

CAREERS IN  GOVERNMENT

EMPLOYER BRANDING & RECRUITMENT IN THE AGE OF SOCIAL MEDIA

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The Changing Landscape of Recruiting in State and Local Government

- How many of you currently use **social media** in your recruiting efforts? **84%** (SHRM '16)
- How many of you use **social media** to directly contact potential job seekers? **75%** (SHRM '16)
- How many potential job seekers use a **mobile device (tablet or phone)** to view your job postings? **66%** (SHRM '16)



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The Revolution Will Be Tweeted, Liked & Shared

- Employers who streamline their hiring process see a 35% increase in applicants to their site.
- 47% of Millennials now say a prospective employer's online reputation matters as much as the job itself.
- 43% of job candidates research their prospective employer and read the job description on their mobile device just 15 minutes prior to their interviews.
- Employee advocacy programs that encourage employees to share updates about their job have grown by 191% since 2013.



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Reaching Job Seekers Online

- 1. Employer Profiles
- 2. Employer Branding
- 3. The Passive Job Seeker
- 4. Hard-to-Fill Recruitments
- 5. Social Media Marketing



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Employer Profiles



What do 99% of organizations fail to do on their employer profile page?

Sell a job seeker on the workplace culture and environment that they're going to experience every day.

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Employer Profiles



Top 4 tips in marketing your department or agency to potential job seekers:

- Assume** a job seeker knows very little about your city, state or county.
- Address preconceived notions** about Government, such as pay, benefits, etc.
- Review your "About Us" language** so that a job seeker feels a spark when reading your profile.
- Educate job seekers** as to why your department or agency is perfect for them, even though it may seem obvious to you.

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Employer Branding



- Owen was hired as a GE programmer.
- Everyone from his classmates to his parents thought GE was still only a manufacturing company.
- The series of popular YouTube ads included links to GE's job postings and each received nearly 300k views.

An employer with strong branding and extensive reach on social media will outperform its competitors in converting candidates into applicants

So why aren't more employers investing in Candidate Conversions?

Because it's hard to measure ROI on employer branding versus advertising with Careers In Government or other recruiters.

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Employer Branding Strategies

Top 7 tips in employer branding strategies:



- 1) Make certain your employees are active on social media.
- 2) Have a dedicated and consistent career profile on social media.
- 3) Run paid campaigns along with organic campaigns in order to reach the widest audience possible on social media
- 4) Make certain that prospective hires have interaction on social media with your current employees or recruiting team so that they have an immediate and personal connection

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Employer Branding Strategies

Top 7 tips in employer branding strategies:



- 5) Candidates that were hired as a result of an employee referral, have longer tenures and higher job performance.
- 6) Employees like to share without any encouragement, so mobilize your employees as brand advocates.
- 7) When employers fail to provide applicants with a great candidate journey (e.g., application, screening, interview, and job offer processes), they denigrate their own brand.

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The Passive Job Seeker

I'M AN AGGRESSIVE RECRUITER LOOKING FOR PASSIVE JOB SEEKERS.




- 1) The #1 reason employers engage in recruiting on social media is to attract potential candidates not yet looking for a new job
- 2) Keep great content flowing so that job seekers see your department as a helpful resource.
- 3) Social media is becoming a very economical way to market your job postings to passive job seekers with the ability to extensively target ad campaigns.
- 4) Make certain that your website, job postings and application process are optimized for mobile users and requires no more than 3 clicks.

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Trouble Shooting “Hard-to-Fill Positions”

When efforts to recruit “hard-to-fill” positions repeatedly fall short, you need to undertake an in-depth review of possible causes and solutions.

We have compiled a number of tips for “trouble shooting” these recruitments and these are based on thousands of public sector employers and input from H.R. professionals like yourself.



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Trouble Shooting “Hard-to-Fill Positions”

Position Title

- Is the position title relevant?
- Does it accurately reflect duties and responsibilities?
- Is it gender-neutral?
- Does it convey a sense of pride in purpose?
- Has the job title been reviewed recently as part of an organization-wide job classification study?



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Trouble Shooting "Hard-to-Fill Positions"

Job Descriptions

- Are the job requirements described in a clear and comprehensive manner?
- Are certificates, licenses or unusual requirements listed?
- Does your job description rely too heavily on acronyms?



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Trouble Shooting "Hard-to-Fill Positions"

Benefits Package

- Are you including not only traditional benefits (pension, paid leave, etc.) but also such items as education reimbursement, training, conference attendance, rotating assignments, private offices, working from home, child-care, health and fitness incentives and similar benefits which may have strong applicant appeal?
- Have you properly quantified the monetary and lifestyle benefits of their entire benefits package?



