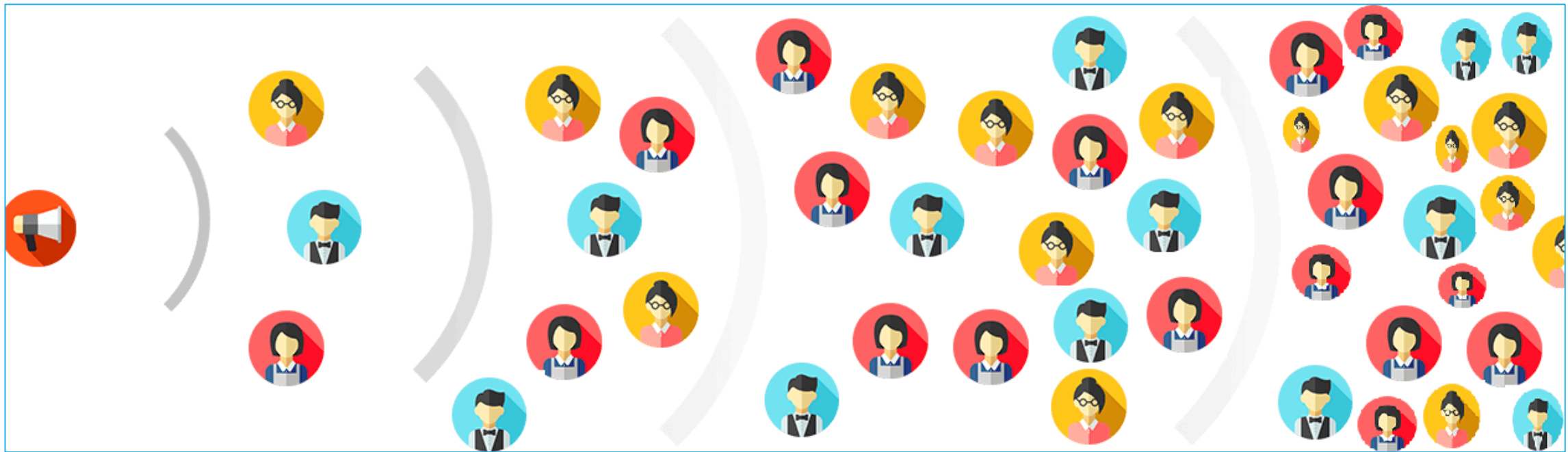




Social Media at the PSC

DECEMBER 2017

Why? Shift from passive to proactive!



Jobs.gc.ca < Twitter < Facebook < Instagram

Why increase reach?

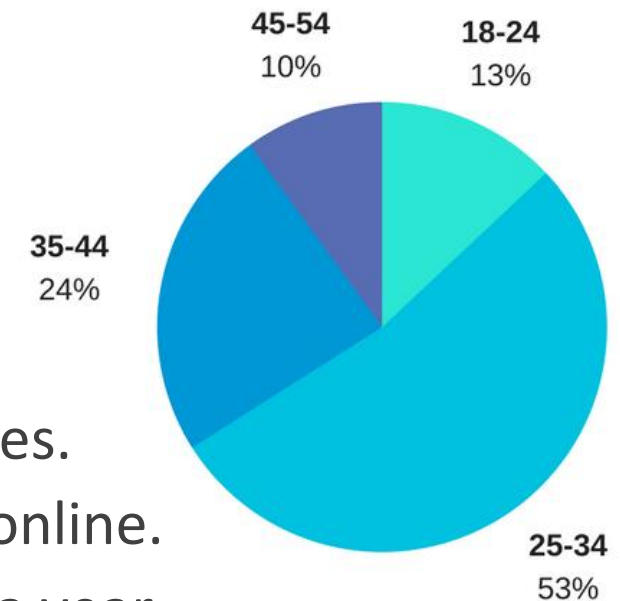
- ✓ Ensure they know where to go to find jobs with the federal public service
- ✓ Demonstrate diversity of jobs and job locations
- ✓ Humanize the federal public service
- ✓ Inform them of federal public service “tests” (second language, Public Service Entrance, self-assessment tools, etc)
- ✓ Tell them where to connect with us face to face
- ✓ Inform them of special recruitment initiatives



