**Workforce 3One**

**Transcript of Webinar**

**H-1B Ready to Work**

**Session 2:**

**Social Media Networking Strategies to Identify and Connect with LTU**

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MS. SWIDLER: OK. Can you see me now?

MR. BELLINO: Yes.

MS. SWIDLER: Great. So I will go ahead and turn this over to Annette to kick us off and then I'll pick up in just a minute.

ANNETTE GANT: OK. Cool. So we have six people in the room now, Jen. And I'm going to introduce myself. So for those of you who just stepped in, I'm Annette Gant. I'm going to help facilitate this virtual workshop. I'm one of the TA coaches for High Impact Partners. And I'm going to take a moment to introduce Jen, who is going to be the guest speaker for this session.

Jen is one of our H-1B Ready to Work technical assistant coaches as well and also the owner of Employment Hacker, where she works with clients on a variety of career growth and management strategies.

She has a background in reporting and hiring compensation and employee development including apprenticeships, internships and on-the-job training programs. She has a master's of public administration degree with an emphasis in human resources and is an active user of LinkedIn, Facebook and Twitter for her business.

So without further ado, I'm going to turn it back over to Jen.

MS. SWIDLER: Great. Thank you so much, Annette and welcome everyone. I'm super excited to be here today and I'm very excited to be presenting virtually on social media and also I'm excited that we have people joining us virtually today. So it's kind of an interesting way that we've structured this where we have virtual listeners, a virtual presenter and the people in the room there.

So we have a lot to get through today. We're going to be talking about how you develop a plan for social media and how you choose the best networking services for your organization. We're going to talk about how to manage a social media program effectively and we're going to talk about how to use it for recruiting and connecting with long-term unemployed, your program participants and your partners.

And we're going to wrap up this discussion or my presentation with a group discussion where you're going to answer a couple questions and hopefully walk away today with some concrete strategies that you can take with you back to your office and use in your organization.

So if we have time, we'll do some question and answers at the end. If not, I would be happy to work with you after the fact on any questions that you have. My email address is going to be at the end of this presentation, so please do feel free to email me any questions – any follow up questions that you have after this.

All right, so let's get started. So what is social networking and why bother? Well, I know you all know what social networking is, of course. You probably have your own Facebook pages or LinkedIn or things like that. I did want to kind of call out the difference in some of the lingo.

Social networking is actually the use of dedicated websites and applications to interact with other users and to find people with similar interests to one's self. That's the technical definition from the Oxford dictionary.

Social media is the actual content that you upload, and to do so, you're using social networking sites like Facebook and LinkedIn and it's really interesting, exciting that we can use this powerful tool to recruit and connect with the long term unemployed, because many of them, as you know, have disengaged from the job searching process in other ways.

We're constantly trying to figure out how do we find these people? How do we reach out to them and how do we get them to pay attention to the programs that we have? Because many of them, you know, they're educated. They have had many years of valuable work experience. They don't necessarily think that there's going to be governmental programs and money out there available to help them. So we need to reach them and we need to get them to pay attention to us.

And this is just a little cartoon to kind of further illustrate the why bother piece of this question. History ain't what it used to be, and here's a famous tweet by our national leader at the signing of the first global peace agreement.

And you can see there, there's a little framed tweet with kids and a professor. It seems a little bit funny right now that, oh, it's never going to be like that, but we're not far off. I mean, if you think about how social media is used, we often learn about national tragedies and political uprisings first from the people on the ground who are tweeting about it, who are Facebooking about it.

And in the past, we just have to wait until the 6:00 news came on. Now, oftentimes the 6:00 news are actually reporting on what they learned from social media. So it's a really interesting changing time.

I have a quote to share with you. "Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo or update your status, you're contributing to your own digital footprint and personal brand." And that's from Amy Gail Martin and this applies to organizations like yours as well as individuals.

Not having a social media presence is just as much as having one, if not more. As you probably know, a lot of your employer partners and participants, the first thing they're going to do is look you up. Check you out. Check out your websites. See what you're doing, see where you are online and they're going to form opinions about you on that. So you want to make sure that you're putting your best foot forward on helping to shape those opinions in the best light possible.

OK. So how do you do this? I'm sure that some of you have already done some things in various ways, but you're going to approach it just like you would any other project. You need a goal and a strategy. How are you going to use it? There's endless ways in which you can use it. I mean, really the opportunities are limitless.

The three main things I wanted to talk about are recruiting, marketing, sharing information and then groups. So it's recruiting and marketing. Who are you targeting? Obviously you're targeting grant eligible, but is it long-term unemployed; short-term unemployed; incumbent workers?

