

**Facebook:
Beyond the Wall**

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Modified Advertising Spend

- Dropped “big” paid job boards in favor of Indeed
- Use specialty paid boards as needed
- Use Social Media mostly “free”
 - Facebook
 - LinkedIn (limited use, paid posts only)
 - Twitter



Social Media – *Too Many Choices!*



A grid of 40 social media icons arranged in 5 rows and 8 columns. The icons include: Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, RSS, YouTube, WordPress, Dribbble, Vimeo, Tumblr, SoundCloud, Bebo, Blogger, DeviantArt, Apple, Nextdoor, Windows, YouTube, Facebook, Nextdoor, Odnoklassniki, VK, Evernote, Amazon, Giphy, SoundCloud, and Quora.

Facebook Still Very Relevant

- #2 website in the USA (Source: Alexa)
- At 1.49 billion users, Facebook has more monthly active users than WhatsApp (500 million), Twitter (284 million) and Instagram (200 million)—combined. (Source: CNBC) Facebook continues to reign in popularity over other social media channels.



County of Riverside Facebook

- Page live since 2010
- 10,000+ fans
- Page Mission: *Promote career opportunities with the County of Riverside*

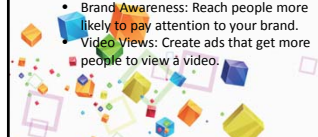


When are our fans on Facebook?



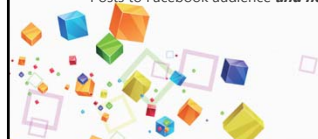
What are Facebook Ads?

- Various ad types to meet your objectives
 - **Clicks to Website:** Send people to your website.
 - **Page Post Engagement:** Boost your posts.
 - **Page Likes:** Promote your Page and get Page likes to connect with more of the people who matter to you.
 - **App Engagement:** Increase engagement in your app.
 - **Local Awareness:** Reach people near your business.
 - **Event Responses:** Raise attendance at your event.
 - **Brand Awareness:** Reach people more likely to pay attention to your brand.
 - **Video Views:** Create ads that get more people to view a video.

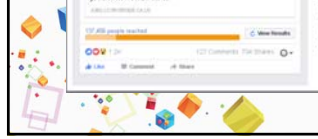
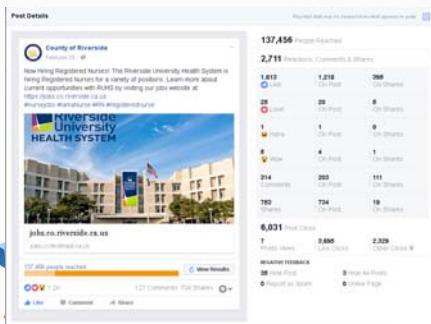


How do they work?

- We choose the audience that sees the ad on FB:
 - location (drop a pin, set a radius; all CA; Los Angeles DMA)
 - age (we use 18-65+ choice)
 - interests (job seekers, fitness enthusiasts, motorcycle fans, etc.)
 - Education (degree, major, school)
 - Affinities
- Does not have to be a “fan” of our page.
 - Reaches an expanded audience beyond our 10,000 fans.
 - Posts to Facebook audience **and now Instagram too!**



Past Facebook Advertisement



Monitor how we are spending to our Target Market

Report Last 7 Days: \$100.00

This audience needs more \$

Campaign Name	Delivery	Results	Cost	Amount Spent	
Post - New Hiring Registered Nurses The Home	Video	2,268	47,883	\$5.22	\$657.04
Detailed Breakdown:					
25-34 Female		476	22,977	\$5.22	\$147.68
35-44 Female		983	14,141	\$5.22	\$122.76
45-54 Female		117	8,849	\$5.22	\$79.44
55-64 Female		487	5,474	\$5.22	\$74.59
25-34 Male		69	3,844	\$5.22	\$12.59
35-44 Male		284	3,254	\$5.22	\$55.21
45-54 Male		69	3,289	\$5.22	\$12.37
55-64 Male		109	3,822	\$5.22	\$57.39
18-24 Male		18	4,819	\$5.22	\$42.21
45-54 Male		22	989	\$5.22	\$5.94
55-64 Male		14	249	\$5.22	\$2.41
18-24 Female		5	207	\$5.22	\$2.59
25-34 Unassigned		8	162	\$5.22	\$5.86
35-44 Unassigned		4	86	\$5.22	\$5.75
45-54 Unassigned		10	89	\$5.22	\$5.89
18-24 Unassigned		1	37	---	\$5.12
25-34 Unassigned		3	74	\$5.22	\$5.93
Results Breakdown of Campaigns		2,268	47,883	\$5.22	\$657.04
View Campaigns		82,626	\$5,422	---	---

Targeting Choices

Define your audience by including or excluding demographics, interests and behaviors.

"OR"

- Demographics > Education > Field of Study > Nursing > Registered Nurse
- Demographics > Work > Employers > Registered Nurse
- Demographics > Work > Industries > Nurses
- Demographics > Work > Job Titles > Registered Nurse: Registered Nurse (RN)
- Interests > Additional Interests > Advanced practice registered nurse, Ambulatory care nursing, American Society of Perioperative nursing, Cardiac nursing, Clinical nurse leader, Critical care nursing, er rn, I am a Registered Nurse, icu rn, Licensed practical nurse, Maternal-child nursing, Medical-surgical nursing, Neonatal nursing, nicu m, Nurse midwife, Nursing credentials and certifications, Obstetrical nursing, Oncology nursing, Orthopaedic nursing, Pediatric nursing

Current Advertisement

- Post engagement ad
- Running appx 1 mo, \$1500/budget
- Use to promote events.
- Show to our target market
- Spread the word
- Engage with audience

Nurse Job Fair

66,982 Page Likes

1,793 Comments & Shares

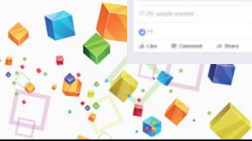
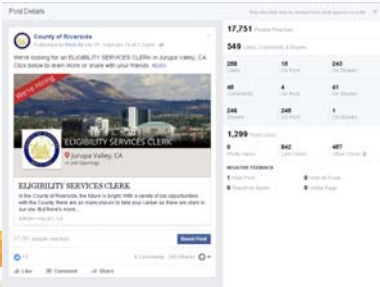
3,472 Views

Optional Tools: Automated Jobs Feed

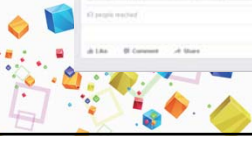
- Contracted vendor that helps us:
 - Automate posting every job to our Facebook wall
 - Cross posts all jobs to Twitter
 - Provides an app within our Facebook page
 - Work for Us
 - Provides Social Sharing tools for staff
 - Mixed adoption rate
- WorkforUs (Work4Labs)
- Other vendor is CareerArc, other choices exist.



Some Automated Ads Do Well



Others Just Don't ☹️



It's Very Easy to Get Started!

- Create Facebook Page
 - Must be administrator
- Create a Post
- "Boost" the post
- Requires payment arrangement
 - We use credit card
 - Convenient billing/invoice records
- Monitor your activity
 - Adjust budget
 - Adjust targeting
 - Watch for inappropriate comments



Questions or Comments?