

2017 NASPE AWARD

Eva N. Santos Communication Awards

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

Additionally, please provide the project initiative in one of the following formats:

- Web link
- Snapshot
- PDF

NOMINATION INFORMATION

Title of Nomination: State of Delaware LinkedIn Showcase Pages

State: DE

Contact Person: Jane Hahn

Contact's Title: Statewide Recruiter

Agency: Office of Management and Budget

Mailing Address: 122 MLK Jr. Blvd. S. Dover, DE 19901

Telephone: 302-739-5458 Fax: 302 739-7984

E-mail: Amy.Bonner@state.de.us

ALL SUBMISSIONS MUST:

Meet all eligibility requirements. • Meet deadline requirements stated on the NASPE website. • Be entered in the correct category and be correctly identified. • Include a complete nomination packet. • Conform to all copyright laws.

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NOMINATOR INFORMATION

Nominator: Amy Bonner Title: Deputy Director, OMB

State: DE Agency: OMB/HRM

Telephone: 3027394195 Fax: Click or tap here to enter text.

E-mail: amy.bonner@state.de.us

DETAILS

1. Please provide a brief description of the submission.

Our submission for the Eva N. Santos Communication Award is for our work with Social Media and the creation of a State of Delaware LinkedIn Company page as well as Showcase pages. The Award recognizes a recruiting communication strategy that involves a communication method, through print or online publication to be used as a recruiting tool and/or to enhance recruitment within a department. LinkedIn is a great place to find highly qualified future employees and we are able to target applicants based on their interests and to improve communication with them. Social Media is also a great way to pique the interest of passive candidates. The more information you present to them, the more attractive your jobs become. Building good relationships in advance makes it easier to persuade a passive candidate to consider a new challenge at a later stage. Our Showcase page provide a platform to spotlight a specific business unit, advertise job openings, and provide a glimpse of our culture. In addition, it also helps our search engine optimization as Google frequently ranks LinkedIn high in search results so it helps to push our ranking as high as possible.

We utilize videos on both pages to market the agency, highlight employees in their workplace and describe our positions in more detail. Prospective applicants can see if they would be a fit for the job. An example of a video we have shared is our Salute to Veterans. As we try to increase our veteran outreach, the video shows them how they would fit in at the state. Here is the link:
<https://www.youtube.com/watch?v=vBIZXVA4pbA>.

We also can show our culture and an example of this is a post we shared about our Unity Day. Each year the Diversity Committee hosts a Unity Day where we have a celebration of food, music, cultural heritage information and demonstrations. We incorporated an article about the event with a variety of pictures that reflected the day. In addition, we also share posts on how our agency gives back by highlighting charitable giving. Government Support Services recently made blessing bags for the homeless and we shared a picture of the staff.

With targeted posts we can also highlight a specific division in the agency. The Division of Facilities Maintenance was in need of HVAC/Refrigeration Technicians. We were able to post about the actual position as well as share the division's mission. It also allows prospective candidates to ask questions

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and share the information with friends that may be looking for employment.

LinkedIn has so much potential to reach a massive audience. They have over 400 Million members and allows us to target specific occupational groups when trying to fill our “hard-to-fill” positions. The use of this type of network for recruiting has gained a lot of momentum over the last couple of years.

2. How long has the submission been in existence?

We have had an active LinkedIn Company page since fall of 2015. Our First Showcase page was started in the fall of 2016.

3. Why was this submission created?

We started this submission because we felt that Social Media is one of the most effective way to communicate and recruit prospective candidates. It may not provide an immediate impact but Employment Branding and applicant outreach will help us to stay competitive with private sector employers. Millennials have grown up with Social Media and we must continue to find ways to target them and capture their attention. As we have looked into ways to develop our outreach, we notices that many states do not have a presence on LinkedIn and this submission is intended to share our results.

4. How does this submission support the goals and objectives of your agenda/department?

Our mission is to attract, select and retain a skilled workforce for the State of Delaware. Over 40% of our workforce is eligible to retire within 5 years or nearing that point. We need to start reaching out to the younger generations and get them interested in our careers. With Social Media and LinkedIn, we can truly engage with them and show them that we have work life balance, jobs that matter and longterm benefits.

5. Have you been able to measure the effectiveness of this submission? If so, how?

We can attempt to measure the effectiveness of the pages by using the analytics tool that LinkedIn supplies. We have 9133 followers and we can see shares and engagement. We have had over 3500 impressions on one particular post and we average about 1500-2000 on many. Based on these statistics we are optimistic that we are reaching a broader audience and look forward to continued growth.

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