H-1B Ready to Work (RTW) Small Group Coaching
Social Media and Internet Marketing: Strategies for Recruiting Employers and Participants

Date: May 16, 2016; 3:00 p.m. EST
Presented by: Jen Swidler, Career Coach and Workforce Development Consultant
Welcome & Introductions

**Facilitator:**
- Angel Harlins, High Impact Partners

**Speaker:**
- Jen Swidler, Career Coach and Workforce Development Consultant
Today’s Objectives

• Using social media for branding. Best practices, such as creating consistent branding for the grant program between the website, social media, and print marketing materials.

• Meaningful messaging – who, what, where, why, when, and how, in a Tweet (or other social media platform), to attract participants and employer partners.

• Real world application! Examples of how to advertise an internship program like those described in the RTW Internship and PWE Toolkit.

• Group Discussion
### Conduct a Social Media Audit

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Step 1</strong></td>
<td>Create a spreadsheet and record all of the social networks your organization uses and their owners.</td>
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<td><strong>Step 2</strong></td>
<td>Determine what’s working – or not. Are you attracting job seekers and future participants? Engaging current participants? Attracting employers?</td>
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<td><strong>Step 3</strong></td>
<td>Evaluate the need for each social media account and create a mission statement around those you choose to keep (or create).</td>
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<td><strong>Step 4</strong></td>
<td>Make sure all of your pages/profiles have a consistent brand. Profile photos, icons, bios, and descriptions should be consistent. It must also match your print media and website!</td>
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<td><strong>Step 5</strong></td>
<td>Set up a Social Media Editorial Calendar or Plan to organize content.</td>
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<td><strong>Step 6</strong></td>
<td>Identify a Social Media Administrator, and give that person the keys to the kingdom. Passwords, posting frequency, allowable content.</td>
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Social Media Branding

It takes a minimum of 6 brand touches to be remembered. Make them count.

### Consistency

Build your foundation.

Consistent repetition of:
1. Who you are.
2. What you do.
3. How you portray it to the world.

Vary your tone based on your audience:
- Job seekers
- Current participants and employers
- Future employer partners

Be authentic and transparent

### Relevancy

Relevancy is how you relate to human beings, not grant program to employer partner.

Choose words that mean something to your audience:
- Jobs – IT, healthcare
- Employment
- Training
- Free
- Income
- Paid Internships

Words and actions should inspire connection and action!

### Trust

People check you out first, then decide if they want to click, like, read, share, and engage themselves with your brand.

Give yourself time to build trust, don’t give up if you don’t get 1,000 likes in the first day.

Post consistent, relevant information and you will show value and slowly see your engagement levels rise.
Best Practices to Promote Your Program on Social Media

1. Follow the one-in-seven rule
2. Ask conversation-starter questions
3. Share your expertise
4. Provide value
5. Avoid syndicated messages
6. Go local
7. Use what you already have
8. Personalize

Getting the Ready-to-Work Back to Work
Example Posts

**Facebook** – Do you like to figure out the best way to do something? Are you highly analytical? Have you been unemployed for 6 months? Check out our Job Retraining Internships at XYZ Manufacturing Company in advanced manufacturing! (link)

**Twitter** – Internships aren’t just for college students anymore! Check out our job retraining programs in STEM fields and get to work today! (link)

**LinkedIn** – Post an article about the rise in internships for non-students, and in the headline post some thing about your internship program.

**YouTube** – Post videos of participants in training or on the job. Interview them about their experience in the program.
Who, What, Why, Where of a Tweet
(or other social media platform)

Memphis Bioworks Foundation
March 28

Get *free* #job training and placement assistance in Memphis for careers in environmental technology, bioscience, and information technology! Find out more at our information sessions every Tuesday at 10:00 a.m. at Memphis Bioworks Foundation, 20 Dudley St., first floor. Parking is free in the adjacent garage at Union Ave. and Dudley St. See you there!
Who, What, Why, Where, of a Tweet
(or other social media platform)
Who, What, Why, Where, of a Tweet
(or other social media platform)

U.S. Geological Survey (USGS)

April 15 at 12:00pm

Are you a current NSF Graduate Research Fellow?

Intern with USGS!

