

*NASPE Eva N. Santos Communication Awards  
Nomination*

*“Social Recruiting-Attracting Top Talent”*

*State of Delaware*



*Explore... Apply... Succeed...*

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## 1. Brief description

Our submission for the Eva N. Santos award is our Social Media strategy that is driving applicant outreach, developing partnerships and tapping into new talent pipelines. Attracting top talent to state government has many challenges. As the State of Delaware looks to the future, the skills needed in its workforce will continually grow and change; we recognize the importance of developing and cultivating new talent pools to maintain a competitive advantage. We are currently utilizing YouTube, Facebook and Twitter to empower candidates with information that will help them make more informed job decisions, help them understand our hiring process and help them find our open jobs. Facebook and Twitter allow for open dialogue with applicants and our YouTube channel offers instant engagement and a realistic look at what our jobs entail. Last year we hired an in-house videographer to create “Meet our People” videos and “How To” videos. Our videos are short, engaging and allow users to gain a better understanding of our requirements and processes by leveraging technology.

### **Meet our People:**

A good example of how the videos help in our recruitment efforts and in educating our applicants is our video about a Biometrician. Our standard job posting summary statement for this position is very generic- *“Incumbents in this class work independently on designing and executing complex statistical research projects and addressing critical problems of fish or wildlife population dynamics.”* Based on the limited information provided in this summary statement many applicants may actually overlook this great opportunity because the statement fails to adequately represent

the true nature of the job. In actuality, a large part of this job is spent on fishing vessels in our local waterways researching, collecting, and providing complex population data analysis on fish populations. By using videos on our webpage and on YouTube, we are able to educate our audience with a realistic view of the actual job requirements and working conditions of this position. This allows us to attract applicants who have a sincere desire and the required experience to work in this position. Another effective strategy we use is incorporating the videos into the job posting as a job preview. By embedding relevant videos into our job postings, we can effectively communicate our expectations. This is yet another way the candidate can determine if they are a good fit for the job. Our “Meet our People” videos showcase the responsibilities of our jobs as well as provide a mini preview of workplace diversity and culture.

#### [Video-Meet Rich- Biometrician](#)

##### **How to Videos:**

Many applicants find applying for government jobs to be overwhelming and complicated as it is so different from the private sector process. Through our “How To” and “Tips” videos, we can make the process less overwhelming and more transparent. Also, through our use of Facebook, Twitter, and YouTube, we are working towards creating a more positive and personal applicant experience. Each day we alert applicants of new jobs, deadlines and tips on applying. People will share their experience on their social networks and as more people talk about our opportunities and share our posts, the larger our network becomes. This can result in our ability to reach a more expansive and engaged audience which has a direct effect on the growth of our talent pipeline. Traditional networking is a thing of the past and our social recruiting initiatives are a way to build our brand and engage active and passive applicants.

An example of this strategy is a video we created to explain how to fill out our Supplemental Questionnaire section of our application. We developed this video because we recognize that most applicants do not effectively complete this very important part of our application. And, unfortunately this is where we could lose some of our most qualified applicants if they

have not addressed the job requirements adequately. The video is short, to the point and gives applicants the tools they need to be successful in our application process.

### Video-SQ Tips

#### **2. How long has the submission been in existence?**

Our Social Media initiative began in 2011 and has recently grown with our addition of YouTube in October of 2015. We continue to build on our social networks to have a broader reach.

#### **3. Why was the submission created?**

Social Media is a powerful tool in today's digital world. Facebook and YouTube have over a billion active users and Twitter has over 100 million users daily. Millions of jobseekers are using these platforms and we knew that it was going to be a critical part of our recruiting strategy. Social Recruiting gives us a voice and allows us to open up communication with prospective applicants. They can feel more connected and it builds relationships which improves our reputation and appeal. We have created job preview videos that allow the applicant to understand our jobs and we then can attract applicants that have a greater interest in the work.

As the State's workforce continues to age and the number of State employees eligible to retire nears 50% in most agencies, Human Resource staff know they need to use all recruitment tools available to ensure they have the right person at the right time. This submission was created to help our agencies strategically find a skilled workforce, educate the public and build a strong employment brand.

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

Delaware's Human Resource Management/Employment Services mission is to attract, select and retain a skilled workforce to provide quality services for Delaware's citizens, to increase self-service applications as a convenience for citizens, and to increase operational productivity. With the use of Social Recruiting, we continue to expand our ability to attract a more

diverse pool of qualified candidates as we continue to build our talent pipelines.

Through the use of Social Media we have been able to provide more interactive and personalized communication to our applicants as well as build strong relationships. We recognize that as the recruitment process evolves, we too must evolve by becoming more proactive versus reactive in addressing our recruitment needs. Our informational videos can be viewed online, in classrooms and at job fairs and provide an additional opportunity to share information with students who may have never even considered the State of Delaware as their employer of choice.

5. Have you been able to measure the effectiveness of this submission?

We are able to measure the effectiveness of our social media initiatives by using the analytics provided by Facebook and Twitter. We also can track with our applicant tracking system, how many people indicated they found out about our jobs through these sources and how many hires we acquired. Twitter has grown in the last year from 16.2k impressions to 25.5K. Since December 2015, we have increased our Facebook likes by over 500 and our reach is averaging around 5,000-7,000 pages. YouTube is fairly new and we can also measure that by views and subscriptions.

Examples:

Total Page Likes as of Today: 2,086



Tweet impressions

25K



**Veterans in Tech** liked

Delaware State Jobs @DE... 28

We are #hiring Master Electrician  
at Vets Home in Milford,  
DE.jobaps.com:DE/sup/BulPrev...

Another measure of effectiveness is the gratitude of the applicants when we have conversations with them about finding and applying to our jobs.

Links to our Delaware's Social Media:

<https://www.facebook.com/DEStateJobs>

<https://twitter.com/DEStateJobs>

[https://www.youtube.com/channel/UCzVfs-N-tYOdyFX3QmE\\_Y7A](https://www.youtube.com/channel/UCzVfs-N-tYOdyFX3QmE_Y7A)

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