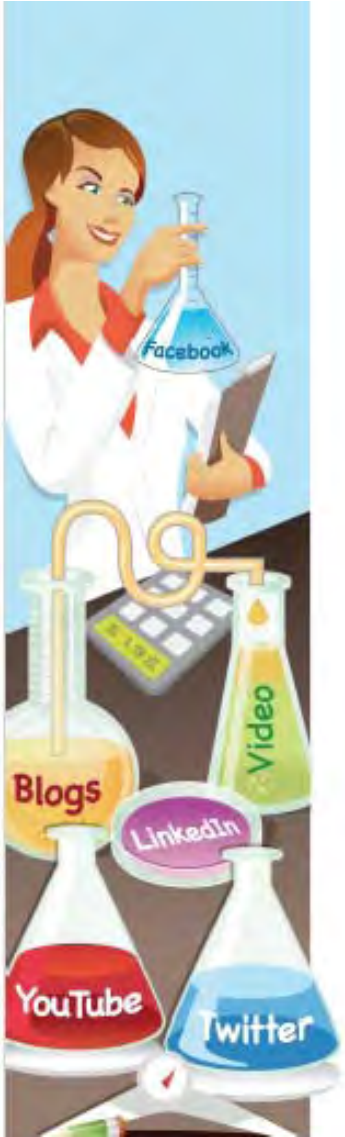


JOB  CENTER
of WISCONSIN

Introductions

- Brian Solomon~
 - Wisconsin Job Service Director
- Brian Domenoski~
 - Employment and Training Specialist~ Wisconsin Job Service~ Milwaukee
- Amy Myska~
 - Employment and Training Counselor, Wisconsin Job Service~ Superior



Intro Video



http://www.youtube.com/watch?v=fpMZbT1tx2o&feature=fu_in_order&list=UL

Social Media Tools



Facebook~ General Statistics



- 70% of the US' 149 Million Facebook users login daily
- The top visited website, accounting for over 8% of all online visits
- 46% of US small businesses utilize social media in their marketing mix
- Served a Trillion Page views in June 2011 alone (Google)



LinkedIn~ General Statistics

- Founded in 2003
- Connects the world's professionals
- More than 120 million members worldwide, including executives from every Fortune 500 company
- World's largest professional network on the Internet



**Job Seekers can now
apply for jobs
through LinkedIn**

Twitter~ General Statistics



twitter



- Americans spend 2 hours, 12 minutes per day on Twitter
- 62.14% of Twitter users are in the US
- 66.93% of iPhone users who utilize Twitter are in the US
- One major use: Following Others! (HootSuite)

YouTube~ General Statistics



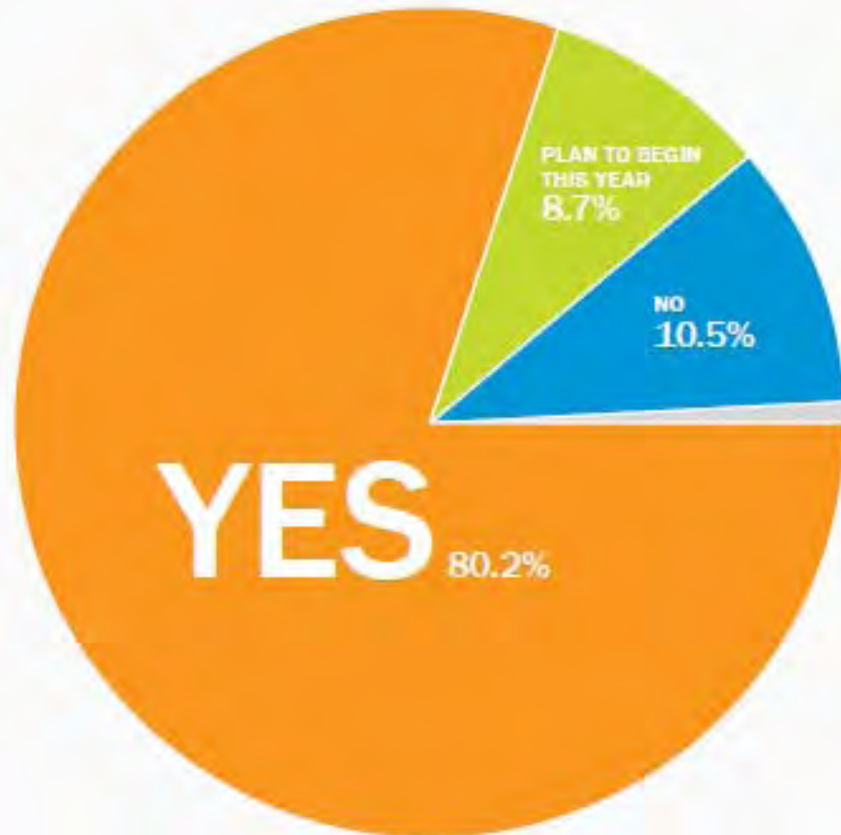
- Accounts for 86% of US online video watching
 - Hulu, the #2 site, accounts for 7%

