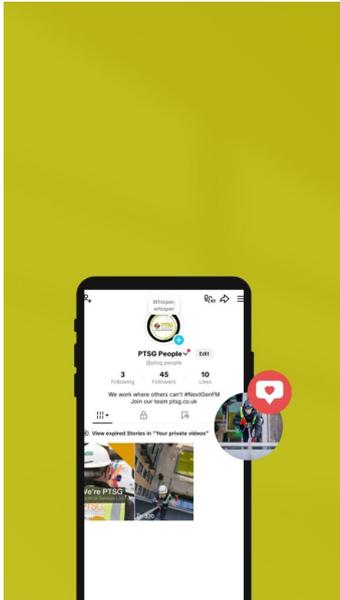


PTSG expands digital presence with Instagram and TikTok accounts

8 months ago



PTSG is shaking up its recruitment game with the launch of two new social media channels. The company has rolled out dedicated Instagram (@ptsg_people) and TikTok (PTSG.People) accounts, targeting the next generation of facilities management talent.

Meeting talent where they scroll

Recognising that today's professionals browse Instagram stories during lunch breaks and discover career opportunities through TikTok videos, by establishing a presence on these platforms, PTSG is positioning itself where conversations about work and careers naturally happen.

Culture first, vacancies second

Instead of simply broadcasting job listings, PTSG plans to pull back the curtain on company life. Expect behind-the-scenes content, employee spotlights and authentic glimpses into what makes the PTSG workplace tick.

The strategy includes mobilising existing team members as brand ambassadors and encouraging employees to share and engage with company content across their personal networks, creating a ripple effect that extends far beyond traditional marketing reach.

Building the #nextgenfm movement

The company is using #nextgenfm as its rallying cry – a hashtag designed to turn heads in facilities management circles signalling PTSG's commitment to attracting fresh perspectives to the industry.

Dr Greg Ward, CEO at PTSG explains: “This isn’t just about following trends. It’s about recognising that the workforce is evolving.

“Our social media expansion represents more than platform diversification. It signals a company ready to meet changing candidate expectations head-on. In an industry where talent acquisition can make or break growth plans, we’re hoping that being where the conversation happens will give us the competitive edge.”

Follow and engage with PTSG at PTSG.People (TikTok) and PTSG_People (Instagram).

All current job listings are available at www.ptsg.co.uk