Sonoma Media Investments

Facebook Passive Audience Campaign Job Posting Network

Now you can place a job listing campaign on Facebook that will ensure your employer brand messages are seen by a wide range of relevant members. Your Facebook passive campaign will boost visibility of your open position to audiences who are not necessarily looking at job boards, but who may become interested in your job once they discover your message.

We combine proprietary candidate profile data with Facebook's ability to create audiences which comply with its Special Ad Category requirements, so your campaign is tailored to the right members. Our candidate and target audience profile data is based on job searches, clicks, and applies to similar positions within the last six months. Facebook's Special Ad Audience technology finds members within a 50 mile radius of your job, sharing similar interests and characteristics with the target audience.

The passive Facebook campaign will complement and extend your job advertisements on active candidate solutions such as our Niche Networks, which will connect you to job seekers in specific industry or audience groups.

Benefits:

- Builds your brand as an attractive employer, reaching Facebook viewers with similar characteristics to your target job audience.
- Delivers results.

Spending Level	Impressions Per Job	Clicks Per Job
Basic	1,705	49.1
Platinum	3,462	79.7
Diamond	8,675	249.5

Features:

- Available in three levels of advertising spend: Basic for an introductory level of visibility, Platinum, for a greater level of Facebook reach, and Diamond, for our premier level of visibility.
- Places an ad in the member's Instagram feed in addition to their Facebook news feed.
- Note: We will promote your job posting under our national brand, NationwideJobSearch.com.

Contact Us
Sonoma Media Investments Ad Sales classifieds@pressdemocrat.com
classifieds@pressdemocrat.com

©Copyright 2026 Recruitology. All rights reserved. All product and company names are trademarks™ or registered trademarks® of their respective holders. Use of them does not imply any affiliation or endorsement by them.