You know, it may change over time as your participant demographics change. Another thing to think about, specialized populations. Are you charging veterans; older job seekers; people with disabilities? You really want to think through that, because some of the content you'll be sharing with them could change depending on which type of population you're targeting.

And program partners, you absolutely can use your social media to recruit new employers, new training partners, new community organizations and so on that can help you reach your goals.

Sharing information. So again, who is your audience? Job seekers; employer partners; other stakeholders? You want to really make sure that you're matching your content to your audience. So what will be your content? That's an essential piece of planning for a social media program. Are you going to use it to post about job fairs; job clubs; networking events? Are you going to use it to post job searching tips; resume interview tips; job advertisements; community resources; training programs?

Again, the opportunities are limitless. This content may apply to some of your audience or all of your audience, really depending on which audience you're targeting. And it seems like a lot of information. It seems like a huge workload, because we're all busy and adding this to your plate is not necessarily the most palatable thing to do, but you don't necessarily have to come up with all original content. It's great if you did, but you could repost 95 percent of your content.

So you're literally just setting aside time to repost what great work other people have done. Whether it's advice from Monster.com or Forbes.com or the Muse or Glassdoor.com, it really doesn't have to be a huge amount of work to get this going.

Groups. I've heard a lot of people are very curious about how to use groups and groups are basically organized opportunities within your social media platforms for people to connect and have dialogue on topics that they're similarly interested in. So I'm giving you a couple examples here on how you can us groups.

Private groups for participants where they can actually connect with each other, offer support, share information, and support each other as they move through the program. And I know some of you are already doing this with your participants. You've got groups set up. Feedback I've heard is that once the group is created, it really becomes participant driven, which is fantastic because not only is it opening the dialogue and participants really can start trusting each other, but it builds good, valuable work skills and it can also really help their confidence levels when they're taking on a leadership role in these groups.

You can also use private groups; for example, for employer, partners and training providers. Creating a group where they can come together and they can talk about what is working with the training, what isn't working. Maybe employers, once they've taken some participants through the training, they can give feedback to the training partner. Hey, the technical skills are great, but we're lacking some of the more communication skills or the soft skills.

So rather than having the meetings that you have once a month or whatever that is, rather than waiting to have that dialogue then, you could use a group and have that dialogue going on constantly.

The last thing would be public groups and one way that you could use public groups would be to kind of use it in terms of a long term strategic planning type process. So for example, some of you, you're really catering to emerging fields and with these emerging fields there's a lot of policy decisions that are being made. And you can really help drive that conversation through the policy piece by setting up these public groups and inviting industry leaders to join. Recruiters, HR managers, policy makers, things like that. So again, the opportunities are really limitless here in how you can use this powerful tool.

If you have questions about groups or any of these after the fact, please let me know and I can follow up with more information. I've also got a list of resources at the end of the presentation that go into these things a little bit further.

OK, moving along. So you need to choose a social networking service, of course. Top sites, pretty obvious – Facebook, LinkedIn. Some other ones that are not so obvious, Pinterest, Twitter, Google +, Tumblr, Instagram, VK, Flicker, Vine – those are in the top 10 and they're really used for different types of things. So it's important to understand what they do and what their powers can be and it always loops back to that plan. What is your plan? Who is your audience? And what is your concept going to be?

On the right side of the screen is a chart. Social network demographics. I apologize, the numbers are very small, but this chart is available through one of the resources on one of the last slides, so you can read the chart a little bit clearly and also read more resources about the information it's trying to present. But it gives the demographics on Facebook, Twitter, Instagram, Pinterest and LinkedIn and it breaks it up by gender, age, education, income and location.

And 71 percent of all online adults use Facebook, so it seems pretty obvious, oh, we'll just go ahead and use Facebook because that's the most widely used. But you also want to think about Facebook is the most popular, so therefore everyone is posting content there and it would be a lot easier for your concept to get lost and missed.

LinkedIn is 22 percent total and I'm a huge, huge, avid supporter of LinkedIn. I think LinkedIn is a must for any job seeker and I'm surprised that the number is at 22 percent. This is from a couple years ago, so it's possible it's gotten a little bit bigger in numbers. But you can really look at the age group of your organization's area, the education level in that area. What would be the best tool?

As I said, I'm a huge believer in LinkedIn, however only 8 percent of people who are located in rural areas use LinkedIn. So if I worked in an organization that really catered to rural communities, I probably wouldn't spend my time using LinkedIn.

Another thing that's great about some of these social networking platforms is you can link them. So you can create a Facebook account, a Twitter account, Instagram report, link them and just post to Facebook and it will automatically update Twitter and Instagram in the formats that those platforms display their information.

