

VIRTUAL ENGAGEMENT:

Telling the WorkSource Pierce story online

Kim Myers



A proud partner of the AmericanJobCenter network

WorkSource Pierce is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service: 711

About me

- ESD employee since 2009
- Career Broker / Outreach & Resource Coordinator since 2010



**MISSION
IS POSSIBLE**

WORKSource
PIERCE

About me

Passions:

1. Music
2. Theater
3. Sound design
4. Video creation



Objectives

- Outline virtual strategies that WorkSource Pierce uses
- Describe how these strategies can help WorkSource partners
- Explain how to make requests



OUR VIRTUAL STORY

2121

WorkSource
PIERCE

WorkSource Weekly



A promotional graphic for WorkSource Pierce. At the top is the WorkSource logo with the tagline "A proud partner of the American Job Center network" and a photo of a smiling woman. Below the logo is the headline "Looking for work? We can help!" followed by the sub-headline "Join Us at WorkSource Pierce!". Underneath is the text "No matter where you are in your job search, we got you covered!" and a bulleted list of services: Career Exploration, Career Planning, and Job Search Strategies.

A service to bring WorkSource information and services to customers throughout Pierce County

WorkSource Weekly

Vets Daily Job Listings

WorkSource Weekly
Emails

Training/Retraining

General Info

Weekly Events Schedule

Employer Extras

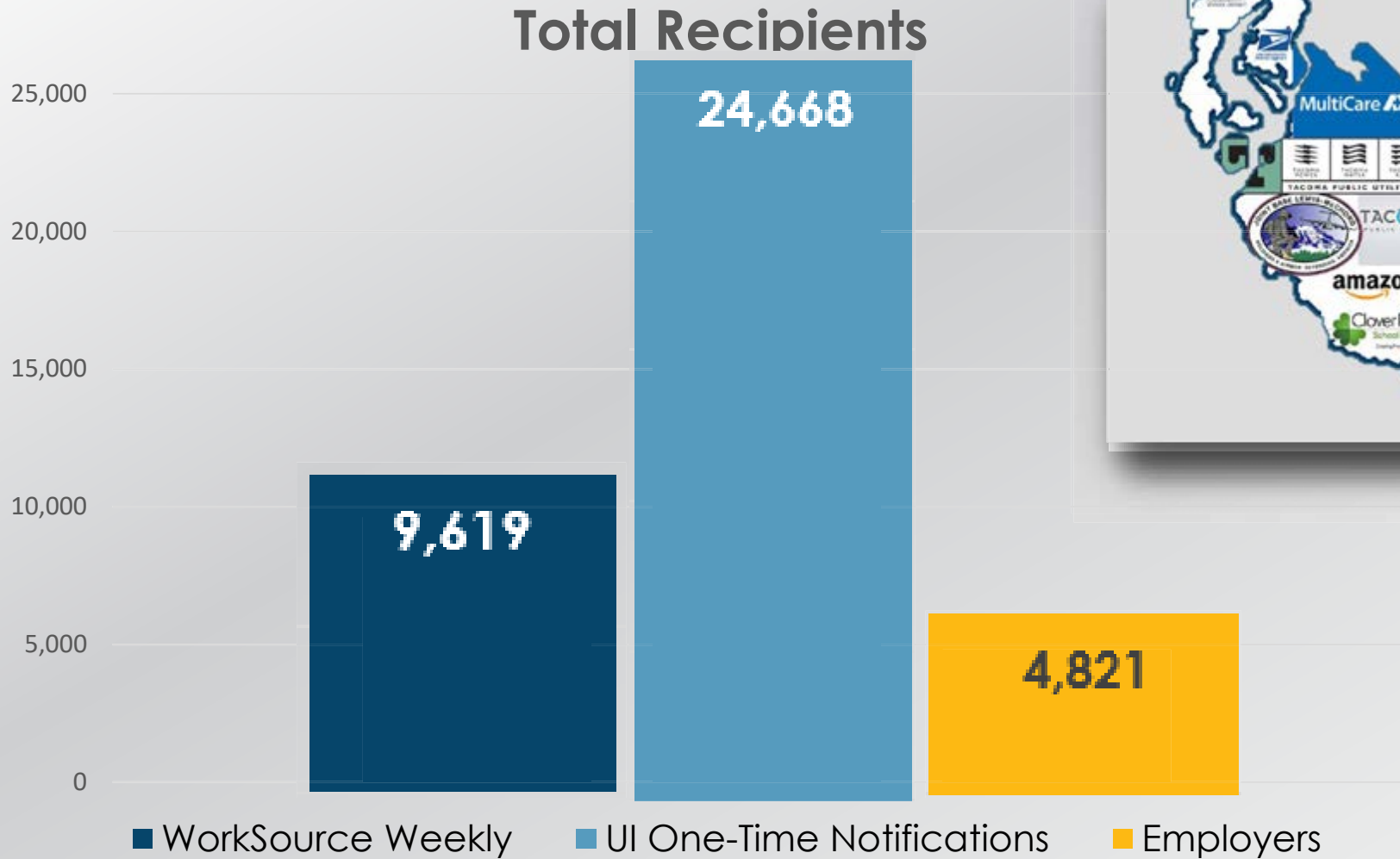


Hiring Events/Job Fairs

For Employers



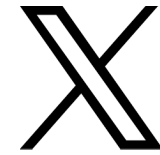
Number recipients



Then came social media...



WorkSource Pierce Facebook Page: June 2015



Then came social media...