Usage:

- More than 13 million hours of video were uploaded during 2010
- 48 hours of video are uploaded every minute
- Nearly 8 years of content uploaded every day

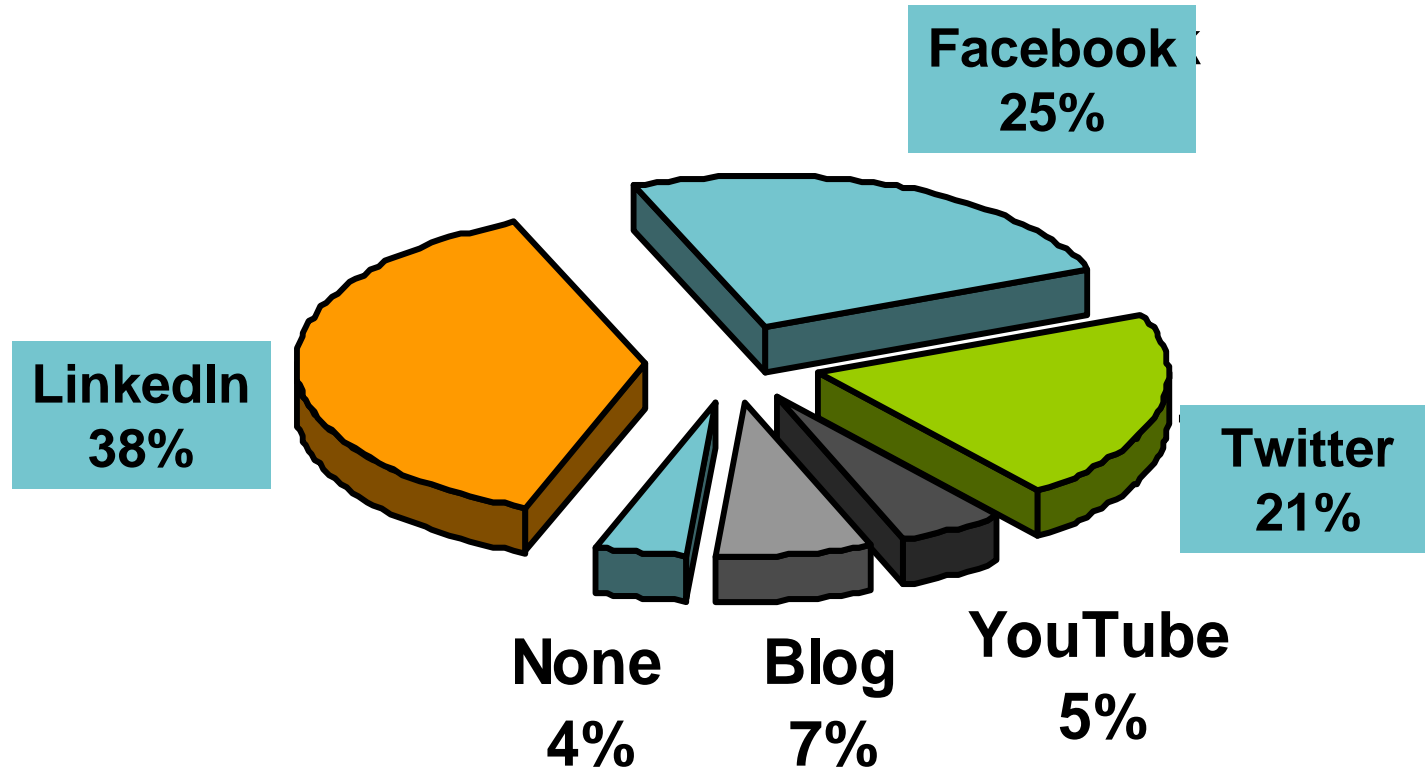
- Over 3 billion videos are viewed a day

