

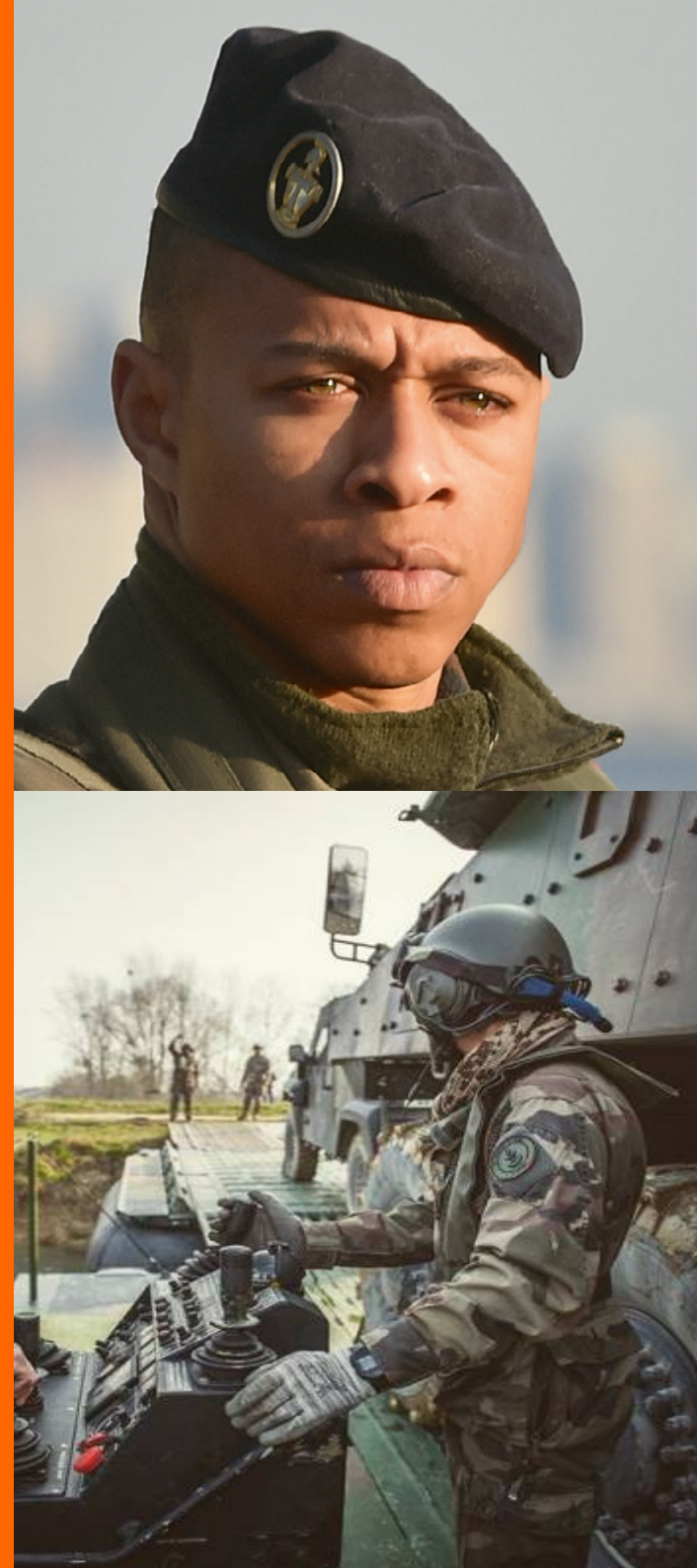


How the **French Army** optimised its social media workflows for more efficient recruitment.



*“The social networks have become a must for recruitment purposes. Thanks to Facelift, we have become more efficient and our communication has been able to evolve, which has clearly influenced our recruitment!”*

*Hinsley Massoullié-laïda  
Community Manager at the Armée de Terre*



# Armée de Terre is the name of the French land forces. It is the largest branch of the French military and included approximately 77,000 soldiers in 2016.

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*Three years ago, the French army began more heavily relying on online media for its recruiting campaigns to use it to connect with its target audience where they spend their time: on the Internet. Therein, the social networks are a strategically important component. The marketing and communications department wanted to handle the social media management internally as much as possible to allow their teams to become more professional and efficient. Within three years, the Facebook page, which has been specifically created for recruitment purposes, was able to double its number of fans.*

## The Social Media Set Up

- 1 Facebook page
- 1 Twitter account
- 1 Instagram account
- 1 LinkedIn account
- 1 Youtube channel
- 1 Snapchat account



## This social media presence is associated with many challenges

### Organisation

Moderation and publication as a collaborative team effort, while increasing the engagement of the community at the same time

### Publication

To inform about the activities of the Armée de Terre, direct readers to the information and recruiting centres, generating attention

### Moderation

Effectively managing interactions with the different communities, paying attention to the image and the values that are conveyed

### Engagement

Offer interactive actions to the communities in order to activate, involve, and bind them via as many media channels as possible



# Implementation Strategy

## Facelift Cloud Usage



Merging and configuration of the 5 accounts via the platform and definition of roles and rights of all users



Establishment of the Central Media Library, followed by the introduction of the Editorial Calendar



Configuration of the cross-network Moderation Module: Response templates, tags, notifications, etc.



Creation of consolidated reports for individual accounts

## Which Facelift Cloud modules are used by the social media team?



### Publisher

The Editorial Calendar is used by the whole team to schedule the publication of the content.