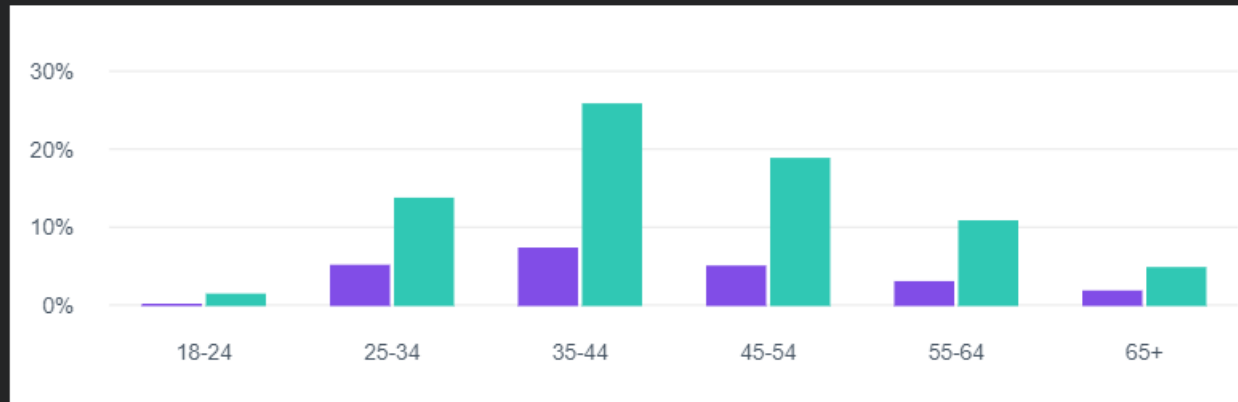


- 1,881 followers
- 21,809 post reach
 - *As of 9/6/2023*



Age and Gender

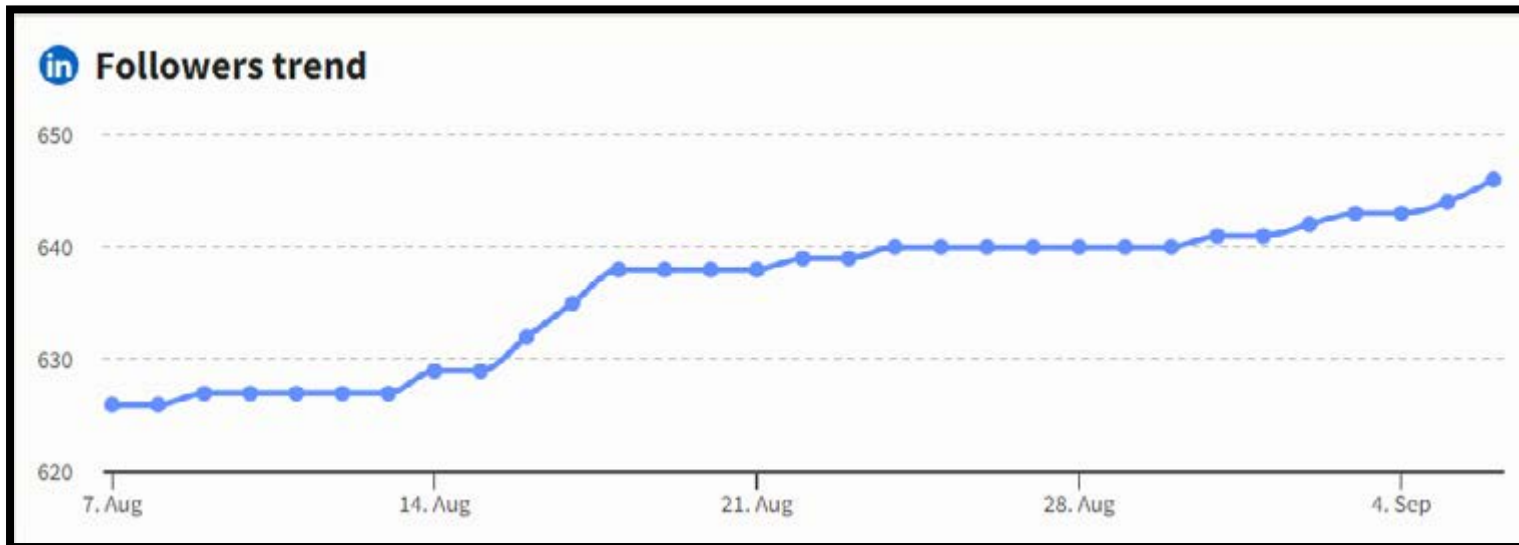
Men 23.50%
Women 76.50%



Then came social media...

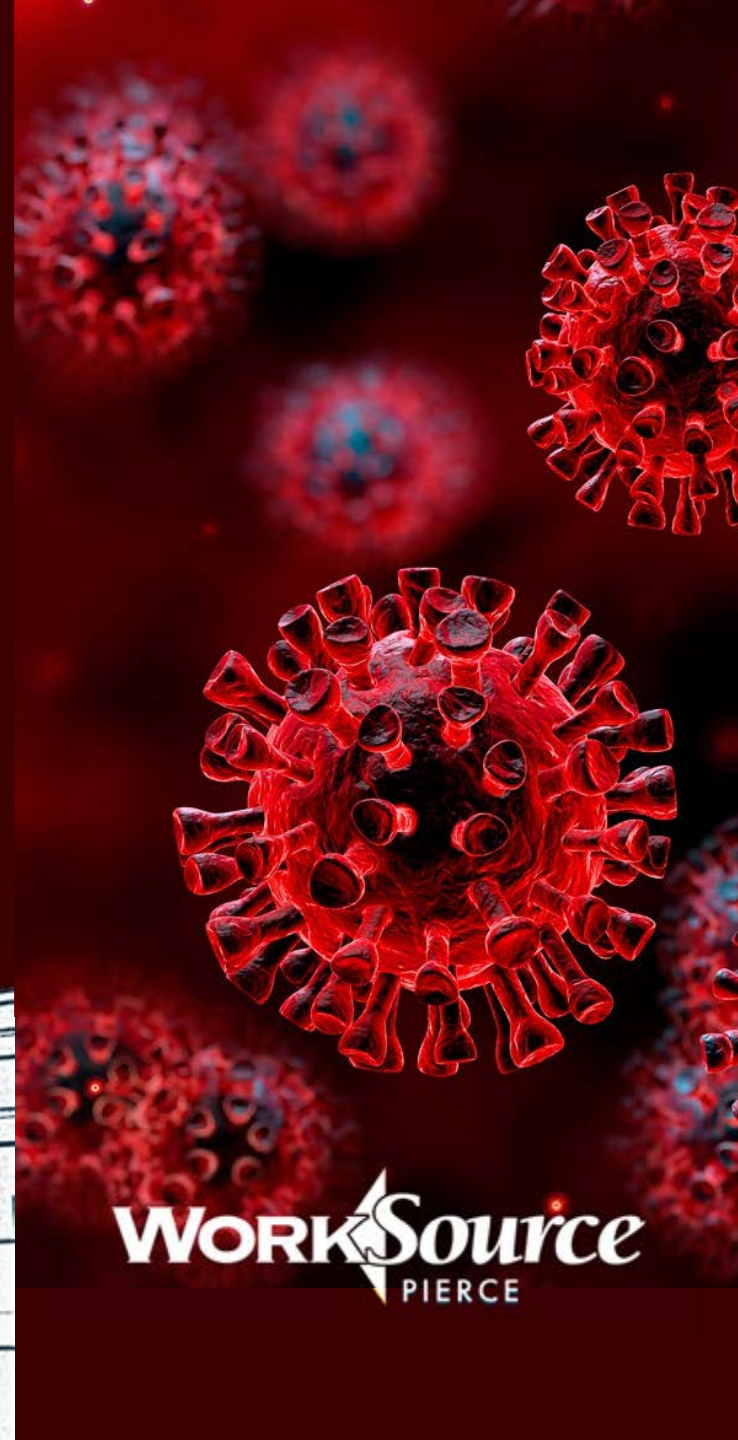


- 646 followers
- 1.8K post impressions
- *As of 9/6/2023*



Then came the pandemic...