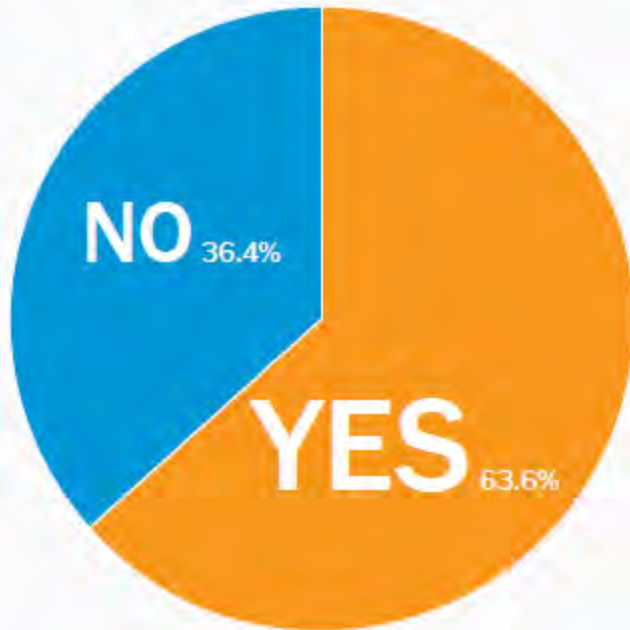
Do employers use it?



89% of US Companies will use social networking for hiring in 2011

What is used most frequently?





Employers use social networks to hire

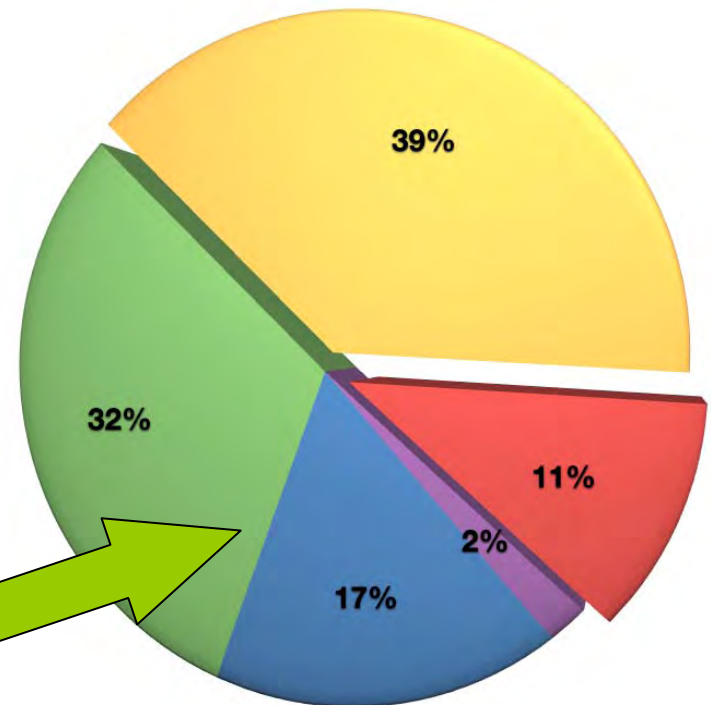
However, they also use it to check out candidates



Know your online presence!

Experience with social media marketing

- Just getting started
- Been doing this for less than 12 months
- Been doing this for 1 to 3 years
- Been doing this for more than 3 years
- No experience, but plan to use social media



49% are just getting started!

JCW Social Media Statistics

Ten Facebook Pages

- 1,158 Active users
- 1,349 Total “likes”

LinkedIn

Twitter



Workforce System/JCW



JobCenterOfWisconsin
Government Organization · Edit Info

Wall
JobCenterOfWisconsin · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

JobCenterOfWisconsin
You won't hire me because I'm unemployed? <http://dld.bz/jGGe>
4 hours ago via HootSuite · Like · Comment

Brian K. Domenoski likes this.

Brian K. Domenoski This is an excellent article on how to overcome perceived barriers in your job search.
4 hours ago · Unlike · 1 person

Write a comment...

