









Effective Recruitment Social Media Strategies

City of Los Angeles Personnel Department
Employment Services Section: Orlando Lepe & Sabeena Ghani

Social Media Platforms

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ LinkedIn
 - ▶ City of Los Angeles
 - ▶ CityLAJobs
- ▶ YouTube → GoAnimate Tutorial Videos
- ▶ Yelp
- ▶ Google+



City of Los Angeles Personnel Department

Career Benefits:
There are many things to consider in a new employer. Here are a few of the many benefits the City of Los Angeles offers its employees:

- ▶ Competitive Salary
- ▶ Paid Vacations
- ▶ Holiday Pay
- ▶ Sick Leave
- ▶ Health and Dental Plans
- ▶ Dependent Child/Elder Care Expense Reimbursement
- ▶ Life Insurance
- ▶ Retirement Plan
- ▶ Career Opportunities
- ▶ Deferred Compensation

Create the Future of LA: www.per.lacity.org

What do we Post?

- ▶ New Job Openings
 - ▶ Job Closing
- ▶ Continuous Job Openings
- ▶ Introduction to the City
 - ▶ Bureaus
 - ▶ Departments
- ▶ Personnel Department FAQ
 - ▶ Examining Process
 - ▶ Interview Questions
- ▶ Videos
 - ▶ GoAnimate Videos
- ▶ Recruitment Events

Job Opening Post



City of Los Angeles
Now Hiring: July 15, 2016

Job Title	Salary Range	Filing Period Closes
Apprentice Machinist	\$69,655 - \$89,544	Close: Thursday, July 28, 2016 At 11:59 P.M.
Art Curator	\$50,342 - \$73,581	
Building Electrical Engineer	\$94,858 - \$149,981	

Apply Online: www.per.lacity.org

Social Media Postings



City of Los Angeles
Personnel Department

Before interviewing with the City of Angeles, you should be prepared to answer the following types of questions:

1. Tell us something about yourself.
2. Why are you applying for this job?
3. Why do you want to work for the City?
4. Describe your previous experience in this field of work.
5. Tell us how your previous work experience or training has prepared you for this job.

For more information: www.per.lacity.org



City of Los Angeles
Now hiring: **Water Utility Operator (\$854)**

Salary Range: **\$54,308 - \$87,278**

Filing Period:
► Open: Friday, August 5, 2016
► Close: Thursday, August 18, 2016 at 11:59 P.M.

Duties:
A Water Utility Operator inspects, operates, and maintains electric, water pumping plants, reservoirs, silt and sediment water facilities; attends to water treatment and purification facilities; and monitors the operation of the computerized Supervisory Control and Data Acquisition System (SCADA).

Qualifications:
1. A valid California State Water Resources Control Board Grade 03 Water Distribution Operator Certificate; and
2. Three years of full-time paid practice in water utility operations in the construction, maintenance, or operation of water system facilities; or
3. One year of full-time paid experience in electrical or mechanical work involving the operation, maintenance, or repair of large pumps, motors, engines or generators such as those found in an engine room on a ship or in an electric pumping plant.

Apply here: www.per.lacity.org

Infographics: Piktochart



Public Service Loan Forgiveness (PSLF) Program

Goal: To help federal student loan borrowers pay off their loans by working for a government or nonprofit organization.

Eligibility: Federal student loan borrowers who are currently employed by a government or nonprofit organization.

Requirements: Borrowers must have completed 120 qualifying payments (10 years) while working for a government or nonprofit organization.

Benefits: Borrowers who meet the requirements will have their federal student loans forgiven.


For details or additional information, visit studentaid.gov/pslf



THANK YOU!

8K FOLLOWERS THANK YOU SO MUCH

CREATE THE FUTURE OF LA! @CITYLAJOBS



Facebook

- 1.71 billion users each month
- Schedule out posts on account page
- Mobile friendly
- Post on Associations or Organizations Facebook Page to:
 - Like
 - Share

Facebook Post



Facebook Post Details



Facebook Post Analytics

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/17/2016 9:13 am	City of Los Angeles has extended filing for Environmental Compliance Inspector	Image	Targeted	1.4K	25 14	Boost Post
08/16/2016 9:15 am	City of Los Angeles is hiring Wastewater Treatment Mechanist Apply	Image	Targeted	3.3K	49 33	Boost Post
08/13/2016 9:05 am	City of Los Angeles is hiring Electric Distribution Mechanist Apply	Image	Targeted	3.6K	125 48	Boost Post
08/12/2016 11:10 am	Learn about the duties and responsibilities of a Firefighter. Try on a	Image	Targeted	3.9K	181 98	Boost Post
08/11/2016 10:00 am	City of Los Angeles is hiring the following positions: Apply now at	Image	Targeted	3.4K	69 37	Boost Post





Twitter

- 313 million monthly active users
- #Hashtags
- Tweeting jobs to other agencies or target market associations
- Follow Real-Time Marketing Trends (RTM)



Twitter Layout

City of Los Angeles

Following jobs will be closing **tonight** at 11:59 P.M.

