Social Media – From the Present to the Future

André Small
DET Central Office Section Chief
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/
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)
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