

WISCONSIN



DWD

Department of Workforce Development

*Social Media – From the Present
to the Future*



André Small

DET Central Office Section Chief

04/23/2015

The Purpose of Social Media

- Advertise the many services and events offered through DET/JS
- Improve awareness of the programs offered
- Increase networking opportunities for Job Seekers and Employers
- Connecting Job Seekers with Employers

WHAT'S NEW ON YOUTUBE

- <https://www.youtube.com/watch?v=zxpa4dNVd3c&feature=youtu.be>
- <http://www.youtube.com/watch?v=QUCfFcchw1w&list=UULC9cX5GntaQmTSF6hTqrzA&index=2&feature=plcp>

SOCIAL MEDIA ACTIVITY

- BJS post fresh new content weekly relating to DET activities and what's trending
 - JCW follows 90 job search experts on Twitter to stay in sync
 - JCW provides innovative job search criteria and strategies
 - Relevant business articles are circulated
 - Increased networking capabilities allows an increased presence in the professional Social Media environment
-

STATISTICS, FB, AND TWITTER ACTIVITY

- <https://jobcenterofwisconsin.com/>

JOB CENTER of WISCONSIN Connecting Wisconsin's Workforce

LOGON | PERFORM A JOB SEARCH

Home Job Seeker Tools Featured Industries Employer Tools About Us Help Exit

Welcome to the Job Center of Wisconsin! Everything you need is right here - at no cost to you.

84947+ job openings 
1148 new jobs

40531 total résumés
81 new résumés



Find a job **Find employees**

Need Help?
Select to get help. 

Social Media

Find us on Facebook

Job Center of Wisconsin  **7,643**

Job Center of Wisconsin
April 6 at 1:02pm

The Central Wisconsin Job Fair is on Wednesday, April 8th from 10:00 a.m. to 1:00 p.m. (Veterans Only from 9:30 a.m. to 10:00 a.m.)



Tweets  Follow

Job Center of WI @JobCenterWI 2 Apr 

Identify the Right Keywords for Your Job Search - Job-Hunt.org

ow.ly/L89Lj

#jobhunt #jobsearch

Job Center of WI @JobCenterWI 31 Mar

10 Unconventional (But Very Effective) Tips For Job Seekers

ow.ly/L2ZLv

SECURE LOGON

Username:
Password: **Logon!**

[Forgot your Username or Password?](#)

If you have a Logon (for example, for use with Unemployment Insurance), we strongly recommend you Logon using that Username and Password.

New User? [Create a Logon](#) 

[Change Password/Edit Logon Profile](#)

Unemployment Insurance claimants

[Click here to begin](#)
Job Center of Wisconsin registration

SKILL  **EXPLORER**

Your experience works for you

STATEWIDE WORKFORCE LINKS

[Find Your Local Job Center](#)
[Information for Laid Off Workers](#)
[Job Fairs](#)
[Labor Market Information](#)

Applications used by DWD

- Face Book-- www.facebook.com/jobcenterofwisconsin
- Twitter-www.twitter.com/JobCenterWI
- LinkedIn-www.linkedin.com/in/jobcenterwi/
- Hoot Suite – Is used to manage the multiple sites

DET'S REGIMEN

- The Social Media team meet weekly on Tuesdays
 - Discussions are held to decided posting opportunities for Job Service
 - The goal is to provide regular Department/Division wide updates
 - The committee discuss, review and post events utilizing listed Social Media vehicles
 - Manage communications effectively with 11 WDA's and assist as needed with posting Job fairs, Career fairs/Expos and other events
 - Communicate future involvement with Job Seekers and Employers
-

The Core SM Team

The core team members from Central Office:

- Dom Tervalon
- Andy Janssen
- André Small

WDA SM Team Members



Krista Adams (WDA 1)

Brian Domenoski (WDA 2)

Nancy Cechvala (WDA 3)

Christine Kaup (WDA 4)

Josh Bahr (WDA 5)

Jennifer Lund (WDA 6)

Rebecca Wilberg (WDA 7)

Amber Hoffman (WDA 8)

Emily Eck (WDA 8)

Myron Daubert (WDA 9)

Nicole Bernhardt (WDA 10)

Steve Ranum (WDA 11)

Amy Myska (provides social media numbers to CO)

SOCIAL MEDIA UPDATES

2014 Year in Review for the DWD's Flagship Social Media

This was a great year!

Numbers as of 01/01/14:

JCW Facebook = 5283 Likes
JCW Twitter = 936 Followers

Numbers as of 12/31//14:

JCW Facebook = 7221 Likes
JCW Twitter = 1580 Followers
JCW Company LinkedIn = 204 Followers

More Numbers and some Milestones, too:

- JCW Company LinkedIn page was created and went "live" in April 2014.
- JCW Facebook *grew by 1938 "Likes"* in 2014; a growth rate of *37%* for this year. Growth was *47%* for 2013.
- JCW Twitter *grew by 644 Followers* in 2014; an excellent growth rate of *69%* in 2014. Growth rate was *82%* for 2013.

THE FUTURE OF SOCIAL MEDIA

- Continue evolving, by increasing DWD's networking pool
 - Promoting the wonderful services and ensuring more people are aware of what is offered and available through DWD
 - Using technology as a means to reach various genres to provide:
 - Valuable Information relating to our division
 - Job and Training Opportunities
 - Job Seeker and Employer updates
 - Training and Resources to connect Job Seeker with Employers
-

Q & A

