

Use of Social Media for Recruitment

09-23

Question(s):

Triggered by the excellent August CSAVR membership call presentation by Nohemy Solorzano-Thompson from our WA-B agency regarding use of Linked-In in their recruitment efforts, TAC QM team members John Walsh (GWU) and Ron Vessell (CSAVR) are asking state agencies to share:

- What social media platforms (i.e., LinkedIn), software products (i.e., Workday), employment websites (i.e., Indeed) or similar products are you using in your recruitment efforts?
- Who on your staff could John or Ron speak with if further information is needed?

John and Ron are building a toolbox of recruitment options for state agencies. This information will be shared with all state agencies.

State Submitted: CSAVR

POCs: jcwalsch@email.gwu.edu & rwvessell@gmail.com

Date: September 6, 2023

Responses (states shown in alphabetical order):

Alaska (AK):

Alaska DVR's Social Media Platforms Used in Recruitment

- Facebook
- LinkedIn
- YouTube

Employment Websites Used in Recruitment

- Workplace Alaska: <https://doa.alaska.gov/dop/workplace/#agency-navigation-menu>

Arizona (AZ):

In recruitment efforts, the State of Arizona utilizes the following:

- **Social media platforms:** LinkedIn, DES Facebook page and Twitter.
- **Employment Sites:** AZ State Jobs site, AZ@Work, AJC – Arizona Job Connection, Indeed, Handshake, BetterTeams, APHSA - American Public Human Services Association, Google Jobs, ADZUNA, Glassdoor, Zip Recruiter and Monster.
- **Recruitment Software:** PageUp
- For questions regarding additional advertisements please reach out to the Department of Economic Security Central Human Resources at desrecruitment@azdes.gov

California (CA):

CDOR uses the software product [Sprout Social](#), a unified social media management tool, for the various platforms and websites utilized in CDOR's recruitment efforts.

Recruitment Efforts

1. CDOR uses various social media platforms and employment websites to recruit potential staff, including:
 - a. LinkedIn, Instagram, and Facebook for primary recruitment efforts on all job postings.
 - b. LinkedIn Recruiter license for targeted recruitment efforts on job postings based on geography.
 - c. X (formerly Twitter) for occasional recruitment efforts on job postings that need to be reposted.
 - d. Threads, part of the Instagram platform, is being researched for future recruitment efforts.
2. For additional information, please contact:
 - a. Cynthia Butler, Public Information Officer II at Cynthia.butler@dor.ca.gov or (916) 558-5870.
 - b. Kim Rutledge, Legislation and Communications Deputy Director at Kim.Rutledge@dor.ca.gov or (916) 558-5483.

Connecticut (CT):

The state of Connecticut Bureau of Rehabilitation Services is actively leveraging social media platforms, including LinkedIn, Facebook, and Indeed, in our ongoing recruitment efforts.

Recently, we've expanded our recruitment campaign in collaboration with the marketing company, encompassing TV and radio advertisements in English and Spanish, podcast audio promotions, streaming audio spots, E blasts, digital ads, billboards, and print ads in Spanish newspapers across Connecticut.

Additionally, BRS has launched a new website last October [CT BRS Careers](#), which serves as a dedicated landing page to provide insights into the role of a vocational rehabilitation counselor and the career path within the field. You can also find related videos on YouTube. Users can seamlessly navigate to view available job openings in JobApsCloud if there are any open positions. If no current postings are available, they can quickly sign up for notifications for future postings.

The ultimate goal is to attract qualified professionals interested in pursuing a rewarding career and vocational rehabilitation.

Delaware (DE):

Delaware has used Facebook, IG & Twitter (we are going to start using LinkedIn) to “advertise” our openings. For our TVI & COMS positions, we’ve reached out to the certifying schools/providers looking for recent/upcoming graduates.

Since I’ve (Jamie Towns) been with the agency, we haven’t had too hard of a time getting VRC applicants despite our mid \$40’s pay and Masters requirement. We rarely get someone with real VR experience, so we’ve invested in training and comprehensive policy & procedure updates to address the learning curve.