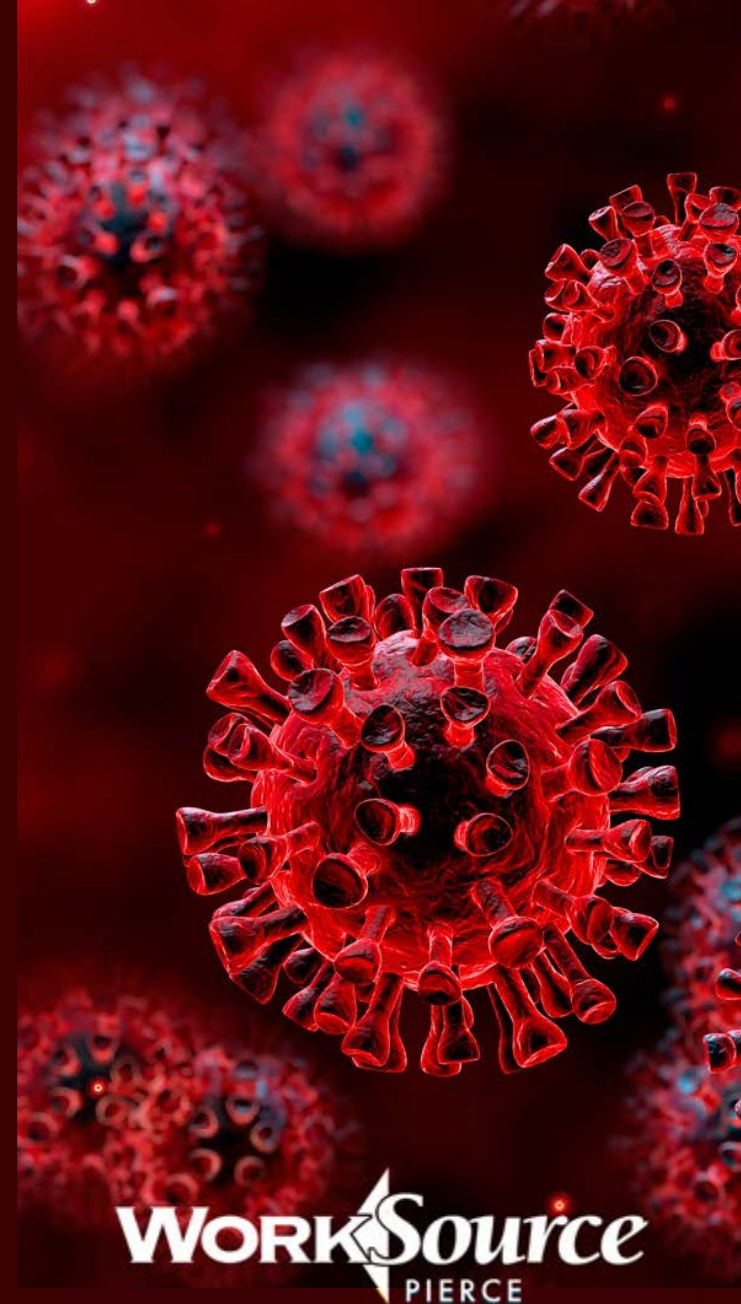
- Lockdown
- Massive, sudden unemployment
- Virtual services needed immediately



WORKSource
PIERCE

Channels added

- Twitter (now X)
- Instagram
- YouTube



What are we sharing?



Upcoming Events
Featured This Week
Customer Success Stories
WorkSource Programs
and Services
And much more!

So how has this helped?

- Increase audience engagement
- Bring WorkSource services to customers throughout the county and beyond
- Increase attendance and participation at WorkSource events
- Make WorkSource more personable





SERVICES FOR PARTNERS

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Communicating info



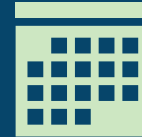
WorkSource Weekly emails

- Job seekers
- UI claimants
- Employers
- worksource-pierce.org News & Updates



Social Media

- Facebook
- LinkedIn
- 'X' (Twitter)
- Instagram
- YouTube



WorkSourceWA Online Calendar

- Trumba Platform
- Autofills to worksource-pierce.org calendar daily
- Paper calendar?



Resource Room Signage TV

- Programs & Services
- Featured This Week
- Did You Know?

WorkSource Pierce Communications team

Joanna Rasmussen

Communications Director

Julianna Flanders

Creative Strategies Manager, Communications

Megan Hansen

Communications Coordinator

Representatives from WorkSource Pierce partners



Local Employers

Business Services/
Business Solutions

Other Partners

WorkSource
Weekly

One-Stop
Operator

WFC
Communications





Success Stories

1. WorkSource on Wheels

- Partnership with Pierce County Library System since 2012
- Taught job seeker workshops at 18 library branches
- 1:1 assistance weekly at larger branches
- Job Clubs
- >10,000 served

WorkSource Weekly credited for this success!





