

NASWA

80th
Annual
Conference

Leveraging
partnerships to
increase social
media engagement



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A large, stylized number '3' is positioned on the left side of the slide. The top and bottom loops of the '3' are dark teal, while the middle loop is orange. The background is split: the top half is dark teal and the bottom half is orange.

Three ways

The evolution of ESD's collaborative efforts

1. WorkSource & Workforce Development Councils
2. YesVets: Cross Agency
3. WorkSourceWA.com & Monster

Getting started

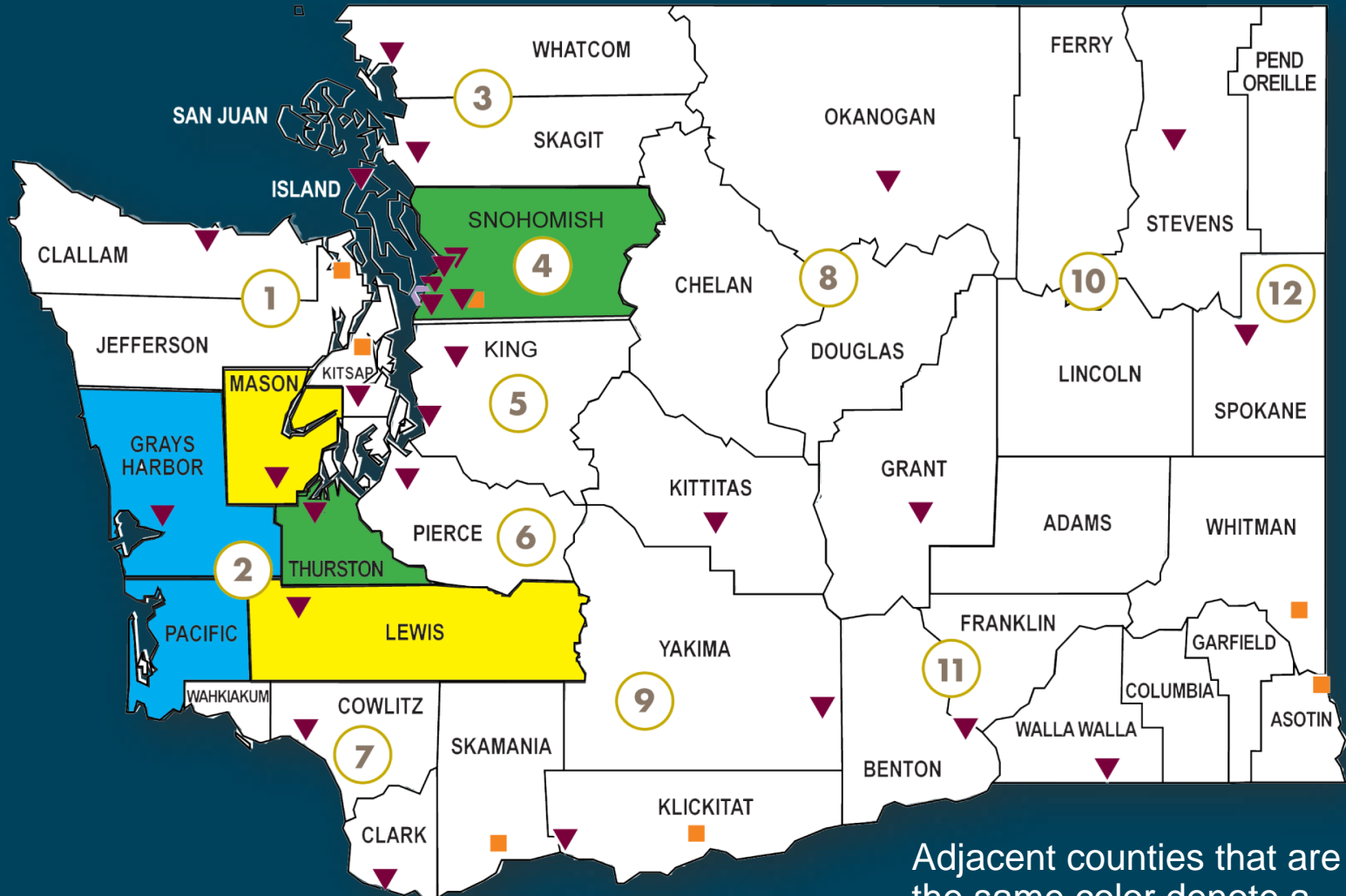
Working with agency leadership
& workforce partners



What social media should (and shouldn't) be



WorkSource Career Centers on Facebook - 2014



Adjacent counties that are the same color denote a shared Facebook page.

