

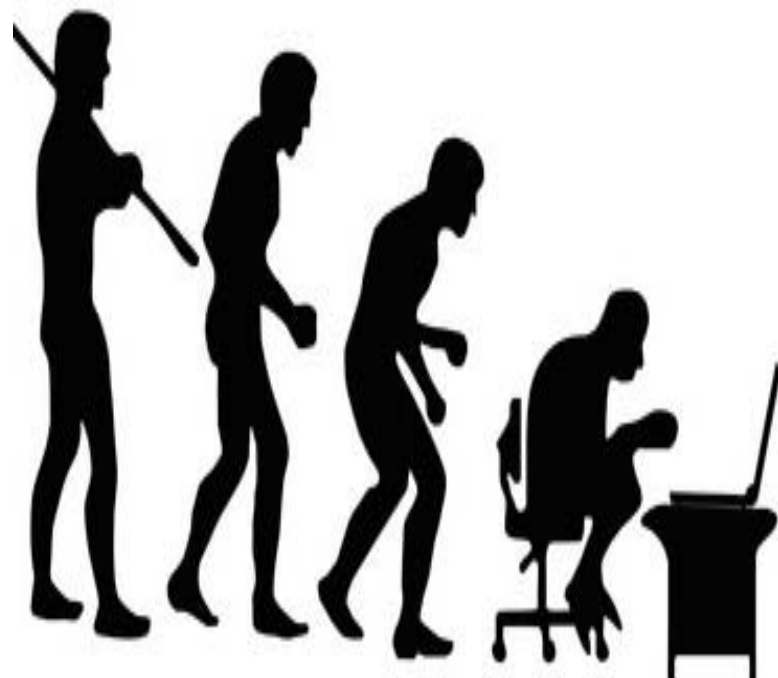


Government Recruiting in the Social Media Age

If your computer does not have speakers,
please dial in at:
1-877-309-2074
Access Code: 163-135-791

EVOLUTION OF GOVERNMENT HIRING

- Up until the late 1990s
 - ✓ Flyers posted in HR and other Government offices
 - ✓ print
 - ✓ Word of Mouth
 - ✓ Recruiters for Sr. Level vacancies
- Late 1990s
 - ✓ Job Boards
- 2010 to Present
 - ✓ Job Boards
 - ✓ Social media
 - ✓ Virtual networking



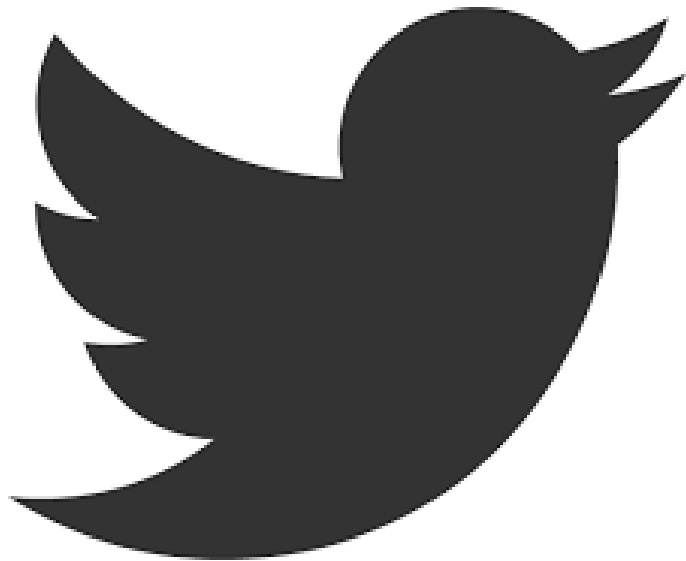
TOP HIRING CONCERNS FOR GOVERNMENT EMPLOYERS IN 2015



- Recruiting & retention of top talent
- Succession plan with the projected increase in local Government staff retiring in the next 10-20 years
- Morale and the perception of working in Local Government
- Competitive compensation plans
- Increased employee workload and its affect on recruiting and retention