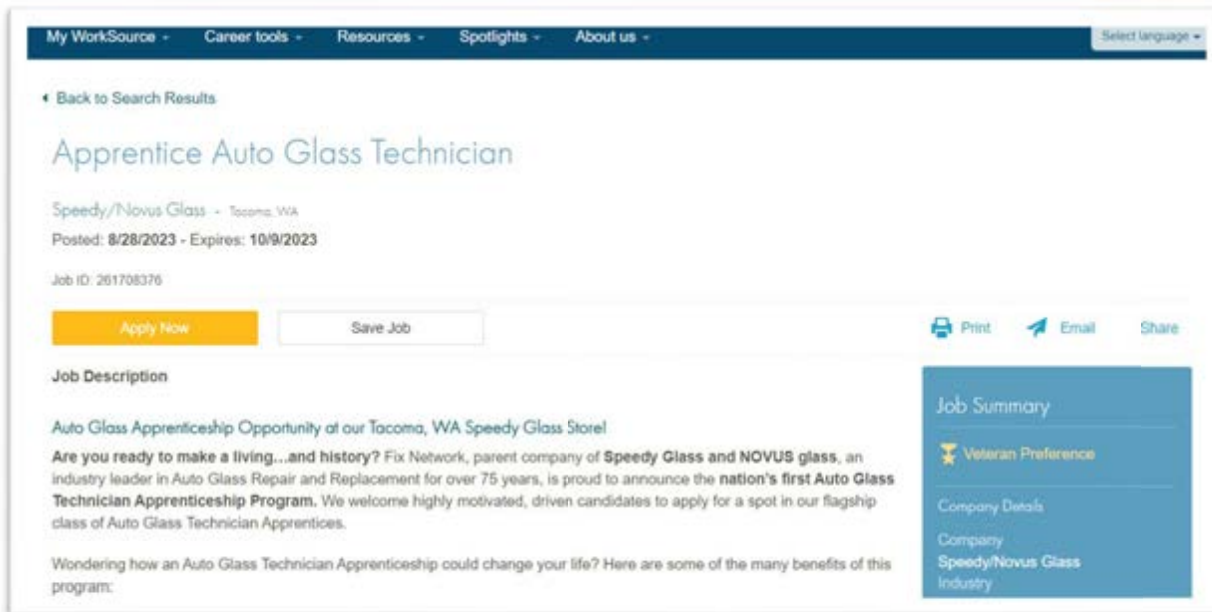
2. Pierce Works!

- Sponsored by Pierce College
- 7-week course
- Requests to send out Pierce Works information on WorkSource Weekly regularly filled classes and waiting lists!

3. Employer Extras

Fix Network

- Speedy Glass
- NOVUS Glass



The screenshot shows a job listing on the WorkSource website. At the top, there is a navigation bar with links for 'My WorkSource', 'Career tools', 'Resources', 'Spotlights', and 'About us'. Below the navigation bar, there is a 'Back to Search Results' link. The main heading of the job listing is 'Apprentice Auto Glass Technician'. Below this, it specifies the employer as 'Speedy/Novus Glass - Tacoma, WA', the posting date as '8/28/2023', and the expiration date as '10/9/2023'. The job ID is '261708376'. There are two buttons: 'Apply Now' (highlighted in orange) and 'Save Job'. To the right of these buttons are links for 'Print', 'Email', and 'Share'. Below the buttons is the 'Job Description' section, which includes the text: 'Auto Glass Apprenticeship Opportunity at our Tacoma, WA Speedy Glass Store! Are you ready to make a living...and history? Fix Network, parent company of Speedy Glass and NOVUS glass, an industry leader in Auto Glass Repair and Replacement for over 75 years, is proud to announce the nation's first Auto Glass Technician Apprenticeship Program. We welcome highly motivated, driven candidates to apply for a spot in our flagship class of Auto Glass Technician Apprentices. Wondering how an Auto Glass Technician Apprenticeship could change your life? Here are some of the many benefits of this program:'. To the right of the job description is a sidebar with a 'Job Summary' section, which includes a 'Veteran Preference' icon and text, and a 'Company Details' section with links for 'Company', 'Speedy/Novus Glass', and 'Industry'.



WorkSource Pierce

650 followers

1w • 🌐

Fix Network, parent company of Speedy Glass and NOVUS Glass, an industry leader in Auto Glass Repair and Replacement for over 75 years, is proud to announce the nation's first Auto Glass Technician Apprenticeship Program. Find out more here:

<https://lnkd.in/dbURbRE6>

Employer Extra

WorkSource
A proud partner of the American Job Center network



EMPLOYER EXTRA: Apprentice Auto Glass Technician – WorkSource Pierce

worksource-pierce.org • 1 min read

WorkSource
PIERCE



HOW TO MAKE REQUESTS

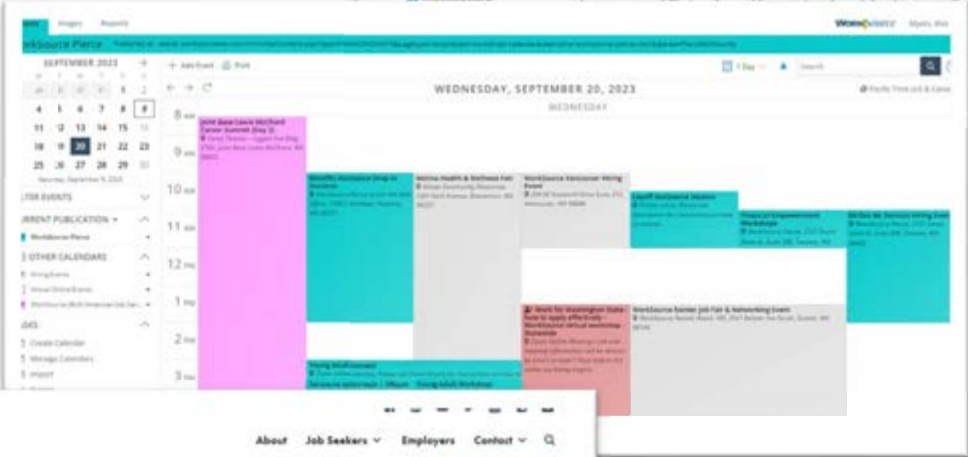
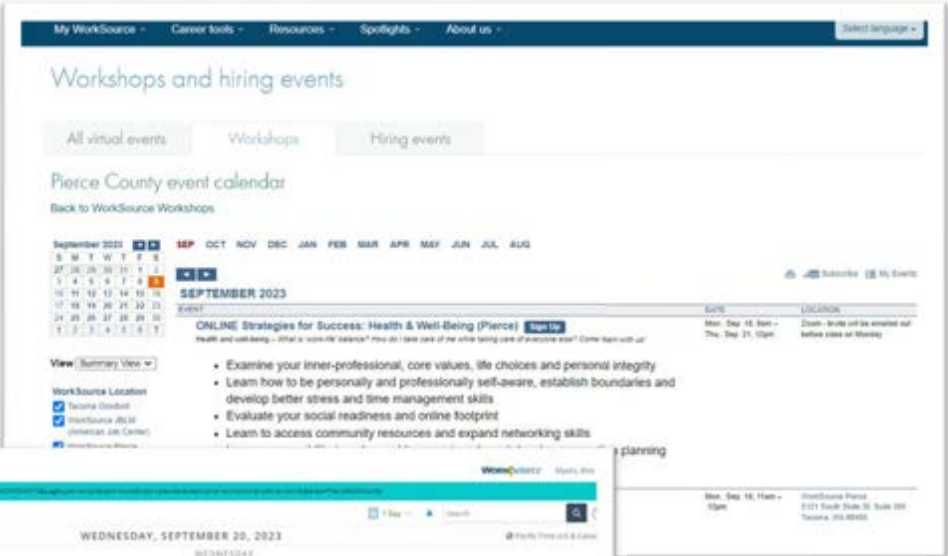
WorkSource
PIERCE

