

CAREERS IN GOVERNMENT

TITLE OF SESSION:

The Careers In Government & IPMA Social Media Guidebook for Highly Effective Recruiting Strategies and Employer Branding

SUMMARY OF SESSION:

IPMA-HR and Careers In Government have partnered together to deliver the 1st ever Social Media Guidebook to assist HR executives in strategic recruiting and employer branding. This Guidebook was developed to meet the challenge of an ever-expanding number of Human Resources personnel looking to develop, implement and execute Social Media strategies for their municipalities.



While there are many high-profile examples of government agencies engaging social media tools, for the vast majority of governments across the US, these tools are still fairly new and relatively unexplored. The process of adopting new tools and managing the related changes in work processes and policies is not easy for any type of organization but this presentation will change all that.

Biography

My Mission is to inspire and educate thousands of State and Local Government Employers in developing innovative and effective Social Media marketing strategies for recruiting and employer branding.

As Careers In Government's Co-founder/President, Michael Hurwitz is responsible for day-to-day operations, as well as leading the company's social media and marketing efforts. Since 1996, Careers In Government, Inc. (CIG) has been an industry leader and innovator in Local Government Job Listings and Career Resources. It counts among its clients, thousands of government and education organizations, as well as executive headhunters, who wish to utilize a niche job board to recruit and hire the best suited and qualified employees. Careers In Government, Inc. was distinguished multiple times by Forbes as the best site on the web dedicated to the public sector. Prior to Careers In Government, Michael Hurwitz was Vice President of Marketing and Advertising for USA Today.

For more information, please visit:

<https://www.careersingovernment.com/>