USGS, in partnership with the National Science Foundation (NSF), is offering 10 week to 12 month internship opportunities for current NSF Graduate Research Fellows through the NSF Graduate Research Internship Program (GRIP).... See More
Who, What, Why, Where, of a Tweet
(or other social media platform)

The Week and 4 others follow

Democracy Now! @democracynow · 31m
Want to work with us? Democracy Now! is accepting applications for our internships & video production fellowship:

Work with Us!
Join our skilled team of innovative and passionate professionals committed to producing and distributing high quality independent news.

democracynow.org
Who, What, Why, Where, of a Tweet
(or other social media platform)

Are you looking for an employee training program that's right for your company's schedule? You may want to consider an online training program. Here are 3 great benefits that you are most likely to expect with online learning:

1. Productivity
2. Accessibility
3. Flexibility and convenience

See what other benefits your company will gain from our online training program: [http://www.yourtrainingpartners.com/company-needs-online-training](http://www.yourtrainingpartners.com/company-needs-online-training)
Who, What, Why, Where, of a Tweet
(or other social media platform)

"A woman who graduated with an honors degree in neuroscience shouldn't be embarrassed for people to find out she's a cheerleader."

Meet the NFL and NBA Cheerleaders Pursuing Careers in STEM
You know, when they're not on the sidelines.

MARIE.CL
Who, What, Why, Where, of a Tweet
(or other social media platform)

80 percent of high-performing organizations offer ongoing training for project managers. But don't assume those programs work. Learn 3 ways to gauge the impact of employee training.

Measure PM Training Effectiveness | PMI Career Central
3 tips for measuring the effectiveness of training programs for your organization's project professionals.

PMI.ORG

Like 53
Comment
Share 20 Shares
Who, What, Why, Where, of a Tweet
(or other social media platform)

Genex Cooperative, Inc.
and Cooperative Resources International

April 25 at 5:18pm

Six new Genex employees recently completed training: Reproductive Technicians Victoria Matz of Oshkosh, Wisconsin; Luke Wedesky of Platteville, Wisconsin; Shayne Bathalon of Cabot, Vermont; and Cody Aschenbrenner of De Pere, Wisconsin, as well as Reproductive Program Senior Technicians Loren Schwarting of Earlville, New York, and Annika Stampfel of Preston, Minnesota. Welcome to the CRI team!

New Genex Employees Complete Extensive Training Program

Six new employees of Genex Cooperative, Inc. recently completed a two-week training program held at the headquarters in Shawano.
Who, What, Why, Where, of a Tweet
(or other social media platform)

This grant will pay tuition for training individuals (specifically unemployed or underemployed workers) toward a degree, certificate or internship.

Please share to spread the word.

DOL H-1B Gulf Coast Ready to Work Grant

The petrochemical field is HIRING, and
College of the Mainland is TRAINING.

PAID Tuition Training Internships
CAREER Support Services

DOL H-1B Gulf Coast Ready to Work Grant | College of the Mainland
Click here to see if you are eligible to apply
COM.EDU
Who, What, Why, Where, of a Tweet
(or other social media platform)

Getting the Ready-to-Work Back to Work

Be sure to share! Free technical training at Lee College. Contact Lee College at the number on the flyer for more info.
The DOL H-1B Ready to Work Grant is an initiative that targets the Gulf Coast area to provide training for positions that are in high demand for the Petrochem industry. A group of community colleges has come together to offer FREE training to the long-term unemployed or underemployed workers through this grant.

DOL H-1B GULF COAST READY TO WORK GRANT
Are you looking for a career change?
The petrochemical field is hiring, and Lee College is training.

Industrial Crafts Training
Leadership & Professional Training
Who, What, Why, Where, of a Tweet (or other social media platform)

Applications for our **internships** are due today! Click to check out the position requirements and information on how to apply:

**INTERNS WANTED**

**Internship Opportunities for 2015 | NutritionFacts.org**

Coming up in 2015, we have three exciting internship opportunities available. Check out the position requirements and information on how to...
Resources

8 Best Practices to Promote Your Business on Social Media

9 Best Practices for Promoting Your Business on Social Media

10 Facebook Marketing Mistakes to Avoid
http://mashable.com/2012/06/07/facebook-marketing-mistakes/#P8OxMcmX3sgz

Managing and Leveraging Workplace Use of Social Media

How to Use Social Media as a Recruiting Tool

Empathy & Social Media – This Combo could be an Online Business Secret Weapon

11 Essential Components of a Social Media Strategy

Social Network Demographics: Pew Study Shows Who Uses Facebook, Twitter, Pinterest & Others
JEN SWIDLER
JEN@EMPLOYMENTHACKER.COM

Your Federal Project Officer, DOL National Office and Technical Assistance Providers
Ready to Work Grantee Mailbox
RTW@dol.gov
We need your feedback!

Thank you for participating in the H-1B Ready to Work (RTW) Small Group Coaching Social Media and Internet Marketing: Strategies for Recruiting Employers and Participants WebEx!

– Please take a minute to complete this brief feedback tool regarding the WebEx on today May 16, 2016.

– The input you provide will help us better the delivery of future webinars and create technical assistance meaningful for your work.