Leveraging partnerships to increase social media engagement

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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
Our strategy

Social media collaboration requires

- Mutual respect
- Accountability
- Innovation
- Team support
Where are we now?
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
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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
Partnering with the private sector
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.
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!