Use the following table to conduct a review of the use of Job Postings, Websites and Social Media:

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Use of print media to advertise for FSL teachers.** | Does your board advertise through print media?  Are you evaluating the effectiveness of your print media campaign? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Incorporation of Equity, Diversity, Inclusion and Anti-Racism**  **(EDIA)**  **Principles** | Does your website and social media portray diverse cultures / students / employees?  Do your recruitment ads and processes (postings, banners, pamphlets, social and website) invite FSL applicants who are members of marginalized communities?  Does your region have a population of newcomers from French-language-speaking countries that can be the subject of targeted recruitment?  Have you reviewed recruitment processes and materials through an EDIA lens? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Use of social media to advertise for FSL teachers** | Does your board advertise through social media?  Are you evaluating the effectiveness of your social media campaign by gathering baseline data and continuing to collect metrics?  Are you advertising on a variety of social media sites? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Use of school district website to advertise for FSL teachers** | Have you tested how the website and all information (postings, videos, pictures) display on a variety of devices (desktop, laptop, tablet, and phone)?  Are current teaching opportunities noted on the board landing page?  Are FSL-specific opportunities noted on the school board's landing page?  Are FSL programs portrayed in a positive light?  Are the benefits of learning a second language visible to promote all the FSL programs offered by the school board?  Are there supports in place to support new FSL teachers, as they may not have had the benefit of occasional teaching? Are these noted on the website?  How many mouse clicks does it take to find the information?  Is it clear that the board is currently hiring French teachers?  Would prospective FSL teachers find hiring information complete?  Who would they contact for more information?  Is the information available in English and French?  What platform is used for hiring?  Is there a link to the platform on the website, application portal or electronic application forms?  Do you use an application system (example: Apply to Education) to post jobs?  Does your website include an information video that contains information about the application process, requirements, language proficiency etc.? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Content / appearance of job postings** | Considering part-time opportunities: Can the positions be combined with others to allow for a full-time or less part-time offering?  Is there a clear outline for the process of hiring FSL teachers?  What is the application deadline?  What platform is used for hiring?  Is there a link to the platform on the website?  Does the posting list the type of FSL program for the position?  Is the name of the school attached to the position?  Does the posting include the duration and percentage of the position, e.g., part-time/full-time, including if the position is rotary and/or on a cart, if known?  Does the posting specify who can apply (i.e., internal, external, occasional)?  Does the posting list all the necessary qualification requirements?  What are the qualifications required to teach FSL in the school board? (e.g., in Ontario, Additional Qualifications FSL Parts 1, 2, or Specialist; Junior/Intermediate Basic Qualifications in French; Intermediate/Senior Basic Qualifications in French; other equivalency?)  Is there specific external proficiency testing? (e.g., preferred level on the DELF, DALF, OPI [Oral Proficiency Interview])  Is there an evaluation of language proficiency? Is there a test? What are the proficiency expectations of FSL teachers?  Are they different for elementary and secondary?  Are they different for the type of FSL program?  Are there policies in place that a new FSL teacher would consider prohibitive?  Are there conditions of employment (e.g., if the teacher must teach FSL for a specific # years, call-in requirements for occasional teachers, etc.)  Indicate preferred qualifications or experiences (examples: experiences in a French language immersion setting, completion of studies in French language) | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |

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| **RECRUITMENT STRATEGY #1** | **JOB POSTING, WEBSITE AND SOCIAL MEDIA REVIEW BOARD SELF-ASSESSMENT** |  |
| **Pool hiring** | Do you hire teachers to a French pool in advance of your regular hiring process? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Create an employer brand** | Are all recruitment materials on postings, website, social media, and print branded with board branding? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |
| **Promotion of living/ working within the region** | Do you provide information that promotes your region as a great place to live and work?  Does your website include a promotional video promoting your region and the benefits of relocating?  Does your video specifically include a French teacher recruitment message? | |
| **ACTION(S)** | |
| **ESTIMATED TIME / TARGET DATE FOR COMPLETION** |  |