Job Title	Salary Range	Filing Period Closes
Water Utility Operator	\$54,308 - \$87,278	Close: Thursday, August 18, 2016 At 11:59 P.M.
Watershed Resources Specialist	\$76,608 - \$123,233	

Apply Online: www.per.lacounty.org



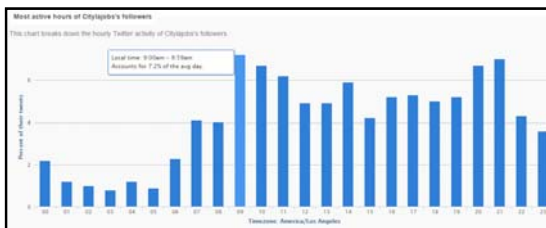
Twitter Analytics: Tweetreach



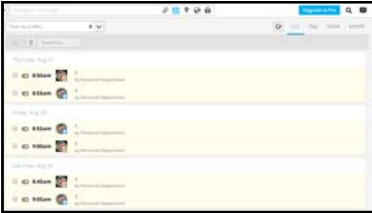
Map of Twitter Followers: Followerwonk



Twitter Timings: Followerwonk




Changes Everyday: No Set Time



Hootsuite

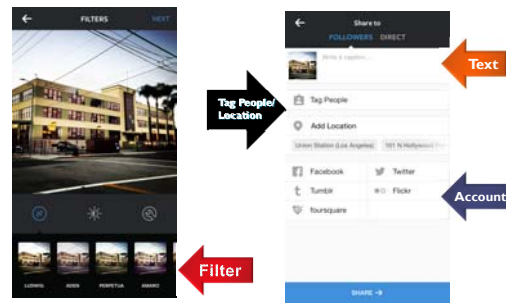
- Free up to 3 accounts
- Schedule out postings
- Social media platforms:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Gives best time for posting



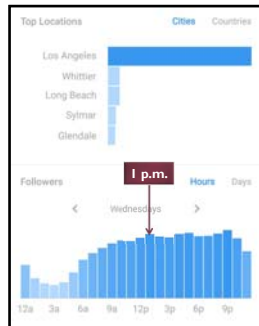
CityLAJobs Instagram

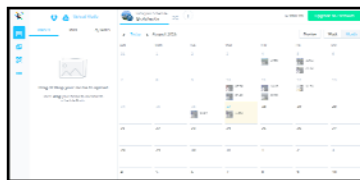
- 500 million monthly active users
- Variety posts:
 - Job openings
 - Recruitment info
 - City views
 - LA Architecture
 - Repost:
 - @lamayorsoffice
 - @joinLAFD

Instagram: Creating a Post



Instagram: Best Time to Post

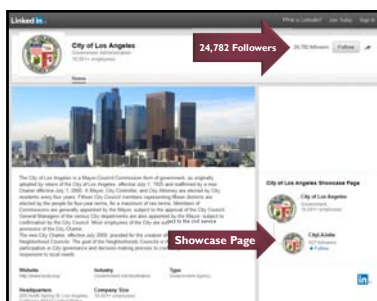




Instagram: Latergram

- 30 free posts per month
- Schedule out posting
- Download app to publish post
- Save time with captions and #hashtags





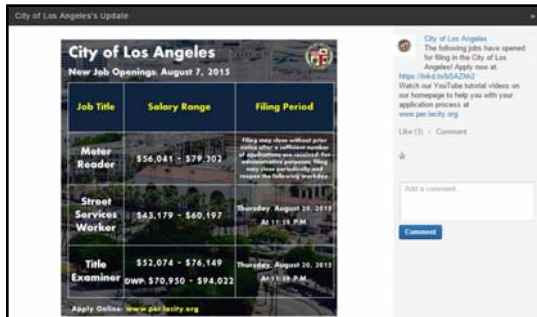
LinkedIn Page: City of Los Angeles

- Post only Civil Service positions
- Easy to post
- Analytics provided on account

LinkedIn Post: Friday Job Openings




LinkedIn: User Click on Post



LinkedIn: CityLAJobs Showcase Page

- Post the following:
 - Continuous Exams
 - Recruitment Info



GoAnimate

- Free 14 Day Trial
- Easy to use
- No Software Needed
- Video Quality: 1080p
- Provides Templates and customization for characters

Make Professional Animated Videos

Make your first video in less than 5 minutes

High End Results Without the Headaches

GET STARTED RIGHT NOW



DO IT YOURSELF

UNLIMITED EVERYTHING

GoAnimate

Tutorial Videos

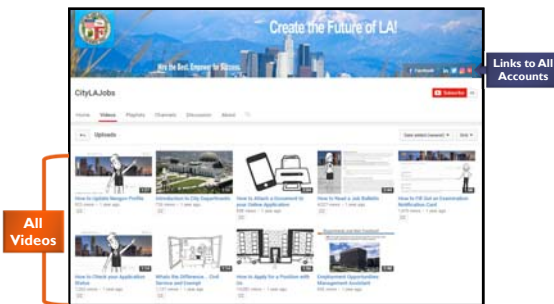
- ▶ How to Apply for Position with Us
- ▶ How to Read a Job Bulletin
- ▶ What's the difference... Civil Service vs. Exempt
- ▶ How to Attach a Document