Our strategy

Social media collaboration requires

- Mutual respect
- Accountability
- Innovation
- Team support

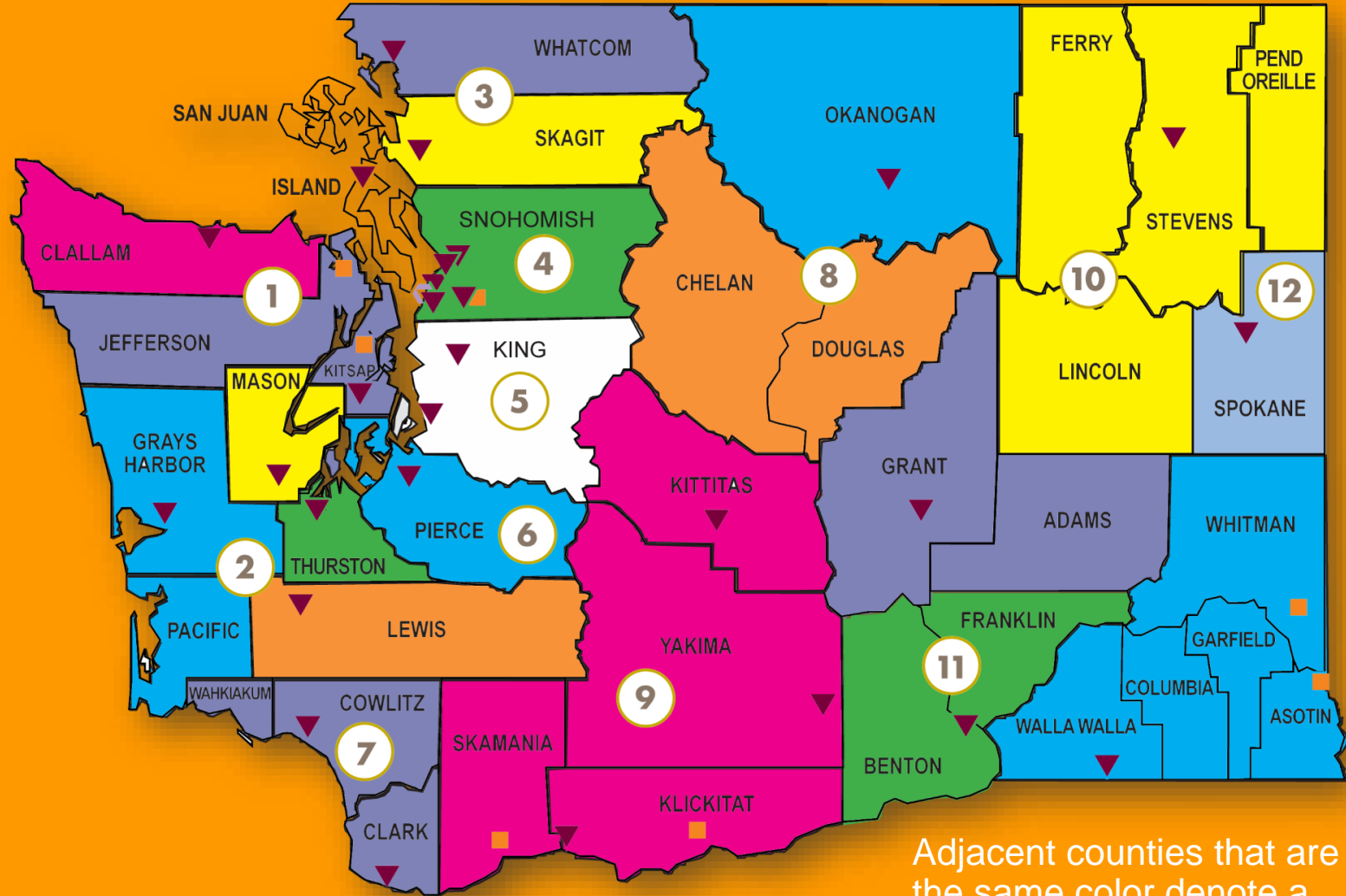




Where
are we
now?



WorkSource Career Centers on Facebook - 2016



Adjacent counties that are the same color denote a shared Facebook page.

Success measures...