Florida (FL):

FL-Blind reply:

Platforms & Software:

The State of Florida uses the People First website for all recruitment and selection needs. In addition, the People First website auto-generates advertisements that are sent electronically to both Indeed and LinkedIn.

[State of Florida Careers - People First \(myflorida.com\)](#)

All advertisements for DBS are also posted to CareerSource Florida,

[Employ Florida](#)

As well as the United States Department of Education PIMS Job Board:

[RSA PIMS - RSA PIMS Home \(ed.gov\)](#).

In addition, advertisements for vacant positions with DBS that relate to food service are posted to the Florida Restaurant and Lodging website:

[Florida Restaurant & Lodging Association - FRLA](#)

and jobs relating to Library Services are posted to the Florida Department of State website (Division of Library Services).

[FL's Division of Library & Info Services](#)

Contact for further information:

Jennifer Ganey, Personnel Administrator for the Division of Blind Services.

FL-VR reply:

- **What social media platforms (i.e., LinkedIn) are we using to advertise?** We use LinkedIn posts to advertise in addition to job board listings.
- **What software products (i.e., Workday), employment websites (i.e., Indeed) or similar products are you using in your recruitment efforts?** Florida advertises vacancies via PeopleFirst. Listings there are automatically shared with leading job boards such as Indeed, LinkedIn Jobs and Glassdoor.
- **Who on your staff could John or Ron speak with if further information is needed?** For State of Florida HR processes, the best point of contact is the HR Director, Donna OSteen. For questions about VR’s use of social media, the best point of contact is Derrinita Walker.

Idaho (ID):

The State of Idaho went live with a new Enterprise Resource Planning (ERP) system on 6/10/23 called Luma.

We have a Recruitment Manager in the Idaho Division of Human Resources who is responsible for the State's recruitment program to include job postings and establishing an applicant pool which can be accessed on a statewide basis. The State has contracted with Talemetry to integrate with Luma. All of our job postings are done in Luma which then feeds to Talemetry.

Below is an outline from the Division of Human Resources Recruitment Guide that I believe is responsive to your query:

Marketing sources may include some or all the following:

- o State of Idaho career site
- o Internal posting
- o Online job boards
 - The following are automatically posted with the Luma System and Talemetry integration:
 - Indeed
 - LinkedIn
 - Monster
 - Lensa
 - Ziprecruiter
 - Talent.com
- o Social media
 - The following social media is available under State of Idaho Employment:
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn (in addition to the above, we can also post to State of Idaho Employment page).
 - To post to the above social media sites, please send an email to dhrrcruitment@dhrr.idaho.gov and include photos and/or graphics and position information.

As a practical matter, there were a lot of kinks after GO LIVE, many of which have been worked out. IDVR has just completed our first recruitment through the new system which resulted in a new hire. Job was posted on 8/3/23 and the new hire will start on 10/2/23. I don't have a sense yet of how the outreach is working from a broader view. We have not requested any posts on social media sites as of yet.

Illinois (IL):

The Division of Rehabilitation Services is part of the Illinois Department of Human Services (DHS). Amelia Gavina is the DHS Recruitment and Minority Relations Manager and plays an integral part of our recruitment efforts for the entire agency. She has shared IDHS works with LinkedIn, Facebook, Twitter via our communications team. We also post jobs on Indeed, Handshake, Symplicity, College Central, IllinoisJobLink, RemoteHub, direct posts to various other colleges and professional sites depending on the position.

If you have additional questions, Ms. Gavina Amelia.Gavina@illinois.gov.

Kentucky (KY):

Social media platforms: Indeed and KY Personnel website.

Contact for further information: Rachel Prestenbach rachel.prestenbach@ky.gov

Missouri (MO):

MO's Adult Learning Human Resources reply:

In the State of Missouri, we had an applicant tracking site built in 2019 called [MoCareers](#). After we post a vacancy it pushes it out to Indeed, LinkedIn and other platforms.

We also post it to HANDSHAKE and send it to a list of universities that do not use HANDSHAKE.