Wall
Hidden Posts

Info
Discussions
Photos
Events
Notes
Links
Edit

About Edit

SITES YOU MAY FIND
HELPFUL <http://jobcenterofwisconsin.com/II/> Info: <http://d/...>
More

<https://www.facebook.com/jobcenterofwisconsin#!/jobcenterofwisconsin>

Workforce System/DWD

Unemployment Insurance

Employment / Training

Vocational Rehabilitation

Worker's Compensation

Equal Rights

Wisconsin Workforce
Development Association



<http://dwd.wisconsin.gov/default.htm>

Wisconsin Technical College System



DWD: Workforce Social Network

  RSS  YouTube  twitter  facebook

 WI Workforce Dev
WIWorkforce

On-site Recruitment - Stoughton Trailers, Aug. 16th from 10:00AM - 3:00PM, Janesville Job Center: <http://bit.ly/WIOnsiteRe...>
51 minutes ago · reply · retweet · favorite

On-site Recruitment - Alliance Laundry Systems, Aug. 9th from 9:00AM - 12:00PM, Oshkosh, Wis. [Link](#)

 Governor Walker
GowWalker

I met Sgt Jonathon Blank at the EAA in Oshkosh. Here is some footage of him taking his st steps: <http://ow.ly/5XZ3T>
2 hours ago · reply · retweet · favorite

Reality check on budget myths: <http://ow.ly/5XYcS>
3 hours ago · reply · retweet · favorite

 Wis Tech Colleges
WisTechColleges

RT @WTCAdvocacy CCTimes: Colleges (including @WisTechColleges) celebrate their milestone anniversaries: <http://bit.ly/qEmors> #CareerTechEd
3 hours ago · reply · retweet · favorite

RT @WisconsinColleges: The Colleges

DWD Partners you may be interested in following: Wis Dept of Commerce, Wis Dept of Tourism, Office of the Lt. Governor

DWD: Grant

Connecting Claimants to Work: *Partnerships in Innovation*

Wisconsin will use social media as real time communication to:

- **Connect job seekers to:**

- Job openings
- Training
- Education options



- **Facilitate Peer Networks**

- **Provide General Labor Market Information**

DWD: Grant

How?



- Create a job search smart phone application
- Create videos and Podcasts
- Enhance our Twitter, Facebook, LinkedIn, & Flickr pages

- Utilize videoconferencing
- Create a Workforce Professional Wiki
- Enhance and expand workshops on using social media



Workforce System/Partners

Round Robin

- What social media tools are you using?
- What is working for your organization?
- Are there any barriers? Time? Money? Knowledge?
- How would you like to see your organization move forward?

Our Experiences

- Local Anecdotes

JCW Twitter account (Brian D.)

Facebook for businesses (Amy)

- WDA Barriers

Technology needs (Amy)

Job Seeker abilities (Amy)

Education on social media
(Brian D.)



Using SM as a Job Seeker

Facebook

Create an Professional Account

Network with your Area

“Like” Employers’ Pages

Maintain your Privacy

LinkedIn

Create an Account

Job Search~ See who you know!

Research Employers

Apply

Workshops

Currently have Two Job Service workshops:

SM 101 and SM 201

Job Service has held **19** presentations with a total of **188** participants



The screenshot shows a LinkedIn profile for Joe Jobseeker. The profile picture is a logo for 'JOB CENTER of WISCONSIN'. The name 'Joe Jobseeker' is at the top right, with a '1st' badge. Below the name is the current position: 'Jobseeker at Wisconsin Department of Workforce Development', with the location 'Madison, Wisconsin Area' and the industry 'Government Relations'. A post by Joe Jobseeker is visible, titled 'The Only Job Search Tip You'll Ever Need' with a link to a bit.ly URL. Below the post are interaction options: '27 minutes ago', 'Like', 'Comment', 'Send a message', and 'See all activity'. At the bottom, a list of work history and education is shown: 'Current: Jobseeker at Wisconsin Department of Workforce Development - Job Center Of Wisconsin'; 'Past: Product Manager at ABC Company'; 'Education: XYZ University'; 'Connections: 15 connections'; 'Websites: Job Center of Wisconsin, DWD Website, Wisc.jobs'; and 'Public Profile: http://www.linkedin.com/pub/joe-jobseeker/29/200/25b'.

http://www.linkedin.com/profile/view?id=99035495&authType=name&authToken=6EgR&go back=%2Enmp *1 *1 *1 *1 *1 *1&trk=NUS UNIU SHARE-prfl