So you want to make sure you consider, does it make sense for my content? What are you going to be using it for? Daily updates? Articles? Blog? Private videos? I'm sorry, groups or videos, private groups or what. Do your potential users spend time there? Where are the long term unemployed in your area spending time? It's probably not LinkedIn if you're in a rural area. You'd probably be better off using something like Facebook.

And does it serve the industries that you serve? So you know, some industries are not on LinkedIn, others are. And does it make sense for my program after doing research? Do I get how it works? If you don't understand it, if you've never used it, if you don't get it, don't try to learn. Use something that you understand.

Here is a little graphic just to go into a little bit further information on how to choose a networking service. It's pretty standard to be able to upload pictures and post articles and have chats, but there's a lot of other things that some of these programs can use and do, like wikis. Wikis are basically shared online documents that you can update real time and share real time.

So for example, if you have a case management plan or a training plan for participants that you're working collaboratively with some of your partners on, you could update it in a wiki instead of in a Word document with track changes and it could be just a lot more efficient rather than having your Word documents getting lost in email, you could just be going in one central location and working off of one document together. So be creative. There's a lot of opportunities to use these powerful tools.

OK. So how do you manage a social media program once you've decided you want to do it and you're going to use a certain platform? As I said before, you develop the plan for content. You're always going to be going back to what are you using it for and who's the audience. Determine who does what.

You want to have a page manager and you want to back up administrators and I would highly encourage you to choose someone on your team who loves social media. If they go home at night and they spend a couple hours on Facebook or Instagram, then they're the perfect person because then they're going to be able to do what they love at home, at work. That's a win-win for everybody. If you're someone who doesn't necessarily enjoy technology or this kind of stuff, then this is going to be torture for you. Believe me, it really will be.

You need to gain bu- in. That's really, really critical, as most of you probably know. Obviously from leadership, but consider the IT department, other stakeholders like the marketing and communications departments, HR and legal. They're all going to have something to say about what you're doing and what your communicating about the organization.

Some of you are going to work for organizations where you're part of a much bigger group and that group may already have a Facebook presence or another type of social media presence and you're going to be told, oh, you can just go ahead and use what we already have. Well, that's not necessarily going to reach your audience.

Like if you work for a university, your university is probably going to be posting things that cater just to new students. They're not going to be catering to long term unemployed who have been laid off after 20 years of employment.

Schedule meetings with these people and these stakeholders and do your best to convince them that it's necessary that you need to do this. That's why it's so critical that you have a really well developed plan and a really well developed goal from the plan as to how you're going to reach and how you're going to reach those goals and who is going to do what.

Maybe you approach the communications department and say, OK, I know that you don't want other people to be using social media in the organization. You want to kind of keep that to yourself, but how about you help us build this page. We give you the concept for the page. We give you the content to post and you can own it. That way they can screen the messaging and feel comfortable with what's going out there on behalf of the organization.

Make it as easy as possible for them. But then also try to implement service level agreements so that if you give them content, it's posted within 24 or 48 hours, something like that, and it doesn't sit for a week or two, because one of the ways that you can crash and burn with the social media program is not keeping it fresh and not keeping content relevant.

So you want to set timelines and deliverables. Of course pick a launch date. Posting frequency and do periodic check-ins to measure the effectiveness. The really cool thing is most of these programs actually have statistics pages so you can go in the back end and see what's working, what isn't working, how many shares do you get? How many likes do you get? How many people are viewing your different postings?

You can reevaluate based on what you see there in the statistics. If you see that you haven't had any new likes or new views in a couple of weeks, then maybe your content isn't matching your audience. So you want to reevaluate what the content is that you're posting so that it is interesting to the audience that you have. You want to post strategically, not consistently.

Research shows that those who post twice a day on Facebook receive only 57 percent of the likes of an organization that posts once a day. So it's not always about quantity. It's definitely about quality and also think about time of day. I would not post first thing in the morning, because there is going to be a whole night's worth of news and updates and noise that you're going to be competing with.

So think about what's a good time of day for you so that it's realistic that you also do it, but also what's a good time of the day for people who are scrolling through and looking? Maybe midafternoon would be a good time to be showing up on a long term unemployed newsfeed. But think about that.

Interact meaningfully. So if you are posting something and you get a comment, you absolutely want to respond to that comment. Don't leave the person who posts hanging without a response. It's a very interactive type process.

Take cues from others. So what are similar organizations doing or companies that you admire doing? And you can do the same. Don't reinvent the wheel. Find somebody who has a million likes or whatever and see what they're doing right. You can take a look at that and copy.

