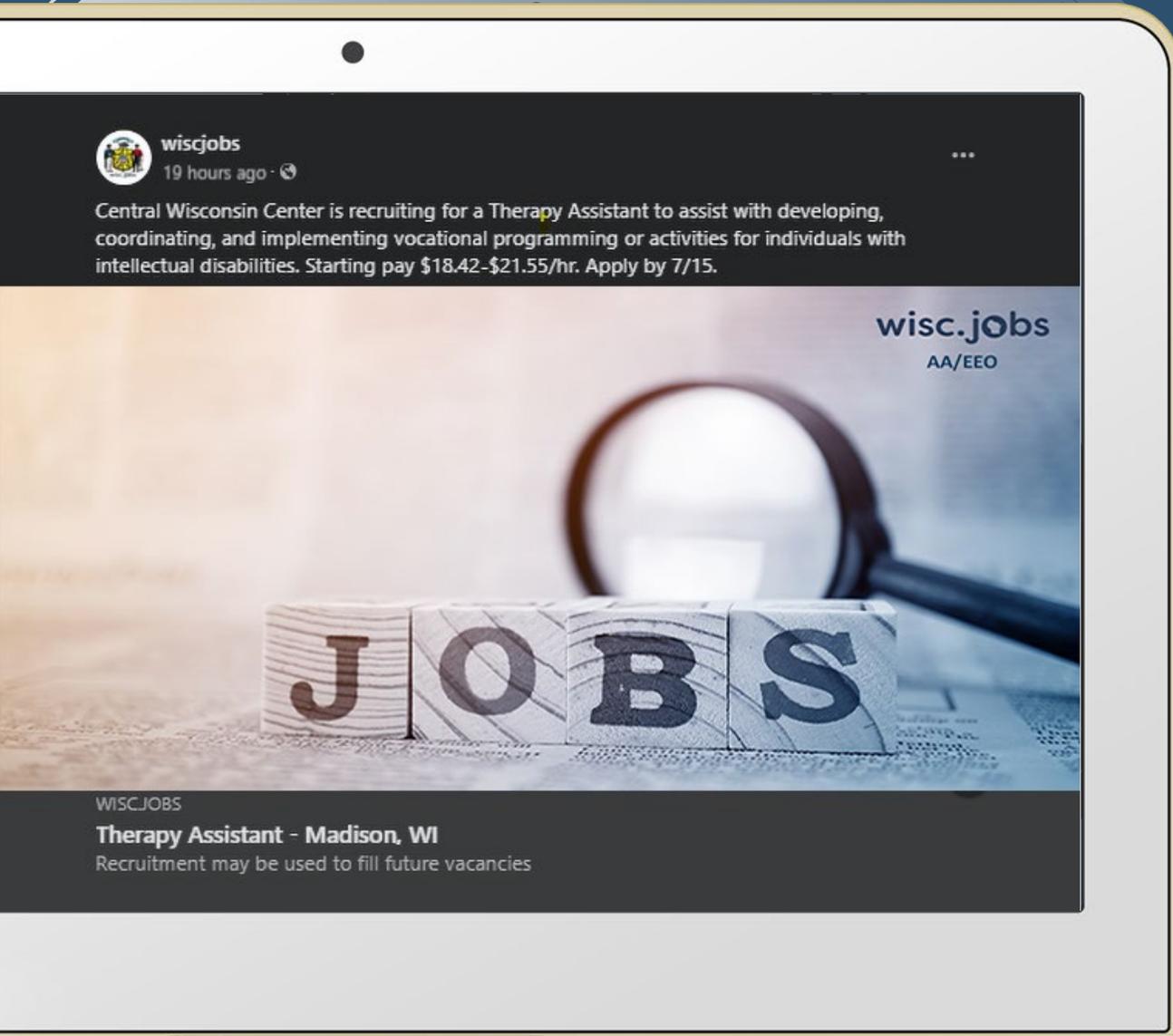


wisc.jobs



ENTERPRISE RECRUITING

JULY 24, 2024



Social Media Promotion of Job Postings

Facebook

LinkedIn

X



**VETERANS
NON-COMPETITIVE
APPOINTMENT
EMAIL**

Attention: John Smith, Applicant ID: 1234

RE: DATCP Career Opportunities

Dear Mr. Smith:

You are receiving this email because you are a veteran who registered with Wisconsin State Government's non-competitive hiring program.

The Department of Agriculture, Trade and Consumer Protection (DATCP) is an equal opportunity employer that values a diverse workforce and recognizes the drive and determination veterans can bring to their teams. DATCP is looking for veteran candidates to fill many positions in various skill areas. Not a farmer? Not a problem! If you are ready to join a team that works hard to protect and promote Wisconsin's agricultural industries and consumers, read on to learn about their great opportunities!

