



# Job Posting Best Practices

Having trouble attracting qualified candidates? Review your job posting to ensure you're following these best practices.

## Job Titles

- Keep titles singular
- Avoid mentions of multiple shires
- Avoid using symbols or excessive description
- Avoid clickbait language
- Avoid creative titles (ex: "Office Manager" rather than "Coordinator of Office Chaos")

## Job Descriptions

- Highlight benefits and perks
- List all benefits
- Avoid discriminatory language (no discrimination on the basis of protected class status)

## Boosting Visibility

- Use commonly searched job titles and keywords
- Consider creating a sponsored job
- Consider working with an HR consultant such as [Siplely the Best](#) to boost visibility of your job posting.

## Additional Best Practices

- Pre-screening Questions: Integrate drug test inquiries as pre-screen questions, avoiding direct mentions in the job description. This will enhance visibility.
- Visibility Tips: Avoid duplicate postings for the same role within a 25-mile radius, refresh posts at the 30-day mark, and close them after 90 days for optimal performance.
- Salary Transparency: If using a template, ensure the salary reflects the actual figure to attract quality candidates.