OK. Recruiting strategies. Best part. So to increase traffic to your site, use keywords. Use general keywords like employment, jobs, careers, training, networking so that it comes up in general searches for job seekers. Use also specific words to your program like "Java," "advanced manufacturing," "healthcare" or whatever it is in the industry that you're serving.

And let's say you post a general article like how to write a most effective resume. When you're reposting that article, write a sentence that uses some general keywords that would come up in somebody's search along with some specific keywords from your organization's industry that it serves so that when people are typing in, it comes up either way.

Add social sharing buttons to your website for your social networking service. That's if somebody comes across your website, they can say, oh, they have an online presence. Let's see what they're doing.

Ask visitors to share your page with others. Ask your partners to share your page. And of course there's paid advertisements with targeted demographics. You can use LinkedIn banner ads. You can pay to have the banner ad out into people's newsfeeds a certain number of times a day. You can set a limit on that; let's say no more than $10 a day that they can spend over a two -week period of time through Facebook and you can monitor on the statistics page, if it's actually working, if the investment into your advertising is actually bringing new viewers and new likes and new people to your page. And then not just that, but then you're going to want to further look at the statistics – OK, so we've got people at our page; are any of those people actually coming into the program?

Let others recruit for you. Obviously the more online engagement that you have overall, the greater the chance that the long term unemployed will connect with you, either by finding you on their own or from somebody telling you about their program. This is really where you want to reach out to their brother, their mother, their sister, their cousin, their friend who sees, oh, I didn't know that a program like that existed. That would be great for Joe. And then they forward it to Joe and Joe finds you. It's that six degrees of separation kind of idea.

And partners to share and repost. I know that a lot of you have really, really strong partnerships out there with the VA, AARP, unemployment insurance offices, career resource offices and of course all your program partners, so ask them. Please post my social media sites. Share the posts that I put on my social media sites. And then reciprocate. Offer to do the same for them and you can really drive a lot of traffic to each other's sites and reach a lot of people that way.

Last but not least, share your successes. This is so important. Post spotlight stories on participants and their employers. You can post positive program statistics, numbers of people back to work, length of time it took to get there, job title, salaries, pretty much anything that would really just scream, hey, this is a fantastic program, look how successful it is. – And that will be also something that you're employer partners, training partners and other followers will find exciting and hopefully share on your behalf. You can also post partner employer profiles. Maybe you could do a highlight of different employer partners that you have and what's attractive about working at those places. Benefits, perks, things like that.

OK. To every wonderful idea and opportunity, there's always the disadvantages that come along with those and social media is one of those areas where there's not a ton of case log done on it yet, so it's definitely new ground, but I would not at all let that get in your way to foraging ahead with this. Just be aware of what the issues could be. There could be issues of security, legal liability, possible hackers could commit some sort of fraud or launch spam or virus attacks.

That's why it's so important that you have IT on board and make sure that you're aware of any sort of policies that IT has and any procedures that they would want you to follow if you were to see any of these things happen. It could be a potential for negative comments from participants. There could also be a potential for employees to use the site to leave negative comments or distribute inappropriate content.

So again, talking to HR, making sure you understand what the procedures would be for there and staying on top of it. Making sure you're monitoring the comments and responding to the comments and not letting something negative hang out there without you seeing it and deleting it. Bottom line, understand what the risks are. These are some of the main ones. And put into place any further mitigation plans that you can and understand what you would do if something like this were to happen to you.

All right. So now it's time to move on to the group activity. I will stop talking. I talk very fast, so that we can get through some of that and allow you to talk a little bit. We have three questions to ask you today. Are you using social media? What is working? What isn't working? What can you do to better use this fast, powerful tool? How will you do it and how will you measure success? And then if you have anything else you'd like to add, that would be great too.

So Annette is on the ground there. She's going to be my eyes and ears for the people who are in the room and then we've got our people logged in and I would love it if you could also participate and just type your answers into the chat function. And then we'll do that. We'll give you, oh, I'd say about 10 minutes, maybe a little bit more, and then we'll report out one answer for each question per group in just a little bit. Annette?

MS. GANT: So are you using social media? What is working? What is not working? So first, who's using? Good. OK. So what's working?

MS. SWIDLER: I'm sorry, I can't see the room. Do we have people using it?

MS. GANT: Yes. Oh, I'm sorry.

MS. SWIDLER: That's OK.

MS. GANT: I think I saw half of the audience. The audience got much larger. I saw about seven to 10 hands, right? And now we're going to take down some feedback in terms of what's working and what's not and I'll share that. OK. Something that's working.

