

IMPROVING OUR SERVICES by

*Using Social Media to create **harmony** to better **match** companies with jobseekers*

Introduction

- Existing service provides a large venue for employers and job seekers to meet
- WorkInTexas still lacks the supply and demand that is reflective in our region
- Social Media networks can help tap into the hidden market, drive traffic to WorkInTexas and bridge the gap by creating an official Workforce Solutions:
 - Facebook account
 - Twitter account
 - LinkedIn account
 - YouTube

New Service

- Designated Staff will manage all WFS social media accounts to:
 - Post job alerts from WIT
 - Appeal to skilled, semi-skilled workers on Facebook and Twitter
 - Appeal to professionals on LinkedIn
 - Create and/post informational videos (job seeker and employer audience)
- Connect with employers and join/create relevant Industry-related groups

Expand Existing Service

- Outreach to customers, employers, chambers of commerce and other economic development groups to connect via social media
- Use social media to broadcast WFS services and resources
 - OJT Services
 - Skilled Development Funds
 - Fee for Service
 - Labor Market Information
 - Better Use of WIT (job seeker and employer audience)
 - Interviewing Tips

Improve Service

- Address nuances of a job posting, via social media, not traditionally used such as:
 - Culture identity, i.e., flexible, family-friendly, community-conscious, etc.
 - Company size
- Use YouTube to spotlight targeted occupations and provide associated LMI