
FOR IMMEDIATE RELEASE

Wednesday, November 30, 2011

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

DWD Secretary Newson Announces JobCenterofWisconsin.com Enhancements to Promote More Jobs, Reach More Job Seekers

Web technology captures tens of thousands of additional jobs; site's social media presence broadens

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson today announced the latest enhancements to JobCenterOfWisconsin.com, including web technology that captures tens of thousands of additional jobs from other employment sites and makes them accessible to Job Center web users.

“The Department of Workforce Development should be commended for continuing to find new ways to connect job seekers with employers,” said Governor Walker. “I encourage job seekers across Wisconsin to utilize JobCenterOfWisconsin.com in their search.”

“The enhancements I am announcing today allow us to connect job seekers with more job opportunities than ever before, and will further solidify JobCenterofWisconsin.com as Wisconsin’s premier source for online job postings,” Secretary Newson said. “Under Governor Walker’s leadership, we will continue to pursue innovative ways to make employment opportunities available and to reach job seekers with the widest possible offering of jobs available in Wisconsin.”

JobCenterofWisconsin.com, which was launched in 2008, has posted thousands of jobs both directly from employers as well as through partnering sites. Thanks to the latest web technology, the site now features jobs that are pulled every day from a variety of websites and made available in real time directly on JobCenterofWisconsin.com. Users can now browse through tens of thousands of additional job listings in addition to the estimated 34,000 jobs already posted on the site every day.

Secretary Announces Social Media Enhancements

Secretary Newson also today announced the addition of Twitter and Facebook feeds on the homepage of JobCenterofWisconsin.com.

The additions, or widgets, provide a continuous feed including a sample of the jobs posted each day on the website, along with tips from experts on strategies for successfully finding a job. The Job Center of Wisconsin can be accessed on Facebook at <http://www.facebook.com/jobcenterofwisconsin> and on Twitter at <http://twitter.com/#!/JobCenterWI>.

“The use of social media greatly expands the tools we have available to provide job seekers and employers with the assistance they need,” Secretary Newson said. “We encourage individuals to use these resources along with the many services we offer through the Wisconsin Job Center system.”

The Job Center of Wisconsin’s website and companion Twitter and Facebook sites can also be accessed through DWD’s Workforce Social Network page at http://www.dwd.wisconsin.gov/dwd/workforce_social_network.htm.