2014

- ✓ Facebook in five areas + ESD
- ✓ 3,384 Likes
- ✓ Long response time
- ✓ Low engagement

Now

- ✓ FB across state (including first Spanish language page) – King County
- ✓ 10,500 likes
- ✓ Posts
 - ✓ reached 48,448 last week
 - ✓ engaged 2,830 last week

Challenges

- Coordination
- Work Accounts vs. Personal
- Staying fresh
- Power struggles

Solutions

- Regular teleconference calls
- Demonstrate why
- Share ideas
- On-going outreach

Engaging with other state agencies

YesVets hiring initiative



Partnership



- Brainstormed name
- Designed logo
- Developed communications plan
- Built web site
- Launched promotional campaign



Collaboration

- Created YesVets Facebook page
- Launched YesVets Twitter channel
- Developed SharePoint site to coordinate
- Urged businesses to like & share



Success!



- Pilot went statewide in less than 4 months
- 305 employers involved to date
- 372 veterans hired through this program



POWERED BY
MONSTER
AND YOU

Partnering with the private sector



WORKSource Search thousands of jobs on WorkSource Washington:
Title, keyword or job number Where?   **JOB SEEKER**  **EMPLOYER**

[My WorkSource](#) [Career tools](#) [Resources](#) [About us](#) [Select language](#)

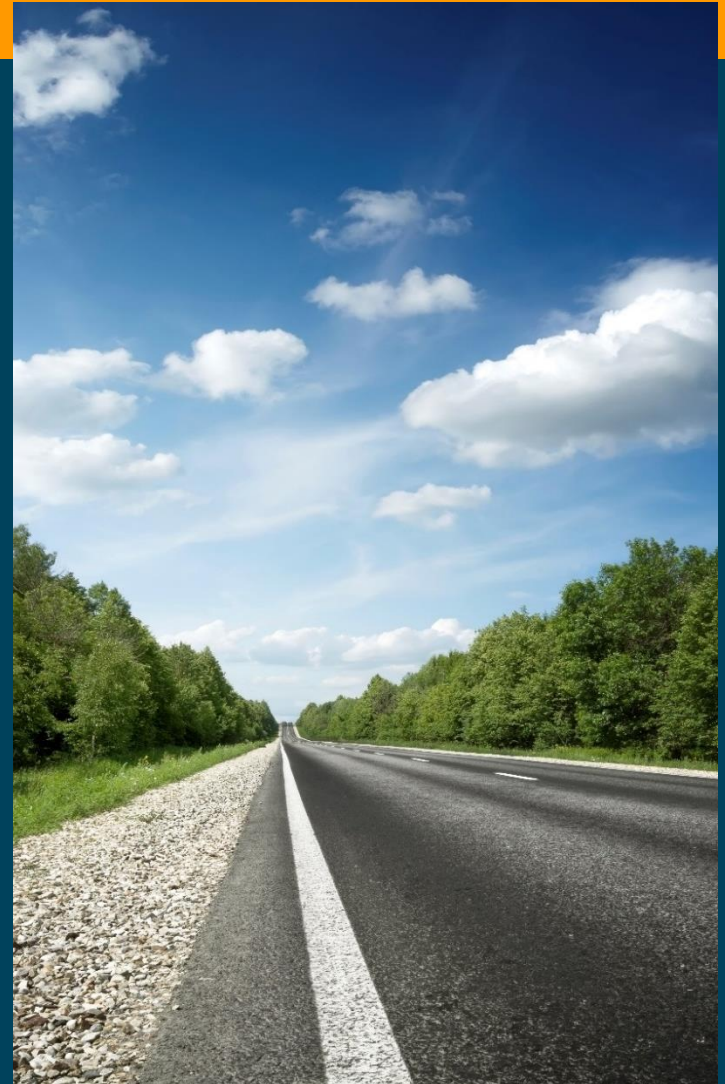
JOB SEEKER
FIND THE RIGHT OPPORTUNITY.

WELCOME TO
WORKSOURCE
WASHINGTON

EMPLOYER
FIND THE RIGHT CANDIDATE.