Q: Well, we're just starting things out in Denver, but one of the things we started was partnerships. We identified a technical professional group through another workforce region and we did an outreach for an upcoming event. The group is over 7000 strong and two-thirds of that in the metro Denver area and they're technical professionals looking for jobs, looking for training, looking to upgrade skills, those kinds of things. It's starting out as a very strong partnership. We'll see when we have our event on November 9th.

MS. GANT: So you identified a tech partner?

Q: A partnership within a LinkedIn workgroup.

MS. GANT: OK.

MS. SWIDLER: Great.

MS. GANT: Great outreach. Give us a really strong start.

Q: We started up the Ready to Work LinkedIn group and again, I'm the founder of Neighbors Helping Neighbors, so I had an organization with a large LinkedIn group beforehand, which actually drove a lot of traffic to this group. One of the issues I think is neighbors helping neighbors is successful because the name doesn't say what people are.

Ready to Work New Jersey created a little bit of an issue, because people were long-term unemployed. Didn't necessarily want to be designated as that on a – (inaudible) – a big issue. So I might suggest you name the group something a little bit differently so you're not just calling them out. And of course, the Neighbors, only 1,200 of our 4,000 are out-of-work people. The rest are HR people and people from the community who want to help them.

So the whole idea – the name is more generic and the participation is more willing where you're not calling them out for actually being unemployed. But Ready to Work, we had some participants who said I didn't want to join, because I don't want to be labeled as long term unemployed, which again, it's something we kind of knew intuitively until somebody expresses that you don't realize.

MS. SWIDLER: That's a really great point. Thank you for bringing that up. Yeah, so again, thinking back to your audience and then your messaging to that audience and understanding that people are going to want to be forward thinking with it and not labeled.

MS. GANT: Any other ideas – (inaudible)? Did you hear that, Jen?

MS. SWIDLER: I did not.

MS. GANT: OK. Can you –

Q: (Inaudible) call to action, a special 1-800 number so that we could tell how many people – (inaudible).

MS. GANT: Did you hear, Jen?

MS. SWIDLER: For the most part.

MS. GANT: For a call to action they had a special 1-800 number so that they could identify who actually was using it.

MS. SWIDLER: Great. Thank you.

MS. GANT: (Inaudible.)

MS. SWIDLER: I'll read a couple of the answers from our virtual participants here. We have Todd who says we're using social media, Facebook, Twitter and we'll be expanding to Vimeo, LinkedIn, YouTube, Google+ and potentially using a site like HootSuite to manage all areas. So that would be – Todd, where are you from? From Denver? I'm sorry, didn't hear that.

MS. GANT: Yep – (inaudible).

MS. SWIDLER: Denver, OK. So Denver, you'd be a great resource, I think, for some other grantees that might be interested in building a similar program because you're really covering all of them.

And then we have John from Rochester Works who says, we use social media and overall have good results. I personally like the idea of creating a group for H-1B folks if we have not already, at least we can measure success analytically as well as through direct communication with our participants.

Absolutely. So let me ask the question. Of the people in the room, how many are using groups?

MS. GANT: About five out of 20.

MS. SWIDLER: OK. And of those that aren't using groups, do you have any questions for those five that are using groups? About how to use them, what can they be used for?

MS. GANT: (Inaudible.)

Q: We're just starting in – (inaudible). One of the things that we wanted to set up, we're setting up our LinkedIn group for – (inaudible) – but we also wanted to set up a talent pool group. Those people that are actually coming out of the programs or –

MS. GANT: (Inaudible.)

Q: We want to set up a talent workgroup so that it's a group of those individuals who have completed the training. They're really ready to hire and we're not sure – we haven't started that, so we're not sure how to go about what would be the best way to do that. How do you do it so that it's a limited access? Employers come in and use it as interactive so that it's effective.

Q: A closed group or a by invitation type group.

Q: One of the things that we've done is to be hooked onto other groups who – (inaudible). Let me give you an example, and I really do think that any of us that happen to also have staff that are involved in that response could be helpful. If a company is closed down or a plant is being shut down, very often what will naturally happen is the affected workers will form a group just to kind of continue to network with each other or to support each other.

You want to be a part of that group and you want to work with them. They may not be long term unemployed for a while, but you'd want to introduce them to your system. And if it's been six months or more, then as far as I'm concerned they're fair game. They're fair game for Ready to Work. You host an event at the American Job Center and you bring them all back in.

We found a couple of groups that existed about a year ago and we were able to capture people that decided that they wanted to come out of retirement or other things and we brought them back into the system. So there may be groups that are out there and just may be seeing – getting – (inaudible) – from your state agency of all of these plant closings and the layoffs in the region the last couple years.

Q: (Inaudible) – all the sites they often issue warm notices.