Know the tools

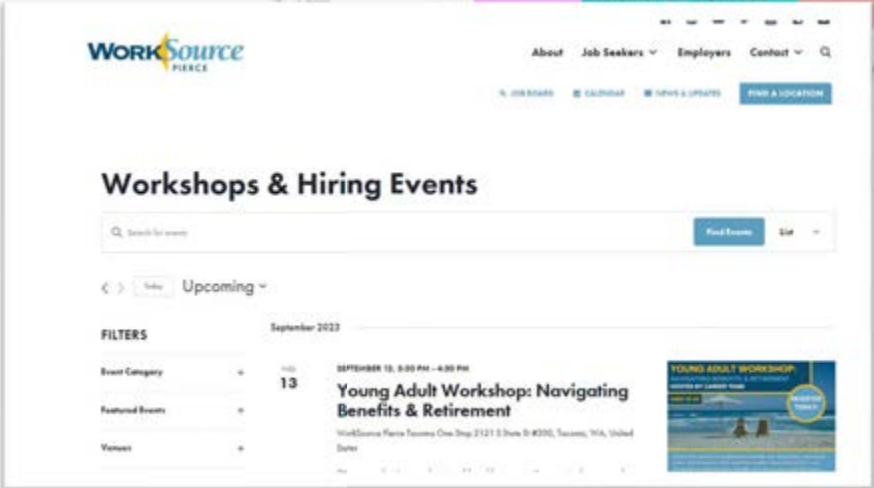
www.WorkSourceWA.com

Calendar – known as


“Trumba”



Worksource-pierce.org



Know the tools



- Bulletins
- Campaigns
- Reports
- Topics
- Segments
- Subscribers
- Templates
- Administrators
- Connect

WorkSource Weekly uses the GovDelivery platform.

[+ CREATE BULLETIN](#) [+ CREATE ADVANCED BULLETIN](#)

User Drafts Page Watch Drafts **Sent** Scheduled Sharing Archived Held

Subjects Recipients Senders Last 30 days

Subject	Recipients	Advanced	Sent By	Sent ↓		
Kirkland Health and Wellness Fair Saturday, Sept 16th 2023 10am-2pm	Subscribers of WDA 5 - WS Redmond	✓	Timothy Brooks	09/08/2023 03:00 PM PDT	<input type="button" value="COPY BULLETIN"/>	<input type="button" value="VIEW REPORT"/>
WA State Labor & Industry (LNI) Job Fair - Tuesday, September 12, 2023, 2pm - 7pm	Subscribers of WDA 5 - WS North Seattle	✓	Timothy Brooks	09/08/2023 02:34 PM PDT	<input type="button" value="COPY BULLETIN"/>	<input type="button" value="VIEW REPORT"/>
Today's Federal Contract Positions - September 8	Subscribers of WDA 6 - WS Pierce - Wo...	✓	Kim Myers	09/08/2023 10:42 AM PDT	<input type="button" value="COPY BULLETIN"/>	<input type="button" value="VIEW REPORT"/>

To



WDA 6 - WorkSource Pierce newsletter (9,638)

☰ ☰ All Topic Subscribers

☰ ☰ WorkSource and WDA

- WDA 6 - WorkSource Pierce newsletter (9,638)
- WDA 6 - WS Pierce - One time notifications (24,571)
- WDA 6 - WS Pierce - Employers (4,784)
- WDA 7 - WS Vancouver (35,879)
- WDA 5 - WS North Seattle (21,188)
- WDA 5 - WS Auburn (5,792)
- WDA 7 - WS Cowlitz/Wahkiakum (8,742)
- WDA 5 - WS Rainier (9,930)
- WDA 5 - WS Redmond (5,042)
- WDA 6 - Pierce - Re-entry Messaging (2,690)
- WDA 5 - Veterans (7,870)

**WorkSource Weekly emails
Are filtered by desired
occupation(s) and veteran
status.**

Criteria

WorkSource Pierce - Occupation Categories

is any of:

- Administrative and Information Support
- Aerospace Manufacturing Occupations
- Agribusiness Systems Occupations
- Animal Systems Occupations
- Audio and Video Technology and Film
- Banking and Related Services
- Business Analysis

Apply criteria.