Lessons Learned (The Hard Way)

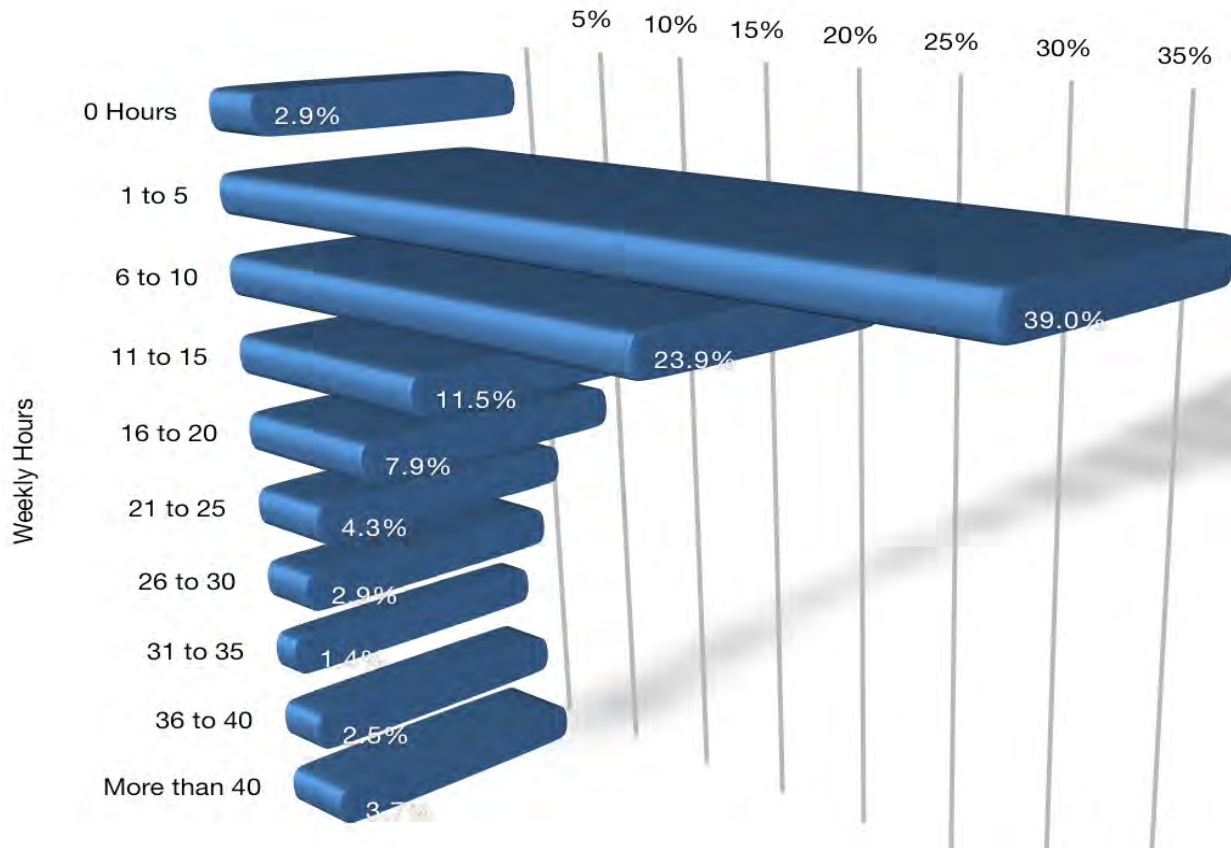
National

- Former Congressman Anthony Weiner tweets
- Chrysler tweeting about the questionable level of driving ability in Detroit
- Gilbert Gottfried, tweeting questionable jokes immediately following the Japan earthquake and tsunami