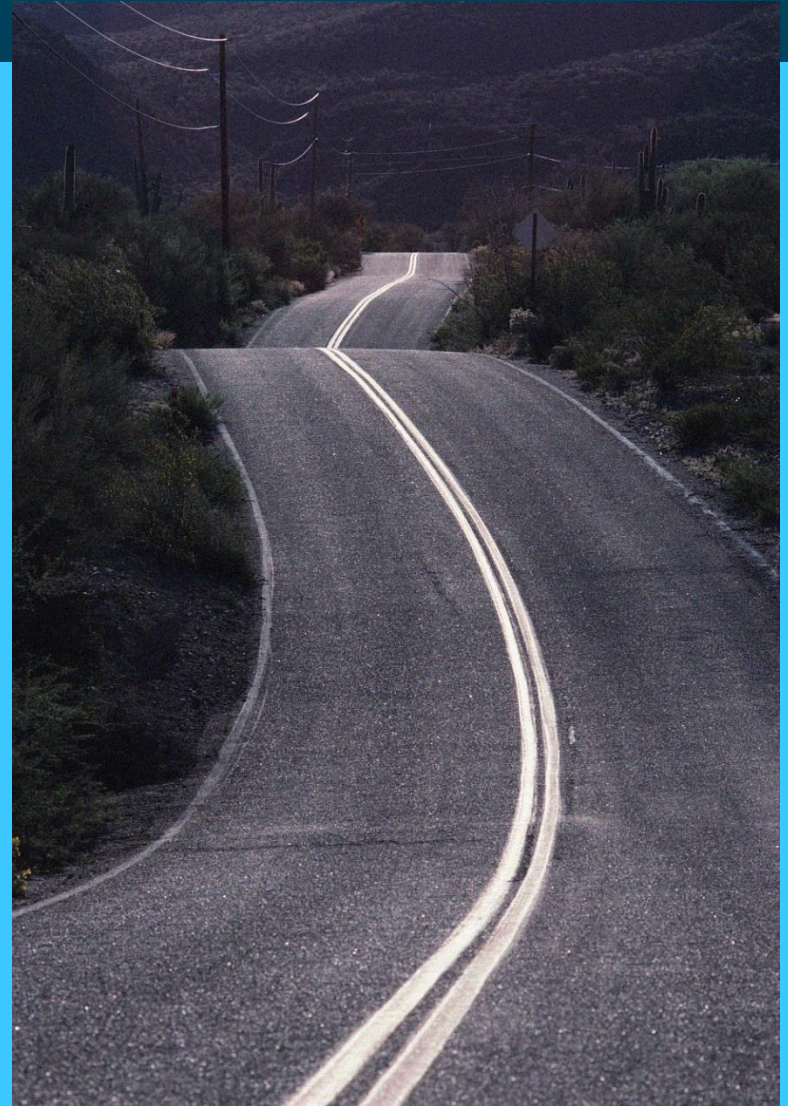
The plan

- Easy-to-use Facebook and Twitter posts
- Sharing, tagging and liking across system
- Work through alternate platforms, such as LinkedIn
- Supplement with social and search ads



The execution

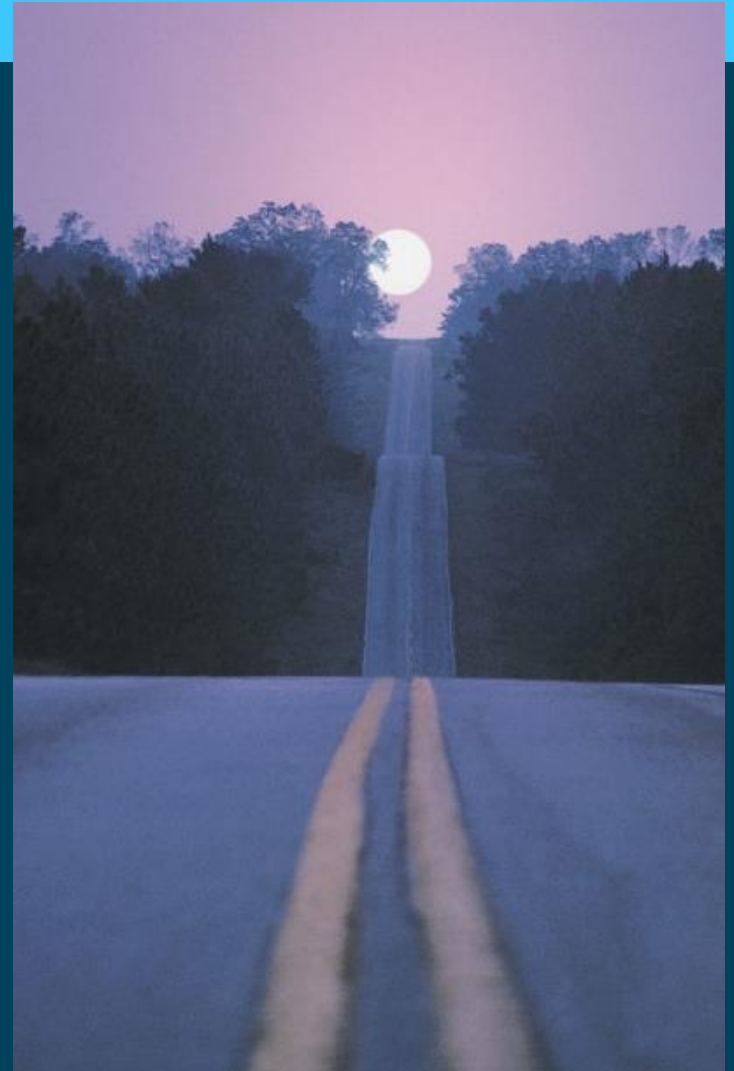
- Some posted too early
- Others not at all
- Struggles with brand/roles
- Negative posts
- Mostly successful