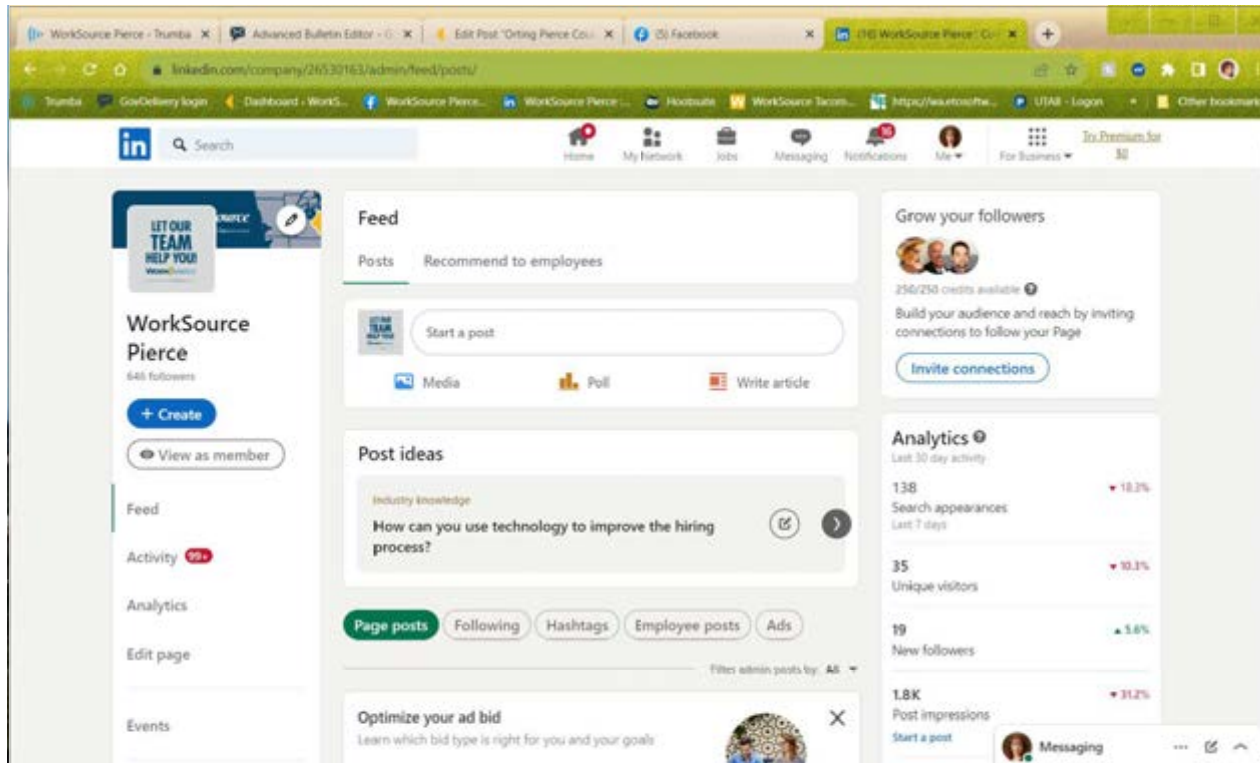
VIEW RESULTS



The process of posting events

5 tabs

- Trumba
- GovDelivery
- WorkSource-pierce.org
- Facebook
- LinkedIn

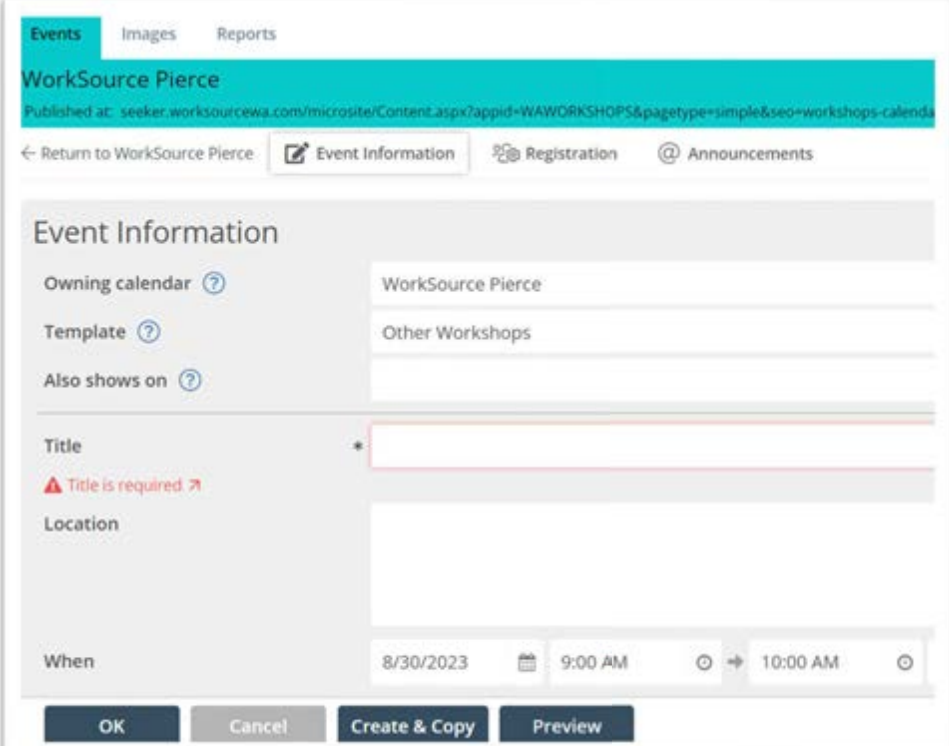


***Please allow up to 72 hours for posts and emails*

Information Needed - Events

- Event Title
- Date/ Time/ Location
- **Point of Contact and Contact info**
- Description
- Employer logo as applicable
- Date of previous event if applicable
- How to register
 - URL?

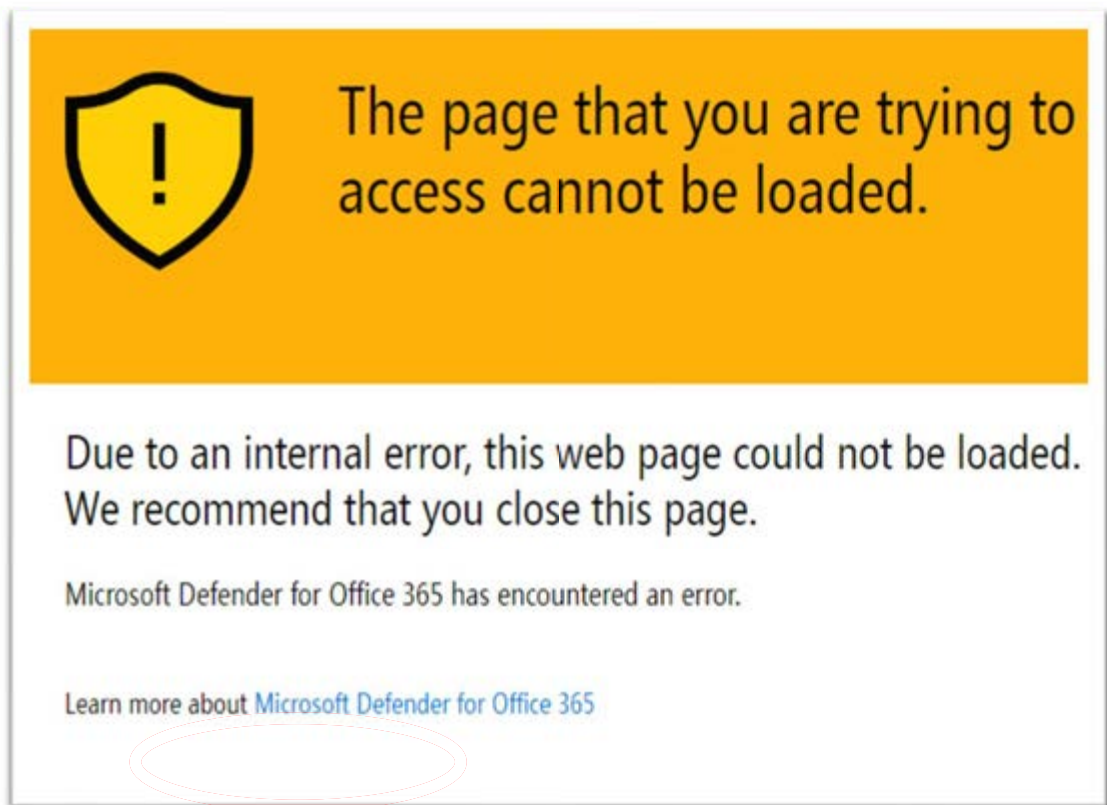
** Make it easier! Request a calendar request form!



