Branding Key Industry Sectors Using Social Media

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Colorado Department of Labor and Employment

- 1,400 employees


- Budget - $48 Million
Office of Government, Policy and Public Relations

- Full-service in-house advertising and public relations ‘agency’
- Team of 9 - graphic and web design, research, policy, legislation and media relations
- Budget = $0 😞
  - Rely heavily on internal stakeholder partnerships for funding and collaboration
Colorado’s Workforce System Profile
More than 50 state and county-run Workforce Centers
Workforce System
Marketing Strategies and Tactics

- Earned media
- Annual public service awareness campaigns
- Seasonal activities: Governor’s Summer Job Hunt, Workforce Development Month, Disability Employment Awareness Month, Hire a Veteran Month
- Microsites and marketing URLs
- Social media
Social Media: Strategies and Tactics
Social Media Toolbox

Facebook
Twitter
LinkedIn

Hootsuite - publishing tool
Social Media Strategies

- **Social media schedule**
- Compelling content:
  - Fresh, original and engaging
  - Clear CTA (always include a link!)
  - Heavy imagery utilization
- #s and partner tags (ex: #JoboftheDay, #COjobs #COWorkforce, @HickforCO, @ColoradoEcoDevo)
- Collect data to gauge impressions/interactions
Social Media Campaign: CO Key Industry Weeks
Social Media Campaign - CO Key Industry Weeks

- Advanced Manufacturing
- Aerospace
- Bioscience
- Creative Industries
- Defense & Homeland Security
- Electronics
- Energy & Natural Resources
- Financial Services
- Food & Agriculture
- Health & Wellness
- Infrastructure Engineering
- Technology & Information
- Tourism & Outdoor Recreation
- Transportation & Logistics
Social Media Campaign - CO Key Industry Weeks

Colorado Careers in Energy Week - October 2015

- Energy industry sector partners and regional business services reps
  - Xcel Energy
  - Colorado Springs Utilities
  - Black Hills Energy
  - Tri State Generation & Transmission Assoc. Inc.
  - Colorado Electric Association
  - Platte River Power Authority
Social Media Campaign - CO Key Industry Weeks

Colorado Careers in Energy Week - October 2015

- Microsite promotion
- Industry page on department [website](#)
- Social media collaboration with video content
- LMI data
- Industry news and events
- Proclamation from Governor
- Press release
Social Media Campaign - CO Key Industry Weeks

Colorado Careers in Healthcare Week - April 2016

- Healthcare industry sector partners and regional business services reps
  - Jefferson County Department of Human Services, American Job Center
  - Centura
  - HealthOne
  - Denver Health
  - SCL Health
  - UCHealth
  - Lutheran Medical Center
  - Kaiser Permanente
Social Media Campaign - CO Key Industry Weeks

Colorado Careers in Healthcare Week - April 2016

● Promoted top 10 growing occupations within healthcare.
● Labor market information and College in Colorado data (Training call to action)
● Webpage, job-search microsite
● Proclamation from Governor
● Press release
● Local NBC affiliate - Healthcare Jobline 9
Social Media Campaign - CO Key Industry Weeks

2016 Workforce Development Month

- Sept 5: Advanced Manufacturing
- Sept 12: Technology (promote new app and Virtual Job Fair 2.0)
- Sept 19: Trades and Transportation (promote status of apprenticeship grants)
- Sept 26: Hospitality and Tourism (promote seasonal hiring for ski resorts)
Key Industry Step-by-Step

1. Identify state industry focus (State Workforce Council, Governor’s initiative)

2. Identify industry partners and 3rd party validators

3. Engage partners and curate content

4. Create content schedule
   - Social media, weekly press releases, op eds, testimonials, success stories, LMI data
5. Develop analytics/metrics process
   - Built-in tools from Facebook, Twitter, and Hootsuite are great place to start

6. Report outcomes, trends, data to partners and stakeholders
   - Audience specific weekly summaries
Resources: Building and Optimizing a Web Presence
Resources

Careers in Energy Week

- https://www.colorado.gov/pacific/cdle/energy-careers
- http://coworkforce-energy.jobs

Careers in Healthcare Week

- https://www.colorado.gov/pacific/cdle/healthcare-careers
- http://coworkforce-healthcare.jobs
# Resources

## Microsites
- coworkforce.jobs
- coworkforce-veterans.jobs
- coworkforce-manufacturing.jobs
- coworkforce-healthcare.jobs
- coworkforce-engineer.jobs
- coworkforce-energy.jobs
- coworkforce-technology.jobs
- coworkforce-skilledtrades.jobs
- coworkforce-transportation.jobs
- hcoworkforce-hospitalityandtourism.jobs

## Initiatives/Marketing URLs
- hireacoloradovet.gov
- hireforcolorado.com
- yourworkforcecenter.com
- coworkforce.gov
- coloradotoolkit.com
- thinkbigcolorado.com
- colorado.gov/gsjh
- colorado.gov/crwc
Questions?

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