We also started posting to RSA PIMS where they push it out to their scholars.

For any additional questions feel free to contact myself, Christa Dickneite at 573-526-7037 or via email christa.dickneite@vr.dese.mo.gov.

MO's Adult Learning and Rehabilitation Services reply:

We are actually working on developing our overall social media presence as we speak. We are under education and our state education department has been very helpful in allowing us to post on their social media platforms. One of the major drawbacks is of course their audience is primarily folks interested in k-12 education, so we feel that we are missing a big and important audience out there who are not seeing our posts.....more to come on that though as we work to develop our own, internal VR social media presence. We see recruitment as being a challenge requiring more of an ongoing and higher level of effort than in the past, for the foreseeable future, and so we have added a person to our HR team whose focus is on recruitment, particularly counselor recruitment. We see her managing our social media platforms and engaging with our audience as we move forward. If you were to ask this question in a few months we would likely have more to share.

As to your question, two things stand out:

- All of our job postings by default land on indeed, as a result of the state of Missouri's website/system that manages all state of Missouri employment opportunities.
- For the past year, we have engaged with a marketing firm who has helped us to develop a VRC outreach campaign. Two major aspects of that campaign are 30 second video and audio "commercials" using our actual VRCs. The ads have been running on LinkedIn and also streaming audio. The goal of the ads is to drive folks to our website.

We are in the midst of analyzing what we believe the impact of the campaign has been based on website traffic.

I feel like we have done some good work, but the best is still yet to come. Our HR analyst is new, so once she gets her feet under her we will be off and running. If you ever want to talk more about what we're doing, please let myself, Chris Clause, or Samantha Heckemeyer know.

Chris: chris.clause@vr.dese.mo.gov

Samantha: Samantha.Heckemeyer@vr.dese.mo.gov

New Hampshire (NH):

New Hampshire has its own [recruitment site](#) that lists all open job opportunities within the state for the public to view and apply for. The NH Department of Education also lists open job opportunities on our [Careers webpage](#). In addition, the State is using Handshake, Indeed, and LinkedIn to help with recruitment efforts.

New Mexico (NM):

New Mexico uses LinkedIn, Indeed, Facebook and Instagram for recruitment efforts. We also partner with our State Personnel Office to request that they highlight our positions on their social media to gain a larger market. We don't just use social media for recruitment efforts we also use it for success stories, sharing partner posts, general office information. We find LinkedIn and Facebook to be most responsive for recruitment based on candidate feedback.

We also recently had an extremely great response running ads before movies at several theaters. This was in relation to our DDS but we were able to meet SSA's hiring deadline to fill more than 40 positions between July and September 30th. In addition, recruitment efforts helped increase NMDVRs brand knowledge with a larger audience. (see attachments)

This is a snippet of a weekly update we provided to our parent agency 10 days into the movie ad campaign

1. Early stats on the DDS movie ad campaign are showing strong indications of a very large reach. The campaign officially started airing the DDS message on 7/17/2023 and they have already had 68,727 Delivered Impressions. 182 people have clicked on the ad, and the Click Through Rate "CTR" is .26% which is three times higher than the average advertising company could have provided. Reasons the CTR is so high may include "brand trust", great targeting, and strong messaging/call to action. The ad campaign is scheduled to run through August 13, 2023.

DDS Ad

If you'd like to speak to someone with in NMDVR regarding recruitment, Tina Montoya our HR Director can be reached at Tina.Montoya@dvr.nm.gov or Alan Hamlin our DDS Administrator can be reached at Charles.hamlin@ssa.gov .

Oklahoma (OK):

Oklahoma Rehabilitation Services is doing the following in terms of social media and recruitment:

Jobs are listed on Workday first. Every time an applicant wants to apply, it has to be done through Workday. Workday's external site is open to the public for all state jobs. The openings are then distributed to external search engines, including Indeed, ZipRecruiter, Career Builder, and Glassdoor. We also send job openings to the CRC certification site. We highlight key openings in posts on Facebook, X (formerly Twitter), Instagram, and LinkedIn. We do our LinkedIn announcements as social media posts, not as job listings inside LinkedIn.

