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

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

On Twitter: @WIWorkforce

DWD: Activity Surges on Job Center Web Site, Social Media

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson announced today that DWD has seen significant growth in the public's usage of the Job Center of Wisconsin's website and accompanying social media accounts.

"Thanks in part to our promotion of job postings directly on Twitter and Facebook, we are attracting hundreds of views from job seekers who utilize social media," DWD Secretary Reggie Newson said. "In addition, JobCenterofWisconsin.com continues to gain popularity with employers and, during one recent day, surpassed 40,000 postings for job seekers to choose from. Under Governor Walker's leadership, we will continue to maximize our use of online resources to connect job seekers to jobs in an efficient, timely and cost-effective way."

Over 2,600 individuals noted they "like" the Job Center of Wisconsin's Facebook page since its launch in April 2009. In addition, over 350 are "following" Job Center of Wisconsin's Twitter account, which was launched earlier this year. This interest comes on top of the growth of JobCenterofWisconsin.com, which currently has almost 40,000 job postings and over 44,000 resumes from job seekers.

DWD's own Facebook page, which was launched in July 2011, has "likes" from almost 300 users, and its Twitter feed has almost 260 followers. DWD and Job Center of Wisconsin cross-promote job seeker advice, job postings and other content to maximize reach to job seekers and employers that frequently use social media. Additionally, DWD's Division of Vocational Rehabilitation (DVR) launched its own Facebook page in March 2012 and is targeting information directly to DVR consumers as well as Wisconsin businesses interested in hiring job seekers with disabilities.

"We are pleased that our efforts to connect job seekers to employment opportunities are reaching so many online audiences including users of social media," Secretary Newson said. "We will continue to pursue innovative ways to share information as we advance Governor Walker's agenda to connect job seekers to jobs and move the state's economy forward."

On the web:

Department of Workforce Development: <http://dwd.wisconsin.gov/>

Twitter – www.twitter.com/WIWorkforce

Facebook – www.facebook.com/WIWorkforce

DVR Facebook - www.facebook.com/WIEmployAbility

Job Center of Wisconsin: <https://jobcenterofwisconsin.com/>

Twitter – www.twitter.com/JobCenterWI

Facebook – www.facebook.com/jobcenterofwisconsin