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Trouble Shooting "Hard-to-Fill Positions"

Marketing To Your Community

- There is tremendous competition for communities wishing to attract the best public service workforce.
- Public sector employers must brand and market their communities, much like the Chamber of Commerce promotes the qualities necessary to attract residents & businesses.
- Prospective employees may wish to live or spend leisure time in the community they serve.



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3 Objectives In Developing Social Media Strategies

With limited resources, HR departments need to ensure that social media initiatives result in reaching qualified applicants.



1. **Innovation** is not tied to large budgets.
2. **Utility** is a core strategy for government agencies.
3. Success comes from **centralizing** social accounts.

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Objective #1: Innovation

- In 2012, Fairfax County, VA started with only a Facebook and Twitter account.
- Today they have 30 different accounts but no one has to run it full-time because they centralized their social media platforms.
- Their initial social media focus was for emergency response services, but now they use social media for job listings and crowdsourcing of new government initiatives.



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Objective #2: Utility

- Job Listings & Job Fairs
- Employer Branding
- Construction updates
- PSAs
- Crime prevention and police assistance
- Emergency alerts and severe weather warnings
- Community activities
- Employee of the month



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Objective #3: Centralization

Consolidating social media accounts is one of the best steps to protect against employee errors and security risks.

- Store passwords in a central location to restrict access to and from different accounts.
- Establish a social media steering committee to provide guidance across all departments.
- Notify users about security and suspect links.
- All social media requests should be submitted in the form of a business case to prevent account sprawl.



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Effective Social Media Campaigns on Facebook

Maricopa County, Arizona

State of Nevada

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Effective Social Media Campaigns on Twitter

Ventura County, CA

State of Tennessee

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What To Measure and How?

Twitter Overview
August 2016

STATS	REPLIES	RETWEETS	FOLLOWERS	TOT. TWEETS
3.5K	14.46M	15.8K	+60	77

Number of tweets sent
Number of replies generated per tweet
Number of tweets retweeted per tweet
Number of followers gained per tweet
Engagement per tweet

Legend:
█ August 2016
█ July 2016
█ June 2016

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Twitter: The Power of the Hashtag and Recruiting

#job Hashtag Analytics

Estimated Hourly Statistics

Metric	Value
unique tweets per hour	83
hashtag exposure per hour	44,03k
retweets per hour	<1
tweets with images per hour	0%
tweets with links per hour	1%
tweets with mentions per hour	0%

#jobs Hashtag Analytics

Estimated Hourly Statistics

Metric	Value
unique tweets per hour	50
hashtag exposure per hour	52.33k
retweets per hour	<1
tweets with images per hour	0%
tweets with links per hour	1%
tweets with mentions per hour	0%

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Twitter: The Power of the Hashtag and Recruiting

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The Rise of Facebook Recruitment

It's easy to make fun of Facebook. The misguided political comments, the unguarded vanity of high school "friends"—all tend to reinforce the inanity of the social network.

But a billion people still use it. Even those who complain still use it. And for large, companies, it's becoming an increasingly valuable tool for recruiting employees.

Forbes Magazine

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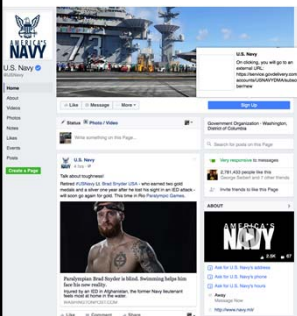
The Rise of Facebook Recruitment



- The average person spends 1 in every 7 minutes online on Facebook (Work4)
- 81% of jobseekers want to see job opportunities posted to Facebook career pages (Work4)
- 50% of users say a brand's Facebook page is more useful than its website. (Work4)
- 52% of job seekers used Facebook to look for work in 2015. (Mashable)
- 84% of job seekers have a Facebook profile. (Time Business)
- Facebook targets younger job seekers than found on LinkedIn and 55% of the workforce will be under the age of 35 by 2020.

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Social Media Campaigns That Break The Mold



- The Navy knows they need to inspire recruits to take action and this page attempts to do so with great use of Recruiting Videos and pictures.

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Social Media Campaigns That Break The Mold



- Get creative with even the most mundane messages. Queen Creek involves its community's "local celebrities" to produce public service announcements. The city's cheerleading team created a catchy cheer about the local census.

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Social Media Campaigns That Break The Mold



- Integrating social media mentions became 2nd nature for West Hollywood with account information appearing in press releases, web pages and printed media.

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Social Media Campaigns That Break The Mold



- Local Governments are using these lures to boost attendance at public events and council meetings and even to register voters. Laura Minnich, Deputy City Manager for the City of West Covina, CA utilized Pokémon Go to increase attendance at concerts in the park and also at a movie in the park.



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Thank You!

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