Q: Exactly, exactly. I suspect that there is a goldmine out there and if somebody enjoys doing this can search on all of these groups for these former employees of – (inaudible) –or whatever.

Q: (Inaudible) – career transition groups.

Q: Right.

Q: One of our business analysts with the local (WIA ?) company there work with those groups specifically. She's a member of – (inaudible) – and so she does a lot of the organizations and gives us a list of where they meet, when they meet and the access to be able to go in and present to these groups so that we can tell them about the opportunities.

MS. GANT: So there's great dialogue, Jen. I don't know if you caught it all, but they're using – a handful are using groups – if you didn't hear, one response has been using other groups like a career transition group or the recently unemployed or even the retired to recruit.

MS. SWIDLER: Fantastic.

Q: I want to say one thing about Facebook. Again, we don't have one for Ready to Work, but I have it for Neighbors. And in my strategy, Facebook, as I teach all job seekers, can get you in more trouble than it's going to get you a job – (inaudible) – media. So I use it for Neighbors. We have a group there.

But I use that more for celebrating success and for posting positive kind of things so that the outside world who is going to see it, wants to get engaged in what we're doing and the job seekers need the motivation that tells them that people are landing jobs. And I'll sometimes put articles there, but for the most part I want LinkedIn to be the serious social media. I put most of my articles.

I will put local articles of companies hiring or local articles of companies closing, because again, it's just another way to reach out to those people and having a decent-sized network, people share what I put out there, so you know you get good results. But I definitely treat Facebook differently than how we see LinkedIn and I think some people dangerously try to bring the same strategy out to – (inaudible) – it may not be appropriate.

MS. SWIDLER: Absolutely. So I have a quick question for you, sir, that's speaking. So your Facebook you're treating differently and it sounds a little bit like it's a good recruiting tool since you're showing success stories and things like that. How are you getting the audience through Facebook? How are you finding people to –

Q: Well, basically on my website, you know, we get quite a bit of traffic. It's Neighbors Helping Neighbors. This is, again, an outreach group and again we have a lot of people in the community, because I started in Northern New Jersey, that are aware of it and they share it, because we always tell everybody, everybody knows somebody out of work. And while your friends can't really help you find a job like they used to – when there were jobs, we all got jobs through our friends because they all had jobs to give us.

Now, your friends feel a little bit bad that they can't help you, but what they can do is they can spread the word and make the second and third connection people on all these groups become very valuable. I can't tell you how many people will send and say, you know, somebody you know said I should contact you and that referral component of social media is very powerful.

MS. SWIDLER: Great. That's a great example. Thank you for sharing that. Any other comments or questions on group?

Q: Our group is not on social media and I've got to get approval from the people upstream in the – (inaudible). The first thing they're going to ask about are the things that you mentioned under disadvantages – legal liability, hackers, negative comments, inappropriate comments. I wonder how often that has occurred to those folks who are using Facebook like that, and what have you done about it?

Q: Well, administrators can delete and I mean, it really has to be – somebody has to watch it, because again, if you get busy and not watching it, you don't really know what's up there. And for the most part, even the job seekers, I had this problem with LinkedIn where people would go off on a rant about the market, employers, and I would take it down and send them an email and say, everybody is reading what you're saying. You're a disgruntled employee. There's no employer. Your personal branding works against you when you start getting out there complaining.

I've told people, stay out of politics. Get a real estate agent who is fighting one presidential candidate versus another and I said half of your market is Democrat; half your market is Republican. You just cut your market in half. What are you thinking? But people don't understand that, so it's really important they understand that it has a positive power, but it could have a negative power if you don't use it right.

But the administrators have full control over what goes out, and I've had some people got mad at me because I took something they felt was – (inaudible). This group has rules and I set the rules and you've broken a rule and you just can't have your comment out there. You have to be a bit of a tough manager of your Facebook, which your brand and your reputation comes into play.

MS. SWIDLER: So how did you convince – when you were building your program, how did you convince your leadership and your legal team or whomever.

Q: I'm it. I'm a one-man show.

MS. SWIDLER: Yeah. So you make the decisions.

Q: It's difficult. A lot of universities now have policies going around, because again, in the educational field people want to express their opinions, but yet now there's issues with is your opinion reflecting the university? If you're in any kind of nonprofit and you raise money, if you alienate the people who donate money to you, you have a problem.

So I think this is an individualized issue for every organization because we all have different kind of thresh points. For me, it was a mission and a policy and a culture I wanted, so I'm able to police it, but the bigger your organization the more difficult this is. But it's so important you've got to find a way to do it, at least in some capacity. I think not to do it at all is a huge mistake.

MS. SWIDLER: Thank you.