Local

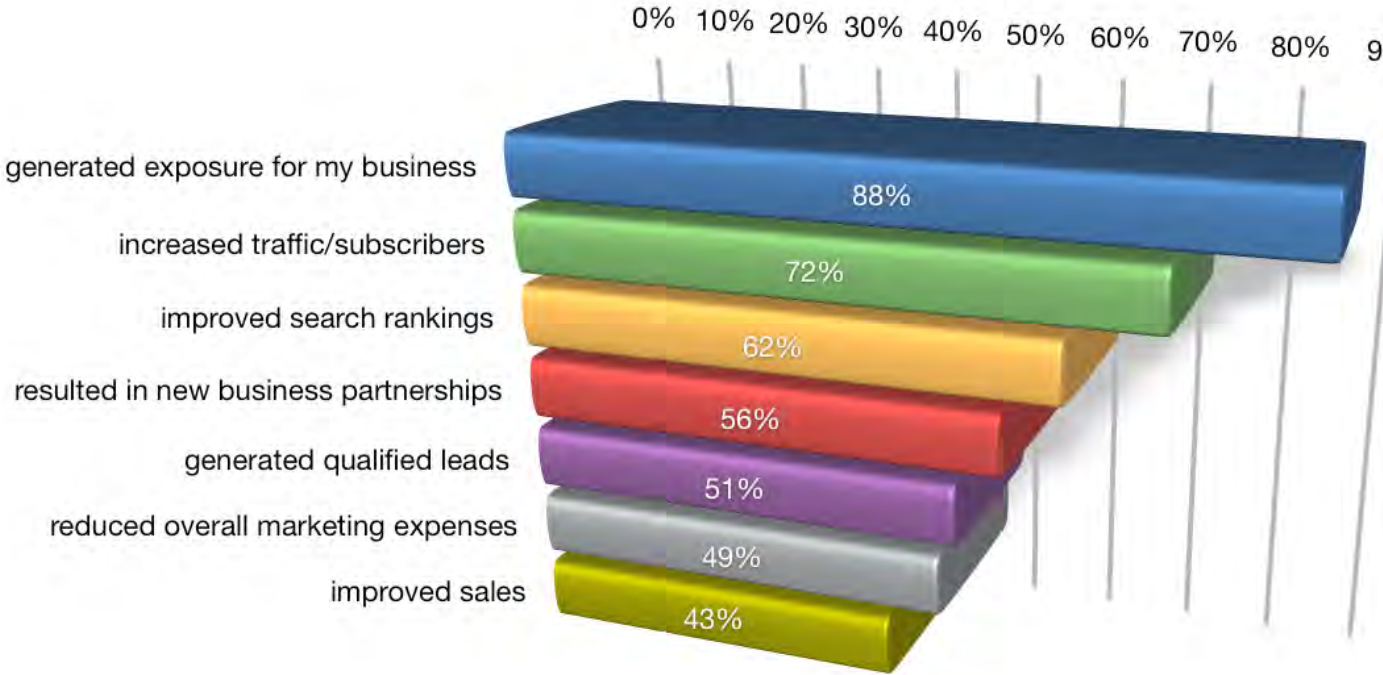
- Assumption: Everyone knew about Facebook and had an account so we focused on LinkedIn: Wrong!
- Too many cooks in the kitchen: Oops!
- Assumption: Everyone wants to learn: Nope!

Time commitment for social media marketing



Average: 1 to 5 hours a week!

Benefits of social media marketing



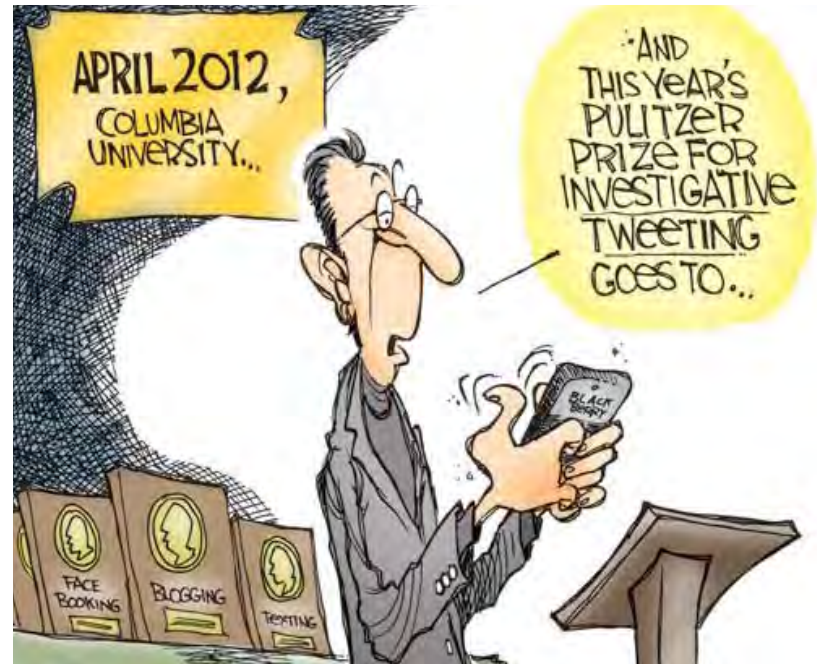
88% Generated more exposure for their organization