Success metrics for August

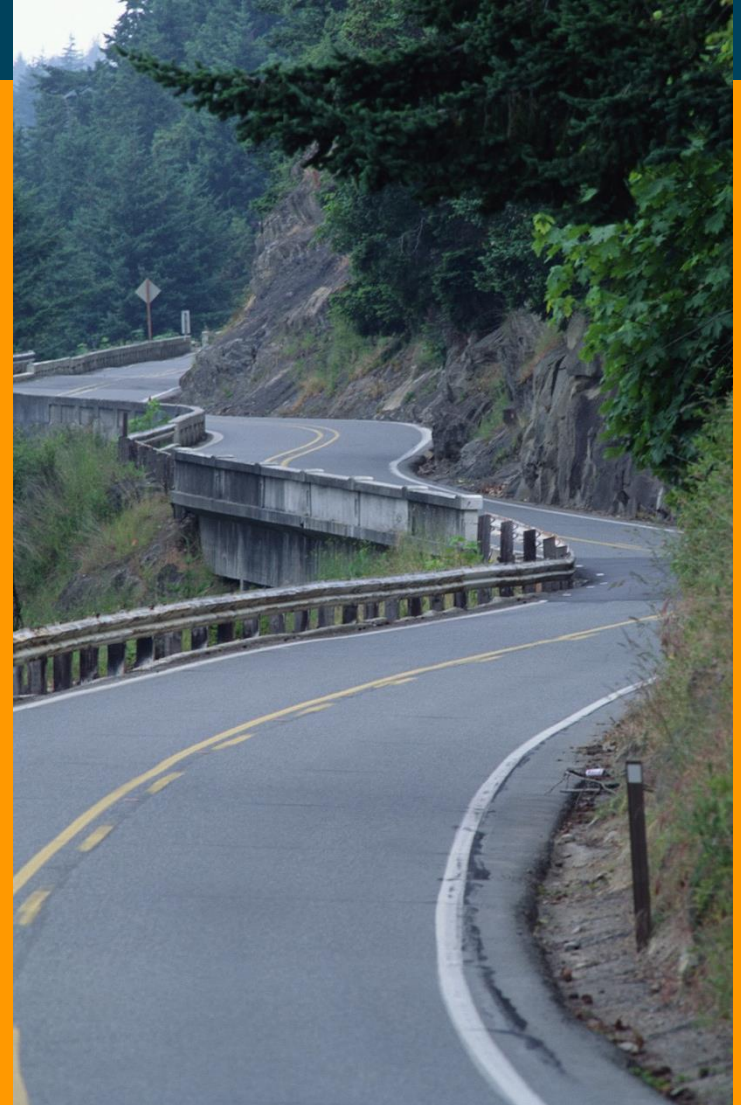
Paid Content

- 9,010 clicks to WorkSourceWA .com
- 6,000 unique actions: Clicking on, liking, or sharing the ads
- More than 80,000 reached
- 360K+ total impressions – people have encountered the ads an average of 4x.



Overall success

- Every Workforce Development Council –except one– used the scheduled posts
- ESD posted 108 Facebook/Twitter posts between July 5-Sept. 19
- Organic reach: Average 424/day
- Total (including paid): Average 6,000 per day
- Video > than photos or posts



Top Tips

- Be patient
- Have a plan
- Be open to innovation
- Track metrics
- Be gently persistent
- Have fun!