Q: (Inaudible.)

Q: Well, I'll tell a quick funny story. I've known Lori for a long time.

MS. GANT: Hold on one minute. I just want to make sure that – (inaudible) – questions too that want to ask another question.

MS. SWIDLER: Basically I'd like to know if anyone else has any other pointers for the gentleman who asked about starting a social media program and getting that buy in from leadership. How did you do it?

We heard from the gentleman who is the one-man show, but what about maybe someone in the room who had to really convince some stakeholders that this would be the right path to take? Do we have anybody that could help answer that question?

Q: (Inaudible.)

Q: (Inaudible.)

MS. GANT: So you probably didn't hear.

MS. SWIDLER: No.

MS. GANT: His main point is in order to get leadership buy in, offer it as a pilot. So offer the pros and cons and how cost effective it is.

MS. SWIDLER: Great. Thank you very much. We also had a comment from Todd, one of our virtual attendees. Be a tester prior to full implementation of a social networking along with your technology services, marketing and legal team so that you can be with them when they're designing the policy.

So I think the key really is that partnership and the open dialogue and communication and having that kind of shared goal of the outcome and acknowledging the risks that could come across and assuming that those risks are going to happen and then just having a plan to deal with it when they do. Any other questions or comments on that?

OK. Well, let's move on to question two, then. This question could be for some that are already using it. What can you do to better use this fast and powerful tool? So from having the space to think today what can you do to expand it once you go back to your organizations? When you answer, if you could also just include how you would do it.

Q: (Inaudible.)

Q: Right. And another area, this is Denver, tap into whatever your industry activity is – selective industry is. Tap into local activity. Denver has what's called the Denver Start Up week every year and businesses that are either the start up for expansion mode for IT come together for a week long – it's a freebie event. All kinds of great things.

And I participated in a couple of groups and I got connected into several meetup groups. Several like a women in coding type and another one was attached to a nonprofit training organization for coding and that they do these activities and once a month they have a meetup where the individuals present their projects. So connecting up into those things, I don't know what the outcomes are yet, because you have to measure what the benefits are, but those have been productive in terms of outreach. I would have never thought about it.

MS. GANT: So the two comments what can you do better is do – (inaudible) – more often and then the young lady from Denver is – (inaudible) – some of the local activity in order to connect.

MS. SWIDLER: Great. Yeah, Meetups.com is definitely another great – so I'm glad you brought that up, because it's very much connected through social media, but Meetup.com can be a great way to find the groups that you want to join and it's a safe space.

A lot of these networking events that you can learn about through Meetup.com can be a safe space for the long term unemployed to practice their networking skills and really get out there and practice their elevator speech. Tomorrow I'm going to be talking a little bit more about recruiting or in job search strategies for long term employees and I do, I talk about Meetup.com.

So that's great to hear. We have a comment from Todd about what you can do better to use this fast powerful tool. He says – and I think Todd is from Denver, right?

MR. : Yes.

MS. SWIDLER: Thank you. We will be looking at implementation of suite software managed on multiple networks so that posts will be sent to the mediums that you want it to go to. So yeah, that will make it much easier to manage the sites themselves. Great.

Q: (Inaudible)

MS. SWIDLER: Any others?

Q: (Inaudible)

MS. SWIDLER: I'm sorry, before you start – I'm sorry. Annette, we didn't catch that here on the phone. Could you just give us the synopsis of that, please?

MS. GANT: Sure. I'm going to try. So they used a local job board on Facebook where you might have to be invited to be accepted into the group, but most often it sounds like that you will be and then there's posting on the website. The page for your – (inaudible).

MS. SWIDLER: OK. Great, thank you. And then we heard another comment. Did someone start talking?

Q: Something that I've heard a couple of other people talk about that I think we should think about doing and I – (inaudible) – so much emphasis on social media – (inaudible). And so – (inaudible) – value (inaudible). And then offer that – (inaudible) – program – (inaudible) – HR person and encouraging to go to the conference – (inaudible) – in Seattle and – (inaudible) – how to reach these harder to reach populations – (inaudible).

MS. GANT: So Jen?

MS. SWIDLER: Yeah.

MS. GANT: An abbreviated version of that comment is his point was making sure that the content on social media is of value and so one example is provide some of the curriculum that they're using for training. Some of that as content and then also moving towards reaching out to HR recruiters to identify some – (inaudible).

MS. SWIDLER: Great. Thank you. OK, I'd like to use a couple minutes here to hear from some of those in the room that don't necessarily have programs in place or maybe you're just starting to build programs.

Any questions you may have for me or for the others in the room who have programs in place? Or those that are joining us virtually as well, if you can put your questions in the main chat function.