These are some of the current job available:

Job Posting ID	Job Title	Application Deadline
4599	Agriculture Auditor (Entry or Level 3)	2/7/2022
4624	Agricultural Producer Security Manager	2/7/2022
4626	Conservation Programs Associate	2/7/2022
4601	Marketing Specialist	2/10/2022
4585	Meat Safety Inspector	2/14/2022
4666	Environmental Health Sanitarian (Dairy Emphasis)	2/14/2022

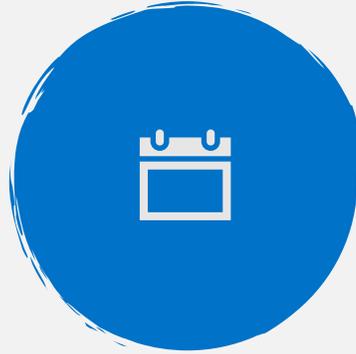
To view ALL To view ALL jobs available with DATCP, please check out [Wisc.Jobs](#) for more!

If you would like to be considered for any DATCP vacancy, please contact HR Specialist listed on the announcement by the deadline. If you send your application materials, please reference the Job Announcement (Job ID) and the name of the position in your e-mail message. If you have any questions regarding the non-competitive appointment options or the application process, please contact the HR Specialist on each announcement.

Thank you for your consideration of the career opportunities with DATCP.



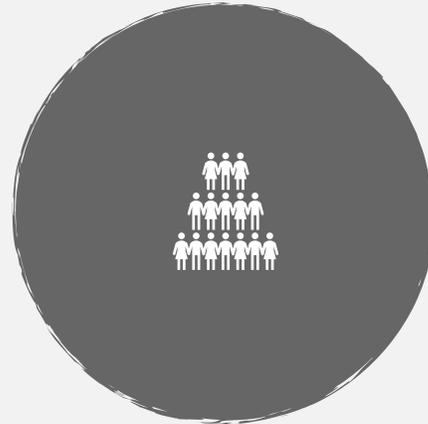
Job ID



Date Range



Traffic Source



Users

Google Analytics

Why request Google Analytics?



Measure the return on investment (ROI).

How well did the ad or efforts do?



Find out where to concentrate efforts.

Where did the previous applicants come from?



Surprised by the large volume of applicants.

Where did they see our efforts?

To use data for business decisions

What efforts can be tracked?



Billboards



Flyers and Newspaper



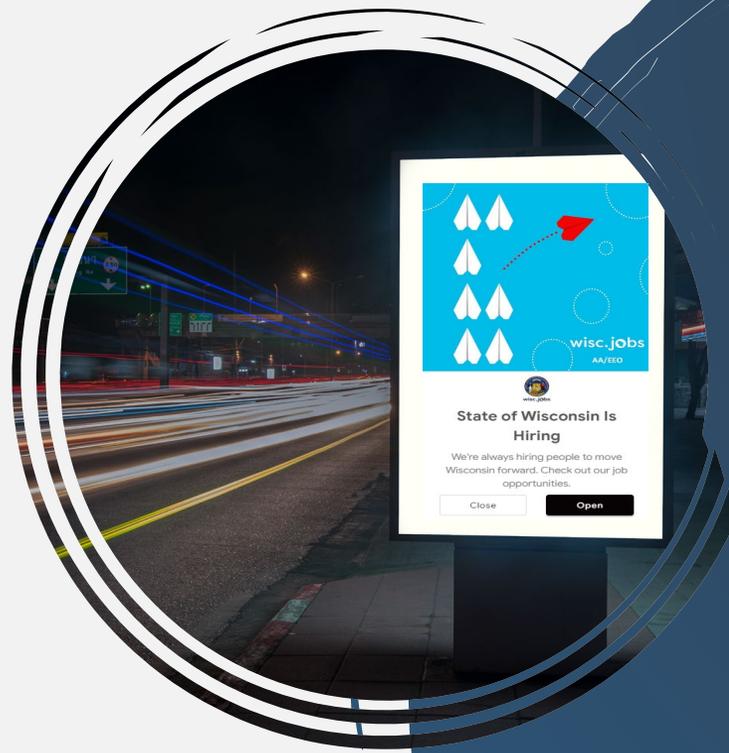
Online Ads



Emails



Social Media



Advertising Tips, Info and Performance

Consultation for hard-to-fill
positions; strategize and plan



DIGITAL MARKETING CAMPAIGN

Campaign Information

Agency Info	Board on Aging & Long-Term Care (BOALTC)
Position	Medigap Intake Advocate Job ID 10956
Date	July 31 – August 3, 2023

Platform	Budget
Facebook Boost	\$250

Note: BOALTC will be billed to cover the cost of this promotion.

