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/QbVl](http://ow.ly/QbVl)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Impressions</td>
<td>6,906</td>
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<tr>
<td>Total engagements</td>
<td>114</td>
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</tbody>
</table>

- Photo or video clicks: 37
- Detail expands: 30
- Link clicks: 24
- Profile clicks: 11
- Retweets: 5
- Follows: 3
- Favorites: 3
- Replies: 1

956 organic • 5,950 promoted

951 people reached

**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/QoBil](http://ow.ly/QoBil)

951 people reached

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

Write a comment...
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

- 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

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

- 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

ASK US FOR HELP!
QUESTIONS?

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