GC Jobs on Twitter - Audience

@Jobs_GC & @Emplois_GC

- 36,766 followers in total
 - 44% in Ontario
 - 8% in Quebec
 - 8% in British Columbia
 - 4% Manitoba
 - 4% Nova Scotia
- Interested in business, news, and government resources.
- “Online buyers” who prefer to complete transactions online.
- Over 40% have a household income of over \$100,000 a year.
- Our audience is predominantly people in their early to mid career.





GC Jobs on Facebook

- Promote Government of Canada job opportunities and recruitment programs to a larger audience
- Reach 18-24 year olds and their parents directly through Facebook and integration with Instagram
- Easily share content from other social platforms
- Deliver more visual, dynamic, and engaging content



GC Jobs on Instagram

- Share brief program-based stories highlighting work experience in the federal government using images and user-generated content submitted.
- By focussing on authentic and genuine storytelling, we can connect directly with youth in a way that interests and engages them.
- Introduce the idea of a career in the public service to the next generation of workers who may not already be considering it.
- Submit your story at Canada.ca/myFSWEP

Process and Guidelines

Guidelines & Best Practices



Social Media Submission Criteria

To be included on the PSC Twitter and Facebook accounts, submitted content must:

- Link to a Government of Canada recruitment program information or job opportunity open to the public;
- Be well written, easy to understand, and use plain language;
- Have a clear call to action;
- Include an image released for use by the Public Service Commission of Canada;
- Be approved for public release by the program area and the assigned PSC Communications Advisor; and
- Be submitted by COB Tuesday of the week prior to posting.

GREAT examples?

DEDICATED: Recruitment of Astronauts



**ASTRONAUTS
WANTED**




Canadian Space Agency
Agence spatiale canadienne

Canada

On SOCIAL MEDIA – one tweet ↓

GC Jobs @jobs_gc
Work as an Astronaut with the #GOC! @csa_asc is hiring.
<http://bit.ly/28OajBR>

 **Reach a bigger audience**
Get more engagements by promoting this Tweet!






[Get started](#)

Impressions	19,128
Total engagements	245
Link clicks	118
Detail expands	41
Likes	28
Profile clicks	28
Retweets	23
Hashtag clicks	7

AND ...

- ✓ prime real estate on jobs.gc.ca home page (header, visual links on home page, etc...)
- ✓ dedicated header on OUR twitter account, for a short time

TOP TWEETS LAST WEEK

		Impressions	Engagements	Engagement rate
	GC Jobs @jobs_gc · Dec 1 Want to work up North? @CCG_GCC in #HayRiver is looking for a Vehicle and Small Craft Mechanic. Apply now. ow.ly/uCpj30gKeBA View Tweet activity	2,411	17	0.7%
	GC Jobs @jobs_gc · Nov 28 Apply to the Aboriginal Correctional Program Officer Inventory at @CSC_SCC_en. ow.ly/ikXW30gKeBu View Tweet activity	2,104	40	1.9%
	GC Jobs @jobs_gc · Dec 1 Work as a Cataloguing Librarian @LibraryArchives in #Gatineau. Apply today: ow.ly/4t4F30gWShB View Tweet activity	1,884	24	1.3%
	GC Jobs @jobs_gc · Dec 1 . @AAFC_Canada is looking for a research scientist in nutrigenomics and metabolomics to join their team in #Winnipeg. ow.ly/fwns30gKeBB View Tweet activity	1,406	11	0.8%
	GC Jobs @jobs_gc · Dec 1 Do you want a #ScienceJob with @PHAC_GC at the National Microbiology Lab? Apply now: ow.ly/BAuf30gWw2H AND ow.ly/HQNY30gWw4R #ChooseScience pic.twitter.com/Ceo7lwZIXr View Tweet activity	1,201	34	2.8%

Questions?

PSC Social Media Team

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