MS. GANT: So those of you who don't have a – (inaudible).

Q: So we actually recently launched our social media strategies. We just started on Facebook and – (inaudible) – what everyone else's numbers are looking like. Their level of participation, if people track their analytics carefully and kind of what the page engagement is, the post engagement. I'm just curious because thus far we've had difficulty kind of attracting people to the actual page and getting them engaged with the page.

I've worked with other Facebook pages before and I've found that that's kind of the most difficult piece of things and so just getting insight to see how other people have increased participation and what those participation numbers look like. Is it – you know, are you getting a dozen likes on your post when you expect 100 likes? I mean, what are the comments looking like, that sort of thing – page views. I'm just curious about the analytics.

Q: (Inaudible.)

MS. GANT: So Jen, the – (inaudible) – was attracting participation.

MS. SWIDLER: Right.

MS. GANT: With questions to the audience and some ideas of ways they're attracting participation and post participation and the answer was –

Q: I'll post – we'll post a Facebook post and usually our return is usually about 1000 people see the post and then we kind of pick our demographic and things like that, but that's really helped – (inaudible).

MS. SWIDLER: Right. You've found that it's really been worth paying for some of the paid advertisements?

Q: Yeah. And it's really minimal when you think about more traditional advertising (inaudible).

Q: One thing that we've done from time to time, I think that attracts interest, even in the general public, it's– (inaudible) – marketing. You know, the top 10 employers that are hiring in south central Connecticut or have you ever thought about this or that. And I'm not saying getting really, really technical and nerdy, but just hot jobs of the week.

(Inaudible.) The other thing is – and we're probably within the next six weeks we'll go to– (inaudible) – with this is doing live chats with employers who acquired a bunch of people. Question and answer sessions, you know, because we target IT, one of our industries, they're more than willing to talk about (inaudible). But if people are interested, they can come. They can join the group and then they ask the questions of real live employer in real time.

MS. SWIDLER: Great. Thank you.

Q: One of the things that we're doing is we're actually a trade association that are partnering with – (inaudible) – that we're doing and one of the things that – (inaudible) – followers. One of the things that we're doing or one of the things that we suggested is definitely seeking out local IT – (inaudible) – trade associations and connecting with them. Those councils across the United States we have an alliance with and they are all starting to get in to and trying to figure out how can they help out and partner with other organizations on workforce development.

So what we've also been doing that we just recently started that I think might be something that will help, is we're looking for employers that are starting to have some successes with our placement. And looking back then and asking them to retweet or repost to Facebook – (inaudible) – things that we're doing on a daily basis so that they can make sure that their followers are – that might be following – (inaudible) – starting to see the programs that we're offering.

MS. SWIDLER: Great, and thank you.

Q: Annette, we've been looking at the numbers – (inaudible) – Facebook (inaudible). Those have been really successful. (Inaudible) advertising as well and it wasn't (inaudible). We paid for both the side banner ones and (inaudible).

The metrics though around like – (inaudible) – and stuff like that, we found that it's kind of not very helpful. It's interesting – (inaudible) – but it doesn't really – (inaudible) – value. What – (inaudible) – though is as we started to increase – (inaudible) – targeted individual approaches, how the quality of the response – (inaudible) – is that the – (inaudible) – on our email campaign has increased based on kind of what we've been doing with our (inaudible). (Inaudible) increased in terms of the values of people – (inaudible) – us.

So that's actually been one thing we're paying a lot more close attention to is what (inaudible). (Inaudible) – trying to track it through to the next step. We're also working on a system where we're continuing to track the metrics through to an application program. How many people from this source applied and then beyond that – (inaudible) – so there are a lot of moving parts to that, but fill that in is – (inaudible) – effective to help guide where your dollars go – (inaudible).

MS. SWIDLER: Excellent. Well, thank you very much for that comment. We are out of time, so we're going to go ahead and wrap this up. Thank you everyone for the great dialogue. I hope that everyone had a chance to learn something in the room today that they can take back to their organization. So here are a list of resources for further reading for you.

This presentation will be available on the DOL website, the same as the other webinars that we posted. So you will be able to access these resources when you get back to your offices. And then my email address if you have any questions or comments or anything that you'd like to share with me, I would be more than happy to follow up with you and get any information and resources to you I can.

So thank you all so much for attending and your participation and I wish you a wonderful rest of your day and you conference.

MS. GANT: Thanks, Jen. I also collected names and email addresses for you.

MS. SWIDLER: Great. Thank you very much, Annette. Thank you so much for your help today.

MS. GANT: You're welcome.

Q: Thank you.

(END)