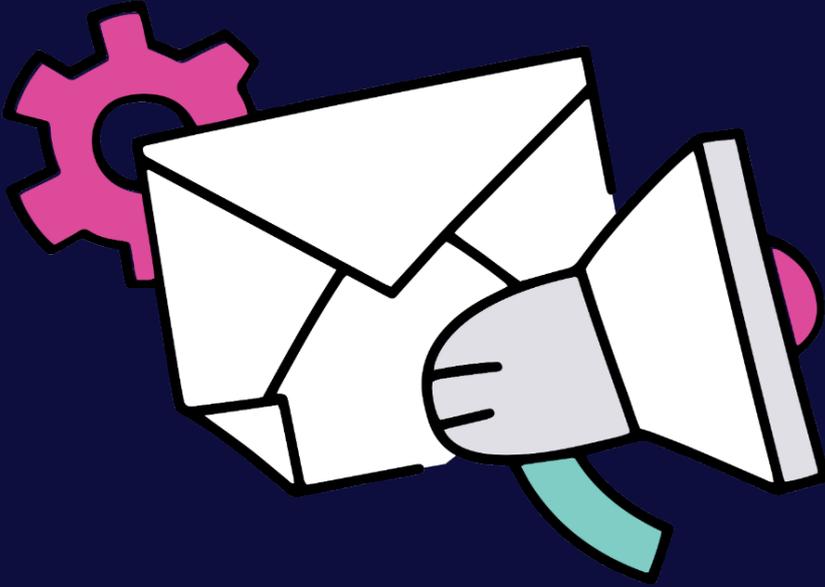


Final Thoughts and How Prominence Can Help

Prominence is the ready-to-go marketing team for recruitment agencies.

We work with agency owners, leaders, and their teams to build and manage their entire content strategy, from setting the right goals and creating tailored content pillars, through to producing posts and campaigns that actually get used. Whether you need fresh ideas, consistent execution from your consultants, or someone to take the whole thing off your plate, we can support you with a clear plan and ongoing delivery. We are not just content creators. We are strategists, planners, SEO specialists, and brand builders, and we work exclusively with recruitment businesses.

If you would like help turning this playbook into an actionable plan, getting your consultants more active on LinkedIn, or creating content that consistently generates leads, we would love to chat.



Want to Put This Into *Practice?*

We help recruitment agencies turn personal branding into a business growth tool, without adding more to your plate.

Whether you need support creating content, getting your consultants active on LinkedIn, or building a strategy that drives leads, we're the team recruitment businesses work with when they want results.

Get in Touch

 weareprominence.com

 hello@weareprominence.com