RECRUITING & HIRING IN THE SOCIAL MEDIA AGE



- Job Boards & Career Resource Centers
 - ✓ Niche v. General
 - ✓ Take advantage of Company Profile Pages
 - ✓ Job postings/keywords/descriptions
 - ✓ Content and resource sharing
 - training, lifestyle benefits
 - Demonstrate innovation & capabilities in your department
- Virtual Networking
 - ✓ Engage current staff to leverage their social media channels
- One Voice
 - ✓ Coordination among agency departments for consistent messaging across social media



RECRUITING & HIRING IN THE SOCIAL MEDIA AGE



- Expand the scope of recruitment beyond local markets
- Referral programs for current staff that are tied to access to community events and opportunities
- Promotion of your employment brand
 - ✓ Testimonials from employees
 - ✓ Blogs
 - ✓ Social media



CONTENT IDEAS TO PROMOTE YOUR EMPLOYER BRAND



- Jobs
- Construction updates
- PSAs
- Crime prevention and police assistance
- Emergency alerts and severe weather warnings
- Activities and class registration and offerings
- Town halls and council meetings
- Employee of the month



FACEBOOK...THE 800 POUND GORILLA

■ Pros

- ✓ Easily accessible and simple to use by nearly everyone
- ✓ Easily link your Facebook page with your organization website to distribute content easily
- ✓ Easy to design and build
- ✓ Simple to maintain and communicate with users
- ✓ Still the largest

■ Cons

- ✓ Limited engagement and feedback
- ✓ Slow build-up for audience
- ✓ Facebook controls your organic search
- ✓ Advertising budget is required



TWITTER..

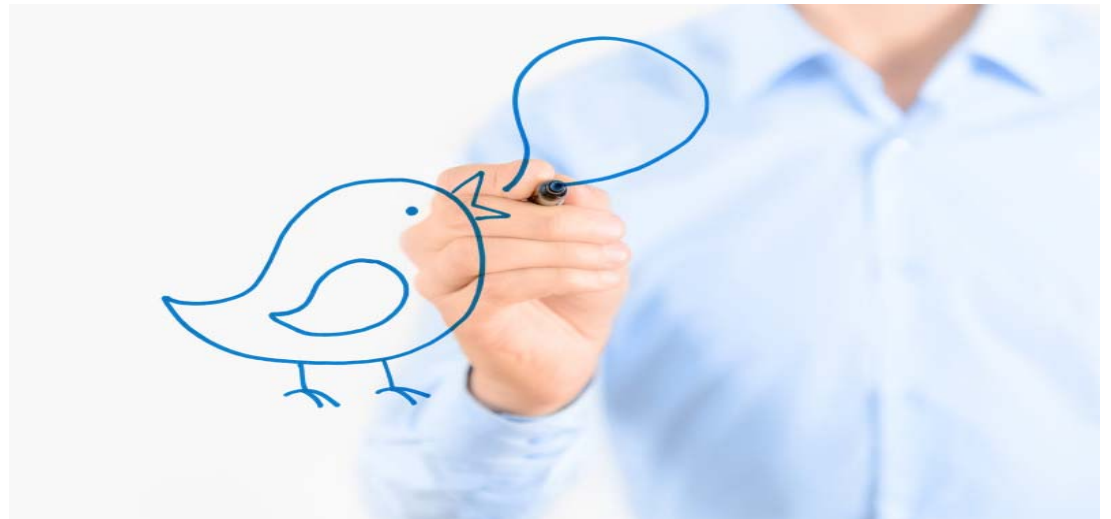
THE CURRENT SOCIAL MEDIA DARLING

▪ Pros

- ✓ Immediate and impactful
- ✓ A highly engaged audience
- ✓ No advertising required
- ✓ The power of the hashtag
- ✓ Articles, videos oh my...
- ✓ Lists and more lists

▪ Cons

- ✓ Time consuming
- ✓ Immediate response required
- ✓ Need to maintain a record of hashtags and twitter feeds



YOUTUBE....

