

# DESIGNATED DIGEST

THE OFFICIAL NEWSLETTER OF

designated



## NOVEMBER IS HERE!



### Inside this issue:

Conducting a virtual interview, top tips for hiring managers & candidates

What's new in social media

How your virtual PA can help you stay creative

Accountancy vs Bookkeeping

**Hello!** and welcome to our November Issue! We can't quite believe we're here already! Some people at Designated have even begun talking about the C word! The countdown is on.

In this month's newsletter, we have decided to spice things up, breaking down each of our business areas, in easy to digest chunks, making it more useful for you to find and read the content you're most interested in.

Our virtual Interview tips for both hiring managers and candidates is an interesting read and although many of us have carried out virtual interviews, be it on the candidate or recruiter side, this article shares some gentle reminders on how you can make the most of the experience.

If any of the content in our newsletter sparks an interest, please don't hesitate to reach out to our friendly team.

**Best wishes, Designated Team**



Feel free to contact our friendly team. We are always happy to help  
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# HR & RECRUITMENT

## Conducting a virtual interview, top tips for hiring managers & candidates

Article originally written by Graziella Verazzo.

Let's be honest, you can't beat a face to face meeting. As the hiring manager or interviewer, you have the opportunity to see your potential new team member in what could be their new working environment. However since the Covid-19 pandemic changed our preferred ways of working, we have seen the rise of virtual meetings. Virtual job interviews have allowed hiring managers to continue the recruitment and hiring process throughout lockdown, which is a good thing. However, with it comes a whole new set of challenges that we have had to quickly learn to adapt to. [Read more >](#)



# MARKETING



## What's new in Social Media?

Social Media tools and tricks change weekly, so it can be a real pain keeping up with what's hot and what's been dropped. (We're looking at you LinkedIn stories 😊)

- **Pinterest** Announces a story like 'watch tab' at its creators festival.
- Collaborating is a huge part of how people connect on **Instagram**, they have now launched official 'collabs'
- **Instagram** announcement: social media managers can now post content from their desktop. Finally!
- Is **Facebook** really changing its name?

[Read more >](#)



# VIRTUAL PA



## How your virtual PA can help you stay **creative**

Take a moment and think back to when you decided 'to go it alone' or step up to the challenge of being a Creative Director. The reasons may have been many.

Was it to have more flexibility, set your own creative standards, widen your network, creating unique and intricate ideas without being overwhelmed by continuous admin roadblocks?

**Read more>**

# ACCOUNTANCY

## Accountancy vs Bookkeeping

For somebody who doesn't work in finance, it can be difficult to distinguish the difference between accounting and bookkeeping, as there are some administrative areas that can overlap depending on the structure of a business and how many employees it has working in its finance department. However, while bookkeepers and accountants share common goals, they do support your business in different stages of the financial cycle. **Read more>**