72% Improved traffic and subscribers

Next Steps

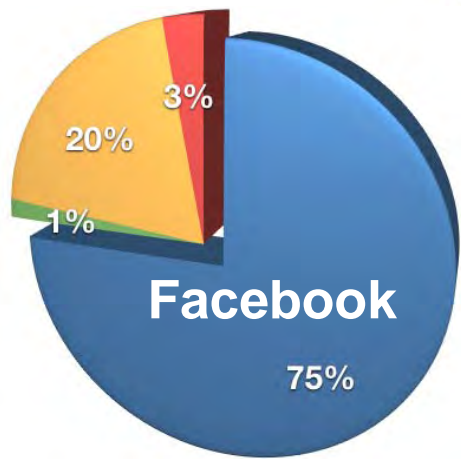
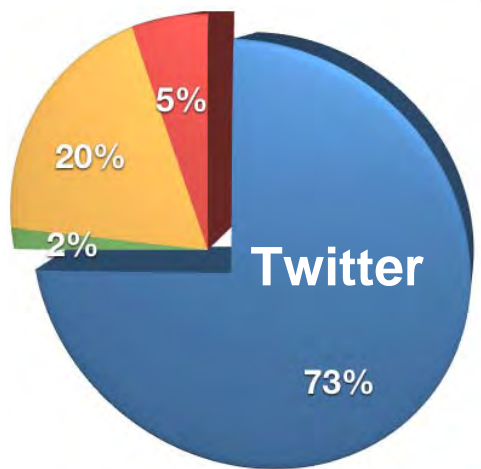
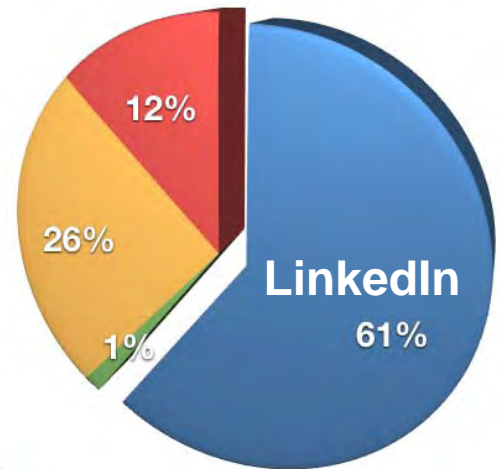
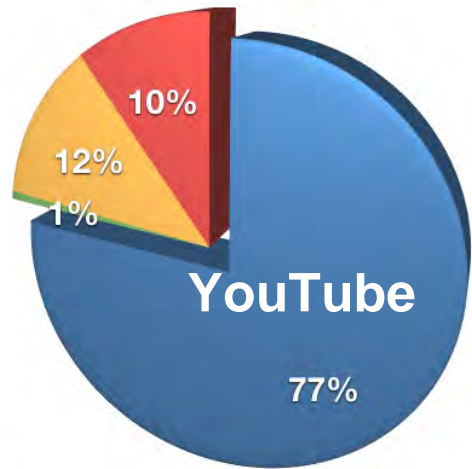
Enhance our social media presence

- Create LinkedIn Company Page for customers to follow
- Create Facebook pages for each WDA (Ensure Coordination)
- Create a larger following on Twitter
- Upload YouTube videos of presentations and workshops
- Implement grant initiatives
- Better coordinate social media activities throughout the workforce system