I was fortunate to sit in on Dr. Solorzano-Thompson's Zoom presentation about LinkedIn on Aug. 2, which was informative and thought-provoking. I plan to discuss possibilities of using LinkedIn more extensively with our division administrators in the near future.

Finally, I will be happy to be your contact for Oklahoma and supply more information as needed:

Brian King - BKing@okdrs.gov

Pennsylvania (PA):

PA OVR and the Commonwealth in general uses: LinkedIn, Handshake, Simplicity, College Central, as well as Social Media platforms (Facebook, Instagram, Twitter, YouTube, etc.). PA OVR also updates our website regularly, have collaborated with our Department of Education on outreach, and we utilize the RSA Job Board.

The Commonwealth as a whole also utilizes job category specific job boards, memberships to professional organizations, ServiceNow and NEOGOV/employment.pa.gov (our systems), non-profit groups that support specific agencies and their missions, and other popular social media platforms.

Contact: Danielle Frascella - dfrascella@pa.gov

Rhode Island (RI):

Rhode Island's ORS has been working on recruitment efforts and has several open VRC I positions. We have been using our current Social Media Platforms, Facebook, and LinkedIn, as well as traditional Employment Websites, State of RI and Employe RI to post these positions. We have also gone a step further and have reached out to our local college programs that offer master's in vocational Rehabilitation Counseling. We have attended several virtual and in-person job fairs at these schools. We are also working with undergraduate programs to increase internships and informational interviews for folks looking to get into VR.

Tennessee (TN):

Tennessee's Department of Human Services utilizes multiple social media sites when we are recruiting. We post open positions on platforms like Indeed (and all the sites it feeds), Facebook, and LinkedIn. We are also utilizing Indeed and LinkedIn business accounts that allow resume mining. We recently purchased this functionality so we are able to look for specific skillsets and attributes that are required to fill our vacant positions.

If you'd like additional information about these processes, you can contact:

Kevin V. Wesley - kevin.v.wesley@tn.gov

Texas (TX):

For recruitment purposes, TWC's HR Recruiter, Pamela Kellom, currently posts Vocational Rehabilitation positions on LinkedIn, Handshake, CCRC, and RSA websites. She also attends job fairs and partners with veteran agencies - to name a few.

Contact for further information: Pamela Kellom - pamela.kellom@twc.texas.gov

Wisconsin (WI):

Wisconsin Division of Vocational Rehabilitation uses the following platforms to post vacancies:

- Handshake – platform used by universities across the country
- Payback Information Management System (Wisc.Jobs) – platform used by state of WI agencies to market state employment
- Wisc.Jobs social media – Facebook, Instagram, Twitter, etc.
- LinkedIn and Indeed – job announcements listed on our Wisc.Jobs site are pulled into LinkedIn and Indeed. We don't pay for ads to appear here because you are required to pay based on the number of applicants. We cannot accept applications through 3rd party sites.
- Targeted emails are sent using gov.delivery to all LPC-IT and LPC holders approximately every 6 weeks.
- Various local newspapers

Wisconsin DVR has also worked to obtain approval of a \$2,000 sign-on bonus for all LPC-IT positions. This is one of our recruitment strategies that has successfully helped bring in more applicants.

Contact for further information: Kay Schoone - kaylyn.schoone@dwd.wisconsin.gov

West Virginia (WV):

WV currently utilizes the following for recruiting:

- 1) Division of Personnel for job posting (This is our states central HR unit and all jobs must be posted through them)
- 2) Indeed (We direct all interested applicants to DOP's website as they must apply there)
- 3) MACC (Workforce West Virginia's website and we direct all interested applicants to DOP's website as they must apply there)
- 4) Handshake (used by many schools in our state, we are linked to the schools and when we post there, it is sent to the students at the schools. We of course direct students to apply on DOP's website as well)

We have discussed using LinkedIn but currently do not have the staff to add more job posting websites as we have to post to each of these separately for every single job posting.

Contact for further information: Joshua McAtee - Joshua.mcatee@wv.gov