

IMPROVING OUR SERVICES by

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

We've put our heads together and had some thoughts about how to use social media to get the Workforce Solutions name out there even more – both for candidates and employers. We think that a strategic approach to social media where we, as ESD have a dedicated social media coordinator who works with the communications team at H-GAC as well as a potentially similar person from RSD would help to reach out to candidates and employers who don't currently use our system and lead them back to WorkInTexas.com. We also envision the use of such resources for publication and promotion of our resources – including publishing short training videos that address everything from what WorkInTexas.com is to how to answer interview questions to how to comply with OAG's new hire reporting requirements.

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