THE POWER OF ENGAGEMENT



■ Pros

- ✓ Videos can be as long as needed...but don't abuse!
- ✓ Videos can be easily imbedded on your site or a dedicated YouTube page can be created
- ✓ Nothing brands your organization like a video
- ✓ Highlight your vacancies:
 - job descriptions, highlight employees/benefits
- ✓ Easy to make and allows you to engage current staff

■ Cons

- ✓ Time consuming to develop videos
- ✓ IRS/Star Trek disaster
- ✓ 1-way communication



PINTEREST & INSTAGRAM.....

PHOTOGRAPHY IS MORE THAN ART



▪ Pros

- ✓ Every image is hyperlinked to the original source
- ✓ Easy for users to share photos with others
- ✓ You don't need to leave comments so it's easy to maintain and manage
- ✓ Engage your staff with a highly creative medium
- ✓ Promote jobs, content and lifestyle benefits



▪ Cons

- ✓ Pinterest and Instagram reach a very targeted audience
- ✓ Quality images are required
- ✓ Limited 2-way conversation
- ✓ Limited use for organizations and businesses

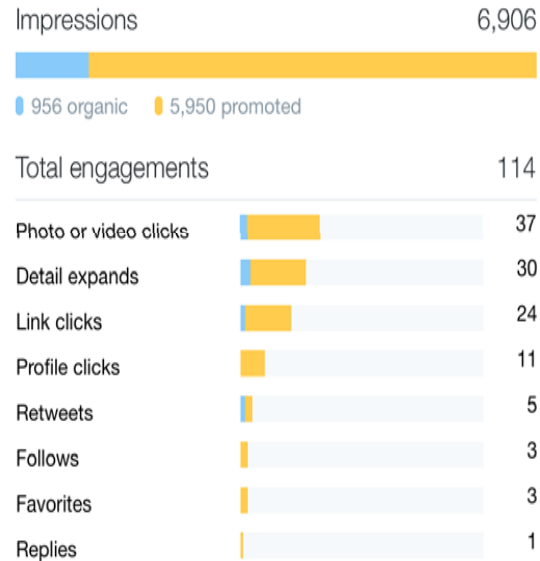


Social Media Stats from Careers In Government

Tweet Activity



Careers In Gov @careersingov
 A great career awaits you in Orange County! PLANT OPERATOR for OC Sanitation District <http://ow.ly/QoBvI>
pic.twitter.com/DTalmwSrV4



Careers In Government

Published by Hootsuite [?] · 22 hrs · 🌐

A great career awaits you in Orange County! PLANT OPERATOR for OC Sanitation District <http://ow.ly/QoBvI>

951 people reached

👍 Like
💬 Comment
➦ Share

Tommy Osborne, Ralph Johnson, Luis Barrios Subires and 7 others like this.