The publication simultaneously takes place on Facebook, Twitter, and Instagram.

Content templates are created and made available to the team for its editorial work.

To classify the posts and for the consolidation of statistics concerning certain posts, tags are defined.



### Moderation

Via the Unified Inbox, the head office can easily manage the interactions for all accounts and networks.

Through the direct allocation of interactions to the right team, the workflows are optimised and the on-call service on the weekends becomes less of a challenge.

More account management safety through a clearly defined rights system.

Response templates, notifications, and automatic tagging according to the respective content



### Engagement

Fast and easy creation and provision of different applications for the acquisition of qualified marketing data.



### Dashboard

Thanks to the consolidated dashboards for performance tracking, different KPIs can be tracked in an effort to gain new insights.

# Results

## 1. Faster and more effective communication

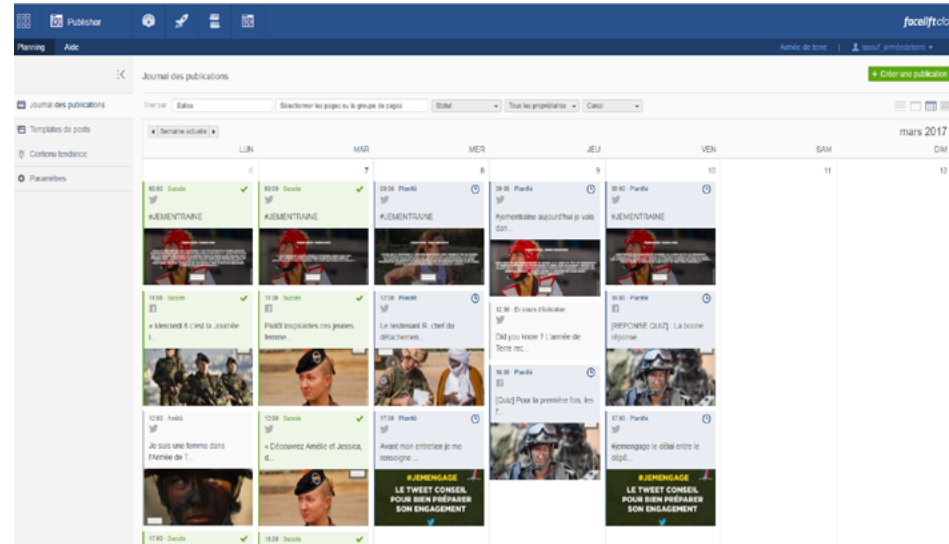
Because the team is able to respond more quickly when interacting with its communities, it is able to address more requests and better advise/ inform its communities.

## 2. Better organised editorial work

Via the shared Editorial Calendar, teams can implement a clear strategy in the short and medium term.

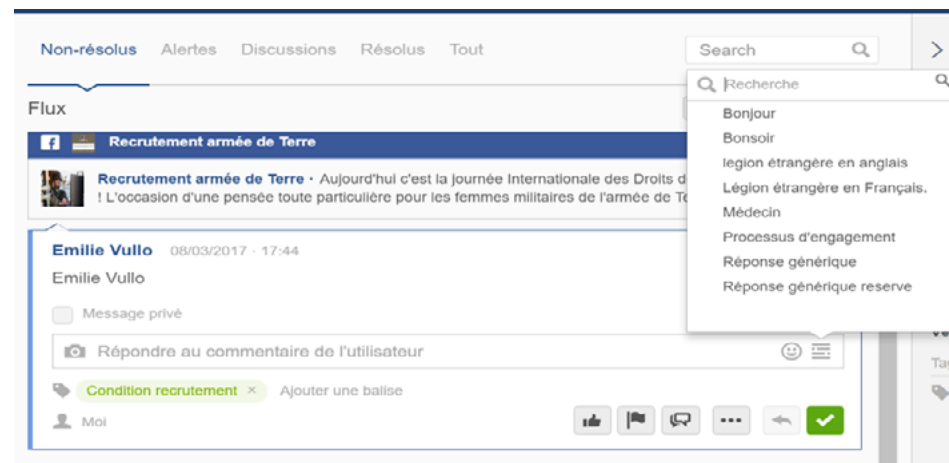
## 3. Time savings for the teams

Thanks to faster processing and increased efficiency, the teams can focus on their content strategy and thus get more successful at recruiting.



Example of a weekly content plan in the shared Editorial Calendar

Thanks to the content status display (in progress, planned, successfully published, approved, etc.), the team is easily provided with a real-time overview of all editorial activities.



Example of a response to a Facebook comment using predefined response templates

In this case, the „condition recrutement“ (recruitment conditions) tag was automatically assigned to the user.



# *facelift*cloud

## The Leading All-In-One Social Media Marketing Solution

Facelift Cloud is a multi-certified software solution featuring all components for professional social media marketing. This tool is ISO 27001 certified and thus meets the highest IT security standards.

With over 250 employees and more than 1,200 global customers, Facelift offers the world's leading technology for social media marketing from Europe.

Facelift is part of the official Facebook Marketing Partner Programme as well as the Instagram Affiliate Programme.

Learn more

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The Facelift logo, consisting of the word "facelift" in a white, lowercase, sans-serif font, is positioned inside an orange square. This square is part of a larger graphic element on the right side of the image, which also includes a laptop and a smartphone.