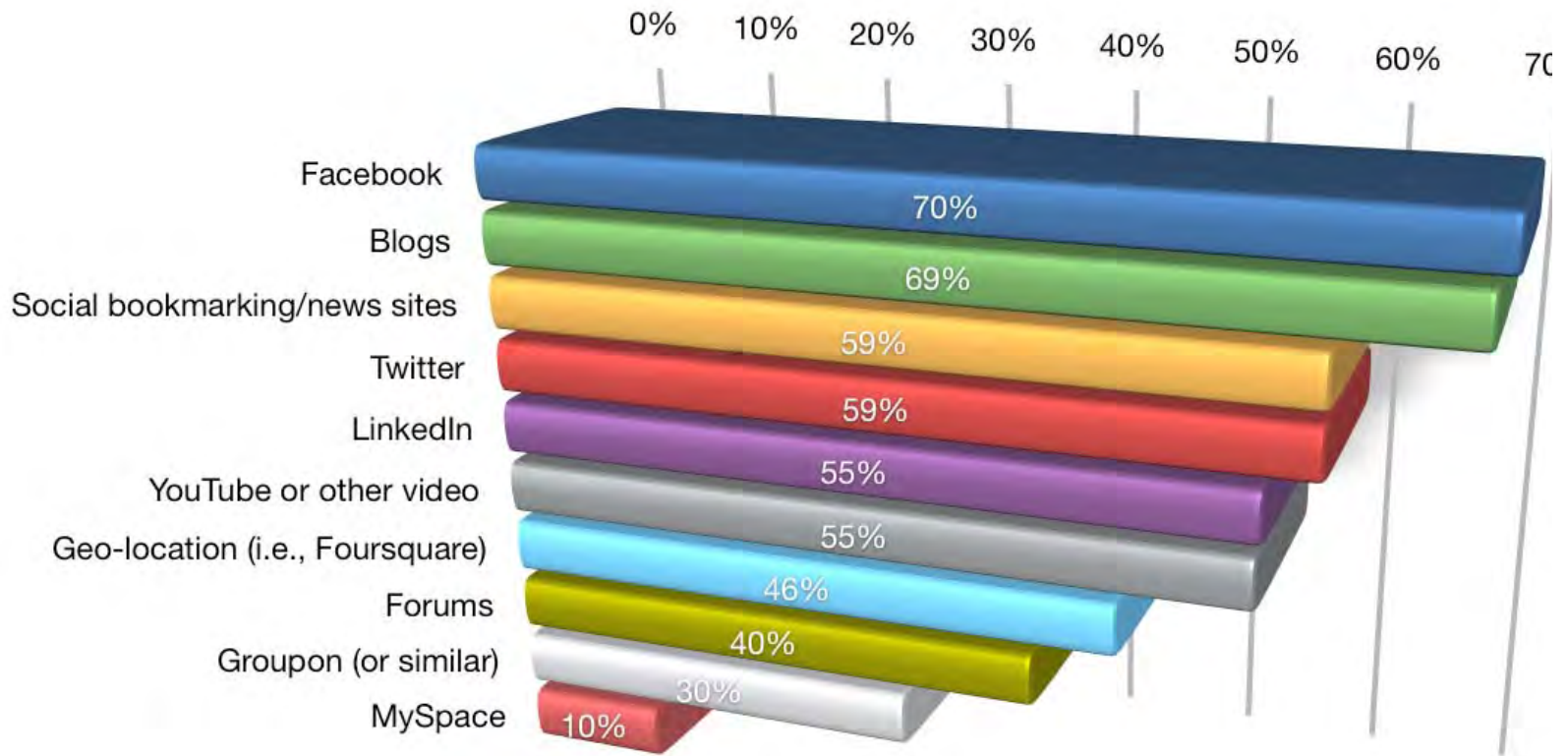


How will social media activities change in the future?

- Increase
- Stay the same
- Decrease
- No plans to utilize



Social media tools people want to learn more about



Questions??



Oxford English Dictionary

- Launched in 1911
- Technology-inspired words are among the 400 added to the newest Concise Oxford English Dictionary

New Words for 2011

Retweet

Cyberbullying

Follower

Woot

Resources

Job Center of WI Twitter



TwitJobSearch
The first job search for jobseekers and employers



CAREEREALISM
Top-3, world-ranked CareerHMO.com, Inc.

LinkedIn Groups



Social Media for Job Search



Social Media Today

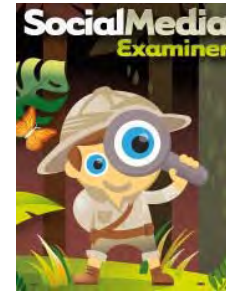


Facebook



Resources

- Social Media Examiner:
<http://www.socialmediaexaminer.com/>



- Jay Baer:  Jay Baer's
CONVINCE&CONVERT

<http://www.convinceandconvert.com/>

- Mashable:
<http://mashable.com/>

Mashable