Campaign Strategy

Recommended Platforms: Facebook

Facebook Boost Ad:



Target: Madison +25 miles

Analysis:

Enterprise Recruiting will monitor the campaign, make changes as needed, and provide a recap of ad performance at the conclusion of the campaign.

Organic Outreach:

- Wisc.Jobs Social Media organic promotion
- Constant Contact featured position for Madison diverse organization list

Other Recommendations:

- Encourage staff to like and share organic and paid social posts

Campaign Proposal

Campaign Information

Agency Info	Board of Aging and Long-Term Care
Position	Medigap Intake Advocate – Job ID 10956
Campaign Dates	July 31 – August 3, 2023
Job Posting Dates	July 20 – August 4, 2023

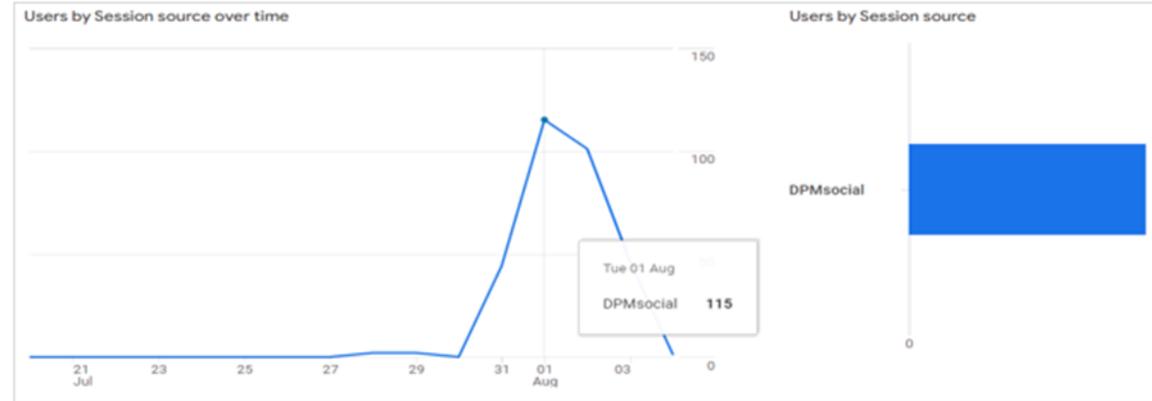
Performance

Platform	Budget	Actual	Reach*	Impressions	Clicks
Facebook Boost	\$250	\$250.00	28,305	51,646	391

*Reach—number of people who saw the ads at least once

Google Analytics**

Wisc.Jobs (keyword=10956)

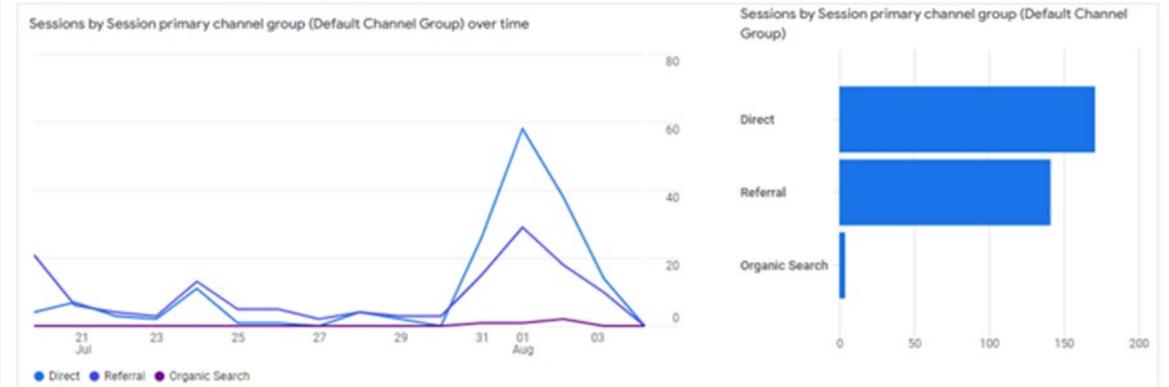


Source	Sessions	Users	Engaged Sessions
<u>DPMsocial</u>	353	311	66
Grand Total	353	311	66

Summary:

DPMsocial (including Facebook Boost) Facebook accounted for 100% of total sessions. DPM social media posts went out on July 28, giving it time to perform organically (free) before a boost (paid) was applied on July 31.