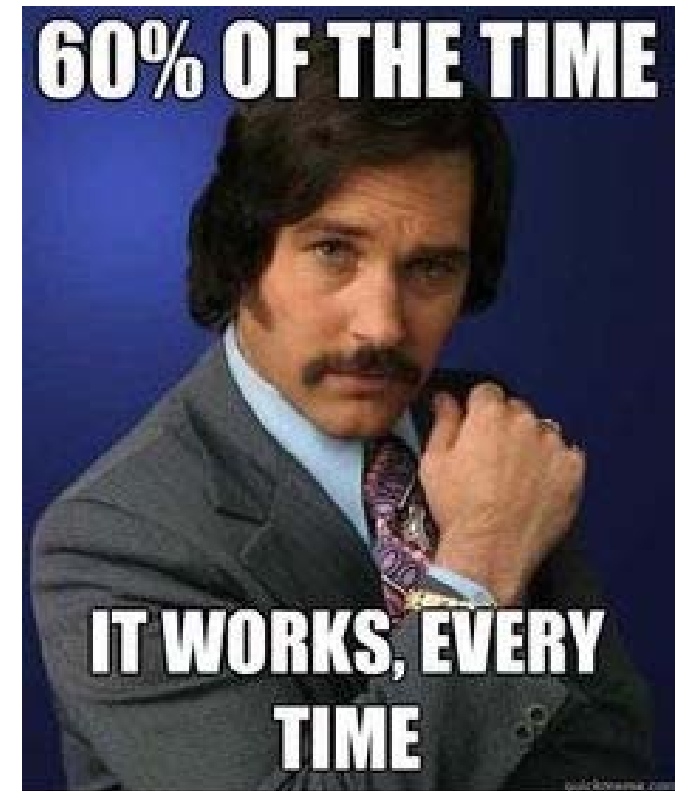
KNOW WHAT TO AVOID AND WHAT TO EMBRACE

- What is your social media goal?
 - ✓ Promotion of vacancies
 - ✓ Retention of staff
 - ✓ Community interaction
- Who is handling what?
 - ✓ Will you have a primary contact
 - ✓ Who or how many people have access
 - ✓ Will this be an open forum (opinions +)
 - ✓ How will you measure your success?
 - ✓ Traffic monitoring
- Who is talking to who?
 - ✓ Are some departments currently utilizing social media channels?
 - ✓ Is there a cohesive vision and message?



NOW YOU ARE READY. WHAT NOW?

- Be selective with your social media channels
 - ✓ What is and isn't working
 - ✓ Who is your audience and are you reaching them?
- Be selective with your organization and its images
- Consistent messaging with the right verbiage
- How will you spread the word?
 - ✓ Hootsuite
 - ✓ Blogging
- You've got to know when to hold 'em & fold 'em
 - ✓ Don't let a social media channel go dormant
- Get Help and leverage the reach of others
 - ✓ Careers In Government will assist you!!
- Don't be afraid to experiment



SOCIAL MEDIA AND RECRUITING.. A PERFECT MARRIAGE

- Become best friends with hashtags
- Ask your employees to tweet job openings
- Engage in paid advertising
 - ✓ Niche Job Boards, LinkedIn, etc.
- Engage Twitter lists
- Make certain your employment page is mobile friendly
 - ✓ More than 54% of job seekers use their phones to search for jobs
 - ✓ 72% use their mobile device to access career sites
 - ✓ Google requires it!
- Know when to post (morning/evening/weekend)
- Every department has a different audience that engages with your social media differently (IT, Public Health etc.)



SOCIAL MEDIA AND RECRUITING.. A PERFECT MARRIAGE

My resume is just a list of things I really never want to do again.



- Highlight your employee value proposition
 - ✓ Great lifestyle, etc.
- Make your posts dynamic & engaging
- Use the right keywords
 - ✓ This will result in reaching a highly qualified audience
- Avoid the “actor” syndrome when advertising on general job boards
- Don’t automate your process and walk away
- Know what to measure and how to measure it
- Don’t rely on your Employment Page or Organization home page for traffic



SOME FINAL TIPS....



ASK US FOR HELP!

- Facebook
 - ✓ Slow burn
 - ✓ Paid advertising will get you job seekers
- Twitter
 - ✓ Hashtags and engagement
- Instagram/Pinterest
 - ✓ Share pictures of your workplace, candidates you've helped find jobs, events, etc.
- YouTube
 - ✓ Promote candidates, post video jobs ads
- Blogging
 - ✓ Create content around job postings



QUESTIONS?

Contact info:

Michael Hurwitz

President/Co-Founder, Careers In
Government

michael@careersingovernment.com

Visit CPS HR Consulting at www.cpsshr.us

Visit Careers in Government at

<http://www.careersingovernment.com/>