The screenshot shows a web form for creating an event. At the top, there are tabs for 'Events', 'Images', and 'Reports'. Below the tabs, the page title is 'WorkSource Pierce' and the URL is 'Published at: seeker.worksourcewa.com/microsite/Content.aspx?appid=WAWORKSHOPS&pagetype=simple&seo=workshops-calenda'. There are navigation links: 'Return to WorkSource Pierce', 'Event Information', 'Registration', and 'Announcements'. The main section is titled 'Event Information' and contains several fields: 'Owning calendar' (WorkSource Pierce), 'Template' (Other Workshops), 'Also shows on', 'Title' (with a red asterisk and error message 'Title is required'), and 'Location'. At the bottom, there is a 'When' section with a date field (8/30/2023) and a time range field (9:00 AM to 10:00 AM). The form has buttons for 'OK', 'Cancel', 'Create & Copy', and 'Preview'.

Information Needed

- If possible, put URLs in attachments
- Add any URLs attached to QR codes



The image shows a screenshot of an error message. At the top, there is a yellow banner with a black shield icon containing a white exclamation mark. To the right of the icon, the text reads: "The page that you are trying to access cannot be loaded." Below the banner, the main text says: "Due to an internal error, this web page could not be loaded. We recommend that you close this page." Underneath that, it states: "Microsoft Defender for Office 365 has encountered an error." At the bottom, there is a link that says "Learn more about Microsoft Defender for Office 365". A red oval is drawn around the bottom portion of the page, specifically around the link and the bottom edge of the error box.

The page that you are trying to access cannot be loaded.

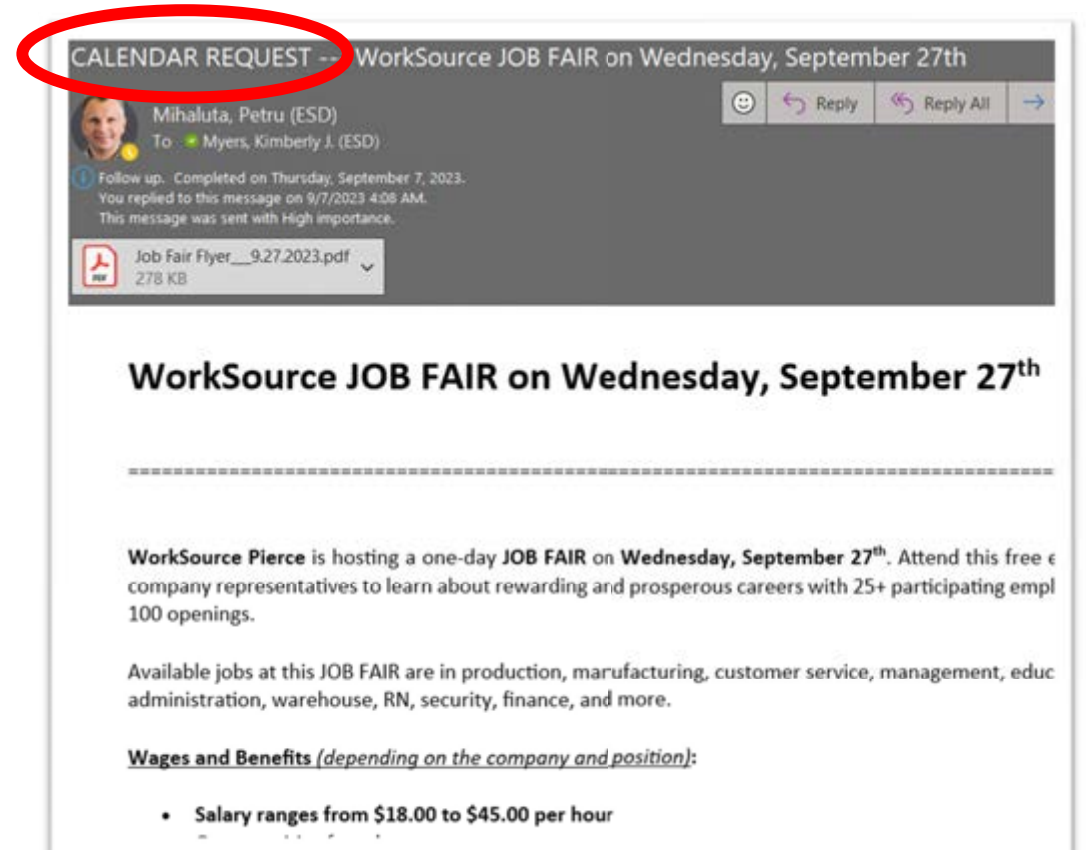
Due to an internal error, this web page could not be loaded. We recommend that you close this page.

Microsoft Defender for Office 365 has encountered an error.

Learn more about [Microsoft Defender for Office 365](#)