TAM (wj.wi.gov; Job ID 10956)



Source	Sessions	Users	Engaged Sessions
Direct	171	154	62
Wisc.Jobs	140	115	123
Indeed	4	4	4
GovDelivery	1	1	1
Grand Total	316	274	190

Summary:

Direct accounted for 54.1% of total sessions, 44.3% from Wisc.Jobs and 1.3% from Indeed.

*Google Analytics is not optimized to capture all traffic for a specific job announcement on Wisc.Jobs or TAM. Applicants that click from Wisc.Jobs are not all captured in the Wisc.Jobs portion due to how they performed their search on Wisc.Jobs.

Agency Recruiting Events or Career Fair Promotions

Facebook Events

Wisc.Jobs Career Fairs and Recruitment Events

Marketing Tool Kit

MILITARY OPEN HOUSE & CAREER FAIR

November 8 | 12-1 pm CST
FREE Webinar for Veterans

WISCONSIN DEPARTMENT OF CORRECTIONS



New to the workforce, have a change in circumstances, or looking for job advancements? Stop by our booth and meet with agency staff to learn more about job and internship opportunities for Wisconsin State Government.

Date	Event	Location	Agency
March 6, 2024, 10:00 a.m. - 2:00 p.m.	UW-Eau Claire Spring 2024 In-Person All Majors Career Fair	Eau Claire	Department of Corrections Department of Natural Resources
March 6, 2024, 11:30 a.m. - 1:00 p.m.	Northcentral Technical College - School of Engineering and Advanced Manufacturing Career and Transfer Fair	Wausau	Department of Transportation



Serve Your State, Build Your Future

APPLY TODAY
Visit <https://wisc-jobs>:

- Create an account
- Search for current career opportunities
- Apply for open positions
- Receive email notices of vacant positions
- Learn more about working for Wisconsin State Government

DIVERSE WORKFORCE
The State of Wisconsin is an Equal Opportunity and Affirmative Action employer seeking a diverse and talented workforce. Veterans, women, people of color, LGBTQIA+, and people with disabilities are encouraged to apply. We provide reasonable accommodations to qualified applicants and employees with disabilities.

CONTACT
Division of Personnel Management
101 E. Wilson St., 4th Fl.
PO Box 7855
Madison, WI 53703
(608)267-1012
wiscjobs@wisconsin.gov

Careers

- Admin Support/ Customer Service
- Agriculture & Natural Resources
- Architecture & Engineering
- Business, HR & Finance
- Education & Library Services
- Facility, Construction & Maintenance
- Food Service
- Healthcare
- Information Technology & Technicians
- Inspector, Compliance, Regulatory
- Legal
- Life, Physical & Laboratory Sciences
- Public Affairs/Relations & Marketing
- Public Safety & Law Enforcement
- Social Sciences & Research

Veterans
As an employer, the State of Wisconsin has a coordinated effort across state government to administer programs designed to increase veterans' employment in civil service. Eligible veterans with a 30% or greater service-connected disability can apply for state positions through a Non-Competitive Appointment process:

- Navigate to <https://wisc-jobs> and Search By Keyword: 3375
- Click **Veterans Non-Competitive Appt** and follow the instructions in the Job Aid Document

Benefits

- Health, Dental & Vision Benefits
- Life, Accident & Disability Insurance
- Saving for Retirement
- Pre-Tax Savings Accounts
- Wellness Resources
- Paid Leave Benefits

Training, Outreach, and Other Requests

Training

Google Analytics
Social Media
Presentations

Outreach

Constant Contact

Other

Shortened Links
QR codes

Volume 6 | January 31, 2024

wisc.jobs

Weekly State Employment Updates

Wisc.Jobs is the Official State of Wisconsin Government Job Site.
We are an Equal Opportunity Employer seeking a diverse and talented workforce.

Visit Wisc.Jobs

Customer Service Representative

The [Department of Natural Resources \(DNR\)](#) is hiring several [Natural Resources Customer Service Representative](#) positions at the Entry or Senior level, depending upon qualifications. Current vacancies are located in the Madison, Green Bay and Spooner, WI offices. Customer Service Representatives are assigned within the Bureau of Cus-



Constant Contact

Weekly e-mail shared to
diverse organizations

- Submit request a week in advance
- Share your ideas about the job and relevant images
- Like and share Wisc.Jobs social media post
- Tag @wiscjobs when you post to social media

Best Practices

Enterprise Recruiting Team

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Submit Enterprise Recruiting Services Request at <http://bit.ly/35CCE9q>