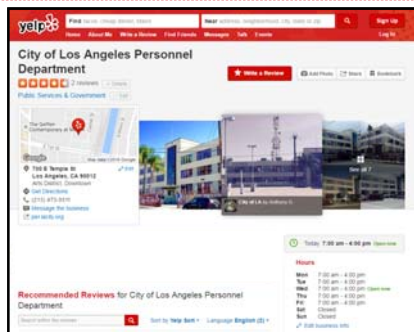
How often to do we post?

	Facebook	Twitter	LinkedIn	Instagram
Minimum	5x per week	5x per week	4x per week	4x per week
Maximum	9x per week	none	5x per week	10x per week

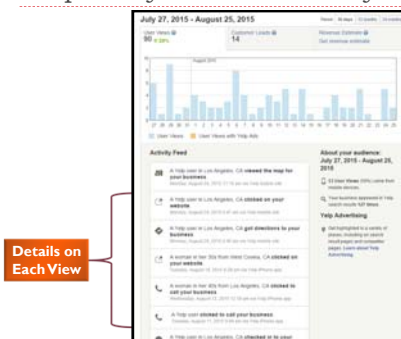
CityLAJobs: YouTube Account



Personnel Department Yelp Page



Yelp Analytics: Last 30 Days



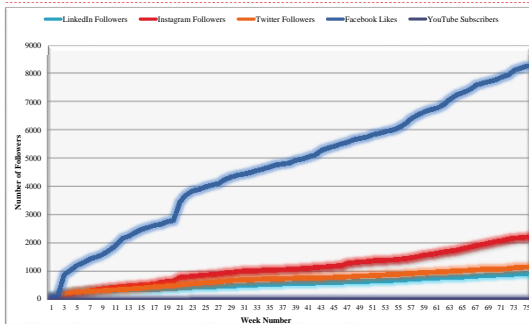
Yelp Analytics: Customer Leads



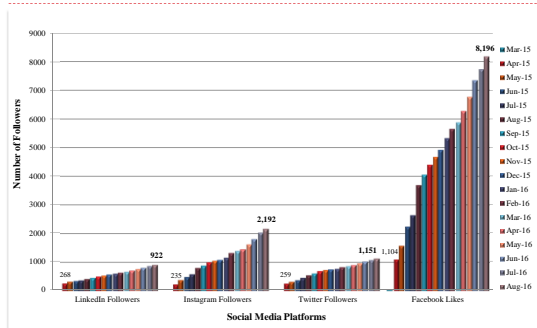
Google+ Page



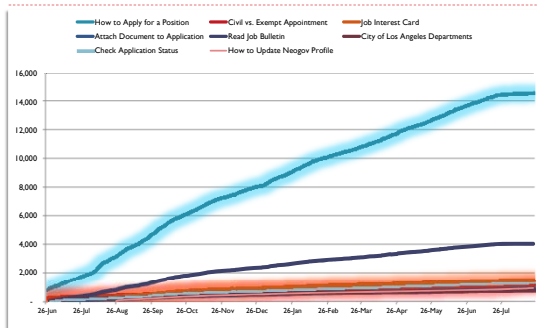
Social Media Weekly Following: March 2015 - August 2016



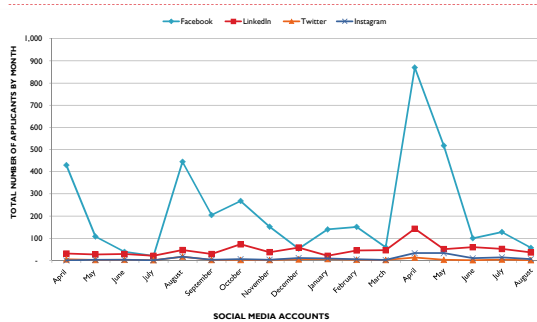
16-Month Update



Overall YouTube Video Views



APPLICATION RECEIVED BY RECRUITMENT SOURCE – APRIL 2015 - AUGUST 2016





City of Los Angeles Personnel Department
Create the Future of LA!



A cluster of colorful social media icons including a speech bubble, a globe, a person icon, a thumbs up, and an envelope. The icons are in various colors like pink, blue, green, and orange.

Connect with Us
The City of Los Angeles Personnel Department posts job opportunities and other relevant job information on social media. Please follow us and take your career to the next level.

-  Like us on Facebook
-  Follow us on Twitter
-  Follow us on LinkedIn
-  Follow us on Instagram
-  Subscribe us on YouTube

@CityLAJobs