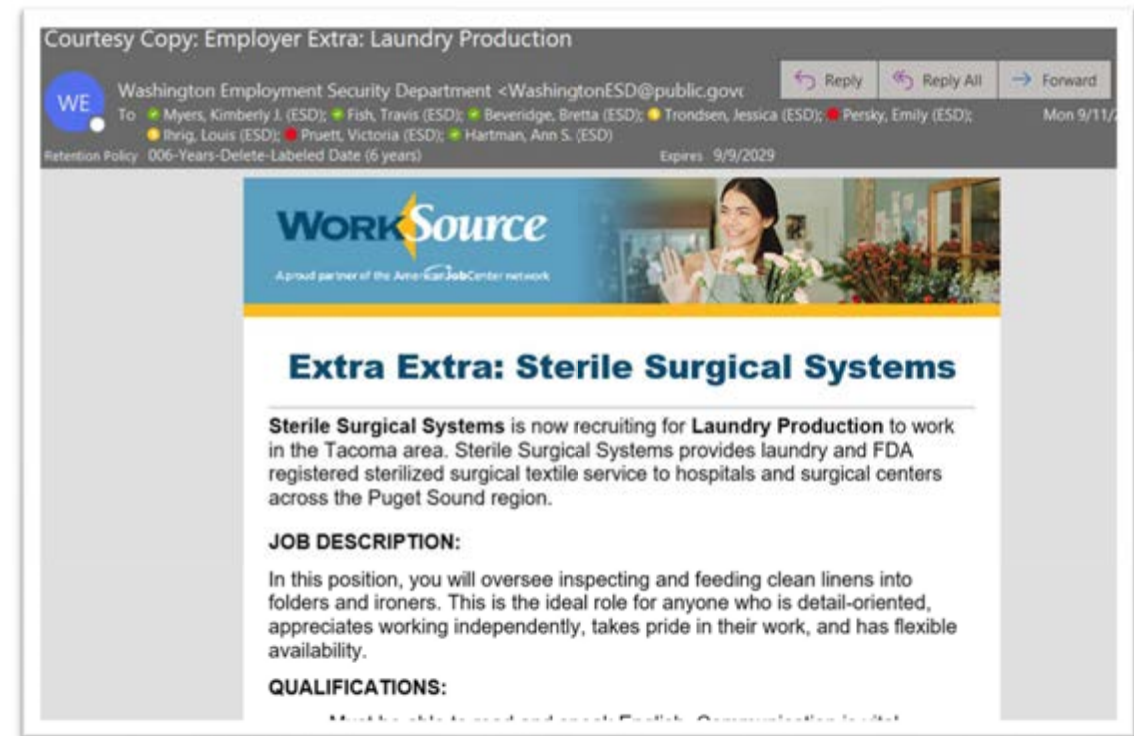
Information Needed - Events

- Email to **Kmyers@esd.wa.gov**
- Use the words **CALENDAR REQUEST** in subject line, with name of event
- Add to social channels too?



** Make it easier! Request a calendar request form!

- Email to **Kmyers@esd.wa.gov**
- Use the words **Employer Extra** or **Extra Extra** in subject line
- Include copy exactly as you want it in the bulletin
- Add to social channels too?



Information Needed – Employer Extra

OUR REQUESTS FOR YOU!



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Customer Success Stories

Please send your customer success stories to Megan or Joanna!

WORKSource PIERCE SUCCESS STORY

Tiffany T.

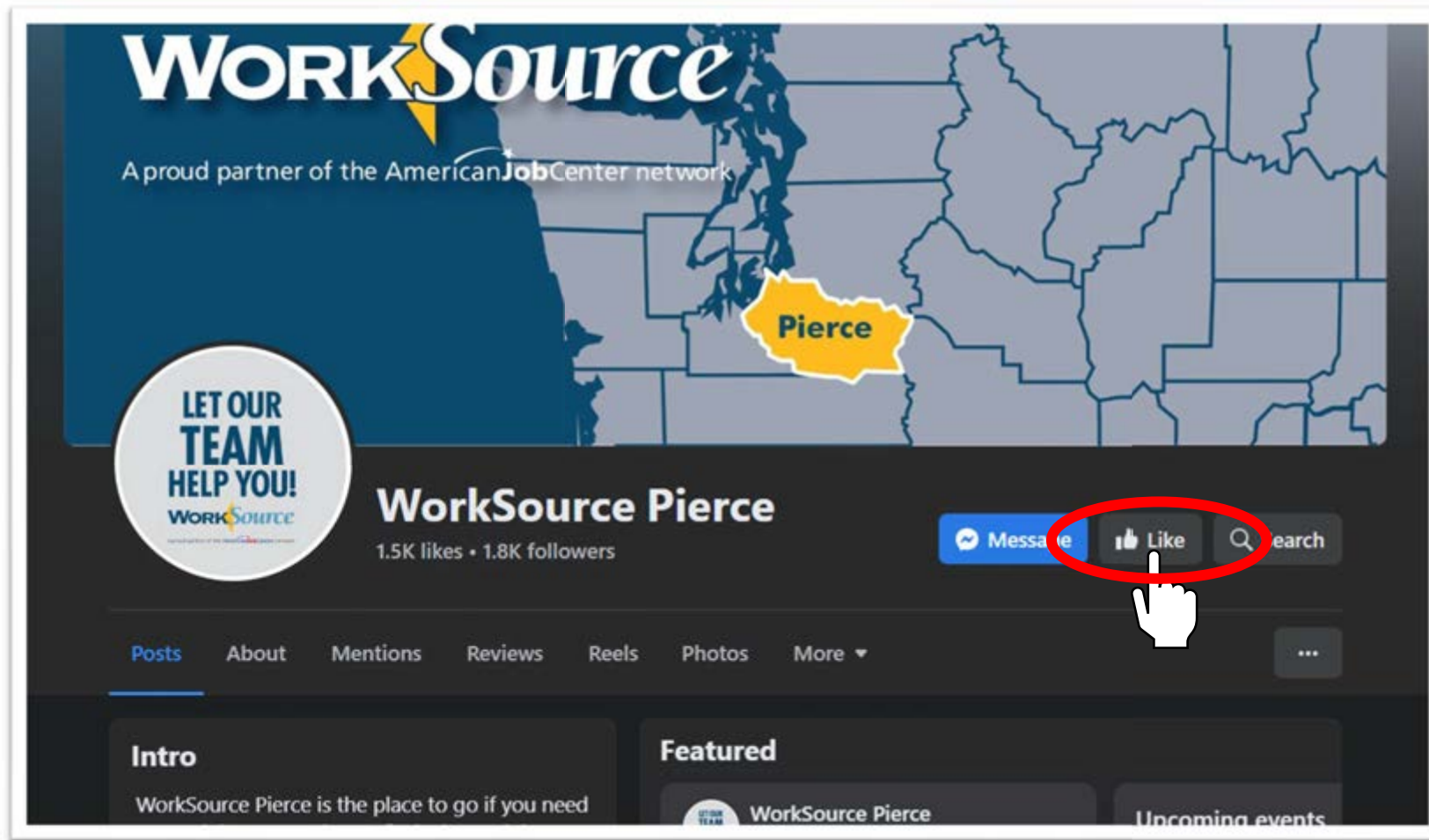
Tiffany used a laptop at the WokrSource Pierce office at South Hill Mall to attend the Hire Pierce County virtual job fair. She scheduled a few interviews too!

START YOUR NEW PATH AT
WORKSOURCE-PIERCE.ORG



WORKSource PIERCE

Subscribe, like, share...



...and become a Friend!

Friends of WorkSource Weekly

- Receives ALL WorkSource Weekly job seeker emails
- Job seekers are filtered
 - Desired Occupations
 - Veteran status

worksource-pierce.org/updates/sign-up/



THE END